Greater Chillum Community Study
December 2015

Neighborhoods
- Chillum
- Carole Highlands
- Hampshire Knolls
- Lewisdale
- Avonridge

The Maryland-National Capital Park and Planning Commission
Prince George’s County Planning Department
www.pgplanning.org

$15.50
Abstract

Title: Greater Chillum Community Study

Author: The Maryland-National Capital Park and Planning Commission

Subject: Greater Chillum Community Study for a portion of Planning Area 65 in Prince George’s County.

Date: December 2015

Source of Copies: The Maryland-National Capital Park and Planning Commission
14741 Governor Oden Bowie Drive
Upper Marlboro, Maryland 20772

Series Number: 216152306

Number of Pages: 180

Abstract: This study was initiated to investigate the needs of the Greater Chillum Community and prepare guidance to assist Prince George’s County and The Maryland-National Capital Park and Planning Commission with implementation approaches. The study area is located in an unincorporated region of Prince George’s County, east of the City of Takoma Park (Montgomery County), south of Langley Park, west of the City of Hyattsville, and north of the District of Columbia. The project concentrates on developing a comprehensive list of needs and improvement strategies with an emphasis on defining and facilitating neighborhood conservation, pedestrian safety and access, and commercial revitalization strategies and programs.
The Maryland-National Capital Park and Planning Commission is a bicounty agency, created by the General Assembly of Maryland in 1927. The Commission’s geographic authority extends to the great majority of Montgomery and Prince George’s Counties: the Maryland-Washington Regional District (M-NCPPC planning jurisdiction) comprises 1,001 square miles, while the Metropolitan District (parks) comprises 919 square miles, in the two counties.

The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland Washington Regional District.

- The acquisition, development, operation, and maintenance of a public park system.

- In Prince George's County only, the operation of the entire County public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the county government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George’s County Department of Planning (M-NCPPC):

- Our mission is: To promote economic vitality, environmental sustainability, design excellence, and quality development in Prince George’s County.

- Our vision: Thriving communities—now and into the future.
Prince George’s County

Rushern L. Baker, III, County Executive

County Council

The County Council has three main responsibilities in the planning process: (1) setting policy; (2) plan approval; and (3) plan implementation. Applicable policies are incorporated into area plans, functional plans, and the general plan. The Council, after holding a hearing on the plan adopted by the Planning Board, may approve the plan as adopted, approve the plan with amendments based on the public record, or disapprove the plan and return it to the Planning Board for revision. Implementation is primarily through adoption of the annual Capital Improvement Program, the annual budget, the water and sewer plan, and adoption of zoning map amendments.

Council Members

Mary A. Lehman, 1st District
Deni Taveras, 2nd District
Dannielle M. Glaros, 3rd District
Todd M. Turner, 4th District
Andrea C. Harrison, 5th District
Derrick Leon Davis, 6th District, Council Vice Chair
Karen R. Toles, 7th District
Obie Patterson, 8th District
Mel R. Franklin, 9th District, Council Chairman

Clerk of the Council

Redis C. Floyd
Contents

Executive Summary ................................................................................................................................. ix
  Background........................................................................................................................................... ix
  Study Area.......................................................................................................................................... ix
  Goal ................................................................................................................................................... ix
  Existing Conditions.............................................................................................................................. x
  Key Recommendations.......................................................................................................................... xii
  Transportation and Connectivity........................................................................................................... xiv
  Revitalization and Redevelopment....................................................................................................... xiv

Introduction ............................................................................................................................................... 1
  Study Area Location.............................................................................................................................. 1
  History................................................................................................................................................ 1

Relevant Previous Plans and Priorities .................................................................................................... 5
  New Hampshire Avenue Corridor Concept Plan.................................................................................. 5
  Approved Takoma/Langley Crossroads Sector Plan.............................................................................. 7
  West Hyattsville Transit District Development Plan.............................................................................. 8

Project Outreach ...................................................................................................................................... 11
  September 2013 M-NCPPC Hispanic Festival...................................................................................... 11
  November 2013 Stakeholder Meetings................................................................................................. 12
  January 2014 Public Meeting................................................................................................................ 13
  February–March 2014 Stakeholder Interviews .................................................................................... 14
  April 2014 Public Meeting.................................................................................................................... 15
  April–May 2014 Agency Interviews....................................................................................................... 16

Existing Conditions .................................................................................................................................... 17
  Socioeconomic Analysis........................................................................................................................ 18
  Housing and Development Analysis...................................................................................................... 22
  Urban Design Analysis .......................................................................................................................... 24

Recommendations ..................................................................................................................................... 33

Neighborhoods and Sense of Place ........................................................................................................... 35
  Chillum ............................................................................................................................................... 38
  Hampshire Knolls ................................................................................................................................. 43
  Carole Highlands ................................................................................................................................. 47
  Lewisdale ............................................................................................................................................ 51
  Avonridge .......................................................................................................................................... 54

Housing ..................................................................................................................................................... 63
  Background.......................................................................................................................................... 63
  Recommendations............................................................................................................................... 65

Economic Development ............................................................................................................................. 85
  Background.......................................................................................................................................... 85
  Constraints.......................................................................................................................................... 88
  Implementation Recommendations......................................................................................................... 90
Contents (cont’d)

Connectivity and Transportation ................................................................. 97
  Background .............................................................................................. 97
  Recommendations .................................................................................... 99

Redevelopment and Revitalization ............................................................ 111
  Background ............................................................................................. 111

Conclusion and Next Steps ........................................................................ 131

Appendix A—Code Enforcement Background Information ........................ A-1
Appendix B—Zoning Case Studies ................................................................. B-1
Appendix C—Housing Background Information ........................................ C-1

LIST OF MAPS

Map 1. Study Area ...................................................................................... 3
Map 2. Regional Map .................................................................................. 4
Map 3. Natural Amenities ........................................................................... 21
Map 4. Existing Zoning .............................................................................. 23
Map 5. Suburban Characteristics ................................................................. 27
Map 6. Population Over 65 Years Old ......................................................... 29
Map 7. Zero-Car Households ..................................................................... 31
Map 8. Neighborhood ............................................................................... 36
Map 9. Chillum Communities .................................................................... 40
Map 10. Hampshire Knolls Communities .................................................... 45
Map 11. Carole Highlands and Lewisdale Communities ............................ 49
Map 12. Avonridge Communities ............................................................... 58
Map 13. Potential Neighborhood Conservation Districts .......................... 68
Map 14. Potential Multifamily Densification/Revitalization Locations .......... 78
Map 15. Public Transportation ................................................................... 103
Map 16. Proposed Circulator Routes .......................................................... 104
Map 17. Existing and Proposed Bicycle Lanes and Trails ............................ 108
Map 18. Areas with Planned Infrastructure Changes ................................... 110
Map 19. Zoning Recommendations ............................................................ 115
Map 20. Priority and Minor Redevelopment Sites ....................................... 117
Map 21. Public Open Space Recommendations .......................................... 129
LIST OF TABLES

Table 1. Summary of Challenges and Opportunities .................................................................x
Table 2. Implementation Priorities ............................................................................................ xv
Table 3. Neighborhood Demographics (%) .............................................................................. 19
Table 4. Households .................................................................................................................. 20
Table 5. Income .......................................................................................................................... 20
Table 6. Land Use (2013) ......................................................................................................... 24
Table 7. Prince George’s County Regional Average Commute Times (2011) (%) .................... 26
Table 8. Prince George’s County Regional Mode Share (2011) (%) ........................................ 26
Table 9. Recent Planning Efforts Plan ....................................................................................... 26
Table 10. Labor Force Commute Distance .............................................................................. 30
Table 11. Sense of Place ............................................................................................................ 60
Table 12. Summary of Challenges and Opportunities ............................................................... 64
Table 13. Housing Recommendations in the Study Area ......................................................... 64
Table 14. Housing Policies and Programs ............................................................................... 80
Table 15. National Organizations Programs and Services ....................................................... 83
Table 16. Summary of Challenges and Opportunities ............................................................... 86
Table 17. Summary of Challenges and Opportunities ............................................................... 98
Table 18. Average Commute Times in Chillum and the Surrounding Region (2011–2012) .... 99
Table 20. Summary of Challenges and Opportunities ............................................................... 112
Table 21. Zoning Recommendations ....................................................................................... 113
Table 22. Priority Redevelopment Locations Selection Criteria Scoring ................................. 116
Table 23. The Shops at Queens Chillum/Chillum Road Shopping Center/West Hyattsville Metro Priority Redevelopment Site ............................................................... 119
Table 24. Riggs Plaza Shopping Center Priority Redevelopment Site .................................... 120
Table 25. Sargent Road Shopping Center Priority Redevelopment Site ................................ 121
Table 26. Neighborhood Redevelopment and Revitalization ............................................... 130
Table 27. Implementation Priorities .......................................................................................... 132
Executive Summary

Background

The Prince George’s County Planning Department of The Maryland-National Capital Park and Planning Commission initiated the *Greater Chillum Community Study* in 2013 to determine community needs and corresponding recommendations that maximize the community’s assets as it relates to a sense of place, neighborhood conservation, pedestrian connectivity, affordable housing, and the revitalization of aging commercial properties. This study is intended to provide a road map for future public and private investments in the community as well as for Prince George’s County policy initiatives. Unlike a sector plan, this study does not include a sectional map amendment and a change in the zoning.

Study Area

The *Greater Chillum Community Study* covers roughly 2.5 square miles of unincorporated Prince George’s County, Maryland. The area (which will be called the study area for the purposes of this study) includes five neighborhoods: Chillum, Carole Highlands, Hampshire Knolls, Lewisdale, and Avonridge. The City of Takoma Park and Montgomery County, Maryland, border the study area to the north; to the west sits the City of Hyattsville, Maryland, and to the south is Washington, D.C. The West Hyattsville Metro Station is on the eastern edge of the study area, while the Fort Totten Metro Station sits just south of the boundary. The future Riggs Road Purple Line Station will be at the northern boundary of the study area on University Boulevard. The study area is located in the Established Community Policy Area as defined in the 2014 *Plan Prince George’s 2035 Approved General Plan*.

Goal

The *Greater Chillum Community Study* makes recommendations for implementable changes within the community to improve walkability and pedestrian safety, preserve and celebrate neighborhood character and sense of place, address code violations, improve owner-occupied housing and rental residential opportunities for a variety of incomes, create economic opportunities, and strengthen community identity. The specific study area
recommendations are broken down into these topic areas: housing, economic development, connectivity and transportation, and redevelopment and revitalization.

Table 1. Summary of Challenges and Opportunities

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The location is well connected, sitting inside the Beltway near two Washington Metropolitan Area Transit Authority Metro stations, three future Maryland Transit Administration Purple Line Stations, and numerous bus lines. This accessible location has the potential for the redevelopment of low-density commercial properties with mixed-use, transit-oriented development (TOD).</td>
<td>• Poor connectivity exists between neighborhoods and in transit and retail centers.</td>
</tr>
<tr>
<td>• Already established single-family neighborhoods help to diversify housing options.</td>
<td>• Strong market position, specifically unmet retail demand, is overshadowed by market perceptions.</td>
</tr>
<tr>
<td>• Diverse community that includes African-Americans, Central Americans, West Africans, Vietnamese, Koreans, and Indians.</td>
<td>• Conversion of owner-occupied, single-family housing to multifamily rental units creates difficulties for code enforcement officials.</td>
</tr>
<tr>
<td>• Existing community amenities that include housing choices, access to transit, abundant park land, regional trails, and proximity to major employment.</td>
<td>• Current road design discourages multimodal access to transit choices.</td>
</tr>
<tr>
<td>• Strong market position because of proximity to transit and employment centers and existing ethnic businesses.</td>
<td>• Zoning and market conditions discourage the redevelopment of aging, low-density commercial developments into walkable mixed-use development.</td>
</tr>
<tr>
<td>• Poor connectivity exists between neighborhoods and in transit and retail centers.</td>
<td>• Market perceptions overshadow market position, perceived crime issues, comparative lower spending power of study area residents, atypical demand patterns of immigrant populations, and lack of a “destination” to attract consumers.</td>
</tr>
</tbody>
</table>

Existing Conditions

Strategically located, the Greater Chillum Community study area is transitioning from a suburban community centered around the automobile to an urban, inner-Beltway community. Suburban characteristics once defined the greater Chillum area as having lower densities, more homogeneous incomes and demographics, and daily needs located outside of walking distance of most residents. Today, urban characteristics are beginning to become the norm such as larger families with lower incomes that require more affordable, higher-density housing, more diversity in incomes and race, and less reliance on automobiles as a primary means to access daily needed goods and services.

Given these changing demographics and the need for a more walkable environment, pressure exists to provide adequate housing for the influx
of immigrants to the area, maintain affordable housing choices, improve property maintenance practices, and strengthen community identity. Like many nearby communities, the late 1960s shifted the demographics of the community from predominantly white to include a large proportion of African-Americans. Recently, another dramatic demographic shift has occurred as a large immigrant population has moved to the study area. In particular, Hispanic immigrants from Central America have changed the cultural makeup in the multifamily and single-family housing neighborhoods. This shift has created dramatic changes in household size, retail demand, transportation usage, educational levels, and employment. Overall, household size in the study area has increased in many cases in an effort to cut down on housing costs. It has also led to a shift from owner-occupied to renter-occupied single-family homes. The market for housing faces competition from nearby markets. Recent sales prices are just above current assessed value, and foreclosures are comparatively low, but short sales have recently increased. This has affected the standard of property maintenance and caused cultural conflict between the new and existing residents of the study area. The most significant concerns that stakeholders raised were the perceived lack of code enforcement and the demographic shifts in Prince George’s County caused by the move of lower-income, Washington, D.C. residents and immigrants into the neighborhoods.

Many of the newer residents of the area are more dependent on public transportation such as the bus and heavy rail. The increased use of public transportation highlights the deficiencies in the existing infrastructure. Current roadway designs support fast vehicular movements but do not provide sufficient networks for pedestrians and bicyclists. Major and minor connector streets are often lacking sidewalks, and most bus stops are without shelters.

The market analysis suggests that with the growing immigrant population, medium household incomes will remain below the Prince George’s County average through 2018, indicating a need for affordable housing, employment, and retail choices within walking distance of transit. Employment opportunities in the study area are limited to retail, service, and few healthcare positions. These jobs are not large economic growth generators. Dampening the opportunity for quality employment growth is the area’s low level of education. Additionally, most residents must travel outside the study area to work with an average commute time of over 30 minutes.

The recent influx of immigrants has also increased demand for ethnic businesses, but lower incomes overall have caused a shift in the quality of retail and restaurant offerings. Long-term residents express an interest in higher quality restaurants and retail options.
Given the historical development pattern previously explained in detail, the study area has a history of separated land uses. The majority of commercial development is predominantly single-story strip retail on major vehicular corridors and at major intersections. The retail is almost fully leased and offers grocery stores, ethnic retailers, low-cost restaurants, and neighborhood-serving retail. A small amount of office exists on New Hampshire Avenue, and light industrial uses are on Chillum Road. The area is largely built out, so future development will likely be small infill projects or the redevelopment of existing properties. Although the commercial properties are fully leased, they face regional competition from nearby regional nodes like Prince George’s Plaza.

The goal of this study is to give the community and Prince George’s County recommendations that harness assets and address deficiencies in order to improve the lives of people who live in the Greater Chillum Community. From an examination of the existing conditions, implementable strategies were identified for the study area and, more broadly, Prince George’s County.

Key Recommendations

The following are the key recommendations from the study:

**Neighborhoods and Sense of Place**

1. Identify the community by creating gateway signage at key entry points into the study area.
2. Celebrate each community within the five neighborhoods with identification signage and investment in neighborhood parks.
3. Encourage the conversion of commercial areas to mixed-use TODs.
4. Improve pedestrian connections within each neighborhood and between neighborhoods by completing sidewalk connections throughout the study area.

**Housing**

1. Improve existing single-family housing stock. Neighborhood Conservation Districts or Neighborhood Revitalization Strategy Areas should be considered in some neighborhoods. Publicly funded programs that assist homeowners and landlords with maintenance will help offset the inability to get conventional loans for costs.

A typical cresting residential street in Hampshire Knolls. Belford Towers can be seen in the distance.
2. Reform code enforcement to stabilize neighborhoods through a case management approach that seeks to find solutions for the root causes of code violations.

3. Increase quality affordable housing options, particularly using TOD as a catalyst for increasing availability of mixed-use housing.

4. Research and study redevelopment and densification options that respect the existing, single-family communities and increase the supply of quality housing.

5. Develop neighborhood specific policies and programs for housing initiatives that address issues block by block and provide housing counseling for homeowners.

6. Implement Prince George’s County’s housing and economic development initiatives throughout the study area.

7. Develop relationships with national organizations experienced in transitioning neighborhoods.

**Economic Development**

1. Create a marketing identity for the greater Chillum study area that celebrates its competitive advantage as an international marketplace with ethnic-based businesses.

2. Pursue development efforts for local businesses to help small business owners offer unique and in-demand products.

3. Work with local property owners to convert vacant space into a culinary and hospitality incubator.

4. Establish a location for an urban farm and garden with space for weekend farmers’ markets.
5. Promote development of additional affordable rental housing units by incorporating these units into new mixed-use redevelopment efforts.

6. Work with the Prince George’s County Redevelopment Authority and existing property owners to identify potentially catalytic projects based on their potential impacts on the surrounding community.

Transportation and Connectivity

1. Improve pedestrian connectivity by improving infrastructure such as sidewalks and trail connections between neighborhoods across parks.

2. Provide public safety improvements to trails and walkways through the park system to discourage crime and increase usage.

3. Increase transit opportunities by reducing bus headways, exploring circulator service to West Hyattsville, and improving bicycle facilities.

4. Further evaluate crash data to address safety concerns.

5. Implement infrastructure changes planned in the study area.
   - Ager Road complete streets improvement.
   - Purple Line project.
   - Approved Takoma/Langley Crossroads Sector Plan.

Revitalization and Redevelopment

1. Explore rezoning in accordance with the zoning code update to encourage mixed use development in strategic areas and the preservation of existing neighborhoods.

2. Identify priority redevelopment locations and minor redevelopment nodes that offer the best opportunity to be a catalyst for overall community improvement.

3. Facilitate property improvements for commercial properties and neighborhoods.

4. Increase maintenance, programming, and activities in public open space to celebrate this distinctive element of the study area.
<table>
<thead>
<tr>
<th>Table 2. Implementation Priorities</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Near-Term</strong></th>
<th><strong>Mid-Term</strong></th>
<th><strong>Long-Term</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Reform code enforcement to stabilize neighborhoods</td>
<td>• Improve existing single-family housing stock</td>
<td>• Improve existing single-family housing stock</td>
</tr>
<tr>
<td>• Research and study redevelopment and density options</td>
<td>• Increase quality, affordable housing options, particularly TOD</td>
<td>• Increase quality, affordable housing options, particularly TOD</td>
</tr>
<tr>
<td>• Develop neighborhood specific policies and programs for housing initiatives</td>
<td>• Research and study redevelopment and density options</td>
<td>• Research and study redevelopment and density options</td>
</tr>
<tr>
<td>• Implement Prince George’s County’s housing and economic development initiatives throughout the study area</td>
<td>• Implement Prince George’s County’s housing and economic development initiatives throughout the study area</td>
<td>• Implement Prince George’s County’s housing and economic development initiatives throughout the study area</td>
</tr>
<tr>
<td>• Develop relationships with national organizations experienced in transitioning neighborhoods</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Economic Development</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Create a marketing identity for the Greater Chillum Community</td>
<td>• Pursue development efforts for local businesses</td>
<td>• Work with Prince George’s County Redevelopment Authority and selected property owners to identify potential catalytic projects</td>
</tr>
<tr>
<td>• Work with local property owners to convert vacant space into a weekend farmers’ market</td>
<td>• Promote development of additional, affordable, rental housing units</td>
<td></td>
</tr>
<tr>
<td>• Establish a location for an urban farm and garden with work space for a weekend farmers’ market</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Connectivity and Transportation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Improve pedestrian connectivity</td>
<td>• Improve pedestrian connectivity</td>
<td>• Increase transit opportunities</td>
</tr>
<tr>
<td>• Improve public safety</td>
<td>• Implement infrastructure changes planned</td>
<td>• Implement planned infrastructure changes</td>
</tr>
<tr>
<td>• Further evaluate crash data to understand additional safety concerns</td>
<td>• Reduce space between lighted intersections for pedestrians on major roads by signalized pedestrian crossings to improve access to bus stops</td>
<td></td>
</tr>
<tr>
<td>• Implement planned infrastructure changes</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Redevelopment and Revitalization</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Support the countywide zoning rewrite</td>
<td>• Explore rezoning</td>
<td>• Identify priority redevelopment locations</td>
</tr>
<tr>
<td>• Facilitate property improvements</td>
<td>• Facilitate property improvements</td>
<td>• Increase investments, programming, and activities in public open spaces</td>
</tr>
<tr>
<td>• Increase investments, programming, and activities in public open spaces</td>
<td>• Increase investments, programming, and activities in public open spaces</td>
<td></td>
</tr>
<tr>
<td><strong>Neighborhoods and Sense of Place</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Create identity signage for the Greater Chillum Community at major gateways</td>
<td>• Create a neighborhood park at Chillum Manor open space</td>
<td>• Encourage the conversion of commercial areas to mixed-use, TOD</td>
</tr>
<tr>
<td>• Install signage for communities within the study area</td>
<td>• Create a trail between orphan sections of Knollbrook Drive along creek</td>
<td></td>
</tr>
<tr>
<td>• Improve and create safe pedestrian connections through the open spaces and easements that currently divide neighborhoods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Educate residents on bulk trash pick-up procedures</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Introduction

Study Area Location

The Greater Chillum Community Study covers roughly 2.5 square miles of unincorporated Prince George's County, Maryland. The area includes five neighborhoods: Chillum, Carole Highlands, Hampshire Knolls, Lewisdale, and Avonridge. The City of Takoma Park and Montgomery County, Maryland, border the study area to the north; to the west sits the City of Hyattsville, Maryland, and to the south is Washington, D.C. The Chillum area was developed as some of the first metropolitan area suburbs not served by a street car in the 1940s and 1950s. The neighborhoods are a mixture of low- to medium-density single-family detached residential, low- to medium-density garden-style residential, and a few higher-density residential towers. The homes are served by low-density commercial strip centers along the major vehicular corridors. A significant portion of the study area is dedicated to religious uses and social services, including housing for seniors, women, and children.

This inner-ring suburb is well served by existing transit. There are 3 regional and 10 local bus routes servicing the neighborhoods, and 2 Metrorail stations border the study area. West Hyattsville sits near the Green Line on the east and Fort Totten sits near the Green, Yellow, and Red Lines to the southwest. In the future, three Maryland Transit Administration Purple Line Light Rail stations will be built on the study area’s northern border, and a planned transit way from Montgomery County into Prince George’s County will bisect the study area along East West Highway.

History

The study area garners its name from a 1763 land patent by William Dudley Digges for the 4,443 acre Chillum Castle Manor named after a relative’s Chilham Castle in Kent, England. This was the largest holding in the area and included modern neighborhoods—Green Meadows, Lewisdale, Carole Highlands, and sections of Takoma Park and Langley Park. Like many communities in colonial Maryland, this area’s early economic activity focused on tobacco.
cultivation. Tobacco was phased out of the area by the 1800s and the large land holdings converted to other types of farming. Roads into Washington, D.C., including Riggs Road, Sligo Mill Road (now New Hampshire Avenue), Sargent Road, and Queens Chapel Road, connected the farms with a market for their goods.

For over 100 years, life continued in this pattern for residents of the study area with steady gains in housing and population while still maintaining a rural character. Like many small communities at the edge of cities, the return of World War II veterans and high population growth in the mid-1940s and early 1950s resulted in the conversion of farmland into housing. Although some of this change began in the 1930s, the post-War boom greatly sped the development from rural farms to suburban housing. Five distinct neighborhoods separated by both natural and man-made barriers encompass the community: Chillum, Hampshire Knolls, Carole Highlands, Lewisdale, and Avonridge. Unlike other expansions into the suburbs in the Washington, D.C. area that were fueled by streetcar lines such as Chevy Chase, the greater Chillum area’s expansion took place with the increased use of automobiles. Today, these neighborhoods continue to develop their own character and conditions based on the demographics and the way the homes were originally built. The following findings for the five neighborhoods influenced how the consultant team developed recommendations specific to each.
Map 1. Study Area
INTRODUCTION

Greater Chillum Community Study
Relevant Previous Plans and Priorities

The study area overlaps or abuts existing plan boundaries. These plans provide guidance for the future development and redevelopment of the surrounding area through zoning changes, transportation enhancements, open space strategy, and other urban design solutions. The Greater Chillum Community Study envisions recommendations that coordinate with these existing plans that were written with extensive community input. The following highlights important recommendations from each of the plans that are relevant to the study area and should be implemented in coordination with the recommendations contained in the Greater Chillum Community Study.

New Hampshire Avenue Corridor Concept Plan

Purpose: The City of Takoma Park undertook the corridor plan to identify solutions to make the declining corridor a community asset through roadway and urban design improvements on New Hampshire Avenue as it leaves Washington, D.C. In Maryland, New Hampshire Avenue is the border between The City of Takoma Park in Montgomery County and Prince George’s County. This plan develops a conceptual framework for improving multimodal mobility while creating opportunities to strengthen economic redevelopment at commercial nodes like the Ethan Allen gateway at New Hampshire Avenue and East West Highway.

Relevant Recommendations

- Improve roadway design for pedestrians, bicyclists, and transit users to accommodate “through traffic” by creating a multiway boulevard.
  - Redesign intersection at East West Highway and New Hampshire Boulevard to reduce corner radii and reduce pedestrian crossing distances.
  - Provide safety strip median.
  - Create turning lanes at intersections.
  - Provide parallel parking.
  - Enhance transit waiting areas and bus pull-offs.
  - Design streetscape with people-friendly amenities.
  - Enhance crosswalks.
• Improve transit opportunities
  ⚫ Enhance transit service in the corridor in conjunction with redevelopment.
  ⚫ Create a new circulator route.

• Restore natural environment and open space
  ⚫ Improve landscape connectivity
  ⚫ Restore the Takoma Branch south of Ray Road

• Redevelop Appropriately
  ⚫ Develop new pedestrian-oriented buildings along the corridor.
  ⚫ Mix uses.
  ⚫ Develop parking appropriate for mixed-use, pedestrian-oriented places.
  ⚫ Develop new housing as an integral component of new development along the corridor.
  ⚫ “Green” the corridor and enhance parks and natural areas.
  ⚫ Redevelop the strip centers at Ethan Allen and New Hampshire Avenue and East West Highway with a finer street grid, medium-density residential, and small scale commercial uses.
  ⚫ Redevelop commercial properties at the gateway of New Hampshire Avenue from Washington, D.C., with a diverse mix of uses, including medium-density residential and commercial that is compatible with nearby neighborhoods.
  ⚫ Introduce a gateway feature at the intersection of New Hampshire Avenue and Eastern Avenue.
  ⚫ Encourage redevelopment at the Ray Road intersection to de-emphasize the PEPCO substation.
Approved Takoma/Langley Crossroads Sector Plan

**Purpose:** The sector plan for the Takoma/Langley Crossroads Plan addresses land use and transit-oriented development (TOD) in the community that straddles Montgomery County and Prince George's County, Maryland. The plan also addresses pedestrian safety, public transit connectivity, and strategies to strengthen economic opportunities for businesses.

**Relevant Recommendations/Policies**

- **Land Use and Urban Design**
  - Create TOD with greater density than the community average, a mix of uses, quality pedestrian environments, and a defined center at transit stations.
  - Use place-making to highlight identifiable neighborhoods, landmarks, and focal points.
  - Develop design guidelines to establish quality residential and commercial design of new construction.
  - Redevelop existing commercial sites to not mimic existing one-story buildings with large setbacks and surface parking.
  - Create density recommendations that allow for transit-oriented and mixed-use development.
  - Allow parallel, on-street parking and off-peak parking on main arterial roadways.
  - Increase urban tree canopy by planting and preserving existing healthy trees.

- **Transportation**
  - Convert roadways to complete streets.
  - Plan for the Purple Line light rail to create a multimodal network of connections to future stations.
  - Develop a transportation system that reduces dependency on the automobile by designing roadways for all modes of transportation, by creating a road network with redundancies, and by minimizing traffic intrusions on residential streets.
  - Transform Riggs Road and New Hampshire Avenue into major urban boulevards to support pedestrian-oriented development.
  - Expand bicycle route network.
  - Identify high-priority sidewalk and bicycle corridors that lead to schools, transit centers, and other activity centers.
Codify routine accommodation of bicycles and pedestrians as part of all street improvements.

Provide continuous neighborhood sidewalk and trail connections to Sligo Creek and the Northwest Branch.

Increase local street connections by extending Holton Lane from Montgomery County and 14th Street from University Boulevard.

**West Hyattsville Transit District Development Plan**

*Purpose:* The West Hyattsville Transit District Development Plan creates a vision for the West Hyattsville Metro Station as a TOD and provides a visual overview of the West Hyattsville Transit District Overlay Zone at full build-out.
Relevant Recommendations

• Land Use and Urban Design
  Moderate- to higher-density TOD with a mix of residential, office, and retail uses designed for access by pedestrians, cyclists, and automobiles.
  ○ Support TOD by definable neighborhoods.
  ○ Provide a hierarchy of green spaces, and preserve Northwest Branch Stream Valley Park.

• Transportation
  ○ Provide modal choice by creating complementary land uses and providing sufficient infrastructure for each transportation mode.
  ○ Transform the station design at the West Hyattsville Metro stop to better accommodate pedestrian access to the station.
  ○ Emphasize bicycle and pedestrian infrastructure for traffic calming.
  ○ Integrate new infill development with existing historical street network, and create a hierarchy of streets.
  ○ Create new infrastructure to increase connectivity to transit station and stops.

Common Elements throughout These Plans

• Create density and/or zoning to allow for mixed-use and TOD.
• Convert single-use commercial areas to mixed-use TOD with density dependent on the level of transit service.
• Improve pedestrian infrastructure.
  ○ Create a continuous network of sidewalks and connections to the trail system.
  ○ Improve streetscapes for better pedestrian experience.
• Develop street network that is designed for all transportation modes.
• Preserve existing park space.
Project Outreach

Throughout this project, citizen input and participation was essential to learning about the quality of life of the people most affected (advantaged or disadvantaged) by living and working in the study area. Several public participation tools and models were selected, all of which were used to garner the active participation of residents and leaders in the community. The precise methodology used was determined by the demographic analysis, size of study area, study objectives, and available resources. In all cases, the approach was strategic and tactical to ensure close coordination with The Maryland-National Capital Park and Planning Commission (M-NCPPC) key staff, maximum citizen and stakeholder participation, transparent communication with the community, and quality technical review and analysis of the housing, transportation, urban design, and socioeconomic issues that are pivotal to the quality of life in the community.

In order to obtain the maximum input from the widest range of individuals in the study area, we determined that making meaningful contact with residents, business owners, and property owners had to be a top priority. Our goal was to increase the overall number of long-time community residents who participated in our outreach activities, while paying particular attention to hear from as many of the newly arrived immigrant populations as possible. We developed a relational phased approach for the outreach that included local businesses and churches, residents, civic associations, business owners, local developers, and land owners.

The actual outreach efforts began with the study team’s participation in a Hispanic festival, followed by other public participation activities, and culminating with a large Town Hall public meeting. The circumstances and results of each of these principal categories of public outreach activities varied greatly. The logistics, lessons learned, results, and outcomes of each of our citizen outreach efforts are discussed in this section.

September 2013 M-NCPPC Hispanic Festival

Location: University Hills Duck Pond Park

Activities: The project team had an interactive booth setup for festival participants to stop by at their leisure. We talked with approximately 100–150 people. Not all were willing to share information, and not all lived in the area. Most were multigenerational Hispanic families with young children. Many of the adults did not speak English, while most of the young people were fluent in English. We provided everyone who stopped by our booth with information about the study, and for those who resided in the study area, we opened the conversations by introducing ourselves in English or Spanish with
our bilingual study team members. Then, we asked festival goers to point out where they live on a large map of the study area. Each respondent was asked a general question about how they thought the study area could be improved, and the information learned is summarized below.

**What We Learned from Hispanic Festival Attendees**

- Most households own a single car, and the other adults in the family use public transportation.
- Most residents mentioned that their neighborhood had become more dangerous in the last few years, and police presence had increased.
- Most residents shop outside of the study area.
- Many find the traffic to be highly prohibitive to pedestrians despite the relatively good bus services.
- Most residents also said they work outside of the study area.

*Hispanic festival activity.*

**November 2013 Stakeholder Meetings**

**Location:** Rollingcrest Community Center

**Activities:** The study team conducted several stakeholder meetings. We paid particular attention to seeking the participation of a cross section of the community to include elected officials or representatives from the Councilman’s office, civic organization presidents, representatives from the faith community, small and large businesses, property owners, educational institutions, and citizens who are known to be active and interested in participating in urban planning, public policy, and generally improving the
community. This category of citizens was targeted because of their unique political, financial, educational, or religious stake in what happens in the community.

The meeting was scheduled for two hours in the evening to take advantage of the window when people were off work and before they settled in at home for the evening. Our objective at these stakeholder meetings was to hear how these particular citizens thought the community needed to improve.

**What We Learned from Stakeholders**

- Long-time African-American residents feel like they are being pushed out of their neighborhoods by a new immigrant population. Respondents felt new residents do not take care of the homes they live in and have degraded the quality of housing. As the quality has fallen, many feel the community is not as strong as it once was.
- A recurring theme from many residents was that they felt safety and maintenance are the biggest issues concerning the neighborhoods, but the new immigrant population is not completely the cause of the issues.
- The Triumphant Church acknowledged that they are located in a changing neighborhood, and they want to get more involved in the community.

**January 2014 Public Meeting**

*Location:* Rollingcrest Community Center

*Activities:* This initial public meeting focused on identifying issues and gathering observations from the community. The project team gave a presentation that reviewed the objectives of the study; outlined the focus areas of housing, social and economic development, connectivity and transportation, and land use; displayed the preliminary findings of the SWOT analysis; and finally, reviewed public feedback the team had received in previous outreach efforts. For the remainder of the meeting, small groups were formed to discuss issues residents thought should be addressed immediately and long-term goals that would provide sustainable solutions for significant improvement in the community.

**What We Learned from the Public Meeting**

- Residents agreed that the retail quality in the neighborhood was deficient and that the area lacked a community center for the residents to go to for dinner, coffee, and small errands. During brainstorming sessions, most expressed an interest in mixed-use redevelopment of existing strip centers.
• Preservation and improvement of the single-family, residential neighborhoods is very important.

• Residents would like to see improvement of the aging rental apartments.

• Participants expressed a desire to see improved enforcement of existing codes for landscaping, signage, and housing.

• Many would like to see improved pedestrian infrastructure, like better lighting, sidewalks on all streets, and safer routes to major destinations like West Hyattsville Metro Station and Prince George’s Plaza.

February–March 2014 Stakeholder Interviews

**Location:** Varied

**Activities:** Members of the study team interviewed commercial property owners to understand their future desire for their property, learn their vision for the study area, and get feedback on their market perceptions.

**What We Learned from Stakeholders**

- Each property owner interviewed owns a commercial strip shopping center that is nearly 100 percent leased.
- Generally, each owner is not immediately able to redevelop the site but, as market conditions improve, would be interested in providing a mix of housing and retail in the future.
• Some property owners discussed general frustration with the current zoning and signage approval process.
• Several of the property owners would like to see a more streamlined system for zoning and development review.

April 2014 Public Meeting

Location: Rollingcrest Community Center

Activities: This second, large open meeting allowed the study team to present the draft recommendations and allowed extensive time for participants’ questions and answers following the presentation.

What We Learned from Citizens

• Participants had several questions, all of which fell into the categories of parameters of the study, personal issues that were granulated down to trash pick-up and apartment building maintenance, access to shopping resources, and transit options.
• While the residents were glad that the consultant team was proposing recommendations for the neighborhood, they were concerned with the immediate code violations happening in the study area.
• They were concerned that none of the recommendations would happen in a quick enough time period to affect their daily life.

Citizens share table discussion results, January 2014.
April–May 2014 Agency Interviews

Location: Various

Activities: The study team held a series of meetings with stakeholder public agencies, including the Department of Permitting, Inspections and Enforcement, the Washington Metropolitan Area Transit Authority (WMATA), the Revenue Authority, the Redevelopment Authority, and the Department of Housing and Community Development (DHCD).

What We Learned from Agency Interviews

- WMATA’s preliminary vision for the West Hyattsville Metro Station is for the development of residential mixed-use. The station is to become a model for a sustainable community.
- DHCD recognizes that housing challenges in the greater Chillum community are similar to those in Langley Park where there is a lack of sufficient affordable housing. Approaches to solving the problem should be used in both communities.
- This meeting discussed the Greater Chillum Community Study draft recommendations for code enforcement. The Department of Permitting, Inspections and Enforcement discussed updates to the 25 Point Plan for the future of code enforcement in Prince George’s County; most notably, the transition is to new technology to improve reporting and tracking of code enforcement complaints and citations. Ideas were discussed for using code complaint and violation information to inform the public investment and redevelopment decisions.
Existing Conditions

Strategically located, the greater Chillum community study area is transitioning from a suburban community centered around the automobile to an urban, inner-Beltway community. Suburban characteristics once defined the greater Chillum area as lower densities, more homogeneous incomes and demographics, and daily needs located outside of walking distance of most residents. Today, urban characteristics are beginning to become the norm, such as larger families with lower incomes that require more affordable, higher-density housing, more diversity in incomes and race, and less reliance on automobiles as a primary means to access daily needed goods and services.

Given these changing demographics and the need for a more walkable environment, pressure exists to provide adequate housing for the influx of immigrants to the area, maintain affordable housing choices, improve property maintenance practices, and strengthen community identity. Like many nearby communities, the late 1960s shifted the demographics of the community from predominantly Caucasian to include a large proportion of African-Americans. Recently, another dramatic demographic shift has occurred as a large immigrant population has moved to the study area. In particular, Hispanic immigrants from Central America have changed the cultural makeup in the multifamily and single-family housing neighborhoods. This shift has created dramatic changes in household size, retail demand, transportation usage, educational levels, and employment. Overall, household size in the study area has increased in many cases in an effort to cut down on housing costs. It has also led to a shift from owner-occupied to renter-occupied, single-family homes. The market for housing faces competition from nearby markets. Recent sale prices are just above current assessed value, and foreclosures are comparatively low, but short sales have recently increased. This has affected the standard of property maintenance and caused cultural conflict between the new and existing residents of the study area. The most significant concerns that stakeholders raised were the perceived lack of code enforcement and the demographic shifts in Prince George’s County caused by both the move of lower-income Washington, D.C., residents and immigrants into the neighborhoods.

Many of the newer residents of the area are more dependent on public transportation such as the bus and heavy rail. The increased use of public transportation highlights the deficiencies in the existing infrastructure. Current roadway designs support fast vehicular movements but don’t provide sufficient networks for pedestrians and

*Bus stop in Lewisdale.*
cyclists. Major and minor connector streets are often lacking sidewalks, and most bus stops are without shelters.

Market analysis suggests that with the growing immigrant population, medium household incomes will remain below the Prince George’s County average through 2018, indicating a need for affordable housing, employment, and retail choices within walking distance of transit. Employment opportunities in the study area are limited to retail, service, and few healthcare positions. These jobs are not large economic growth generators. Dampening the opportunity for quality employment growth is the area’s low level of education. Additionally, most residents must travel outside the study area to work, with an average commute time of over 30 minutes.

The recent influx of immigrants has also increased demand for ethnic businesses, but lower incomes overall have caused a shift in the quality of retail and restaurant offerings. Long-term residents express an interest in higher quality restaurants and retail options.

Given the historical development pattern previously explained in detail, the study area has a history of separated land uses. The majority of commercial development is predominantly single-story, strip retail on major vehicular corridors and at major intersections. The retail is almost fully leased and offers grocery stores, ethnic retailers, low-cost restaurants, and neighborhood-serving retail. A small amount of office exists on New Hampshire Avenue, and light industrial uses are on Chillum Road. The area is largely built out, so future development will likely be small infill projects or the redevelopment of existing properties. Although the commercial properties are fully leased, they face regional competition from nearby regional nodes like Prince George’s Plaza.

The goal of this study is to give the community and Prince George’s County recommendations that harness assets and address deficiencies in order to improve the lives of people who live in the greater Chillum community. From an examination of the existing conditions, implementable strategies were identified for the study area and, more broadly, Prince George’s County.

**Socioeconomic Analysis**

Socioeconomic data provide a foundation for understanding a community, its challenges, and its potential. For the *Greater Chillum Community Study*, socioeconomic data support local knowledge about the level of cultural diversity within this largely residential community. It also provides a basis for understanding current and future needs for housing, goods, services, and employment. As described further in the methodology section, data were collected for a variety of geographies to better understand the character of the Chillum community and how it relates to its surrounding neighborhoods and Prince George’s County.
The Chillum community has a diverse and growing immigrant population. Currently, the African-American and immigrant populations make up a large portion of the Chillum community. As the immigrant and Hispanic populations grow over the next several years, projections indicate a decline in other races including the African-American population. Growth in the immigrant population will likely continue to shift household makeup in the study area, as immigrant households tend to be larger (oftentimes because of multigenerational households and high child birth). The growing immigrant population also indicates a potential shift in preferences for goods and services as demand changes to reflect an even more culturally diverse population.

Household size in Chillum is anticipated to increase by 2018. Nationally, household size is decreasing as retirement-age adults are choosing to age in place, young couples are delaying parenthood, and single-parent households are becoming more prevalent. However, the growing immigrant population in this area is causing the opposite effect. The influx of Hispanic populations with a greater frequency of larger, multigenerational households and immigrant workers seeking affordable living situations is projected to help increase the average household size by 2018. The housing needs of these larger households will likely influence the housing market in the Chillum area as well as impact the quantity/type of goods and services needed to serve this community.

Households in Chillum have low-to-moderate incomes. Although larger households can indicate additional income earners, consistently low per-capita income reflects median household incomes in the Chillum community that will remain below that of Prince George’s County through 2018. Continued low-to-moderate income levels suggest that affordable housing and essential goods and services will be priorities for the residents of Chillum. Large numbers of households with little disposable income can also limit the economic growth potential of the Chillum community by decreasing the amount of goods and services purchased in a predominantly service-oriented economy.

Table 3. Neighborhood Demographics (%)

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Caucasian</th>
<th>African-American</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avonridge</td>
<td>11.1</td>
<td>56.9</td>
<td>36.9</td>
</tr>
<tr>
<td>Carole Highlands</td>
<td>25.5</td>
<td>28.9</td>
<td>34.7</td>
</tr>
<tr>
<td>Chillum</td>
<td>14.8</td>
<td>54.2</td>
<td>41.3</td>
</tr>
<tr>
<td>Hampshire Knolls</td>
<td>9.4</td>
<td>55.3</td>
<td>40.9</td>
</tr>
<tr>
<td>Lewisdale</td>
<td>20.4</td>
<td>26.6</td>
<td>43.4</td>
</tr>
</tbody>
</table>

*All numbers are 2013 estimates

Source: U.S. Census Bureau, Ersi, RKG Associates, 2013
### Table 4. Households

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Census 2000 (1)</th>
<th>Census 2010</th>
<th>2013 Estimate</th>
<th>2018 Projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avonridge</td>
<td>1,401</td>
<td>1,372</td>
<td>1,416</td>
<td>1,491</td>
</tr>
<tr>
<td>Carole Highlands</td>
<td>858</td>
<td>758</td>
<td>723</td>
<td>702</td>
</tr>
<tr>
<td>Chillum</td>
<td>3,436</td>
<td>3,257</td>
<td>3,234</td>
<td>3,282</td>
</tr>
<tr>
<td>Hampshire Knolls</td>
<td>2,531</td>
<td>2,531</td>
<td>2,534</td>
<td>2,591</td>
</tr>
<tr>
<td>Lewisdale</td>
<td>2,560</td>
<td>2,270</td>
<td>2,401</td>
<td>2,587</td>
</tr>
<tr>
<td>Surrounding Area</td>
<td>29,557</td>
<td>29,566</td>
<td>29,929</td>
<td>31,309</td>
</tr>
<tr>
<td>Prince George’s County</td>
<td>286,599</td>
<td>304,042</td>
<td>306,226</td>
<td>315,357</td>
</tr>
</tbody>
</table>

(1) 2000 census data are expressed using 2010 geographies.

Source: U.S. Census Bureau, Ersi, RKG Associates, 2013

### Table 5. Income

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>2013 Estimate</th>
<th>2018 Projection</th>
<th>% Change 13–18</th>
<th>Annual % Change 13–18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avonridge</td>
<td>$44,387</td>
<td>$49,158</td>
<td>10.7</td>
<td>2.1</td>
</tr>
<tr>
<td>Carole Highlands</td>
<td>$56,256</td>
<td>$71,821</td>
<td>27.7</td>
<td>5.5</td>
</tr>
<tr>
<td>Chillum</td>
<td>$47,158</td>
<td>$53,365</td>
<td>13.2</td>
<td>2.6</td>
</tr>
<tr>
<td>Hampshire Knolls</td>
<td>$48,805</td>
<td>$56,710</td>
<td>16.2</td>
<td>3.2</td>
</tr>
<tr>
<td>Lewisdale</td>
<td>$62,563</td>
<td>$73,106</td>
<td>16.9</td>
<td>3.4</td>
</tr>
<tr>
<td>Surrounding Area</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Prince George’s County</td>
<td>$71,691</td>
<td>$83,966</td>
<td>17.1</td>
<td>3.4</td>
</tr>
</tbody>
</table>

**Per Capita Income**

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>2013 Estimate</th>
<th>2018 Projection</th>
<th>% Change 13–18</th>
<th>Annual % Change 13–18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avonridge</td>
<td>$22,199</td>
<td>$24,998</td>
<td>12.6</td>
<td>2.5</td>
</tr>
<tr>
<td>Carole Highlands</td>
<td>$21,940</td>
<td>$25,114</td>
<td>14.5</td>
<td>2.9</td>
</tr>
<tr>
<td>Chillum</td>
<td>$24,124</td>
<td>$27,334</td>
<td>13.3</td>
<td>2.7</td>
</tr>
<tr>
<td>Hampshire Knolls</td>
<td>$20,221</td>
<td>$23,381</td>
<td>15.6</td>
<td>3.1</td>
</tr>
<tr>
<td>Lewisdale</td>
<td>$17,823</td>
<td>$19,831</td>
<td>11.3</td>
<td>2.3</td>
</tr>
<tr>
<td>Chillum Neighborhoods</td>
<td>$20,877</td>
<td>$23,594</td>
<td>13.0</td>
<td>2.6</td>
</tr>
<tr>
<td>Surrounding Area</td>
<td>$28,517</td>
<td>$32,667</td>
<td>14.6</td>
<td>2.9</td>
</tr>
<tr>
<td>Prince George’s County</td>
<td>$32,353</td>
<td>$37,057</td>
<td>14.5</td>
<td>2.9</td>
</tr>
</tbody>
</table>

(1) 2000 census data are expressed using 2010 geographies.

Source: U.S. Census Bureau, Ersi, RKG Associates, 2013

**Employment industries in the Chillum area are not major economic growth generators.** The two major employment industries in the Chillum area are retail trade and health care/social assistance. Many of the businesses within these industries most likely serve the immediate community. However, if preferences shift and median household income remains below the County average, these sectors may struggle to expand. This has the potential to limit the growth of the Chillum community economy and reduce its ability to adapt to changing population needs for goods and services.
Map 3. Natural Amenities

- Streams
- Forested Parkland
- Open Parkland and Sports Fields
There is a large amount of labor force mobility in the Chillum community. Most of the employed population in Chillum has a low level of education attainment and work in jobs in moderate-to-low skill industries. Workers who live in the community commute to these jobs elsewhere in Prince George’s County, Montgomery County, and Washington, D.C. Only a small number live and work in the Chillum area. With such a large number of residents working outside of the area, the economic stability of the region has the potential to impact the market for housing and goods and services in Chillum.

**Housing and Development Analysis**

Understanding the existing development environment, recent construction activity, and the capacity of vacant land for future development provides a foundation to build strategies to address housing and development needs of the Chillum community in the future. Simply put, analyzing development activity is a critical component of measuring real estate supply and demand for a given market. The current land use composition of the area provides a snapshot of the existing conditions within this community. The Chillum community is a high-residential area with community-focused commercial developments along major roads and intersections. Further analysis into development activity in the recent past suggests that little has changed in the physical environment of the study area since 2003.

The Chillum community is generally built out, resulting in very little development activity over the last 10 years. Low levels of development activity support visual evidence that the Chillum community has little vacant, developable land. A lack of development activity suggests that the current zoning code does not allow sufficient density increases to financially justify redevelopment. Since 2000, the population in the Chillum area has increased and is projected to continue to do so through 2018. Growing immigrant and Hispanic populations coincide with a projected increase in household size throughout Chillum. Anecdotally, the consultants are learning that houses are being converted into single-room occupancies and households are occupying housing above their intended capacity. As a result, there is likely demand for additional development activity, and if the new development is priced appropriately for this demand, it is not financially feasible for the private sector.

Any substantial future development activity will require infill and/or redevelopment. There are a small number of vacant lots in the Chillum community. Most are less than half an acre, and few are contiguous. Limited vacant land, paired with growth in population and households, has the potential to present a challenge for new development. Many of the larger properties are either publicly owned and/or encumbered with physical or natural limitations, such as wetland and infrastructure (i.e.,
Map 4. Existing Zoning
power distribution structures). Therefore, any new development will require redevelopment and/or infill on currently built properties. The study area’s strip commercial parcels and the property immediately around the West Hyattsville Metro Station are the most likely opportunities.

### Table 6. Land Use (2013)

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acres</th>
<th>Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bare Ground and Exposed Rock</td>
<td>87.6</td>
<td>6.1</td>
</tr>
<tr>
<td>Commercial</td>
<td>110.3</td>
<td>7.8</td>
</tr>
<tr>
<td>Forest</td>
<td>102.3</td>
<td>7.2</td>
</tr>
<tr>
<td>Institutional</td>
<td>208.4</td>
<td>14.6</td>
</tr>
<tr>
<td>Parks and Open Space</td>
<td>82.0</td>
<td>5.7</td>
</tr>
<tr>
<td>Residential (High Density)</td>
<td>26.3</td>
<td>1.8</td>
</tr>
<tr>
<td>Residential (Low Density)</td>
<td>577.7</td>
<td>40.5</td>
</tr>
<tr>
<td>Residential (Low-Medium Density)</td>
<td>47.7</td>
<td>3.3</td>
</tr>
<tr>
<td>Residential (Medium-High Density)</td>
<td>152.7</td>
<td>10.7</td>
</tr>
<tr>
<td>Mixed-Use Residential</td>
<td>0.5</td>
<td>0</td>
</tr>
<tr>
<td>Transportation</td>
<td>14.2</td>
<td>1.0</td>
</tr>
<tr>
<td>Wetlands</td>
<td>16.6</td>
<td>1.2</td>
</tr>
<tr>
<td>Total</td>
<td>1,426.3</td>
<td>100</td>
</tr>
</tbody>
</table>


**Urban Design Analysis**

The existing urban form of the Chillum community has set the immigrant resident population at a disadvantage in regard to connectivity, walkability, transit, and job access. The study area has many natural amenities that have been utilized for parks and trails; however, these amenities also act as divisions and reduce connectivity between the neighborhoods. The following further explores the different aspects of urban form in the study area. Through understanding zoning, transit, the environment, and the street grid of the study area, opportunities and challenges for growth and change can be identified.

**The current zoning is mainly single-use zones; the only mixed-use zoning is available in Avondale near the West Hyattsville Metro Station.** The greater Chillum area has yet to receive a comprehensive zoning update to allow for mixed-use, transit-oriented development along the bus corridors and the future light rail line (see Map 4). Only the area around the West Hyattsville Metro Station has been rezoned, and it

The Anacostia Northwest Branch Trail divides the neighborhoods as much as the large thoroughfares.
has yet to be redeveloped from a retail strip center. The result of this zoning and the current development is that no mixed-use buildings currently exist within the study area and that the residential neighborhoods are separated from the retail strip centers along the major connecting corridors. The existing commercial zones are also sparse and mainly community-serving retail. The lack of larger commercial zoning illustrates why most of the residents commute out of the community for work, further making this a “bedroom community”. However, a diversity of housing types is available in the study area. Single-family homes, mid-rise and high-rise apartments, and condos can all be found throughout each of the five neighborhoods in the study area.

**Many natural amenities exist in the study area, but they currently create more of a division than a connection between the neighborhoods.** Both the Sligo Creek and the Northwest Branch Anacostia River run through and alongside the study area (see Map 3). Both their stream beds have largely been left natural with both forested and open parkland. Large changes in topography lead from the residential neighborhoods to the stream beds and wetlands, and the large amounts of impervious surface from the existing residential neighborhoods contribute to the large Federal Emergency Management Agency flood plain. These stream beds divide the northeast portion of the study area from the southwest in a decisive manner. Man-made thoroughfares further divide the study area into distinct quadrants and provide boundaries for the neighborhoods within the study area. In addition, the parks and natural areas have few pedestrian amenities and are often avoided due to safety concerns.

**Urban design characteristics are primarily suburban in nature with limited pedestrian facilities and large parking lots.** While most of the primary roads have sidewalks, several neighborhoods lack sidewalks on at least one side of the street to allow people to connect to the major routes where the bus stops are located (see Map 5). However, most of the schools, religious institutions, and cultural amenities within the study area have sidewalks within five-minute walking distances for pedestrian use. The retail suffers from the large distances between pedestrian crossings and large, street-lining parking lots.

Large parking lots sit in front of strip retail centers.
**Table 7. Prince George’s County Regional Average Commute Times (2011) (%)**

<table>
<thead>
<tr>
<th></th>
<th>Prince George’s County</th>
<th>Washington, D.C.</th>
<th>Montgomery County</th>
<th>Howard County</th>
<th>Anne Arundel County</th>
<th>Arlington County</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Less than 10 Minutes</td>
<td>4.7</td>
<td>6.0</td>
<td>5.1</td>
<td>6.3</td>
<td>9.1</td>
<td>7.3</td>
</tr>
<tr>
<td>% 60 or more Minutes</td>
<td>19.6</td>
<td>9.2</td>
<td>17.1</td>
<td>12.9</td>
<td>12.6</td>
<td>4.9</td>
</tr>
<tr>
<td>Average travel time to work (minutes)</td>
<td>36.6</td>
<td>30.1</td>
<td>35.0</td>
<td>31.0</td>
<td>29.7</td>
<td>27.3</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, American Community Survey

**Table 8. Prince George’s County Regional Mode Share (2011) (%)**

<table>
<thead>
<tr>
<th></th>
<th>Prince George’s County</th>
<th>Washington, D.C.</th>
<th>Montgomery County</th>
<th>Howard County</th>
<th>Anne Arundel County</th>
<th>Arlington County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>64.1</td>
<td>35.9</td>
<td>66.1</td>
<td>80.8</td>
<td>80.3</td>
<td>52.8</td>
</tr>
<tr>
<td>Carpool</td>
<td>12.6</td>
<td>6.5</td>
<td>10.3</td>
<td>8.1</td>
<td>9.4</td>
<td>7.4</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>17.4</td>
<td>37.6</td>
<td>15</td>
<td>3.8</td>
<td>3.1</td>
<td>27.4</td>
</tr>
</tbody>
</table>

**Table 9. Recent Planning Efforts**

- New Hampshire Avenue Corridor Concept Plan
- Takoma/Langley Crossroads Sector Plan
- Purple Line Project
- West Hyattsville TDOZ
- Ager Road Complete Streets Project

**Transportation Analysis**

Recent planning efforts (see Table 8) in the community have increased due to its diverse and growing population as well as its attractiveness to newcomers seeking proximity to several major Metro stations, Montgomery County, and Washington, D.C. The study area is a largely residential one with the majority of the population commuting outside of the area for work. These characteristics influence the assessment of existing infrastructure and redevelopment needs for the Chillum community.

*Demand for a variety of transportation options is growing in the community.* Regionwide trends in transportation have been creating a demand for new and different transportation infrastructure needs. According to the Transportation and Mobility section of the Plan Prince George’s 2035 Approved General Plan, the County has an average commute time of 36.60
No Sidewalks
Suburban Retail Centers
Intersections with Difficult Pedestrian Crossings
minutes, the highest in the region (see Table 7). Also, about 17 percent of workers commute by transit, second only to Washington, D.C., in the region (see Table 8). Given the county’s adjacency to Washington, D.C., and growing population, the demand on transportation infrastructure will continue to grow.

**Development patterns create connectivity challenges for existing and growing demographics of the community.** As noted in the socioeconomic analysis and development analysis, the study area has one of the highest concentrations of international populations in the United States (see Table 3 for neighborhood demographics). This population and diversity is projected to increase in the coming years. Furthermore, over 50 percent of land use is residential and over 40 percent is low-density residential. Commercial land uses make up less than eight percent and are typically concentrated along commercial strips (see Table 6). Fewer than 100 commuters live and work within the study area while the majority commute outside the area for work. The concentrated areas of commercial space further emphasize the need for consistent and continuous connectivity throughout the area. The large number of commuters moving in and out of the area on a daily basis present an opportunity for regional transit commuting.

**Concentrations of population over 65 years of age are where pedestrian ADA compliance and transit accessibility are key concerns.** In the Chillum study area, populations over 65 years old are concentrated between Riggs Road and Sargent Road and south of 19th Avenue in southwest Chillum (see Map 6). Formal paratransit service is not available in the area.

**Commute patterns support accessible transit choices.** Areas within Lewisdale, Chillum, and Avondale exist where zero-car households exceed 25 percent (see Map 7). As previously stated, many residents work in the downtown Washington, D.C., area as well as Montgomery and Arlington Counties (see Tables 6 and 7). Approximately 25 percent of workers have a commute to Washington, D.C., and Virginia of less than 10 miles. The lack of car ownership and a demand for regional commuting emphasize the key role accessibility to transit can play in many Chillum residents’ lives.

**Existing transportation infrastructure does not fully support varied transportation choices for community residents.**

1. **Existing Transit Facilities**

The Chillum community relies on Prince George’s County’s TheBus and the Washington Metropolitan Area Transit Authority (WMATA) Metrobus service as its main forms of transit. There are 14 bus routes that run through the area. Arterial roads in the area are generally populated with a substantial number of WMATA bus stops while there are only a few collector and local
Map 6. Population Over 65 Years Old
roads that have bus stops for TheBus. The cul-de-sac nature of the residential areas creates limited connectivity between residents and the various bus stop locations. With the exception of three bus routes, peak hour headways are typically between 20 to 45 minutes throughout most of the study area.

<table>
<thead>
<tr>
<th>Table 10. Labor Force Commute Distance (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011 Percentage</td>
</tr>
<tr>
<td>&lt;10 Miles</td>
</tr>
<tr>
<td>10 to 24 Miles</td>
</tr>
<tr>
<td>25 to 50 Miles</td>
</tr>
<tr>
<td>&gt;50 Miles</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

(1) Distance calculated using census block locations

2. Pedestrian and Bicycle Facilities

Many residents live within walking or biking distance of a transit stop. However, sidewalks in the Chillum community are generally fragmented and incomplete. Bicycle facilities are limited and include a bike lane on Riggs Road and the Sligo Creek Trail. Pedestrian safety has been highlighted as a key challenge along Riggs Road, New Hampshire Avenue, and East West Highway. Pedestrian connections between neighborhoods and to transit are key to providing connections to many land uses and transit stations in the area. The following studies have also evaluated pedestrian facilities and connectivity and outlined plans for improvements:

- Ager Road Project
- Pedestrian to Transit Accessibility Prioritization Study
- New Hampshire Avenue Corridor Concept Plan
- Ethan Allen Gateway Streetscape Project
Map 7. Zero-Car Households

- <10%
- 10%-20%
- 20%-30%
- 30%-40%

EXISTING CONDITIONS
Greater Chillum Community Study
The Greater Chillum Community Study, through community engagement, stakeholder outreach, and the cooperation of various Prince George’s County agencies, makes recommendations aimed at improving the lives and livelihoods of residents and business owners. In order to complete this, the recommendations focus on implementable changes within the community to improve walkability and pedestrian safety, preserve neighborhood character, address code violations, improve owner-occupied housing and rental residential opportunities for a variety of incomes, create economic opportunities, and strengthen community identity.

The study area specific recommendations are broken down into these topic areas:

- Neighborhoods and Sense of Place
- Housing
- Economic Development
- Connectivity and Transportation
- Redevelopment and Revitalization

The goal of these strategies is to enable the community to take advantage of the availability of a variety of housing types near major transit stops and major employment and to improve the ability of property owners and business owners to thrive. This can be achieved through the preservation and enhancement of community character, the improvement of connectivity, and the increase in economic opportunities for residents and business owners.
Neighborhoods and Sense of Place

Sense of place describes both the natural setting and the built environment of a place. It is the special and unique characteristics that imminently identify a place as its own neighborhood and community distinct from those around it. These characteristics are critical to the long-term success of a place and, especially in the case of the study area, for the revitalization of a community. Often, an identifiable sense of place contains the following characteristics:

- Historical buildings that have evolved over time and are authentic.
- Distinct heritage of the community, often manifested in unique architecture details.
- Natural features that are celebrated such as waterways and topography.
- Multifunctioning centers with shopping, housing, civic uses, and social gathering places.
- Residents who are aware of the uniqueness of the community.
- Active event programming that tempts people to linger and explore.

As a group of post-war suburban developments, the built environment of greater Chillum is hardly architecturally unique in the Washington, D.C., area. The architecture is reflective of the 1940s and 1950s residential style, predominantly masonry and frame Cape Cod and Colonial Revival, single-family, duplex and multifamily buildings. These neighborhoods define Chillum and are worthy of preservation and celebration, but they are not what makes the study area distinctive.

A more thorough exploration of the five neighborhoods that make up the greater Chillum community reveals an extraordinarily unique natural asset area. The immense regional trail and park system that ties these neighborhoods together and flows through the study area makes these neighborhoods distinct from other communities in the Washington, D.C., area. The Sligo Creek Park and Northwest Branch Park systems offer extensive natural areas and neighborhood parks with playgrounds, picnic shelters, and athletic fields accessible to each of the five neighborhoods in the study area. The Anacostia River Bicycle Trail System is a network of 10-foot-wide trails that connects each neighborhood to the West Hyattsville Metro Station, the National Arboretum, and downtown Washington, D.C., through many other parks and natural habitats along a stream valley. By capitalizing on this asset, an authentic true sense of place for the neighborhoods of the Greater Chillum Community Study can be created.

It is important to note that many other smaller elements also are important in developing the sense of place for the greater Chillum community. Location, future improvements, and existing conditions work in conjunction with the
natural amenities and demographics in supporting a unique sense of place. Items of note include:

- Neighborhoods defined by physical boundaries.
- Location near the West Hyattsville Metro Station.
- Location of the future Purple Line light rail line along University Boulevard, including two stations.
- Regional bus connections throughout the study area for the Washington Metropolitan Area Transit Authority (WMATA) and TheBus systems.
- Selection of a variety of housing types include single-family, duplex, condominium, and rental apartments.
- Grocery stores within a reasonable distance to most residents.
- Retail offerings interspersed and near each neighborhood.

However, in order to capitalize on these many assets, efforts must be made to minimize the liabilities that the study area currently faces. Public feedback, visual assessment, and demographic research brought many issues to the forefront that must be addressed for the greater Chillum community to fully realize its potential. These liabilities include:

- Suburban development patterns with separated commercial and residential uses.
- Major thoroughfares that prioritize automobile movements through the study area.
- Degraded condition of some single-family homes due to lack of maintenance and overcrowding.
- Poor condition of some multifamily homes that result from lack of maintenance and age.
- Lack of sidewalks and street lights in many areas.
- Lack of shelter or seating at many major bus stops.
- Condition of natural areas that is often overgrown and uninviting.
- Poor identification of neighborhoods and communities.
- Bulk trash that is scattered throughout the residential neighborhoods.

Developing a sense of place in addition to minimizing a community’s current issues can be difficult in existing communities. Yet, opportunities are available in the greater Chillum community. In the following sections of this study, many recommendations are made to preserve and improve the residential architecture of the greater Chillum community. Recommendations also include improving connections among the local and regional parks, trail systems, and neighborhoods as well as supporting commercial redevelopment in key locations to develop nodes of mixed-use, urban centers. These redevelopment opportunities could help increase the sense of place in the
built environment of the greater Chillum community that tie to the historic and natural assets. New construction should build upon the legacy of the existing residential buildings through interpretations of post-war architecture, walkable site design, and the introduction of better integrated uses. This section identifies the history and sense of place characteristics that further recommendations should highlight.

By leveraging the existing assets and minimizing the safety liabilities through the implementation of the recommendations in the later sections of this study, the greater Chillum community can begin to create a stronger sense of place for itself. Implementing the many recommendations in this study will allow the community to rebrand itself and market the assets that truly make the greater Chillum community special and unique in the Washington, D.C., area.

Chillum

General Description and History. Chillum is the largest and the most central community in the study area; hence, the study bears its name. Sligo Creek runs through the northeast portion of Chillum’s boundaries, and several major thoroughfares also bisect the area. These physical barriers further separate homes in Chillum into four quadrants with retail along the edges and the thoroughfares. Within the barriers created by major roads and natural parkland, several communities were developed. The communities provide a variety of housing types from single-family to multifamily residential.

Census data indicate that the average household size in Chillum is approximately 2.65 people per home, one of the lowest in the study area. Slightly more than half of these households are families, indicating many homes are occupied by people unrelated to the homeowner or lease holder.

Green Meadows, northeast of Sligo Creek, is the oldest portion of Chillum. This development was platted and constructed between 1940 and 1942, and it is framed by Sligo Creek and Ager Road. Single-family homes sit along a gridded road pattern with long, narrow blocks. No vehicular connections were built through the natural waterway separating this neighborhood from the rest of Chillum. Brookside Manor and Raymond Ager were built in the following 10 years. Homes in these neighborhoods are predominantly masonry and frame executed in Cape Cod and simplified Colonial Revival styles. In the early 1960s, duplexes in Locust Manor and Colonial Revival garden apartments were constructed along the southeastern edge of the single-family homes. This portion of Chillum borders the Northwest Branch of the Anacostia River as it joins Sligo Creek.
Lewisdale, the neighborhood to the north, is reachable across Ager Road and East West Highway. The Green Meadows Park is a community asset with a picnic shelter, restroom, and athletic fields. Retail and commercial properties are small neighborhood-serving options such as salons, bakeries, a drug store, and restaurants located near the neighborhood at the complicated intersection of Ager Road, Riggs Road, and East West Highway. No grocery store is within easy walking distance to Green Meadows and the surrounding neighborhoods. The interior streets have a small right-of-way with two travel lanes. The character at the edge of the neighborhood on Ager Road is greatly impacted by the wide public thoroughfare and access road. Most of the streets in Green Meadows do not have sidewalks. This section of Chillum qualifies for the Low Income Housing Tax Credit. Given this, the condition of the housing, the defined edges of the neighborhood, and the threat to the architectural integrity of this community, it is recommended that the area become a Neighborhood Conservation District, as discussed in the Housing Section of this study.

The area of Chillum bordering the state line of Washington, D.C., (Eastern Avenue) is the next oldest community. This quadrant is bounded by Chillum Road to the northeast, La Salle Road to the east, Riggs Road to the northwest, and Eastern Avenue bordering Washington, D.C. It includes the neighborhoods of Chillum Gardens, Jeffrey’s, Chillum Knolls, and Michigan Hills Park and has a great variety of housing types and land use. Single-family homes (primarily masonry Cape Cods) were built in small suburban pockets in the 1940s. Garden apartments were built beginning in the late 1940s continuing into the 1960s. A large condominium complex, the Fairmount, was built in the 1950s near the intersection of Chillum Road and Riggs Road. A private townhouse community, Evermay Village, does not connect to the rest of the neighborhood and was built in the 1980s off Eastern Avenue. There are also commercial and nonprofit activities in this sector of Chillum. The Roman Catholic Church owns a large property where the Archdiocese of Washington runs various social service programs. A strip commercial shopping center dominates the northernmost portion of this area at the corner of Chillum, Riggs, and Eastern Avenue. A Giant supermarket is the anchor tenant. These pockets of development do not connect to one another or other commercial areas. Rather, they depend on the large connector roads for access to other developments. Most streets in this quadrant of Chillum include sidewalks on at least one side of the street.
The portion of Chillum bounded by Riggs Road, Sargent Road, and Chillum Road has small portions of single-family homes, senior housing, and the Rollingcrest Community Center. The single-family housing makes up Chillumgate, Belle Air Estate, and Oakdale Terrace. The homes were developed predominantly during the 1940s and 1950s and are north of Chillum Road. The Belle Air Estate expanded the housing in the 1990s. The older homes are either masonry or frame Cape Cods while the newer are larger frame split-levels. The Rollingcrest Community Center and senior housing developments date from the late 1980s to the early 2000s. Some of the highest intensity commercial development within the study area is located at the intersection of Riggs Road and Sargent Road. This site is anchored by a Kmart with several pad sites. As with other neighborhoods, the separate developments are not connected to one another and depend on the major connector streets. Most neighborhood streets in this area include sidewalks on at least one side of the street.

The fourth and final section of Chillum is the area bordered by Sligo Creek to the east, Sargent Road to the west, and Chillum Road to the south. This development includes a mix of single and multifamily housing on curvilinear, gridded streets and a few culs-de-sac in the neighborhoods of Park Lawn, Miller Estates, Carrington, and Sargent Knolls. Most of the single-family homes were built in the 1960s in simplified masonry or frame Cape Cod styles. Newer split-level homes were built in the 1980s in Park Lawn on two culs-de-sac off Sargent Road near Riggs Road. Two large multifamily apartment complexes (Cypress Creek and the Overlook) line the eastern edge of this quadrant overlooking the Northwest Branch at 16th Avenue (Ray Road) and Chillum Road. Both are well-maintained, garden-style masonry

The Kmart is the largest retailer in the study area. It sits behind a large parking lot and several pad sites.

The Cyprus Creek apartments.
apartments built in the 1960s and managed by Ross Management. This area also includes two public elementary schools—Chillum Elementary and Cesar Chavez Elementary—on opposite sides of the community. A retail strip center anchored by a CVS is located at the intersection of Sargent Road and Chillum Road. The residential sections are predominantly interconnected, but residents are dependent on major connector roads for access to the commercial areas. Most of the residential streets in this development include a sidewalk on at least one side of the street.

**Chillum neighborhood assets include:**

- Retail choices reasonably close to each community section of the neighborhood.
- Within the connector roads, these communities have a few culs-de-sac and are interconnected.
- Each of these communities has reasonably good access to the Anacostia River Bicycle Trail System and to a neighborhood park.
- Riggs Road provides good connection to Fort Totten Metro Station for the southern sections of the neighborhood.
- Recent streetscape projects have added street trees in Park Lawn.
- Homes are in relatively good condition throughout the neighborhood.

**Chillum neighborhood liabilities include:**

- Median income is the second lowest in the study area and is projected to be 63 percent of Prince George’s County median income by 2018, impacting a homeowner’s ability to maintain aging homes.
- Apartment complexes in Chillum show a spike in crimes, such as vehicle theft and theft from vehicles, particularly along 16th Avenue.
- Retail is separated from the residential area and placed along the major roads of Chillum Road, Sargent Road, Riggs Road, and Ager Road.
- Heavy traffic and incomplete pedestrian infrastructure from the residential areas discourage residents from walking to meet daily retail needs.
- Poor connectivity between community sections due to separations by natural parkland.
- Various communities lack distinct identity due to lack of signage.
- Bulk trash items litter some streets and degrade the image of the neighborhood.
**Chillum neighborhood specific recommendations (see Table 11 for more details) include:**

- Create signage for each community section described to create a stronger sense of identity for residents.
- Improve connectivity between the community sections and to existing retail through improved streetscape.
- Create connections across parkland between community sections using existing public land.
- Encourage long-term conversion of commercial areas to mixed-use, transit-oriented development (TOD).

**Hampshire Knolls**

**General Description and History.** Hampshire Knolls is the neighborhood northwest of Chillum across Riggs Road. The area is bounded by New Hampshire Avenue to the northwest, East West Highway to the northeast, Riggs Road to the southeast, and Eastern Avenue to the southwest. The neighborhood is named for its three topographic high points, making its terrain the most varied in the study area. Hampshire Knolls abuts New Hampshire Avenue and the Montgomery County line. A Pepco electricity transformer station is located at the intersection of New Hampshire Avenue and Ray Road. High-tension wires extend north from this site, and their right-of-way transects the northwest corner of the neighborhood and creates a barrier with very little connection across this easement. Hampshire Knolls has communities that include single-family homes, duplexes, multifamily rental, and condominium housing.

According to census data, the average household size in Hampshire Knolls is 3.15, the second highest in the study area and above the County average of 2.78. However, the percentage of family households is above the County average and one of the highest in the study area. This indicates that most people living in households are related to the homeowner or lease holder. This neighborhood is eligible for low-income housing tax credits.

The majority of the neighborhood is residential and consists of predominately single-family homes built between the early 1940s and the mid-1950s on former farmland. These communities include Chillum Terrace, Hampshire Knolls, Ray Park Estates, Chillum Manor, and portions of Park Lawn. These suburban-style residences are primarily red brick, Cape Cod, and Colonial Revival homes that sit along a gridded road pattern with long, narrow blocks. Only approximately 50 percent of the residential roads have sidewalks in Hampshire Knolls and Chillum Manor.
Garden-style multifamily residences and duplexes are concentrated between Eastern Avenue and Chillum Road and between New Hampshire and Riggs Road in the Hampshire Heights community. These also date from the early 1940s to the 1950s and are some of the oldest garden apartments in the study area, including Fleetwood Village and Chillum Terrace. Hampshire Heights has one of the highest percentages of poverty in the study area and much of the housing is beginning to deteriorate. This portion of Hampshire Knolls is recommended for a Neighborhood Conservation District. The current state of housing is deteriorating, but the historic architectural integrity of the multifamily residential buildings warrants conservation.

Belford Towers, a large multifamily complex comprising three 12-story towers, sits just north of the Takoma Substation along New Hampshire Avenue at the edge of the Hampshire Knolls community. The towers were built in 1970. New Hampshire Avenue is a large commercial corridor with development on both sides; retail strip centers line most of the area within Hampshire Knolls. The largest complex is just south of the intersection of New Hampshire Avenue and East West Highway and is anchored by a Shoppers supermarket and a U-Haul truck depot.

Southeast of the intersection of New Hampshire Avenue and East West Highway are two communities—Hampshire View and Park Lawn. Hampshire View is predominantly a cluster of small-to-large multifamily residential buildings ranging in age from the 1950s to the 1970s. The smaller, older multifamily residential buildings are in need of property improvements. A small section of single-family residences is separated by the high-tension line easement but are connected to Chillum Manor by a pedestrian bridge across the Takoma Branch. This section of Park Lawn is predominantly 1950s Cape Cod single-family homes. The residential area has a grid of streets with very good interconnectivity and access to the commercial area. The character of the neighborhood at the edge of East West Highway is greatly impacted by the wide roadway and access road.

A small portion of Park Lawn is isolated between East West Highway, the Takoma Branch at Knollbrook Drive, and the open space at Chillum Manor. This single-family community includes some homes facing significant deterioration while others are in very good condition. The community is connected to the Chillum Manor section by foot paths through the natural area. This natural area has the potential to be a significant community amenity.
Hampshire Knolls neighborhood assets include:

- Retail choices reasonably close to each community section of the neighborhood.
- Within the connector roads, these communities have a few culs-de-sac and are interconnected.
- Riggs Road provides good connection to Fort Totten Metro Station for the southern sections of the neighborhood.
- Recent streetscape project has improved the median of the southern section of Knollbrook Drive as a stormwater demonstration project.
- Riggs Road streetscape has recently been improved, including a landscaped median.
- Takoma Branch and Chillum Manor natural areas are opportunities for unique neighborhood assets.
- Pedestrian bridge provides a beautiful connection between Chillum Manor and Hampshire View communities.
- Most homes are in good condition.

Hampshire Knolls neighborhood liabilities include:

- Median income is about average for the study area but projected to only be 67 percent of Prince George’s County median income by 2018, impacting homeowner’s ability to maintain aging homes.
- Hampshire Knolls crime data show spikes in crimes such as vehicle theft and theft from vehicles on Chillum Road in Hampshire Heights, particularly near multifamily rental complexes and along New Hampshire Avenue.
- Good proximity to retail is undermined because residences are separated from the commercial area that are along the major roads of New Hampshire Avenue and Riggs Road.
- Heavy traffic and incomplete pedestrian infrastructure from the residential areas discourage residents from walking to meet daily retail needs.
- Poor connectivity between community sections due to the high-tension wire easement and natural parkland.
- Edges of high-tension wire property are not well maintained, even in high visibility areas.
- Takoma Branch natural area creates a barrier between communities.
- Chillum Manor Park is not well marked, and informal trails connect portions of the neighborhood.
- Various communities lack distinct identity due to lack of signage.
• Bulk trash items litter some streets and degrade the image of the neighborhood.
• Much of the multifamily rental properties are in poor condition.

**Hampshire Knolls neighborhood specific recommendations (see Table 11 for more details) include:**

• Create signage for each community section described to create a stronger sense of identity for residents.
• Improve connectivity between the community sections and to existing retail through improved streetscape.
• Create connections across parkland between community sections using existing public land, particularly along the Takoma Branch and Chillum Manor Park.
• Encourage better maintenance of the edges of the right-of-way for the high-tension wires, particularly at the street edges.
• Encourage long-term conversion of commercial areas to mixed-use, TOD.

**Carole Highlands**

**General Description and History.**
Carole Highlands is the neighborhood to the northeast of Hampshire Knolls and Chillum. As its name suggests, the topography is higher than that of the land surrounding it. This community is bounded by the County line to the west, University Boulevard to the north, Riggs Road to the east, and East West Highway to the south. The northern portion is predominantly commercial, and it was included in the Montgomery County Takoma/Langley Crossroads sector plan. However, the recommendations for this plan account for this community as a whole. This neighborhood is the most forested of the study area, not including Sligo Park. A future Purple Line station is planned on University Boulevard at the commercial district. High-tension power lines run from the Pepco transformer north through Carole Highlands. Together with Sligo Creek, these lines separate the neighborhood into two distinct sections. Like other neighborhoods in the study area, these communities were developed in the 1940s and 1950s and contain a mixture of Colonial Revival, Cape Cod, and Ranch-style homes. Carole Highlands contains single-family, duplex, and multifamily condominium homes.

The average household size in Carole Highlands is 3.11, about average in the study area and above the County average of 2.78. However, the percentage
of family households is 69.3 percent, which is also above the County average and one of the highest in the study area. This indicates that most people living in households are related to the homeowner or lease holder.

The single-family homes between Erskine Road and Sligo Creek were developed by the Carl Freeman Companies in 1947. According to the developer, these homes were the first in the area to be developed without restrictive covenants, and the neighborhood was an integrated community from its beginning. The homes are a mixture of Colonial Revival, Cape Cod, and Ranch designs; these are the highest-style homes in the study area and are comparable to homes in Cheverly and University Park. This area is considered the most stable portion of the study area and shares a development heritage with a portion of the initial development area that is now within Montgomery County. Carole Highlands has limited, garden-style, multifamily condominium buildings along Riggs Road. These buildings reflect a slightly more modern architectural style than the surrounding single-family homes. Simple duplex homes offer a half-block transition from the multifamily to the single-family residences. The residential sections have good connectivity, but residents must reach the commercial area via large connector roads. This portion of the neighborhood also includes large, retail strip centers along University Boulevard. Most of the streets in this portion of the neighborhood do not include sidewalks.

The section of single-family homes in Carole Highlands south of the high-tension line right-of-way are made up of two communities: a portion of Park Lawn and Riggs Park Estates. These communities do not have any vehicular connections to the northern portion of Carole Highlands. These homes were built in the 1950s but are more modest than the homes north of the high tension line right-of-way. This area has limited commercial offerings with four commercial properties at the intersection of East West Highway and Riggs Road. This area has good interconnectivity, even though it is isolated by the power line easement and major connectors. The southern area of Carole Highlands has sidewalks on all streets.
Carole Highlands neighborhood assets include:

• Median income is above average for the study area and is projected to be 78 percent of Prince George’s County median income by 2018.
• Northern sections of neighborhood are in close proximity to abundant retail on University Boulevard.
• Within the connector roads and high-tension line easement, these streets have few culs-de-sac and are interconnected.
• Riggs Road provides a good connection to the future Purple Line light rail station on University Boulevard.
• Most homes are in good condition.

A typical street in the southern portion of Carole Highlands.

Carole Highlands neighborhood liabilities include:

• Crime data indicate a concentration of thefts from vehicles and burglary concentrated at intersections near Riggs Road.
• Good proximity to retail is undermined, because these areas are separated from residential areas and placed along the major roads of University Boulevard and Riggs Road.
• Heavy traffic and incomplete pedestrian infrastructure from the residential areas discourage residents from walking to meet daily retail needs.
• Riggs Road is a very wide road, and there is only one lit crossing between East West Highway and University Boulevard, inhibiting easy access for major northbound bus stops.
• Poor connectivity between community sections due to high-tension wire easement that separates sections.
• Edges of high-tension wire property are not well maintained, even in high visibility areas.
• Various communities lack distinct identity due to lack of signage.
• Bulk trash items litter some streets and degrade the image of the neighborhood.
• Multifamily condominiums are aging and in need of exterior upgrades.

Carole Highlands neighborhood specific recommendations (see Table 11 for more details) include:

• Create signage for each community section described to create a stronger sense of identity for residents.
• Improve connectivity between the community sections and to existing retail through improved streetscape.
• Improve pedestrian access across Riggs Road for residents in Park Lawn and Riggs Park Estates.
• Improve the edges of the high-tension wire easement, particularly in highly visible areas near major roadways.
• Create pedestrian connection across high-tension wire easement between community sections.
• Encourage long-term conversion of commercial areas to mixed-use, TOD.

Lewisdale

General Description and History.
Lewisdale is the neighborhood east of Carole Highlands and is bounded by Riggs Road to the west, University Boulevard to the north, and Ager Road to the south; the Northwest Branch of the Anacostia River Trail, parks, and forested area line the east of the neighborhood. This neighborhood is the largest contiguous street grid in the study area. Within this contiguous street grid are five communities. There are three neighborhood parks within the Northwest Branch area. As with the rest of the study area, this neighborhood was predominately developed between the mid-1940s and the mid-1950s with single-family and duplex homes on an internal street grid of long, narrow blocks. There are three designated historic structures in Lewisdale that deviate from the traditional post-war suburban...
architecture—Green Hill, Green Hill Overseer’s House, and the Rizzo House. The contiguous street grid in the majority of the neighborhood affords residents excellent connectivity and access to major streets at many locations. Between University Boulevard and Ager Road is 23rd Avenue, a major through corridor. It is a central spine with bus stops easily accessible to residents of each community within the neighborhood. Retail in Lewisdale is mainly concentrated along University Boulevard; however, a few retail buildings exist on Ager Road in addition to small strip centers along East West Highway at the intersection of Van Buren Street. The high-tension wire separates a small portion of multifamily residential and commercial activity from the majority of the residential neighborhood. Given the architectural integrity of Lewisdale, the varied condition of the housing, the clearly defined neighborhood line, and the threat to neighborhood integrity from growth related to the Purple Line, the communities in Lewisdale are recommended to become an Architectural Conservation District.

Census data indicate the average household size in Lewisdale is 4.19, the highest in the study area and much higher than the County average of 2.78. The percentage of family households is 77.7 percent, above the County average and the highest in the study area. This indicates that most people living in households are related to the homeowner or lease holder.

Lewisdale is the largest community developed and, thus, shares its name with the overall neighborhood. The community is bound by 23rd Avenue, Riggs Road, and Van Buren Street. The homes are masonry and frame Cape Cod as well as simplified Colonial Revival in style. The Rizzo House (Historic Site 65-015) is the lone designated historic site in this section. It is a yellow-brick Art Modern-style dwelling constructed between 1948 and 1952. It is protected by a preservation easement held by The Maryland-National Capital Park and Planning Commission (M-NCPPC). The Newbury Square apartments border the southwestern edge of Lewisdale. Built in the 1950s, they are mid-century, masonry, garden-style, multifamily rental housing. As the gateway to Lewisdale from East West Highway and Riggs Road, these apartments are in a key location to create a sense of place for the neighborhood. Currently, they are undergoing minor exterior improvements after having recently been in foreclosure. The continued improvement of Newbury Square is important to improve perceptions of the neighborhood. Approximately 75 percent of the streets in the Lewisdale community have sidewalks. The Washington Suburban Sanitary Commission waterline improvements have included repairs and improvements to sidewalks on some streets.

To the south of the Lewisdale section is Riggs Terrace. Like much of the study area, these homes are Cape Cod and simple Colonial Revival style. These single-family homes surround the Green Hill Estate. Green Hill (Historic Site 65-008) was built in 1817 and is surrounded by a landscaped 14-acre
environmental setting. Green Hill was once the country house for the George Washington Riggs family, who were prominent Washingtonians in the 19th century. Since the 1960s, the home has been used as a Roman Catholic seminary. The property once included an Overseer's House (Historic Site 65-013) built in 1923, which is now a private residence. Access to the seminary is limited and the property is surrounded by a well-kept fence. Most streets in this community have sidewalks.

The southeast section of Lewisdale is Riggs Manor. This is a community of simple mid-century and ranch duplexes. East West Highway divides this community. The south portion includes four commercial properties, a church, and the Rosa L. Parks Elementary School. Most streets north of East West Highway have sidewalks. All the residential streets south of East West Highway do not have sidewalks.

The easternmost sections lining the park are University Gardens and Parkside. University Gardens sits at the northeast corner of the study area from University Boulevard to Fordham Street. Parkside lies between 24th Avenue and West Park Drive. University Gardens has excellent accessibility to University Boulevard retail and transit (existing and future). Lewisdale Elementary School is in the middle of Parkside. These are single-family and duplex Cape Cod and ranch-style homes throughout Parkside. The location of these sections adjacent to the Northwest Branch natural area gives residents excellent accessibility to open space and the three neighborhood parks within the natural area. The street grid between these two communities is interconnected with the other sections; however, the Lewisdale Elementary property interrupts the connection of West Park Drive. All streets in University Gardens and Parkside have sidewalks.

**Lewisdale neighborhood assets include:**

- Median income is the highest for the study area and is projected to be 87 percent of the Prince George’s County median income by 2018.
- Northern sections of the neighborhood are in close proximity to abundant retail on University Boulevard.
- Interior streets have very few culs-de-sac and are interconnected.
- 23rd Avenue and West Park Drive provide good connections to future Purple Line light rail station on University Boulevard and to East West Highway.
- Abundant access to neighborhood parks for all residents.
- Most homes are in good condition.
**Lewisdale neighborhood liabilities include:**

- Crime data indicate a concentration of thefts from vehicles and burglary concentrated on University Boulevard, the intersection of Riggs Road and East West Highway, and neighborhood streets nearest these areas.
- Most residences are not within a reasonable walking distance to retail located along University Boulevard; Green Hill separates most residents from easy access to retail concentrated at Riggs Road and East West Highway.
- Pedestrian access to major southbound bus stops is difficult on Riggs Road, because it is a very wide road, and there is only one lit crossing between East West Highway and University Boulevard.
- Natural areas are not well maintained and detract from these areas being an asset for the neighborhood.
- Edges of high-tension wire property are not well maintained, even in high visibility areas along University Boulevard.
- Most communities lack distinct identity due to lack of signage; Lewisdale identity signage is small and aging.
- Bulk trash items litter some streets and degrade the image of the neighborhood.

**Lewisdale neighborhood specific recommendations (see Table 11 for more details) include:**

- Create signage for each community section described to create a stronger sense of identity for residents.
- Improve pedestrian access across Riggs Road.
- Provide signage to neighborhood parks on the eastern edge of the neighborhood.
- Create pedestrian connection across high-tension wire easement to give residents better access to University Boulevard.
- Encourage long-term conversion of commercial areas to mixed-use, TOD.

**Avonridge**

**General Description and History.** Avonridge is bounded by Sligo Creek and the Northwest Branch of the Anacostia River to the west, Ager Road to the north, Mount Rainier and Hyattsville to the east, and Washington, D.C., (Eastern Avenue) to the south. As with Carole Highlands and Lewisdale, the neighborhood is split in two by the river valley and trail system, and a small section is separated by Chillum Road from the majority of the neighborhood.
The northeastern area includes the West Hyattsville Metro Station. The Northwest Branch of the Anacostia River’s floodplain encroaches on a large portion of the neighborhood. Avonridge includes land occupied by the Metrorail line and Washington Gas. The Roman Catholic Church operates many social service programs from their land holdings in the neighborhood, which stretch from Chillum into Avonridge along to Eastern Avenue. Avonridge Park is traditionally considered the neighborhood park and sits adjacent to the church property on La Salle Road. Avonridge has the greatest retail activity in the study area; a number of suburban single-family homes can be found on the west side of the neighborhood.

Census data indicate that the average household size in Avonridge is approximately 2.65 people per home, the lowest in the study area. Slightly more than half of these households are families, one of the lowest in the study area, indicating many homes are occupied by people unrelated to the homeowner or lease holder. Avonridge is below the Prince George’s County average in both categories. The neighborhood qualifies for low-income housing tax credits.

Avondale Grove and Avondale Terrace make up the largest section of the neighborhood. These are concentrated along La Salle Road and Chillum Road. These single-family homes were built after 1945 and are a mixture of Colonial Revival, Georgian Revival, and Cape Cod styles. These communities sit across La Salle Road from the Avondale Neighborhood Park. This community’s housing is in good condition. Floodplain and natural open space separate most homes in this community from the commercial properties and the West Hyattsville Metro Station. Approximately 50 percent of the streets in this section have sidewalks.

The North Avondale neighborhood consists primarily of brick, semidetached duplexes built circa 1950 and executed in a plain contemporary style. The south section of Chillum Neighborhood Park makes the western border of North Avondale. This community is unique and the most architecturally intact in the study area, but most homes are in need of maintenance. Given these characteristics, the study recommends this section as a Neighborhood Conservation District (further explained in the Housing section of this study). La Salle Park Apartments sit just across Chillum Road from North Avondale. All streets in this community have sidewalks.

North Woodridge is a community of single-family homes that sits across Queens Chapel Road adjacent to Washington, D.C., and Mount Rainier. The homes were constructed during the 1940s and 1950s along elongated,
slightly winding blocks. Most are executed in a Colonial Revival Ranch style. Housing in this section is in good condition. Three multifamily rental developments are located across Queens Chillum Road but are not well connected to any of the single-family communities in the neighborhood. Most streets in North Woodridge have sidewalks.

The corner of Chillum Road and Queens Chapel Road has intense commercial uses anchored by a Shoppers supermarket and a U-Haul storage and fleet management facility. The parcels along Chillum Road northwest of this intersection have industrial uses. Wetlands separate the commercial and industrial area from the single-family homes to the west. Natural barriers, the elevated Metro track, and large roads prevent connectivity between these small pockets of development, despite each pocket having a street grid.

Avonridge neighborhood assets include:

- Avondale communities of Avondale Grove and Avondale Terrace are well-signed.
- Interior streets to the separate communities have no culs-de-sac and are interconnected.
- Retail is abundant.
- Abundant access to neighborhood parks for all residents.
- Most homes are in good condition.

Avonridge neighborhood liabilities include:

- Although most of the homes are in good condition, the census data indicate median income is the lowest for the study area and is projected to be 58 percent of Prince George’s County median income by 2018.
- Crime data indicate a concentration of thefts from vehicles and burglary concentrated on Queens Chapel Road and Chillum Road.
- Retail is separated from most residential and placed along the major roads.
- Although Avondale Grove and Avondale Terrace are relatively close to the West Hyattsville Metro Station, natural barriers significantly increase walking distances to the station.
- Chillum Road, the main access point to the West Hyattsville Metro Station, only has sidewalks on one side of the street and is not perceived as a safe route to walk at night by many residents.
- West Hyattsville Metro Station pedestrian entrance on Chillum Road is perceived as unsafe.
• Multifamily residential complexes are aging and need property improvements and/or densification.

• Natural areas are not well maintained and detract from these areas being an asset for the neighborhood.

• Some of the various communities lack distinct identity due to lack of signage.

**Avonridge neighborhood specific recommendations (see Table 11 for more details) include:**

• Create signage for each community section described to create a stronger sense of identity for residents.

• Create gateway signage for Avondale Grove/Terrace and North Woodridge at Carson Circle and Eastern Avenue to be visible as vehicles and pedestrians enter the study area from Washington, D.C.

• Improve pedestrian environment on Queens Chapel and Chillum Roads with street trees, lighting, and bus shelters.

• Encourage long-term redevelopment of commercial and industrial areas to mixed-use, TOD.

Kings Park Apartments on Queens Chapel Road.

The shops at Queens Chapel Road and Chillum Road.
THIS PAGE HAS BEEN INTENTIONALLY LEFT BLANK
### Table 11. Sense of Place

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Communities</th>
<th>Housing Types</th>
<th>Commercial Areas</th>
<th>Visibility Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avonridge</td>
<td>• North Avondale &lt;br&gt; • Avondale Terrace &lt;br&gt; • Avondale Grove &lt;br&gt; • North Woodridge</td>
<td>• Single-family &lt;br&gt; • Duplex &lt;br&gt; • Multifamily Rental &lt;br&gt; • Institutional</td>
<td>• Queens Chapel Road and Chillum Road &lt;br&gt;</td>
<td>• Gateway signage at the intersection of Queens Chapel and Eastern Ave &lt;br&gt; • Signage for each community &lt;br&gt; • Wayfinding to parks</td>
</tr>
<tr>
<td>Carole Highlands</td>
<td>• Carole Highlands &lt;br&gt; • Park Lawn &lt;br&gt; • Riggs Park Estates</td>
<td>• Single-family &lt;br&gt; • Duplex &lt;br&gt; • Multifamily Condominium</td>
<td>• Riggs Road and University Boulevard &lt;br&gt; • Riggs Road and East West Highway</td>
<td>• Gateway signage at Riggs Road &lt;br&gt; • Signage for each community &lt;br&gt; • Wayfinding to parks</td>
</tr>
<tr>
<td>Chillum</td>
<td>• Chillumgate &lt;br&gt; • Oakdale Terrace &lt;br&gt; • Sargent Knolls &lt;br&gt; • Park Lawn &lt;br&gt; • Miller Estates &lt;br&gt; • Carrington &lt;br&gt; • Belle Air Estates &lt;br&gt; • Chillum Gardens &lt;br&gt; • Chillum Knolls &lt;br&gt; • Michigan Hills Park &lt;br&gt; • Jeffrey’s &lt;br&gt; • Green Meadows &lt;br&gt; • Brookside Manor &lt;br&gt; • Locust Manor &lt;br&gt; • Raymond Ager</td>
<td>• Single-family &lt;br&gt; • Duplex &lt;br&gt; • Multifamily Rental</td>
<td>• Sargent Road and Chillum Road &lt;br&gt; • Riggs Road and East West Highway</td>
<td>• Gateway signage at Riggs Road &lt;br&gt; • Signage for each community &lt;br&gt; • Wayfinding to parks</td>
</tr>
<tr>
<td>Hampshire Knolls</td>
<td>• Park Lawn &lt;br&gt; • Hampshire View &lt;br&gt; • Chillum Manor &lt;br&gt; • Ray Park Estates &lt;br&gt; • Chillum Terrace &lt;br&gt; • Hampshire Knolls &lt;br&gt; • Hampshire Heights</td>
<td>• Single-family &lt;br&gt; • Duplex &lt;br&gt; • Multifamily Rental and Condominium</td>
<td>• New Hampshire Avenue &lt;br&gt; • Riggs Road and East West Highway</td>
<td>• Gateway signage at New Hampshire Avenue and East West Highway &lt;br&gt; • Signage for each community &lt;br&gt; • Wayfinding to parks</td>
</tr>
<tr>
<td>Lewisdale</td>
<td>• Riggs Manor &lt;br&gt; • Riggs Terrace &lt;br&gt; • Parkside &lt;br&gt; • Lewisdale &lt;br&gt; • University Gardens</td>
<td>• Single-family &lt;br&gt; • Duplex &lt;br&gt; • Multifamily Rental</td>
<td>• East West Highway and Riggs Road &lt;br&gt; • University Boulevard</td>
<td>• Gateway signage at East West Highway &lt;br&gt; • Signage for each community &lt;br&gt; • Wayfinding to parks</td>
</tr>
<tr>
<td>Connectivity</td>
<td>Parks</td>
<td>Neighborhood Conservation District</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>-------</td>
<td>------------------------------------</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| - Many interior streets need added sidewalks  
- Improve pedestrian environment on Queens Chapel  
- Upgrade bus stops on Queens Chapel to provide seating  
- Improve lighting on Chillum Road for pedestrian safety  
- Explore opportunities with WMATA and M-NCPPC to create safe, attractive connection to the West Hyattsville Metro Station | - Many interior streets need added sidewalks  
- Improve pedestrian environment on Queens Chapel  
- Upgrade bus stops on Queens Chapel to provide seating  
- Improve lighting on Chillum Road for pedestrian safety  
- Explore opportunities with WMATA and M-NCPPC to create safe, attractive connection to the West Hyattsville Metro Station | North Avondale |
| - Western half of Carole Highlands needs added sidewalks  
- Explore using existing public property to create connection between Carole Highlands and Park Lawn/Riggs Park Estates  
- Create pedestrian crossing on Riggs Road, Avalon Place and Crosby Road | - Small Pocket Park on 16th Avenue  
- Improve access to regional trail system from Drexel Street by cleaning out overgrowth to increase sense of safety | None |
| - Chillumgate, Green Meadows, Brookside Manor, Locust Manor, Raymond Ager, and Chillum Gardens need sidewalks  
- Continue streetscape improvements from Park Lawn section into Miller Estates and Carrington  
- Explore connectivity options from Chillumgate to Sargent Road  
- Improve connectivity across Sligo Creek Park and through Rollingcrest Community Center property | - Improve access from Park Lawn, Carrington, and Miller Estates communities to and across Sligo Creek Park using existing access points  
- Explore opportunities with private landowners for community gardens on vacant land near Locust Manor  
- Improve the rear of the Rollingcrest Community Center property to engage Belle Air Estates using existing public access.  
- Explore urban garden opportunity at Chillum Elementary School | Green Meadows/ Brookside Manor/Raymond Ager/Locust Manor |
| - Chillum Manor, Hampshire Knolls, Chillum Terrace, and Ray Park Estates need sidewalks  
- Improve connection through Chillum Manor open space to connect Park Lawn, Chillum Manor, and Hampshire View at Conley Road, Knollbrook Road, and Chillum Manor  
- Improve bus stops on East West Highway to provide seating; complete sidewalk connection on East West Highway from Fairview Avenue to Riggs Road  
- Implement streetscape improvement on New Hampshire Avenue; formalize connection from Belford Towers to Hampshire Knolls | - Create community park at Chillum Manor open space where trails and grass is already being cut  
- Upgrade informal trails between Chillum Manor and Park Lawn  
- Create a trail along the Takoma Branch between the orphan sections of Knollbrook Drive  
- Improve connection from Park Lawn to Sligo Creek Park on Chillum Manor Road.  
- Explore urban garden opportunity at Ridgecrest Elementary | Lewisdale/ Parkside/ University Gardens/Riggs Terrace/Riggs Manor |
| - Lewisdale, Riggs Terrace, and Riggs Manor have some streets that need sidewalks  
- Intersection of 23rd Avenue and East West Highway should be a priority pedestrian crossing  
- Provide connections from Parkside across the Northwest Branch at Lewisdale Park  
- Complete sidewalks on East West Highway between Ager Road and Prince George’s Plaza  
- Create improved bus stops on 23rd Avenue and East West Highway to provide seating  
- Create formal pedestrian connection across high-tension line ROW to connect residents to University Boulevard retail | - Improve park in Parkside at the forest edge to improve sense of safety  
- Add sidewalks on the park edge on West Park Drive  
- Complete sidewalk on Sheridan Street to improve access to Riggs Manor Park | Lewisdale/ Parkside/ University Gardens/Riggs Terrace/Riggs Manor |
Housing

Background

The study area housing and neighborhood recommendations, outlined in the following text, take into consideration the input from community stakeholders, political leadership, and County government service providers. This outreach process provided the analysis for the study area’s opportunities and constraints identified in Table 12.

The housing and neighborhood strategy also takes into consideration the general age of the residential housing inventory, which in most cases is over 50 years old and in some cases may be approaching 70 years old. The fact that the residential housing inventory is aging is not necessarily a concern, but with the increasing trend of single-family, detached property, converting from owner occupied to rental, and the reported increase of incidents of various code violations, there is the need to consider a range of potential intervention strategies.

Long-time residents expressed that their future goal for the Chillum neighborhoods is to preserve the charm and character that once defined the study area as a quaint suburb close to the city. These residents define their neighborhood as stable, single-family, detached homes comprised of working-class and middle-income residents who took pride in maintaining their homes and the neighborhoods. As a first-ring suburb of Washington, D.C., the early African-American residents of Chillum were moving into the community as an expression of upward mobility and as an escape from density, crime, and sometimes deteriorated housing conditions that characterized the neighborhoods that they were leaving behind in Washington, D.C. In discussing a future vision for their neighborhoods, many long-time residents expressed a strong desire to reinforce neighborhood characteristics through code enforcement and the introduction of recommendations designed to reinvest in single-family, detached homes; improve or replace higher-density, multifamily housing; improve sidewalks; revitalize viable retail districts; and use property maintenance codes to encourage compliance.

However, this desire must be balanced with the fact that the demographics of the study area have drastically changed over the past 10 to 20 years. Several of the study area’s neighborhoods are now home to lower-income households and to residents who have limited experience as homeowners, who may not desire to be homeowners or who lack the desire to assimilate the social skill sets that defined the study area prior to their moving into the community. The proposed housing and neighborhood recommendations take into consideration the findings that suggest the study area has a high potential to be negatively impacted by a decrease in ongoing housing maintenance, an increase in conversion of single-family homeownership to rental housing, and the transition from suburban to urban neighborhood characteristics.
Table 12. Summary of Challenges and Opportunities

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A range of housing types from single- to multifamily and owner-occupied to rental units allow for an income-diverse community.</td>
<td>• Demographic shifts have created a shortage of affordable housing and caused the conversion of owner-occupied units to overcrowded rentals.</td>
</tr>
<tr>
<td>• History of stable, single-family neighborhoods.</td>
<td>• Single- and multifamily housing stock is aging, most approaching 50 years old.</td>
</tr>
<tr>
<td>• Location of study area creates opportunity for strategic residential densification.</td>
<td>• Code violations and maintenance issues are affecting the market perception of the study area.</td>
</tr>
</tbody>
</table>

The proposed housing initiatives address the desired goals and objectives outlined in public feedback while also responding to the current economic conditions through seven essential housing approaches and strategies that can be applied at various levels in the neighborhoods within the study area.

1. Improve existing single-family housing stock.
2. Reform code enforcement to stabilize neighborhoods.
3. Increase quality affordable housing options, particularly using transit-oriented development (TOD) as a catalyst for increasing availability of mixed-use housing.
4. Research and study redevelopment and densification options.
5. Develop neighborhood-specific policies and programs for housing initiatives.
6. Implement Prince George’s County’s housing and economic development initiatives throughout the study area.
7. Develop relationships with national organizations with experience in transitioning neighborhoods.

Table 13. Housing Recommendations in the Study Area

<table>
<thead>
<tr>
<th>Neighborhoods</th>
<th>Improve Existing Housing Stock</th>
<th>Reform Code Enforcement</th>
<th>Increase Affordable Housing Options</th>
<th>Study/Research Redevelopment Options</th>
<th>Housing Policy and Program Initiatives</th>
<th>Economic Initiatives</th>
<th>National Intermediary Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avonridge</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carole Highlands</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chillum</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Hampshire Knolls</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Lewisdale</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>
**Recommendations**

*Improve the existing single-family housing stock.* The residential neighborhoods located within the study area have distinguishable neighborhood characteristics that are important to preserve. Many of the residential homes are showing signs of years of deferred maintenance. In addition to a deteriorating, older housing stock, new development in the neighborhood is often constructed without consideration of the architecture and design of the surrounding existing homes. Because of the large number of occupied homes needing minor to major rehabilitation, this recommendation suggests working with residents of the Chillum neighborhoods to demonstrate the application of a Neighborhood Conservation Plan and how it could be applied to other neighborhoods within the study area. Since a significant number of homes requiring minor-to-moderate rehabilitation are occupied by renters, the approach should provide incentives for conversion of renter-to-owner occupants and incentives for investor owners to reinvest in their property.

Currently, there is an Architectural Conservation Zoning Overlay District. This tool has only been used once since its inception in 2012. The Neighborhood Conservation District should be considered in lieu or as an augmentation of this program in the ongoing zoning rewrite effort. The most important distinction between the existing overlay and the proposed Neighborhood Conservation District is the focus of the latter on neighborhood revitalization rather than merely architectural character preservation.

Conservation districts can serve communities in a number of ways, but the main purpose is to ensure that new developments and significant renovations of existing housing inventory fit into and enhance the character of the existing neighborhood fabric. Similar to historic district guidelines, Neighborhood Conservation Districts would regulate the design and character of the neighborhood. Guidelines can be established to reflect housing characteristics that exist within the neighborhood from building materials, such as brick, stucco, or wooden siding, to the size and scale of infill housing. While there are multiple types of neighborhood conservation districts, the design guidelines should be established by members of the neighborhood in collaboration with County officials.

Additionally, the Department of Housing and Urban Development (HUD) has established Neighborhood Revitalization Strategy Areas (NSRA). These areas allow communities to offer flexibility when undertaking housing, economic development, and public service activities through the use of Community Development Block Grant Funds (CDBG). HUD’s Office of Community Planning and Development has emphasized coordinated efforts among federal and local governments and the private sector along
with community organizations and neighborhood residents. HUD seeks to create opportunities in distressed neighborhoods through the stimulation of reinvestment.

Map 13 indicates the communities recommended to be designated Neighborhood Conservation Districts or Neighborhood Revitalization Strategy Areas.

**Reform code enforcement to stabilize neighborhoods.** While design guidelines have the ability to protect historically significant architectural features, conservation districts in conjunction with code enforcement guidelines have the capacity to restore and reinforce the character of a community. During the public outreach, community stakeholders and residents identified the lack of code enforcement and unenforced guidelines for single-family, multifamily, and commercial properties as their major concern for the study area. Long-time residents directly attribute the lack of maintenance and overcrowding as primary factors that have destabilized their neighborhoods. They attributed issues not only to the lack of property maintenance and cleanliness but also to overcrowding, especially in the immigrant residences in the single-family neighborhoods. They also expressed a frustration with the County’s process for identifying violations, enforcement, and follow-up compliance verifications.

Enforcement of housing and building codes is an essential tool for protecting and stabilizing neighborhoods and protecting existing housing stocks. It is the fundamental way communities verify that neighborhoods, their homes, and businesses are safe and healthy environments for residents and occupants. Quite often the disinvestment in a property occurs for a variety of reasons, including converting a house from ownership to rental or increasing the occupancy to include unrelated persons. One unsightly home can destroy the look of an otherwise well-maintained neighborhood. Code enforcement maintains the property standards of a neighborhood and prevents deteriorating buildings from becoming blight and bringing perceptions or realities of increased crime. The County’s Department of Permitting, Inspections and Enforcement (DPIE) should strictly enforce housing codes where it is evident that levels of disinvestment is occurring, especially if the area is trending from owner-occupied to investor-owned single-family detached property, particularly in Chillum, Hampshire Knolls, and Lewisdale. Effective code enforcement increases quality of life for residents and the life of buildings, while ensuring that the public realm is a safe, desirable place for people to be. By combining design and code enforcement guidelines into the neighborhood conservation districts, the designated areas will not only deter additional housing deterioration and influence quality improvements to the existing housing stock, it will ensure that new development enhances the fabric of the existing neighborhood.
In order to address the citizens’ concerns in the study area, Prince George’s County will need to significantly expand its code enforcement efforts and equip community-based organizations and neighborhood leadership with information on the importance of compliance. Effective code enforcement will require a partnership between DPIE and the community. However, code enforcement is only successful in concert with other recommendations in the study area that enable overall improvement in housing, economic development, connectivity and transportation, and redevelopment and revitalization. The following recommendations address the community concerns regarding code enforcement and observed conditions.

*Consider implementing a case management approach to code enforcement, particularly as it relates to overcrowding and low-income and elderly residents in single-family homes who cannot afford to maintain their properties.* This approach for code enforcement is an active method that would involve a case manager who follows up with the property owner and any tenants after a violation has been identified. The case manager can assist in identifying grant programs available to help offset some or all of the costs of bringing a property into compliance (as discussed later in this section of the study), offer vendor referrals to owners, relocate tenants living in overcrowded situations, or refer the case to the appropriate department to pursue legal complaints, condemnation, or other remedies. This process removes the “policing” feelings of code enforcement and, instead, places value on maintaining the sense of place of neighborhoods. The property owner and tenants feel less threatened with this approach, and a timeline can be adjusted to individual circumstances. Case managers should be bilingual to help with the large immigrant population in the study area in educating and further eliminating fears that a code violation is more than protecting the public realm of a neighborhood. Although this approach may be ideal, additional funding will need to be allocated for the staffing of case managers.

The case management approach to code enforcement should also tie into the County’s current Transforming Neighborhood Initiative (TNI), where County resources target a range of community issues by increasing coordination between various agencies such as DPIE, police, The Maryland-National Capital Park and Planning Commission (M-NCPPC), Department of Housing, and others. Lessons learned from the TNI initiative should be used to help make code enforcement more efficient throughout Prince George’s County. The study area borders the Langley Park TNI, and many of the same staff members are assigned to the study area and Langley Park.

*Continue efforts to establish a special court system for code enforcement.* As stated in DPIE’s *Property Standards Reform Action Plan*, Prince George’s County must continue its efforts to establish a housing court to hear code violation cases rather than the general court system. A separate court streamlines...

---

1 Chelsea, Massachusetts, “The 5-Year Certificate of Habitability Inspection Ordinance.”
Map 13. Potential Neighborhood Conservation Districts/Neighborhood Revitalization Strategy Areas

- Neighborhood Conservation Districts or Neighborhood Revitalization Strategy Areas
- 1 University Gardens
- Parkside
- Lewisdale
- Riggs Terrace
- Riggs Manor
- 2 Green Meadows
- Brookside Manor
- Raymond Ager
- Locust Manor
- 3 North Avondale
- Hampshire Heights
- 4 others as indicated on the map
the process to resolve ongoing enforcement issues. This supports the case management approach for long-term problem solving rather than short-term solutions that cannot address the root causes of code violations.

*Streamline the tracking system between County-Click 311 and DPIE.* A useful tool for the community to report a wide variety of concerns to the County is County-Click 311. The community can dial 311 or click on the web site to be directed to the appropriate agency to address their needs. Many residents have expressed concern that their reports of code violations through the 311 process are not being addressed. While the 311 system reports to DPIE, the agencies currently do not have the same reporting system. This hinders the ability to track community complaints and address them in a timely manner. There are plans to convert County-Click 311, DPIE, and other agencies to the same Motorola collection and reporting system. This study recommends this planned conversion happen as soon as possible to streamline code enforcement efforts and rectify community complaints in regards to timely service.

Neighborhood profiles could be compiled from this streamlined information, and a map of properties in poor, deteriorated, or dilapidated condition would help in directing code enforcement resources. This information could be used to help determine the exact locations of homes that may have code violations not yet reported.

*Tie rental licensing and point-of-sale inspections to code enforcement.* Housing maintenance can be improved by regular inspections tied to rental licensing and inspections that occur at the point-of-sale. This process would require a code compliance inspection during the rental license application or renewal process every two years; only with a successful report could a homeowner receive or renew a rental license. A code compliance report would also be required as a part of the sale inspection of any commercial, residential, or industrial property prior to listing the property for sale. This report would be passed to any new property owner and document all improvements and maintenance that must be completed prior to a designated time from the completion of the sale. These policies should apply to both single-family and multifamily housing in order to maintain minimum housing standards for all types of housing. Similar programs exist in City of St. Louis Park and City of Brooklyn Park in Minnesota.2

*Assist low-income and elderly owner occupants who face financial and physical difficulties maintaining their homes.* As a means of creating an incentive for correcting code violations, it is important to initiate the code enforcement program in conjunction with the County’s Department of Housing and Community Development (DHCD) as a means of making resources

---

available to lower-income residents and investor owners who rent to lower-income residents. Additionally, by tracking code complaints and using a case management approach to enforcement, Prince George’s County can better utilize programs that already exist to help homeowners pay for repairs and routine maintenance of their homes. This includes the following programs administered through the DHCD:

- HOME Investment Partnerships Program (HOME)
- Emergency Solutions
- CDBG Funds
- Home Ownership Programs

Other related programs could also be established, including:

- Senior housing rehabilitation programs. These programs provide matching grants and/or forgivable loans for rehabilitating houses owned by persons over the age of 65.
- Income-qualified housing rehabilitation programs. Intended to provide forgivable loans or grants for structural and weatherization improvements to homeowners that meet income requirements.
- Accessibility assistance. Offer homeowners and landlords matching grants or tax abatements for rehabilitating their property to be handicap accessible.

Nonprofits already working in the area, such as Housing Initiative Partnership (HIP) services, may also provide strategic assistance in the deployment of funds to residents. Further information about assistance for homeowners is discussed in the following portion of this text.

Additionally, a neighborhood-scale fix-up program could provide residents the opportunity to clean up their properties and rid them of code violations. This strategy would partner DPIE with nonprofits, churches, and youth volunteers to assist the elderly with lawn maintenance and minor housing repairs for a semi-annual clean-up day. Sanitation and street sweepers would come through and remove debris, trash, and dirt from the roads. Residents would be informed that DPIE will be inspecting the neighborhood the following week and citing for code violations. The Neighborhood-Scale Fix-Up Program would provide a strong incentive for property owners to become compliant with existing municipal codes. It should also be noted that effective code enforcement is often dependent on providing property owners with access to resources that can be used to fund the cost of home repair.
Address Overcrowding on two fronts: enforcement of regulation and the increased supply of affordable housing. Overcrowding has been documented in the region for some time, and the underlying cause is a shortage of affordable housing. Like many inner-ring suburban communities in the area, Chillum and the surrounding area is attractive because of its proximity to transit and jobs. It is expected with the completion of the Purple Line on the northern edge of this community that the area will become more attractive to renters and homebuyers using transit. Given supply and demand, as the area's transit access increases, there will be more pressure on the housing supply, and prices will rise without intervention to provide affordable housing for lower-income residents. Enforcing overcrowding regulations alone merely moves the problem to other neighborhoods or jurisdictions and strains social services by increasing homelessness.

Neighborhoods, particularly in Chillum, currently face problems with overcrowded single-family housing among renters and immigrants. Anecdotal evidence, based on observation and demographic information from the U.S. Census Bureau, indicates that residents live in overcrowded environments in the study area in order to lower housing costs. However, they are also doing so at the risk of their own health and safety. Overcrowding can contribute to measurable increases in physical and mental health problems and significantly compromise fire safety. Furthermore, overcrowding strains the building itself. After several years, overcrowded housing becomes degraded and contributes to a compromised sense of place for communities. This further supports a need to enforce overcrowding statutes with a case management approach rather than a policing approach. Intervention and enforcement should be centered on leading residents to better housing opportunities within their price range.

Affordable housing must also be increased to allow these displaced residents to find new housing within the greater Chillum community. DHCD, working with DPIE, should identify areas of need, enlist the assistance of national housing organizations like Neighborworks America, and engage multifamily property owners and area affordable housing developers to provide affordable housing choices for residents in the community. Countywide policy must also address the need from various angles: adequate code enforcement to identify areas with inadequate or unacceptable supply of affordable units, active involvement of housing organizations with DHCD in the low-income communities, and zoning tools that encourage the development and retention of affordable housing over time. Additional discussion of increasing the supply of affordable housing is included in the following text in this section.

---

In order to effectively enforce overcrowding rules, Prince George’s County must:

1. Clearly define and publish the parameters in the County Code that constitute overcrowded housing. This information will need to be distributed in different languages, especially Spanish, and outline important regulation, such as what overcrowding is and what its repercussions are.

2. DPIE should investigate creating new legislation for the enforcement of the existing overcrowding regulations for the health and safety of residents, particularly renters. As mentioned above, case management is the approach necessary to prevent problems from moving to other neighborhoods or onto social services.
   a. Due to the large number of immigrants in the community and the large number of overcrowded homes occupied by renters, it is critical to enforce overcrowding regulations.
   b. It is also important to increase the number of Spanish-speaking code enforcement officers due to the number of Latino immigrants in the community.
   c. Partner with a national organization focused on technical assistance for immigrant residents such as Welcoming America; Montgomery County, Maryland; and Washington, D.C., are partner jurisdictions. This organization can assist Prince George’s County in addressing immigrant specific needs in the community, including assisting in integration into their new community.

3. Track year-to-year complaints of overcrowding to help identify areas and/or neighborhoods that need intervention over time. This enables the case management approach to solve overcrowding by supporting all neighborhood residents and determining the necessary social and physical infrastructure needed for long-term solutions. This tracking can assist community and housing organizations in meeting the housing and social services needs of area residents. Additionally, following through with the complaint process should also trigger a review for a valid rental license for the property to verify the property owner is following the legal protocol.

4. Increase the local supply of affordable housing in the greater Chillum study area and surrounding communities. Determine the need for three-bedroom apartments in future affordable housing developments. Many immigrants often live in multigenerational homes and would benefit from units with more bedrooms.
However, it must be remembered that enforcement of overcrowding is difficult. Jurisdictions have faced civil rights investigations due to complaints about discrimination based on race or ethnicity.\(^5\) Prince George's County must develop a comprehensive plan that includes an affordable housing initiative to eliminate these concerns.

**Increase quality affordable housing options.** Using transit-oriented mixed-use development as a catalyst for increasing availability of housing is an effective way to provide a sustainable example of redevelopment in a challenged market area such as the study area. As indicated in Existing Conditions, Socioeconomic Analysis on page 18, over 75 percent of the employed study area residents work in neighboring areas (Washington, D.C.; Prince George's County; and Montgomery County). Conversely, over 80 percent of the persons employed in the study area live outside of the area. At the current time, Metro has two key stations near the study area: Fort Totten and West Hyattsville. The latter will be a neighborhood center with planned redevelopment initiatives. Providing additional density above current levels provides more housing units than currently available.

TOD increases the availability of mixed-income housing as well as increases the residents' access to goods, services, and job opportunities. Studies have consistently shown that including market rate units along with quality affordable housing reduces the amount of subsidy needed for new development or redevelopment, reduces transportation costs, strengthens the local and regional transportation system, and improves overall health of residents.\(^6\) Developer incentives should include fee waivers and expedited review and permitting to encourage participation in TODs.

However, public realm and infrastructure enhancements would be required for these areas such as improvements or additions of sidewalks, façade improvements of existing retail or commercial properties, enhanced streetscapes, and improved connectivity. Pedestrian safety is an issue, as many of the sidewalks are in major disrepair or nonexistent. Street grids and the natural amenities reduce the natural connectivity between residents and various bus stops within the study area; thus the connectivity of the neighborhoods has to be addressed as well. Additional discussion is provided

---

\(^5\) Chicago area suburbs have reached agreements with the Department of Housing and Urban Development to pay settlements to Latino residents after overcrowding crack downs since 2003, in particular Elgin and Addison, Illinois. Several articles discuss this problem, including one from the Chicago Tribune and a HUD-published article. *Overcrowding Stirs Tension in Suburbs: Officials crack down on violations, say issue is safety, not ethnicity,* Sara Olkon, Chicago Tribune. January 26, 2007.  

in the Connectivity and Transportation and the Redevelopment and Revitalization Sections.

**Study redevelopment and densification options.** In cases where vacant lots exist or where larger homes are found to be in need of extensive repair, the development of these sites for use as duplex or triplex rental properties should be considered. While it is important to discourage the conversion of single-family homes from homeownership to rental, some neighborhoods like Chillum have small inventories of vacant lots or locations where underutilized, mostly larger, vacant properties exist. In cases where parcels fitting this description are located in predominantly single-family neighborhoods, the introduction of duplexes or triplexes designed to look like large, single-family homes should be considered. Since duplexes and triplexes can be financed with single-family mortgages if the property owner assumes permanent residency in one unit, the property would have the advantage of homeownership maintenance while at the same time creating additional rental units.

**Increase density or rehabilitation of the existing multifamily complexes.** Stakeholders have expressed concerns about code enforcement in conjunction with the influx of lower-income and recent immigrant residents. Although there are some high-quality, multifamily units located throughout the study area, they are older, overcrowded units in great disrepair. The concerns documented by community stakeholders threaten the stability of these older study area neighborhoods.

The study area has a number of locations where existing multifamily properties are located, but they are underutilized, in poor condition, and generally classified as an underperforming real estate asset (Hampshire Knolls, Chillum, Lewisdale). Map 14 shows the locations for improvements. The Prince George’s County DHCD should consider acquiring these properties, arranging for the temporary relocation of the remaining tenants, demolishing the properties, and offering the properties to prospective developers. The developer solicitation should include developer standards and density bonuses in exchange for the developer complying with appropriate design standards and including units that would be set aside for low- to moderate-income individuals and families.

The identified complexes are showing visible signs of deferred maintenance. Many of these complexes were identified in public feedback sessions as properties that contribute to the devaluation of nearby single-family homes and degradation of the public realm. Of this group, Fleetwood Village,
Canonbury Square, and Chillum Terrace apartments have historical, architectural integrity and should be considered for rehabilitation and/or preservation.

Kirkwood and LaSalle Park are in ideal locations for densification due to their proximity to the West Hyattsville Metro Station. Other properties were considered, but those that have recently undergone interior updates were not prioritized for densification or rehabilitation.

**Develop neighborhood specific policies and programs for housing initiatives.** Provide housing counseling for current residents for minor rehabilitation. In regard to single-family detached developments, emphasis is placed on housing counseling of current study area residents and rehabilitation of existing homes requiring minor-to-moderate rehabilitation as the primary strategy. Coupled with this approach is the need to link the development to older neighborhoods that need minor-to-moderate rehabilitation of existing homes with selective development opportunities. These areas can be targeted to introduce mixed-income, low-rise, multifamily housing as a means of addressing the growing population that requires rental housing rather than single-family homes.

**Technical assistance.** Technical assistance of neighborhood groups and community-based nonprofit development organizations can be used as a means of building a partnership with the County’s DHCD. Local groups can benefit from technical assistance in a number of areas designed to improve access to housing services, improve housing development, and increase community outreach to a diverse and quickly changing area. Technical assistance areas could include:

- Skills to plan for and implement comprehensive model block developments as catalyst projects.
- Procuring services to create economic development projects or assistance with any of those services (market studies, housing and pricing point analyses, public and private financing, and political support for redevelopment projects).
- Steps to incorporate smart growth and green building principles that result in sustainable redevelopment activities.
- Training for project oversight and capacity building to improve project delivery and ensure compliance with federal, state, and local requirements and guidelines.
- Financial underwriting and accessing available financial resources.
- Development of branding and marketing toolkits and campaigns.
- Development of rehabilitation practices and standards and solid, sustainable construction practices and design standards.
Technical assistance could be provided by the public or non-profit sector, local companies, or through procured contractors. However it is determined to provide technical assistance; a plan for managing and disseminating knowledge of the program should be a component of a comprehensive housing initiative for all neighborhoods in the study area.

Rehabilitation standards, construction practices, and design standards. Although reinforcing rehabilitation standards and design standards for new construction is currently not an issue of concern, as reinvestment occurs in the study area and the surrounding neighborhoods, this could become an important consideration in marketing and branding these neighborhoods as desirable places to live. Promoting compliance to building codes and encouraging reinvestment will ultimately lead to increased housing rehabilitation and new construction activity. In the anticipation of this occurring, establishing rehabilitation standards, construction practices, and design standards could be one way of reinforcing the long-range vision established by the neighborhoods. Each of the neighborhoods has its own architectural style and character, and community residents have repeatedly expressed the importance of retaining the character of the neighborhoods. Garden-style, multifamily and duplex units are prevalent in several of the neighborhoods as well as masonry and/or frame Cape Cod units and single-family, ranch-style homes. Chillum has the most diverse architecture types, ranging from Cape Cod homes built in the 1950s to split-level homes in two culs-de-sac built in the 1980s and 1990s.

It will be important to establish guidelines and standards that protect the historic and cultural significance of each of the neighborhoods. Guidelines and standards should not only preserve the historic and architectural fabric but also introduce relevant, mixed-use and medium-density multifamily development into the established neighborhoods. These standards could be introduced as a zoning ordinance or other regulatory framework for developers or builders who wish to work in the study area, therefore guiding any redevelopment effort in a manner that exemplifies best practices and innovative approaches to using green building design principles and sustainability practices.

At minimum, a guideline and standards framework should include:

- Development of site plans to ensure rehabilitation and construction conform with land use and zoning recommendations.
- Design standards that confirm consensus-based goals for overall redevelopment, not just individual unit rehabilitation or infill construction, are consistent with surrounding architecture.
- Schematic construction floor plans for new infill.

*Chillum has the most diverse architecture types, ranging from Cape Cod homes built in the 1950s to split-level homes in two culs-de-sac built in the 1980s and 1990s.*
• Submission of construction drawings (for larger projects) that reflect changes/revisions/modifications.
• Review of plans by selected architects/engineers.
• Development of preliminary cost estimates for each building type or rehabilitation unit.
• Development of work write-up for any rehabilitation project.
• Construction standards that are sustainable and energy efficient.

Establish priority redevelopment locations for commercial redevelopment and residential redevelopment to demonstrate program initiatives. An important component in demonstrating the impact of improved conditions in the study area is the need to target initial projects to specific neighborhoods within the study area, e.g., catalyst project development areas. A priority redevelopment location or neighborhood center approach is needed to create an impact designed to act as a catalyst for other development activity in surrounding areas. Within each of the study area neighborhoods, with the exception of Carole Highlands, model projects should be developed that take into consideration opportunities for reinvestment into existing housing stock, rehabilitation of vacant structures, new multifamily housing development, community-capacity building, and rehabilitation to houses occupied by current homeowners. Recommendations for the placement of these priority redevelopment locations are included in the Redevelopment and Revitalization Section.
Map 14. Potential Multifamily Densification/Revitalization Locations

- Neighborhood Park
- Regional Park
- Dog Park
- Potential Urban Farm/Community Garden Location
- Potential Farmers’ Market Location

HOUSING
Greater Chillum Community Study
After target project areas are selected, careful attention should be given to the structure of public/private funding partnerships. Every project’s financial structure should guide the use of public resources and how they are leveraged by private and other nongovernmental funding resources. In addition to partnerships occurring in the traditional sense between local financial institutions and local government designed to leverage opportunities for funding housing development initiatives, they should also include capacity building of existing nonprofit development corporations, or the establishment of a nonprofit community development corporation, to partner with for-profit organizations, community stakeholders, and investor owners. Prince George’s County’s role in improving housing conditions in the study area could be through a communitywide, nonprofit housing and neighborhood development organization.

Identify subsidy sources (CDBG, HOME, Neighborhood Stabilization Program (NSP) that support targeted housing intervention strategies. Support by Prince George’s County should focus on the delivery of Community Block Grant, HOME, and NSP program income (if available) in the study area that could be used to leverage conventional funding sources and provide development subsidies that would be used to ensure housing affordability. Federal guidelines allow HOME and CDBG funds to be used for down payment assistance for homebuyers, minor home repair, and acquisition rehabilitation of residential properties. These funds can be utilized for economic development activities as well. End users of these funds (homebuyers or renters) must meet income guidelines with household incomes at no more than 80 percent of the area median income. However, local guidelines will dictate the specifics for which activities these funds can be utilized. None of the federal subsidy programs are used in the study area.

One local example of a subsidy resource that could be implemented is a modified version of Montgomery County’s Moderately Priced Dwelling Unit Program (MPDU). County law indicates that 12 to 15 percent of units in a new subdivision with 20 or more units must be earmarked as moderately priced dwellings. The County must make 40 percent of all MPDUs in inventory available to the Housing Opportunities Commission of Montgomery County and local nonprofits for use for low- to moderate-income clients.
**Utilize Prince George’s County housing and economic initiatives in the study area.** As mentioned above, Prince George’s County has a number of housing and economic initiatives that are currently not being utilized in the study area. Federal guidelines allow HOME and CDBG funds to be used for down payment assistance for homebuyers, minor home repair, and acquisition rehabilitation of residential properties. These funds can be utilized for economic development activities as well. End users of these funds (homebuyers or renters) must meet income guidelines with household incomes at no more than 80 percent of the area median income. However, local guidelines will dictate the specifics for which activities these funds can be utilized. Funds may be accessible through nonprofit recipients or directly through application to the Maryland DHCD or through nonprofit recipients of these funds.

In addition to the federal programs (Emergency Solutions Grants, HOME Single-family Rehabilitation Program, CDBG funds, and Home Ownership Programs) that can be accessed through Maryland’s DHCD, there are local organizations that offer housing services that could be directed to the study area. For example, HIP has offices in Prince George’s County and Montgomery County, both of which border the study area and provide a number of housing services that could be accessible to study area residents if the need exists. Table 15 provides a “housing guide” for Prince George’s County.

<table>
<thead>
<tr>
<th>Neighborhoods</th>
<th>Housing Counseling</th>
<th>Minor Rehabilitation</th>
<th>Technical Assistance to Neighborhood Groups</th>
<th>Rehab Standards, Construction Practices, Design Standards</th>
<th>Establish Priority Redevelopment Locations</th>
<th>Subsidy Sources for Targeted Housing Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avonridge</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Carole Highlands</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Chillum</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Hampshire Knolls</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Lewisdale</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

**Develop relationships with national organizations with experience in transitioning neighborhoods.** The role of a Community Development Corporation (CDCs) or other community-based organization as a lead development agency is important to the success of community revitalization initiatives similar to those being proposed for the study area. The following is a general list of roles and responsibilities that could be assigned to nonprofit CDCs as part of a community revitalization initiative:

- Affordable housing developer.
- Lead developer for quality, affordable, rental housing units.
• Homebuyer pre/post purchase counseling.
• Assemble property for development.
• Recipient of public and private funding for land acquisition and development.
• Lead developer for affordable, infill new construction.
• Lead developer for the renovation of vacant houses.
• Lead or codeveloper for economic development projects.
• Coordinate the repair of occupied houses.

In addition to the roles and responsibilities listed above, the nonprofit CDCs must play an important role in providing a bridge between local government/private sector interest and the community at large. Even though local government/private sector intentions are for the good of the community, their roles are often misunderstood and generally linked to past experiences. Effective CDCs can act as an intermediary to help translate programs and strategies into terms and conditions that concerned residents can understand and believe.

Because of the development risk associated with housing and neighborhood-oriented implementation strategies occurring within tipping point neighborhoods, it will be important to work through a highly-qualified, nonprofit community development corporation that serves all of the study area. The nonprofit developer could work in partnership with for-profit developers to help during the initial start-up stages of implementing catalyst projects. During this period, which could last three to five years, the County and the selected nonprofit developer can work to redevelop and stabilize areas of the study area that for-profit developers feel are too risky.

CDCs should also provide immigrant services to help meet the needs of those marginalized residents who need assistance integrating into the community. These services could include basic housing information whether the immigrants are renters or homeowners, as many of these residents lack a clear understanding of zoning, rent and occupancy requirements, and simply integrating into a suburban versus an urban community.

National intermediaries often offer assistance to local nonprofits or CDCs wishing to expand their services. Assistance of national organizations such as NeighborWorks America, Local Initiatives Support Corporation (LISC), or Enterprise Foundation should be employed to either expand the services of local CDCs or establish new communitywide CDCs that have the capacity and programs available to service the diverse residents in the study area with particular interest in communities with immigrant populations. Table 15
outlines programs and services available through these national intermediaries. Contact information is provided as well.

A fourth entity is included on the list for its importance in assisting with immigrant issues. Welcoming Cities, a program of Welcoming America, is a cohort of entities that have pledged to support and build immigrant-friendly environments and communities that promote economic growth and cultural vitality. Member cities, communities, and community-based organizations work to develop communities in which immigrants would be more likely to integrate into their new surroundings. Technical assistance from a national organization such as this could help to begin rebuilding the trust of both the existing residents and immigrants in the study area.

Study area community stakeholders have been clear about their desire to stabilize their neighborhoods by limiting the conversion of single-family homes from owner occupancy to rental, developing programs to address the growing backlog of housing code violations, and introducing initiatives to address the growing number of lower-income residents that lack basic life skills needed to reduce their dependence on public subsidies. This vision can be achieved with a carefully planned housing and neighborhood development strategy that focuses on working with existing residents, providing a supply of quality, affordable, rental housing, and creating opportunities to attract new moderate- to middle- income families into the older study area neighborhoods. The highest concentration of housing type is occupied housing, needing minor to moderate rehabilitation. Many of these households are occupied by renters, yet they may comprise the initial market of first-time homebuyers who will become homeowners in the study area.

In an effort to expand the development of affordable rental housing and to capture the potential market of first-time homebuyers, the housing and neighborhood development initiatives outlined in this report should be supported by a marketing component that promotes living in the study area. In addition to marketing the study area to attract developers and decreasing the dependency on overcrowded single-family homes, the overall housing initiative should include a comprehensive housing counseling component that provides support to families who are most at risk in terms of repeating life styles that impede neighborhood growth and development.

A Community Housing Development Organization (CHDO) is another entity with the capacity to develop affordable housing in transitioning neighborhoods. CHDOs are eligible for certain set-aside funding from HOME. In order to use CHDO set-aside funds, CHDOs must be owners, developers, or sponsors of HOME-assisted affordable housing. At least 15 percent of HOME funds must be set aside for specific activities to be undertaken by a CHDO. These eligible set-aside activities include the acquisition and/or rehabilitation of rental housing, new construction of rental housing, acquisition and/or rehabilitation of

---


Many of these households are occupied by renters, yet they may comprise the initial market of first-time homebuyers who will become homeowners in the study area.
homebuyer properties, new construction of homebuyer properties, and direct financial assistance to purchasers of HOME-assisted housing that has been developed with HOME funds.

<table>
<thead>
<tr>
<th>Table 15. National Organizations Programs and Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Organization</strong></td>
</tr>
<tr>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td>Enterprise Community Partners <a href="www.enterprisecommunity.com">website</a> Enterprise Community Loan Fund (Currently no services to the study area)</td>
</tr>
<tr>
<td>Local Initiative Support Corporations <a href="www.lisc.org/washingtondc">website</a> (currently services only D.C. neighborhoods)</td>
</tr>
<tr>
<td>Neighborworks America <a href="www.neighborworks.org">website</a> (Currently no services to the study area)</td>
</tr>
<tr>
<td>Welcoming America <a href="www.welcomingamerica.org">website</a> (current partner communities are Montgomery County, MD and Washington, D.C.)</td>
</tr>
</tbody>
</table>
Economic Development

Background

Economic and market analyses were performed as part of the Greater Chillum Community Study, focusing on the identification of potential strategies to enhance the community. These analyses laid the foundation for the recommendations in the Housing, Connectivity and Transportation, and Redevelopment and Revitalization Sections of this study. The findings established a baseline to make implementable recommendations.

Based on the analysis performed through this study, the following economic development recommendations aim to position the greater Chillum community to better serve existing and potential residents. These strategies are complex in nature and may require The Maryland-National Capital Park and Planning Commission (M-NCPPC) to develop implementation partnerships with other County agencies, departments, nonprofit organizations, and the private sector. These recommendations (described in detail later in this section) are:

1. Create a marketing identity for the greater Chillum community related to ethnic-based retail.
2. Pursue development efforts for local businesses.
3. Work with local property owners to convert vacant space into a culinary and hospitality incubator.
4. Establish a location for an urban farm and garden with space for weekend farmers’ markets.
5. Promote development of additional affordable rental housing units.
6. Work with Prince George’s County Redevelopment Authority and selected property owners to identify potential catalytic projects.

The economic and market analysis found these constraints and opportunities for the community.
Opportunities

The Chillum community has a diverse and growing immigrant population. Currently, the African-American and immigrant populations make up a large portion of the Chillum community. As the immigrant and Hispanic populations grow over the next several years, projections indicate a decline in other races including the African-America population. Growth in the immigrant population will likely continue to shift household makeup in the study area as immigrant households tend to be larger (oftentimes because of multigenerational households and high child birth rate). The growing immigrant population also indicates a potential shift in preferences for goods and services as demand changes to reflect an even more culturally diverse population. Given the community’s existing concentration of ethnic retail and dining venues, a concerted effort to support and expand new and existing businesses could improve services for local residents while attracting more consumers into the area.

Future development activity will require infill and/or redevelopment. There are a small number of vacant lots in the study area. Most are less than half an acre and few are contiguous. Limited vacant land, paired with growth in population and households, has the potential to present a challenge for new development. Many of the larger properties are
either publicly owned and/or encumbered with physical or natural limitations such as wetlands and infrastructure (e.g., power distribution structures). Therefore, any new development will require redevelopment and/or infill on currently built properties. Chillum’s strip commercial parcels and the property immediately around the West Hyattsville Metro Station are the most likely opportunities.

**Current market forces make rental conversion profitable.** The study area has a high demand for rental housing, as illustrated by the most recent American Community Survey data. Based on demographic projections, this demand will only increase through 2018. The high conversion of traditional ownership housing to rental combined with the noted speculation for low-cost housing units (particularly condominiums) indicates that housing continues to be purchased as investments and converted to rental units to meet this high demand. Based on the most recent American Community Survey data and property assessment records, approximately one-third of traditionally owner-occupied units are occupied by renters to make up for substantial multifamily rental unit supply shortages. To this point, strategies designed to preserve existing ownership housing while accommodating additional rental housing development would stabilize existing neighborhoods while addressing the Chillum’s housing needs.

**The greater Chillum community has existing amenities that have the potential to make it a strong housing market.** All housing units in the greater Chillum community are priced at a level that is affordable to households making 100 percent of area median income (AMI). The study area offers affordably priced housing in a location with proximity to prominent job and shopping centers (i.e., Washington, D.C., Takoma Park, and Hyattsville) and access to existing and planned major transportation networks (both road networks and mass transit). Unfortunately, the demand for ownership housing is suppressed by perceptions of the area as a place to live. Most notably, concern has been expressed by both existing residents and real estate professionals that continued conversions of ownership housing has destabilized neighborhoods (e.g., overcrowding, parking) and made living and owning in the area less attractive.

**There is unmet demand for retail within the greater Chillum community.** The retail market analysis revealed that consumer demand within the greater Chillum community is greater than the sales capture of local businesses. As a result, local residents are shopping outside of the community for many of their goods and services. It is possible that some of the sales leakage, or purchases by local residents outside the area, could be recaptured either through an expansion of offerings or services among existing retailers or through the addition of new retailers in the community. Pilot programs designed by the County to support local retailers in incurring the additional cost of expanded hours or product lines could be implemented.
Based on the most recent American Community Survey data and property assessment records, approximately one-third of traditionally owner-occupied units are occupied by renters to make up for substantial multifamily rental unit supply shortages.

to measure the sustainability of retail/service expansion in the area. As noted earlier, there also is potential to nurture and expand the study area’s ethnic retail and dining cluster.

**Constraints**

*Households have low-to-moderate incomes.* Although larger households can indicate additional income earners, the study area’s consistently low per-capita income indicates household incomes will remain below that of the rest of Prince George’s County through 2018. Continued low-to-moderate income levels suggest that affordable housing and essential goods and services will be priorities for the residents of Chillum in the near future. Households with little disposable income limit the economic growth potential of the Chillum community by decreasing the amount of discretionary goods and services purchased, supporting local retailers.

*Employment industries in the Community are not major economic growth generators.* The two major employment industries in the study area are retail and healthcare/social assistance. Many of the businesses within these industries likely serve the immediate community. However, if median household income remains below the County average, these sectors may struggle to expand. This has the potential to limit the growth of the greater Chillum community economy and reduce its ability to adapt to changing population needs for goods and services.

*There is a large amount of labor force mobility.* Community residents that are employed have a low level of educational attainment and work in jobs in moderate-to-low skill industries. Workers who live in the community travel to these jobs elsewhere in Prince George’s County, Montgomery County, and Washington, D.C. Only a small number live and work in the community. With such a large number of residents working outside of the area, the economic stability of the region has the potential to impact the market for housing, goods, and services.

*The strong market position of the greater community is overshadowed by market perceptions.* Single-family and townhouse units are selling for just above current assessed value. These properties are observed to be in generally good condition, but property values are not reflective of the potential of this area. The community is close to commercial activity in Takoma Park, Hyattsville, and Washington, D.C. Current access to East West Highway, West Hyattsville, and the Fort Totten Metro Station and access to three future Purple Line stations make connecting to the greater Washington metropolitan area easy. Realtors and investors highlight that these assets are the foundation for a strong housing market in the study area. While market activity has increased in the area over the last year, anecdotal evidence indicates that real or perceived systematic issues (e.g., perceptions
of crime, rental conversions, on-street parking, and agricultural uses in residential areas) are keeping the community from reaching its full potential as compared to nearby markets. Creative solutions to change perception are required to gain redevelopment investment.

**Impacts of the economic downturn continue to affect the community.** Foreclosure rates, an indicator for housing distress across the nation, are not significant in the greater Chillum community. However, realtor feedback suggests that short sales in this area have recently increased. Therefore, it is likely that more households of lower socioeconomic status in Chillum are struggling to maintain their mortgages than recorded foreclosures indicate. A higher occurrence of distressed residential properties in this area combined with lower assessed property values can lead to an increased risk of continued conversion based on existing rental demand.

**The growing immigrant population is opting to form larger, non-traditional households to reduce the cost of housing.** Community feedback and consultant observation indicates that the study area has an issue with overcrowding in rental housing units. This is supported by reports that a number of single-family housing units offer single-room occupancy (multiple tenants in a single-family home). Residents have expressed experiencing parking problems due to multiple households sharing living quarters intended for fewer occupants. Household size projections based on census data indicate that the average household size in the greater Chillum community is currently at three persons. This is anticipated to increase, due in part to the growing immigrant and Hispanic populations. This indicates that the population in the Chillum community is generally electing to live in larger, non-traditional households. This is likely due to either cultural influences that encourage forming larger households or to a necessity that dictates reduced housing costs.

**Despite roots as a traditional owner-occupied, first-ring suburb, the number of renters outweighs owners two to one.** American Community Survey data indicate that well over half of the households in the community rent. The large number of rental households has the potential to adversely impact the existing housing stock as owners of traditional ownership units take advantage of the demand for rental housing that far exceeds the existing rental supply.

**Approximately one-third of the traditional ownership housing units in the greater Chillum community are most likely used as rental units.** The large portion of renter households in the greater Chillum community as supported by American Community Survey data cannot be accommodated by the supply of traditional rental units. Rental units make up less than half of the housing supply in the area. This shortage of rental housing indicates that a large number of traditional condominium and
single-family housing units have been converted to rental units. Community feedback supports the conclusion that many of these units are renting to not just a single household but to multiple households in units originally built for one. In some cases, single-room occupancy units have been created. Use of these traditional homeownership units as rental units can hasten the deterioration of these properties through delayed maintenance and wear and tear due to overcapacity.

**Rental units that are affordable to the lowest income households are most needed in the greater Chillum community.** An analysis of the current rental demand and the existing supply of traditional apartment complexes in the community suggests that there is a notable shortage of rental units for households making 30 percent of AMI or less. Adding to the supply of affordable rental units has the potential to reduce the number of conversions from owner-occupied to rental housing. This also has the potential to increase housing affordability for the lowest income households who are currently cost burdened or paying more than 30 percent of their annual gross income for housing costs. The Housing and Redevelopment and Revitalization Sections address potential locations for affordable housing development.

**The local market competition is strong.** New development, which would increase density and add a mix of uses, must be weighed against various factors such as the competitive local market, property visibility, and traffic counts. Affordability of lease rates and terms for a potential tenant also determines competitiveness. The study area is located within close proximity to several successful commercial centers (i.e., Takoma Park, The Mall at Prince Georges, and the Fort Totten Metro Station). Although the community is “leaking” sales to these markets, they are located at a convenient enough distance that the willingness of a retailer to locate in the greater Chillum community and compete with these established areas is limited. Simply put, the study area has few market characteristics that would be competitive with its neighboring commercial centers for traditional retail/service businesses. That said, the community’s demographic characteristics and established ethnic retail base does offer the potential to grow and expand this critical mass to draw shoppers to the greater Chillum community.

**Implementation Recommendations**

**Create a marketing identity for the greater Chillum community.**

While existing commercial centers provide adequate neighborhood-serving retail and service businesses (i.e., groceries), the market analysis supports the community concerns that there is a lack of retail/service variety within the study area. Resident feedback consistently pointed out the lack of sit-down dining establishments within the area. The retail market analysis indicates there is the potential to support additional retail in Chillum. This was based
on a current sales capture of local businesses and the spending habits of local households.

However, the Chillum community is located within close proximity to several successful commercial centers (i.e., Takoma Park, The Mall at Prince Georges and the Fort Totten Metro Station) that offer a broad range of goods and services. Retailers are often hesitant to locate within such a short distance to another store. Furthermore, the greater Chillum community lacks a sense of place and definition that could be used to attract retailers and service providers.

That stated, the community’s ethnic-based retail and dining businesses have a market concentration that could be enhanced. The market analysis identified several ethnic-focused grocery stores and dining establishments that have thrived in Chillum due to community diversity. Given the socioeconomic characteristics of greater Chillum and the competitive marketplace, it is advantageous to develop an “International Marketplace” brand for the community. A defined market focus and brand for the greater Chillum community can be proactively marketed to attract additional retailers and service providers to the area. Expanding the presence of international businesses can expand the regional draw of the area, attracting additional spending to community businesses.

The immediate opportunity is for the County to work with community business leaders, commercial property owners, the County’s Economic Development Corporation (EDC), and potentially a professional marketing firm to develop a marketing and outreach strategy and to garner the necessary collateral materials to implement the strategy. The success of this effort will be in strengthening existing commercial centers and seeking ways to increase development at underutilized commercial parcels.

_Pursue development efforts for local businesses._ The retail market analysis revealed the potential to attract a greater variety of retail goods and services into the greater Chillum community. In addition, the public outreach effort through this study identified a number of community requests for goods and services currently not available locally. However, many of these opportunities are not large enough to support an entirely new retail store, restaurant, or service business. In these cases, the greatest opportunity to improve the diversity of retail and service offerings in the area is to encourage existing businesses to expand product lines and the size of their operations. Given the number of local, independently owned retail and service businesses in the area, the expansion of products, store area, and hours can be a risky financial challenge. That risk can be more concerning in a market such as the greater Chillum community. In order to help mitigate that risk, there are a series of strategies that can be pursued. These include:
Expanding the presence of international businesses can expand the regional draw of the area, attracting additional spending to community businesses.

- Establish an active community outreach effort to survey residents at regular increments about desired goods and services. The greater Chillum study public outreach effort identified a number of community preferences for additional retail. While the stated desire of a small number of residents is valuable in understanding local perceptions of the variety of retail goods and services, the sample size is not effective to develop specific strategies. M-NCPPC, in coordination with the local Chamber of Commerce and the County’s EDC, should perform an annual resident survey to garner feedback on community desire. The survey should be administered through a number of media (e.g., Internet and street interviews) and available in several languages specific to the Chillum community. The results of this effort can be presented to local retailers as part of a business expansion strategy and compiled over time to show how preferences shift in the community.

- Work with local businesses to expand existing product lines and services to incorporate local interest not otherwise supported by the market. The retail market analysis revealed a number of retail product types where additional sales could be captured but not enough to support a new store. In these instances, the County’s EDC and M-NCPPC can implement a direct outreach effort to local businesses to educate retailers on the market potential. The retail analysis showed opportunities in the following markets:
  - General merchandise retailers such as general stores or dry goods stores.
  - Miscellaneous store retailers such as florists.
  - Vintage/consignment retailers.
  - Electronics and appliance stores.

- Create a program that provides rental assistance and subsidies for businesses who use a small part of their store to offer new “trial” product lines and services based on community input. Communities seeking to strengthen their retail base in emerging communities can establish temporary partnerships with local retailers to mitigate the risk of operating or expanding their existing operations in that community. One common form of partnership is rental assistance or operation assistance. The community offers matching funds to retailers who meet defined goals for the community such as expanded hours, expanded product lines, and new retail ventures). Creating such a program will require a partnership of County agencies and local business leaders. Any program should include defined sunset clauses (i.e., three to six months) and require financial records showing the private investment values (similar to a façade improvement program). If the venture is successful, the retailer can choose to continue to operate independently once the “grace period”
expires. This effort should be integrated with the marketing effort to increase awareness of the expanded offerings.

**Work with local property owners to convert vacant space into a culinary and hospitality incubator.** The economic and market analyses performed during this effort indicated there is an opportunity to provide job training/career services for the residents of the greater Chillum community. However, many programs require certain secondary and post-secondary educational achievement levels to participate. This is a substantial challenge for a community with high concentrations of immigrant populations. Yet, there are several examples of where culinary and hospitality programs have been successful with populations that do not have formal education attainment.

The focus on culinary and hospitality training can meet a community demand for a sit-down dining establishment where the market currently does not support a new business. Tying a restaurant operation to the culinary/hospitality program is a common practice. This allows the program to raise additional funds while giving the students a “real-world” experience in a fully functional restaurant setting. Establishing a sit-down restaurant within the study area that is staffed and operated by local residents under the guidance of seasoned professionals serves two purposes: as a community gathering place and an economic generator. Providing a facility that can change its menu as part of a larger curriculum could serve as a catalyst for the area’s various ethnic/racial groups to celebrate the community’s diversity.

The workforce training/incubator space is envisioned to include a commercial kitchen and dining and event space. The culinary classes would be taught in the kitchen area, which could also serve as the main kitchen for the restaurant and event space. The initiative would include programming to provide education in the culinary food service and hospitality industry for young adults. Sit-down restaurant space, staffed by the young adult students (as chefs, servers, and hosts), would provide a location for community residents to gather and eat while also generating economic growth through vocational training.

The commercial kitchen space could also serve as a shared kitchen for food truck or specialty food item start-ups serving the greater Washington, D.C., market. Given the food sanitation regulations, food truck operators likely would be interested in a shared lease agreement that enabled them to limit their costs for access to an approved cooking environment. The incubator program would establish a use schedule for food truck/home-based food start-ups to have established, regular hours based on a fee schedule. This initiative meets a regional need,
offers entrepreneurial opportunities for local residents, and can help fund the workforce programs.

Similar programs have been successfully implemented in modest-income, ethnically diverse communities throughout the U.S. One of the more well known is Café Reconcile, a culinary workforce program/community restaurant in New Orleans, Louisiana. This particular facility is supported by the Emeril Legasse Foundation. Given the number of “celebrity” chefs and community patrons in the metropolitan D.C. area, M-NCPPC can work with implementation partners (i.e., Prince George’s County Community College and/or local CDCs) to create a similar effort in the study area.

**Establish a location for an urban farm and garden with space for weekend farmers’ market.** The community outreach and the stakeholder interviews revealed there are some challenges in the single-family neighborhoods with households growing produce and raising animals. This can create challenges to neighborhood sustainability and market perception if not addressed. While the County’s Department of Permitting, Inspections and Enforcement (DPIE) can play a role in the enforcement of County policies, an equally effective way is to provide these homeowners and tenants a safe, affordable alternative within the community. The community can organize this effort by pursuing the development of an urban farm and garden within the community. Given the amount of utility right-of-way in the community, there are likely locations that can accommodate such a use without impacting existing development patterns. To initiate this strategy:

- The community works with a group such as ECO City Farms to develop the concept.
- Explore possible locations on existing public and non-profit owned land that are central but underutilized. This might include the land in the utility rights-of-way and the park system running along Sligo Parkway just south of East West Highway and Ager Road.
- Incorporate both produce and livestock into the urban farming concept for the greater Chillum area.

In addition to easing code challenges in the local neighborhoods, the urban farm concept can be a positive way to augment local farmers’ markets and establish a local food sourcing strategy for restaurants (i.e., the culinary school). Combining the urban farm concept with the commercial redevelopment can be done over time as local
businesses are better educated on local sourcing, and the farm’s yield is proven to be consistent and of sufficient quality.

Initial funding will likely need to be a combination of County funds and user fees. However, there are a number of programs available to help fund the start-up of these operations. Programs available to help initiate this concept are enumerated in the National Sustainable Agriculture Coalition’s Guide to the USDA Funding for Local and Regional Food Systems. Some examples include:

- **Michael Fields Agricultural Institute**—The institute services include advocacy, convening, education, enterprise development, research, urban agriculture, and whole farm planning. The center offers a full list of educational opportunities and resources including workshops on innovative farmers’ market models and grant writing.
- **Environmental Protection Agency’s Brownfields and Land Revitalization Programs**—Technical assistance to support the development of a business plan for an urban farm.

**Promote development of additional affordable rental housing units.**

The housing recommendations detail a number of recommendations on how to increase the availability of price-appropriate, quality housing. The following strategies are mentioned here, because they influence, and are influenced by, both the housing and economic development market climates. Simply put, having appropriate housing (and the amount of housing demanded) will improve the potential for additional commercial activity in the greater Chillum market. Conversely, neighborhood overcrowding and non-traditional use of single-family homes can limit the attractiveness of the area as a place to live or do business. These concepts include:

- **Increase occupancy code enforcement efforts that might displace existing residents in parallel with new affordable rental unit development.** While it is likely very challenging to implement, gaining a better understanding of the challenge and having regulatory tools in place to monitor housing conversion is critical to long-term residential sustainability. A highly effective first step used elsewhere is the requirement to register rental units. This tool is most effective when a “rental unit” is defined as a unit occupied by persons other than the owner of record. A strategy that increases the amount of price-appropriate housing must occur concurrently with these efforts.

- **Incorporate affordable rental units into new, mixed-use redevelopment efforts.** As investment in the community leads to redevelopment, the inclusion of housing units priced to certain income thresholds as part of new/redevelopment projects should be required. Programs such as Low Income Housing Tax Credits (LIHTC) are a potential source of funding.
Work with Prince George’s County Redevelopment Authority and selected property owners to identify potential catalytic projects. The study team identified a number of potential catalytic project sites within the greater Chillum community. These sites were selected based on a number of criteria such as parcel/property size, transportation access (road network and public transit), ownership patterns, existing uses, market potential, proximity to neighborhoods, and potential impacts to surrounding community. The stated goal of pursuing a catalytic project would be to create community gathering places that are welcoming and attractive, to enhance community offerings (in terms of quality and variety of stores), and to enhance the relative strength of the local marketplace (by adding new consumer spending). Further descriptions of these sites occur in the Redevelopment and Revitalization Section. These are:

- Riggs Plaza Shopping Center.
- Sargent Road Shopping Center/Prince George’s County Housing Authority sites.
- The Shops at Queens Chillum/Chillum Road Shopping Center/West Hyattsville Metro Station.
- University Boulevard/proposed Purple Line station.

Representatives from each of these properties were contacted to gauge interest in potential redevelopment projects. While none expressed disinterest, the level of interest, capacity to implement, and potential timing of redevelopment of the sites varied. It is important for the County to establish relationships with these property owners to increase the likelihood of redevelopment. Given the potential risks and rewards of the projects in the context of current market conditions, there is a need to continue to develop relationships and connections between the County departments and agencies necessary to create the public-private partnership necessary for implementation. The cultivation of a project will likely be a mid- to long-term effort.

Apartments in Alexandria, Virginia, look like townhouses but provide smaller, affordable units in the community.
Connectivity and Transportation

Background

Most of the Chillum community’s largely residential population commutes outside of the area for work. The community hosts a diverse and growing population and has become attractive to newcomers seeking its proximity to several major Metro stations, Montgomery County, and Washington, D.C. This has highlighted the importance of connectivity among neighborhoods and major transit hubs. This chapter outlines an assessment of the transportation improvement strategies recommended for the Chillum community:

1. Improve pedestrian connectivity
2. Improve public safety
3. Increase transit opportunities
4. Further evaluate crash data to address safety concerns
5. Implement infrastructure changes planned

An assessment of existing conditions revealed several strengths and challenges regarding connectivity and transportation. Many households rely on commuting without access to a vehicle, and countywide trends favor regional transit. Based on community input and the existing infrastructure, demographics, commute patterns, and proposed efforts, the transportation highlights for the Chillum community follow. Table 17 provides a summary of some of the challenges and opportunities.

These issues and opportunities are enhanced by the transit patterns of the community. Regionwide and local trends in transportation have been creating a demand for new and different transportation infrastructure. Table 18 provides a summary of average commute times for various areas in the region. Table 19 provides a summary of mode share across the region. According to the U.S. Census Bureau data, the average commute time for Chillum residents from home to work is 36.5 minutes, one of the highest in the region. Also, about 29 percent of workers commute by transit, second only to Washington, D.C., in the region. Given the County’s adjacency to Washington, D.C., and growing population, the demand on transportation in the region will continue to grow.

Table 18 and Table 19 demonstrate the role transportation plays in the Chillum community. The average Chillum resident has one of the longest commutes in the region, and the mode split indicates a large portion of these longer trips are taken on public transportation. This indicates that many transit trips may be regional trips, emphasizing the need for strong pedestrian, bicycle, and local transit connections to the major Metro stations.
An analysis of census data for the concentrations of employment within the region for Chillum residents offers an understanding of commute patterns. Concentrations of residents’ workplaces are spread around the region and are notably focused within the Capitol Beltway, along US Route 1 and Rockville Pike arterial corridors in Maryland, and in dispersed employment centers in Fairfax and Arlington Counties in Virginia. The highest concentrations of residents’ employment are in downtown and along Georgia Avenue NW at the Washington Hospital Center and Howard University in Washington, D.C. Approximately 25 percent of workers have a commute of less than 10 miles.

<table>
<thead>
<tr>
<th>Table 17. Summary of Challenges and Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Constraints</strong></td>
</tr>
<tr>
<td>• Lack of sidewalks and worn or nonexistent</td>
</tr>
<tr>
<td>crosswalks, including to Metro stations,</td>
</tr>
<tr>
<td>create poor pedestrian connectivity.</td>
</tr>
<tr>
<td>• Pedestrian facilities are incomplete at many</td>
</tr>
<tr>
<td>major intersections.</td>
</tr>
<tr>
<td>• Driveway curb cuts are spaced too close to</td>
</tr>
<tr>
<td>major intersections, creating busy conflict</td>
</tr>
<tr>
<td>points for pedestrians.</td>
</tr>
<tr>
<td>• The majority of the streets within the</td>
</tr>
<tr>
<td>community do not accommodate bicyclists.</td>
</tr>
<tr>
<td>• Uncontrolled, midblock crosswalks are not</td>
</tr>
<tr>
<td>supported by land use, lighting, or other</td>
</tr>
<tr>
<td>cues for safely managing pedestrian and</td>
</tr>
<tr>
<td>motorist conflicts.</td>
</tr>
<tr>
<td>• Existing bus networks have long peak-hour</td>
</tr>
<tr>
<td>headways that are inconvenient for riders.</td>
</tr>
<tr>
<td>• Current road design and lack of bicycle</td>
</tr>
<tr>
<td>accommodation discourages multimodal</td>
</tr>
<tr>
<td>access to premium transit stations.</td>
</tr>
</tbody>
</table>
Table 18. Average Commute Times in Chillum and the Surrounding Region (2011–2012)

<table>
<thead>
<tr>
<th></th>
<th>Chillum</th>
<th>Prince George’s County</th>
<th>D.C.</th>
<th>Montgomery County</th>
<th>Howard County</th>
<th>Anne Arundel County</th>
<th>Arlington County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 10 minutes (%)</td>
<td>4.7</td>
<td>4.7</td>
<td>6.0</td>
<td>5.1</td>
<td>6.3</td>
<td>9.1</td>
<td>7.3</td>
</tr>
<tr>
<td>60 or more minutes (%)</td>
<td>20.6</td>
<td>19.6</td>
<td>9.2</td>
<td>17.1</td>
<td>12.9</td>
<td>12.6</td>
<td>4.9</td>
</tr>
<tr>
<td>Average travel time to work (minutes)</td>
<td>36.5</td>
<td>36.60</td>
<td>30.1</td>
<td>35.0</td>
<td>31.0</td>
<td>29.7</td>
<td>27.3</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, American Community Survey

Table 19. Mode Share Split in Chillum and the Surrounding Region (2011–2012) (%)

<table>
<thead>
<tr>
<th></th>
<th>Chillum</th>
<th>Prince George’s County</th>
<th>D.C.</th>
<th>Montgomery County</th>
<th>Howard County</th>
<th>Anne Arundel County</th>
<th>Arlington County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive alone</td>
<td>50.7</td>
<td>64.1</td>
<td>35.9</td>
<td>66.1</td>
<td>80.8</td>
<td>80.3</td>
<td>52.8</td>
</tr>
<tr>
<td>Carpool</td>
<td>16.2</td>
<td>12.6</td>
<td>6.5</td>
<td>10.3</td>
<td>8.1</td>
<td>9.4</td>
<td>7.4</td>
</tr>
<tr>
<td>Public Transportation</td>
<td>29.1</td>
<td>17.4</td>
<td>37.9</td>
<td>15.0</td>
<td>3.8</td>
<td>3.1</td>
<td>27.4</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, American Community Survey

The recommendations in this chapter to enhance pedestrian, bicycle, and transit connectivity are not only intended to develop local connections but also to recognize their critical importance in linking residents to the area’s regional transit nodes.

**Recommendations**

**Improve Pedestrian Connectivity.** Many Chillum residents live within walking or biking distance of a transit stop; however, the sidewalk network, particularly on local streets, is generally fragmented and incomplete. Community members also expressed concern that incomplete sidewalks that lacked lighting were a safety concern for kids walking to and from school in the winter months. The image on the previous page depicts the challenges for pedestrians. Along the current network, pedestrians are not able to take the most direct route to their destination. Barriers prevent direct local connections. Implementing short pedestrian connections between local streets allows for the community to function more efficiently as a network for pedestrians. Local street connections that traverse barriers like Ager Road,
East West Highway, Riggs Road, and Sligo Creek should be identified and evaluated based on need and feasibility. For example, as seen in the walking graphic on page 98, creating a local street connection between Roanoke Street (North of Sligo Creek) and Torrey Place (South of Sligo Creek) creates a more direct pedestrian connection for the residents north of Sligo Creek to the school on Riggs Road South of Sligo Creek. Similarly, creating a pedestrian connection between Conley Road and Raydale Road creates a shorter connection to the same school on Riggs Road for residents who would otherwise have to travel almost twice as far along East West Highway and Riggs Road.

Pedestrian safety has been highlighted as a key challenge along the major corridors and intersections within the study area. Safe and reasonably secure pedestrian connections between neighborhoods and transit stops are a priority for residents. Crash data for key intersections and corridors were provided by the Maryland State Highway Administration (SHA). A high-level evaluation of the crash data looked at trends and crash-type frequencies, comparing how crash rates at key locations compared to statewide averages. This evaluation highlighted pedestrian challenges along state highways. Crash data for 2010 to 2012 were evaluated, and findings included:

- On MD 650 (New Hampshire Avenue), the crash rate for pedestrian crashes was 24.1 crashes per million vehicle miles traveled (VMT). This is almost five times higher than the statewide average pedestrian crash rate of 5.0 crashes per million VMT on similar facilities. The majority of these crashes occurred in daylight and dry conditions, and one of the crashes resulted in a fatality.

- Crash patterns indicated that the severity of crashes on MD 501 (Chillum Road) had increased over the three-year period. Injury crashes per year doubled between 2010 (12 injury crashes) and 2012 (24 injury crashes). The severity index of crashes along the corridor rose between 2010 and 2012. The severity index in 2010 was 40, while the severity index was reported to be 64 in 2012.

- Additionally, nine pedestrian crashes occurred on MD 501 (Chillum Road) over the three-year study period. Five of these crashes occurred at MD 500 (Queens Chapel Road)/MD 501 (Chillum Road), and three of these crashes occurred at Sargent Road/MD 501 (Chillum Road).

- Two crashes occurred at the Anacostia Trail Crossing on MD 410 (East West Highway) during the three-year study period. Both crashes occurred in daylight and dry conditions, and one of the crashes resulted in an injured pedestrian.

The crash data reinforce the need for the streetscape on New Hampshire Avenue and Chillum Road to better accommodate pedestrian needs. This is especially true given the proximity and access they provide to transit services.
Chillum Road connects to the West Hyattsville Metro Station, and New Hampshire Avenue and Riggs Road will connect to the future Purple Line stations along University Boulevard. New Hampshire Avenue also connects to the Fort Totten Metro Station.

As identified above, five of the nine crashes on Chillum Road occurred at the Queens Chapel Road/Chillum Road intersection. The SHA Community Safety and Enhancement Program has restarted a plan to improve this intersection and address notable safety issues. In addition to this project, the state and county staff should consider short-term pedestrian safety improvements including the following:

- Adjust signal phasing to allow pedestrians enough time to cross the entire intersection in one phase. Also, replace protected-permitted left turns to protected-only left turns.
- Implement “no right-on-red” on all approaches.
- Implement high-visibility crosswalks.

Longer-term improvements should consider removing channelized right turns and reducing corner radii where possible throughout the study area.

**Public Safety Improvements.**
The Sligo Creek Trail provides a three-mile trail through Chillum from Queens Chapel Road to New Hampshire Avenue. The majority of the trail is off-road and through the Sligo Creek Park, with the exception of two major road crossings on Riggs Road and East West Highway. This trail connects to the Anacostia Trail in Montgomery County and continues on the NW Branch trail in Prince George's County.

While this long, continuous trail is available through the community, community members are hesitant to use the trail due to the reputation of violence and crime-related activities along the trail. Additionally, this limits the use of the trail and parks as an active, social space for neighbors.
Programs that facilitate law enforcement activities in parks have been shown to decrease the criminal activity and violence as well as promote the use of community space. In Chillum, a program of this nature could also help to permit the trail system to function as part of the transportation system, dramatically improve direct connections for pedestrians and bicyclists, and reduce their reliance on busy intersections of major streets. These programs can be done in partnership with the local police force and an agency or institution like the health department.

**Increase Transit Opportunities.** The Chillum community relies on Prince George's County's TheBus and WMATA's Metrobus service as its main forms of transit. There are 14 bus routes that run through the community (see Map 15). Arterial roads in the area are generally provided with a substantial number of WMATA bus stops, while there are only a few collector and local roads that have bus stops for TheBus. The cul-de-sac nature of the residential areas creates limited direct connectivity options between residents and their closest bus stop. This is evident where the neighborhood lacks local WMATA service and the Prince George's County TheBus service on most of the roads west of Riggs Road. With the exception of three bus routes, peak hour headways are typically between 20 to 30 minutes for WMATA bus services and 30 to 45 minutes for TheBus service throughout most of the community.
Map 15. Public Transportation

- WMATA Metro Lines
- Future Purple Line
- WMATA Metrobus Major Routes
- WMATA Metrobus Local Routes
- Prince George’s County’s TheBus
Map 16. Proposed Circulator Routes
Infrequent service reduces the likelihood that residents will use transit for short trips nearby or to access the existing and future Metro stations. Chillum’s density and proximity to Washington, D.C., and other inner Beltway destinations could be leveraged to support a shuttle bus or trolley designed specifically to circulate the area with higher headways. It would become an expanded fixed route specifically targeted to connect Metro stations, the University of Maryland, University Parkway, and Takoma/Langley Park within the greater Chillum area. This locally oriented service would require further study and coordination with the Department of Public Works & Transportation. However, the service could provide more reliable transit access to community centers, Metro stations, and neighborhoods west of Riggs Road that lack access to local transit services.

Bethesda, Maryland, offers a model of transit service in a similarly scaled community that is also served by a Metrorail. Bethesda provides a free circulator to area retail centers and the Metro station. The Bethesda Circulator is operated by the Bethesda Urban Partnership, a nonprofit organization established by Montgomery County in 1994. In addition to managing the circulator, the Bethesda Urban Partnership manages large-scale events and maintains landscaping in the downtown Bethesda area.

Additionally, Montgomery County’s Bus Rapid Transit (BRT) Plan identifies New Hampshire Avenue as a proposed BRT route between Montgomery County, Prince George’s County, and Washington, D.C. The Purple Line is also a light rail line that is expected to run through Prince George’s County adjacent to the Chillum community and connect to the Takoma/Langley Station. These new, premium transit connections further emphasize the need for communities to have a short, local transit connection to major transit hubs that are located adjacent to the community. It is recommended that a shuttle, similar to the Bethesda model, be considered for implementation to connect the West Hyattsville Station and the Takoma/Langley Station as well as major shopping centers and grocery stores in the Chillum community. See Map 16 for a proposed route for the Chillum community.

Bicycle facilities are also limited, and bicycles are rarely used to access transit stations or travel within the community. WMATA’s 2002 Access Survey shows that only one percent of Metro riders access the West Hyattsville Station by bicycle, while 36 percent of Metro riders access the station by walking. Bike lanes in the study area are limited to Riggs Road and the Sligo Creek Trail. Map 17 shows the existing and planned bike facilities in the community. At the moment, few streets have bike accommodations, and the nature of traffic on the streets with network connectivity is problematic for bicyclists, contributing to very low bike usage. Building connections that allow local streets to contribute to a low-stress system for bicyclists and installing facilities already identified in the master plan would further develop the bicycle network, support greater community access, and enhance mobility.
and quality of life. Priority should be given to the creation of safe connections to the West Hyattsville and Fort Totten Metro Stations and three future Purple Line stations.

As seen in Map 17, bike facilities are planned for Chillum Road. Bicycle accommodation is particularly important along Chillum Road given the number of residents it connects to the West Hyattsville Metro Station, which has the highest percentage of bicycle and pedestrian use in the region as well as to the Metro Branch Trail crossing. The National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide provides standards and guidance on which bicycle treatments are best for each street facility type. Based on the NACTO Urban Bikeway Design Guide, protected bike lanes are typically applied to streets with the following characteristics:

- Streets that have been identified for separate bicycle accommodations in planning efforts.
- Streets with parking lanes.
- Streets with high traffic volumes and speeds greater than 30 mph.
- Streets that are historically considered ‘unsafe’ or ‘uncomfortable’ for bicyclists to travel on.

Chillum Road currently carries four, 12-foot lanes and has a speed limit of 35 mph. The wide lanes, few friction points, and typically uncongested nature of the road, encourages high traffic speeds deterring all but the most fearless cyclists. This indicates that protected bike lanes are the most suitable bicycle facility on Chillum Road. Protected bike lanes would have a narrowing effect on travel space for vehicles and would provide a buffer between moving cars and pedestrians using a fairly narrow sidewalk.

The images on page 102 provide a rendering of how protected bike lanes might be accommodated on Chillum Road. Sections that have existing on-street parking can potentially fit a 5-foot bike lane in each direction, a 10-foot travel lane in each direction, a 10-foot two way left turn lane, and an 8-foot parking lane. Sections that do not have on-street parking can potentially fit a 6-foot cycle track in each direction, a 3-foot buffer, a 10-foot travel lane in each direction, and a 10-foot, two-way left turn lane. The concepts presented below are intended to be the first step toward a more comprehensive analysis of the best potential cross section on Chillum Road to serve all the transportation needs along the corridor.

Further Evaluate Crash Data to Address Safety Concerns. Crash data on several key roads and intersections in the community were collected and evaluated between 2010 and 2012. This crash data indicated the following patterns:

- Many of the large intersections, including Chillum Road/Sargent Road, Chillum Road/Queens Chapel Road, Chillum Road/Riggs Road and
Riggs Road/East West Highway, consistently showed the frequency of angle and left-turn crashes exceeded rear-end crashes. Since rear-end crashes are the most typical crashes at intersections, this finding may indicate there are safety challenges with left-turn crashes. This can occur at wide intersections where there is not enough clearance time on the protected left-turn phase or where a protected-permissive left turn may be implemented in a location with site distance challenges.

- Pedestrian crashes are occurring yearly at major intersections. This indicates that additional pedestrian facilities at these intersections may be necessary to improve their visibility to vehicles.
- The severity of crashes on Chillum Road has increased over the three years that were studied. This may indicate speeding challenges along the corridor as severity usually increases with increased speeds. The crash patterns combined with the land-use nature and access to premium transit may indicate there is an opportunity to reduce the number of lanes on Chillum Road and provide protected bicycle and pedestrian facilities.

The safety evaluation presented in this section provides only a preliminary insight into the potential crash patterns in the area. It is recommended that further intersection- and corridor-specific studies be completed to evaluate the feasibility of the potential mitigations identified above.

**Implement infrastructure changes planned.** A number of recent studies have supported improvement projects in the Chillum community. Countywide transportation studies such as the Pedestrian to Transit Accessibility Prioritization and Prince George’s County Transitway Systems Planning Study have emphasized the importance of improving transit accessibility. The introduction of this study addressed the priority implementations from recent relevant planning studies. Map 18 shows priority projects with proposed improvements that seek to improve streetscape, pedestrian connectivity to transit, and promote transit-oriented development (TOD). A summary of each of the projects highlighted in the map is provided below:

- **Ager Road Green/Complete Streets Improvement Project:** This project introduces concept plans that follow guidelines for Green Street and Complete Street design. The project seeks to enhance the pedestrian experience, provides facilities for cyclists, and promotes transit use along the corridor.
- **Purple Line Project:** The Purple Line is a 16-mile, east–west light rail transit line extending from New Carrollton to Bethesda. The Purple Line will run adjacent to the Chillum community to the northeast along University Boulevard. A transit stop for the Purple Line will be part of the major transit center proposed at the University Boulevard intersection with New Hampshire Avenue just beyond the study area.
Map 17. Existing and Proposed Bicycle Lanes and Trails

- Northwest Branch Trail
- Sligo Creek Trail
- American Discovery Trail
- East Coast Greenway
- Prince George’s Connector Trail
- On-Road Bicycle Routes
- Proposed Bicycle Routes
• *Takoma/Langley Crossroads Sector Plan:* Montgomery County has adopted a sector plan for the Takoma/Langley Crossroads area that addresses land use and TOD in April 2011. The plan also addresses pedestrian safety, public transit connectivity, and opportunities to strengthen economic possibilities for businesses. In addition to the implementation of the plan, it is recommended that the community be involved in the planning process for determining the final street cross section and the station locations.

• *New Hampshire Avenue Corridor Concept Plan:* The plan was initiated by the City of Takoma Park to recognize the need and potential to redevelop the New Hampshire Avenue Corridor. The plan develops a conceptual framework for improving multimodal mobility while creating opportunities to strengthen economic redevelopment at commercial areas like the Ethan Allen gateway at New Hampshire Avenue/East West Highway.

• *Chillum Road/Queens Chapel Road Improvements:* Out of the nine pedestrian crashes along Chillum Road, five of the crashes occurred at the intersection of Chillum Road/Queens Chapel Road. The intersection widens at Chillum Road from 48 feet to 60 feet, creating long crossing distances for pedestrians and a large intersection for left-turning vehicles to clear. The SHA is preparing to improve this intersection as a second phase of its plan to address the traffic operations, safety, and pedestrian comfort along MD 500 (Queens Chapel Road).
Map 18. Areas with Planned Infrastructure Changes

- New Hampshire Avenue Corridor Concept Plan
- Takoma-Langley Crossroads Sector Plan
- Purple Line Project
- West Hyattsville TDOZ
- Ager Road Complete Streets Project
Redevelopment and Revitalization

Background

The Revitalization and Redevelopment recommendations offer solutions that strike a balance between the realities of the market conditions for the greater Chillum community and the desire of the community to see improvement in their neighborhoods and commercial areas. These recommendations must be implemented in concert with the recommendations in the other sections of this study with the support of community stakeholders, political leadership, and County government.

The initiatives for land use and urban design address the desired goals of residents, land owners, and business owners who were gathered through stakeholder input and community meetings while balancing the current economic conditions through four strategies.

1. Explore rezoning after the Prince George’s County zoning rewrite is complete.
2. Identify priority redevelopment locations.
3. Facilitate property improvements.
4. Increase investment and programming in public open space.

Analysis of the existing conditions and public feedback bring to light opportunities and constraints related to land use, urban design, revitalization, and redevelopment. Table 20 gives a summary of some of these strengths and challenges.

Analysis of the existing conditions and public feedback bring to light opportunities and constraints related to land use, urban design, revitalization, and redevelopment.

The intersection of Chillum Road and Queens Chapel Road.
Table 20. Summary of Challenges and Opportunities

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The study area offers a range of amenities and transit that make public and private investment in redevelopment and revitalization attractive. The study area has four grocery stores within walking distance for many residents. Park space includes neighborhood parks, a regional park, and a regional trail system. Transit is strong and includes a thorough bus network, two Metro stations, and three future Purple Line stations. The study area is also adjacent to Washington, D.C., Takoma Park, and Hyattsville, Maryland.</td>
<td>• The commercial nodes are single-use developments oriented toward automobile use. Road infrastructure does not support widespread pedestrian access, despite the high number of transit users living in the community.</td>
</tr>
<tr>
<td>• Within the study area, WMATA is planning to offer its property at the West Hyattsville Metro Station for redevelopment into a transit-oriented development (TOD). Privately owned, single-use commercial properties adjacent to this WMATA station property are already zoned for redevelopment at mixed-use transit density.</td>
<td>• Although retail leasing is very strong in the strip commercial properties, the design quality has declined as the properties have aged. The site design often includes no landscaping, parking lots in front of buildings along the street, multiple curb cuts that are unsafe conditions for pedestrians and cyclists, and low-quality signage and materials.</td>
</tr>
<tr>
<td>• Many of the garden apartments are ideally located to attract new investment and improvements. The recently improved properties have high occupancy.</td>
<td>• Safety concerns and limited programming discourage use of the open space and trail system.</td>
</tr>
<tr>
<td>• Housing and retail demand in the study area is unmet. A shortage of affordable housing choices is leading to the conversion of owner-occupied homes to multi-tenant rentals. The retail market study estimated that demand exists for a small amount of additional retail square footage. This provides an opportunity for redevelopment investment by public and private entities.</td>
<td>• Current road design does not always include sidewalks and street trees, creating an inhospitable environment for pedestrians and transit users at bus stops. The lack of trees and landscaping along streets degrades the visual perception of the study area.</td>
</tr>
<tr>
<td>• Long established single-family neighborhoods contribute to a sense of place and provide a range of housing choices in close proximity to a variety of transportation choices.</td>
<td>• Market perceptions, zoning, and property encumbrances overshadow the existing community amenities and discourage the level of private investment necessary to redevelop the single-use commercial nodes within the study area.</td>
</tr>
<tr>
<td></td>
<td>• The study area is generally built out, resulting in very little development activity over the last 10 years.</td>
</tr>
</tbody>
</table>

Recommendations

Consider a sector plan and sectional map amendment after the Prince George’s County Zoning Ordinance rewrite is complete.

Concurrent with this study, Prince George’s County is in the process of rewriting the Zoning Ordinance. Attention should be paid to creating zoning for the study area that encourages the redevelopment of commercial properties into mixed-use, transit-oriented development at an appropriate density for the location and the type of transit with which it is served. Future zoning should consider density bonuses for characteristics of good urban design, such as pedestrian-oriented building siting and high-quality materials, and account for the inclusion of affordable housing. After the zoning rewrite is complete, a sector plan and sectional map amendment process should be undertaken in the study area to apply the new mixed-use zones to the current...
single-use commercial areas, which are shown in Map 4 in the Existing Conditions Section. It is recommended that most of the existing, single-family neighborhoods not be rezoned for greater development intensity or mixed-use.

As noted previously in this report, the study area is well served by transit. The Washington Metropolitan Area Transit Authority’s (WMATA) West Hyattsville Metro Station is in the eastern portion of the study area. Many well-used WMATA and TheBus routes run through the community. The planned Purple Line will have a stop at University Boulevard and Riggs Road as well as stops on either side of the study area along University Boulevard. The multimodal transit options for the greater Chillum community support the recommendation for the study area to increase transit-oriented development (TOD) along the corridors where these choices exist, especially along bus corridors that are mainly suburban thoroughfares.

Currently, the greater Chillum community only has transit-oriented, mixed-use zoning at the West Hyattsville Metro Station. The other commercial centers and corridors should be rezoned from single-use commercial to a mixed-use zone that supports the existing and future transit through higher densities and varied uses. Future mixed-use TOD zoning of the commercial areas in the study area should encourage the preservation of the single-family neighborhoods while incentivizing the development of denser housing types close to transit stops and mixed-use areas. Future zoning should also identify locations near commercial centers and single-family neighborhoods as a transition zone for medium- to low-density, multifamily and townhome infill and redevelopment. The area nearest West Hyattsville Metro Station should have the most intense redevelopment and density, while the bus corridors should be rezoned for lower density but similar pedestrian accommodations. The locations on and adjacent to the future University Boulevard Purple Line Station should fall in the middle. This hierarchy creates a mix of regional, community and neighborhood nodes that can be designated with different zoning categories.

<table>
<thead>
<tr>
<th>Table 21. Zoning Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zoning Category</strong></td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td>TOD High/Low Density</td>
</tr>
<tr>
<td>Mixed Use</td>
</tr>
<tr>
<td>Transition Zone</td>
</tr>
</tbody>
</table>
Table 21. Zoning Recommendations

<table>
<thead>
<tr>
<th>Zoning Category</th>
<th>Density</th>
<th>Location</th>
<th>Zoning Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-Family</td>
<td>2–3 stories</td>
<td>Existing neighborhoods</td>
<td>Preserve and maintain existing single-family neighborhoods</td>
</tr>
<tr>
<td>Community Center/ School/Church/Social Services</td>
<td>Varies</td>
<td>Evenly throughout the study area</td>
<td>These social services should be seen as activity centers and be surrounded by at least moderate density</td>
</tr>
<tr>
<td>Historic Site (Green Hill)</td>
<td>As is</td>
<td>As is</td>
<td></td>
</tr>
</tbody>
</table>

Design guidelines should be developed in concert with the sectional map amendment (SMA). These guidelines should promote quality redevelopment that enhances walkability through density and design and celebrates the strong neighborhoods in the study area.

The SMA and design guidelines should consider market conditions and allow for a range of pedestrian-oriented redevelopment densities that are appropriate for access to various transit options. For example, early investment may include buildings sited at the street with entrances but are served by well-hidden surface parking. As market conditions encourage denser development with structured parking, the zoning and design guidelines should encourage good design as well. Future zoning should work with housing policy to encourage affordable housing development, a need noted in the previous sections of this study. New affordable rental housing should be located in mixed-income developments nearest transit.

Overall, future zoning should also encourage a transition from suburban-style development to walkable urban nodes that respect the existing single-family residential neighborhoods.

Identify Priority Redevelopment Locations. Community stakeholders and residents consistently expressed the desire for better development in the study area. They want to walk on safe pathways and sidewalks to higher-quality, neighborhood-serving retail, they want increased housing opportunities while preserving the existing single-family neighborhoods, and they want to create a distinct identity for the community through improved streetscapes and architecture.
Map 19. Zoning Recommendations

- Highest Density TOD
- Medium Density TOD
- Lowest Density TOD
- Transition Zone
- Single-Family to Remain
- Community Center/School/Church/
  Social Services
- Historic Site
A small number of vacant lots remain in the Chillum community; therefore, any substantial development activity will require infill and/or redevelopment. Most lots are less than half an acre and few are contiguous. Limited vacant land, paired with population and household growth, presents a potential challenge for new development. Many of the larger properties are either publicly owned and/or encumbered with physical or natural limitations such as wetland and infrastructure (i.e., power distribution structures). Creative solutions must be explored to overcome these issues. Early redevelopment efforts may be small infill projects such as townhomes that modestly increase residential density. Redevelopment funding will likely require some sort of public/private partnership in order to leverage investments for maximum community benefit. Partnerships will allow redevelopment to improve housing opportunities, walkability, and overall urban design in the study area. It is likely that any redevelopment in the study area will be incremental and will lay the groundwork over time for a mature real estate market that attracts investors to provide affordable housing in a mixed-use, walkable form. These are also locations that should be considered for pilot projects for investment by the Department of Housing and Community Development’s Redevelopment Authority and the Revenue Authority.

As mentioned in previous sections, a targeted approach is needed due to the existing market conditions. The market for the greater Chillum area will not support the addition of office square footage; therefore, existing properties must be reconfigured and improved to better serve residents, property owners, and business owners.

These recommendations identify three specific locations that present an opportunity for redevelopment and act as catalysts for the larger study area. Minor nodes have been identified, but redevelopment at these locations may take place at a later date. These locations do not have the catalytic characteristics of the priority redevelopment locations, given physical constraints, ownership, or limited size. As noted in the Housing Section of this document, redevelopment of these locations should be accompanied by reinvestment in the existing single-family and multifamily housing to maintain strong neighborhoods. Table 22 outlines the selection criteria for the redevelopment locations.

<table>
<thead>
<tr>
<th>Location</th>
<th>Retail Leases</th>
<th>Existing Zoning</th>
<th>Parcel Size</th>
<th>Ownership</th>
<th>Site Limitations</th>
<th>Transit Access</th>
<th>Existing Uses</th>
<th>Market Potential</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Shops at Queens Chillum/Chillum Road Shopping Center/West Hyattsville Metro Station</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>19</td>
</tr>
<tr>
<td>Riggs Plaza Shopping Center</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>Sargent Road Shopping Center</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>16</td>
</tr>
</tbody>
</table>

1=low  2=moderate  3=high
Priority Nodes: After reviewing multiple opportunity sites, three major new potential nodes were identified—Avonridge/West Hyattsville Metro, Chillum/Riggs, and Sargent Road/Chillum neighborhood nodes.

- The design of each site is envisioned as urban rather than suburban. Design patterns should include buildings placed at the street, rear and/or hidden parking, limited curb cuts, and pedestrian access. The redevelopment of these locations should be a priority.
- Housing options that include affordable and market rate housing units.
- Site plan and massing that preserves the existing single-family neighborhoods.
- Increase in walkability by mixing uses and appropriately placing neighborhood amenities.
- Inclusion of pervious surfaces and on-site stormwater management (more information on this can be found in the Anacostia River Watershed Restoration Plan and Report).

The Shops at Queens Chillum/Chillum Road Shopping Center/ West Hyattsville Metro Priority Redevelopment. This site is comprised of three large parcels, two shopping centers, and a sizable U-Haul facility. The site is located across Chillum Road from the West Hyattsville Metro Station (within approximately ½ mile of the station). Both centers are anchored by a grocery store. The greatest potential for redevelopment would require an assemblage of all three parcels and a tie to the proximity of the Metro station. The timing of WMATA developing its landholdings at the station will influence both the scale and timing of the potential redevelopment. WMATA owns large landholdings surrounding the West Hyattsville Metro Station. The redevelopment potential of this area is especially influential on the real estate market throughout the study area, particularly on the Avonridge neighborhood.
### Table 23. The Shops at Queens Chillum/Chillum Road Shopping Center/West Hyattsville Metro Priority Redevelopment Site

<table>
<thead>
<tr>
<th>Site Description</th>
<th>Redevelopment Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Large land assembly with great redevelopment potential</td>
<td>• Potential for mixed-use with multifamily residential, retail, and some ancillary office</td>
</tr>
<tr>
<td>• Approximately 96 acres, most of which is within the 100-year floodplain</td>
<td>• Residential mix to include apartments with above-grade garages or well-hidden surface parking, townhouses, and other condominium and multifamily rental typologies</td>
</tr>
<tr>
<td>• Close proximity to the West Hyattsville Metro Station</td>
<td>• Potential for a neo-traditional development inserting a finer grid of streets</td>
</tr>
<tr>
<td>• Multiple owners</td>
<td>• Finer street grid and overall size of redevelopment allows for a central open space as the focal point for the redevelopment</td>
</tr>
<tr>
<td>• Three large parcels with self-storage and commercial retail uses, including two grocery stores, comprise most of the area south of Chillum Road; small parcels consisting of automotive repair and other small specialized retail make up the redevelopment location on the north side of Chillum Road</td>
<td>• Design should consider 100-year floodplain and include mitigation techniques in landscape and building design</td>
</tr>
<tr>
<td>• Adjacent to WMATA-owned property already slated for redevelopment as a TOD</td>
<td>• Direct link to the Anacostia Tributary regional trail system</td>
</tr>
<tr>
<td>• Only site in the study area with MXT overlay zoning, potentially allowing compact mixed-use development before other locations in the study area</td>
<td>• Connections to regional trail system and major streets can provide great pedestrian connections to Metro, other residential developments, retail, and recreational amenities</td>
</tr>
<tr>
<td>• Leases are strong; therefore public incentives in the form of density, infrastructure, and public investment will be necessary to catalyze redevelopment</td>
<td>• Development can be phased by starting with underutilized portions of land nearest the West Hyattsville Metro Station. This will allow retail to remain operational—the site to transition from single-use, low density to mixed-use TOD in a financially feasible fashion</td>
</tr>
<tr>
<td></td>
<td>• New construction should be sited at the street with retail opening directly onto the sidewalk</td>
</tr>
<tr>
<td></td>
<td>• Development should include a strong affordable housing component along with a market rate portion</td>
</tr>
<tr>
<td></td>
<td>• Timing and site layout can coordinate with the redevelopment of WMATA-owned properties</td>
</tr>
<tr>
<td></td>
<td>• Partner with the Avonridge Community Development Corporation to create community-serving amenities</td>
</tr>
</tbody>
</table>

*Existing strip center—The Shops at Queens Chillum.*
Riggs Plaza Shopping Center Priority Redevelopment. The Riggs Plaza Shopping Center is underutilized, from a development intensity perspective, for its location near the Washington, D.C., boundary. Additionally, there is a sizable parking surface on the east side of the property that is largely unused. While the existing Giant grocery store is a strong anchor for the site, a repositioning of the site that retains Giant has great potential for access, size, and existing tenant perspective. Most notably, there is potential to develop a multistory, mixed-use development that is better situated to bring the development up to Eastern and Riggs (creating a more walkable feel to the area).

Table 24. Riggs Plaza Shopping Center Priority Redevelopment Site

<table>
<thead>
<tr>
<th>Site Description</th>
<th>Redevelopment Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Two owners; one owner has a large contiguous parcel</td>
<td>• Phasing can allow infill in a portion of the current parking lot and allow the existing grocery store to remain open during construction, followed by redevelopment of older retail components. Location near Fort Totten and on major bus lines is optimal for residential mixed use</td>
</tr>
<tr>
<td>• Approximately eight acres</td>
<td>• Site can include mix of residential types including apartments, town houses, and condominiums</td>
</tr>
<tr>
<td>• Gateway site from Washington, D.C., into the greater Chillum community</td>
<td>• Retail repositioning needed with small amounts of retail as market allows</td>
</tr>
<tr>
<td>• Currently a Giant grocery store and neighborhood-serving retail</td>
<td>• New construction should be sited at the street with retail opening directly onto the sidewalk</td>
</tr>
<tr>
<td>• Underutilized surface parking lot</td>
<td>• Parking, whether surface or structured, should be placed at the interior of blocks and largely hidden from view</td>
</tr>
<tr>
<td>• Large building setbacks</td>
<td>• Introduce a finer street fabric and provide potential connections across adjacent parcels to tie to Chillum Road</td>
</tr>
</tbody>
</table>
Sargent Road Shopping Center Priority Redevelopment Location. The shopping center was the location of the Giant prior to its relocation to Riggs Plaza. The combined site is located at the intersection of Chillum and Sargent Roads, which is a heavily traveled area. Given the proximity of Riggs Road, a competitive grocery anchor is not likely, making the center a strong candidate for redevelopment with a higher-density use. Adding the Housing Authority properties (that bound the shopping center to the east and north) expands the potential footprint of the redevelopment. Accommodations for those units as part of a mixed-income, mixed-use development should be a component of any strategy.

Table 25. Sargent Road Shopping Center Priority Redevelopment Site

<table>
<thead>
<tr>
<th>Site Description</th>
<th>Redevelopment Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>• One owner</td>
<td>• Location is optimal for neighborhood-serving retail</td>
</tr>
<tr>
<td>• Approximately 4.6 acres</td>
<td>• Encourage coordination with adjacent Housing Authority properties through a public/private partnership to create a mixed-use node of community-serving retail and affordable and/or senior housing</td>
</tr>
<tr>
<td>• Currently a single-use commercial strip center with a newly constructed CVS at the corner of Sargent and Chillum Road</td>
<td>• Newly constructed CVS can be incorporated into new site design</td>
</tr>
<tr>
<td>• Adjacent to Housing Authority Property in need of improvements</td>
<td>• Building design should transition in massing to respect Chillum neighborhood, a single-family, residential neighborhood on Sargent Road</td>
</tr>
<tr>
<td></td>
<td>• Incorporate civic or community-serving space to make it a local destination for Chillum neighborhood residents</td>
</tr>
<tr>
<td></td>
<td>• New construction should be sited at the street with retail opening directly onto the sidewalk</td>
</tr>
<tr>
<td></td>
<td>• Parking, whether surface or structured, should be placed at the interior of blocks and largely hidden from view</td>
</tr>
<tr>
<td></td>
<td>• Redevelopment at this location can act as a catalyst for the redevelopment of smaller parcels on the south side of Chillum Road</td>
</tr>
</tbody>
</table>
Other Priority Location of Note: University Boulevard is already a commercial hub for the study area. This location was a part of the Takoma/Langley Park sector plan. The implementation of TOD mixed-use development at the future Purple Line station is recommended by this study. The proposed Purple Line station on the north side of University Boulevard near the Riggs Road intersection provides the potential to build a catalytic transit-oriented design project at that location. The study area will benefit from the increased activity, particularly the Carole Highlands and Lewisdale neighborhoods.

Minor Nodes: Other locations have been identified for potential redevelopment. These locations should be prioritized for property improvements. At this time, these locations have more encumbrances on redevelopment than the priority project locations. Conditions may change for these locations with the implementation of the Purple Line and other transportation and property improvements in the study area and adjacent areas. Each of these locations are currently strip commercial of varying parcel sizes. As with many locations in the study area, each of these nodes is currently zoned for single-use commercial, further discouraging redevelopment into mixed-use, pedestrian-oriented places.

Riggs Road and East West Highway

- Smaller single-use commercial retail with poor pedestrian access.
- Retail includes ethnic stores and restaurants.
- Properties at this node are small and would necessitate consolidation for redevelopment.
- Roadway design at the intersection of East West Highway and Riggs Road will be an impediment to infill development under current market conditions.
- East West Highway lacks sidewalks, despite being a major bus corridor.
- Commercial properties are well leased but in many cases are in need of significant property upgrades.

Riggs Road and Sargent Road

- A mix of civic, office, and retail uses configured in low-density, single-use buildings.
- Multiple owners and outparcels.
- Confusing intersection design is a barrier to a safe pedestrian environment.
• Retail on Sargent Road has very large setbacks and underutilized surface parking.
• Retail leases and property ownership inhibit near-term redevelopment opportunities.
• Buildings are aging and lack landscaping.

**New Hampshire Avenue Commercial Corridor**

• A mix of office and low-density commercial strip retail.
• Multiple owners.
• Includes a grocery store and various ethnic restaurants.
• Commercial properties are in need of improvements.
• Little to no landscaping.
• New Hampshire Avenue is the County line shared with Montgomery County and the City of Takoma Park and is the subject of the New Hampshire Avenue Corridor Concept Plan.
• Redevelopment opportunities greatly improve with the redesign of New Hampshire Avenue into a more pedestrian-friendly boulevard.

**Facilitate Commercial Property Improvements.** As the community gave feedback on the state of their neighborhood, they noted that the quality of the buildings in the study area had declined rapidly in recent years. Many community members expressed a desire for more stringent design standards for landscaping and signage. Poor property maintenance and visual quality of existing development impedes community revitalization and the improvement of property values for nearby homeowners. This is one step along the critical path toward more substantial redevelopment in the study area. Improving the visual quality of existing properties with relatively low-cost investments improves the perception of the study area for further investment. The Maryland-National Capital Park and Planning Commission (M-NCPPC), in partnership with the Prince George’s County Economic Development Corporation, the Redevelopment Authority, and the Revenue Authority, should consider implementing a greater Chillum façade improvement program. The goal of this recommendation is to improve the quality of the study area’s public realm without major construction. This method also does not change the built form of existing buildings, although it improves the visual experience. Examples include new signage and wayfinding, installation of landscape strips with trees and planting, wider sidewalks that allow outdoor dining, and fresh retail façades. Surface parking lots, multiple curb cuts, and other suburban development patterns will remain. This recommendation envisions that the County will work with property owners to make façade improvements that create a unique identity for each commercial center consistent with the marketing and outreach.

Many community members expressed a desire for more stringent design standards for landscaping and signage.
strategy as outlined in the Economic Development Section of this study. Many factors must be aligned in order for this path to be implemented successfully and to create a sense of place for the community at the commercial centers.

• Funding must be allocated to develop thoughtful, simple design guidelines that are not cost prohibitive for property and store owners.
• A clear review process must be developed. Mechanisms should be explored to tie façade improvements to changes in retail leases and building permits.
• Tenants should be able to receive clear and concise guidance about their design from appropriate staff that will eventually approve their plans.
• Funding must be allocated to maintain the review process over time.

There are a number of models within the greater Washington, D.C. market to follow (i.e., City of Hyattsville and past efforts in District Heights, Maryland). However, the study team recommends the County ensure the following aspects are included:

• Use funding from sources such as the Community Development Block Grant through the U.S. Department of Housing and Urban Development.
• Award matching grants (one-for-one) between $5,000 and $45,000 to area commercial property owners for the costs of labor, materials, design, and other administrative fees associated with these exterior improvements.
• Follow a reimbursement approach, having the property owner submit expense reports detailing both the grant amount and the matching funds.

This 1950s shopping center was updated with sidewalks, lighting, new retail façades, awnings, and signage to increase visual appeal and walkability as well as an outparcel added café seating.

Neighborhood improvements should include public infrastructure where they are currently lacking, including the addition of sidewalks and appropriate lighting on streets.
Reexamine the signage approval process. Feedback from many property owners indicated that the approval for new signs and sign replacements is extremely time and cost intensive. For some, the process has prevented new tenants from having proper signage for over six months. Existing tenants face spending many thousands of dollars in soft costs to improve signage. This discourages short-term property improvements and landowners’ ability to attract quality tenants. The following are recommended as steps to improve this process for both tenants and landowners:

- Adapt the site plan amendment process related to signage approval for new or existing tenants. Many commercial properties were developed with a detailed, filed site plan. If this is the case, a sign change for a single tenant requires a minor site plan amendment. Approval of the site plan amendment can take up to three to six months in addition to other approvals, which can add to significant costs for the applicant. Steps should be taken to decrease the wait time for signage approval to a matter of weeks, rather than months, by not requiring a minor site plan amendment with each tenant sign change.

  One approach that can aid this is changing the level of detail required for signage in the site plan process. Currently, the Detailed Site Plan submission requires a detailed sign plan. Many jurisdictions allow the sign plan to remain conceptual, not requiring specifics but including general information such as total sign square footage, general areas for signs, and parameters for materials. Therefore, the intent of the sign plan is clear, and there is a template with which to compare applications without the additional onus of a minor site plan amendment for each tenant signage change.

- Consider revising the review of Use and Occupancy permits with the review of single-tenant sign change on a multi-tenant pylon sign. Currently, single tenants applying to change their signage within a pylon sign are required to include the use and occupancy number for each tenant on the sign. While this is a method for discovering tenants operating without proper permits, this process places the burden on tenants with proper permits by adding time and labor to their effort to get a new or revised sign.

Neighborhood Property Improvements. Every public and private investment should work together to have the greatest impact. Investments in private properties must be paired with investment in the public infrastructure of the neighborhood. Improvements to housing were outlined in the Housing section. Table 26 outlines the recommended investments by neighborhood.

Increase investment and programming in Public Open Space. There is an abundance of existing public open space throughout the study area. The open space is a distinctive characteristic of the study area, and investments made in the parks and open space will have a multiplier effect on community
There is an abundance of existing public open space throughout the study area. The open space is a distinctive characteristic of the study area, and investments made in the parks and open space will have a multiplier effect on community pride and long-term stability of the communities in greater Chillum.
Identify each of the neighborhood parks in the study area.

- Develop comprehensive signage throughout the study area. Currently, most neighborhood parks have small signs and some wayfinding; however, a comprehensive and bold wayfinding plan should direct residents and visitors to the neighborhood parks in each community and direct bicyclists to the bike trail system. Neighborhood pylon signs should include a map of the corresponding regional park system.

- Create clearly visible park directory signage at study area gateways including East West Highway, Ager Road, and Queens Chapel Road. This should be visible to the pedestrians, cyclists, and drivers.

- Concentrate funding for improvements, programming, and maintenance for these key public parks.

- Improvements for specific neighborhood parks are included in the Neighborhoods and Sense of Place Section. Funding sources may include the Community Parks and Playgrounds Grant from the Maryland Department of Natural Resources. This grant allows local government to rehabilitate, expand, or improve existing parks. For many of the neighborhood parks, this funding should include improving safety features like lighting and connectivity to adjacent neighborhoods.

- Maintenance and funding for maintenance is an issue for parks nationwide, and as referred in *Formula 2040 Functional Master Plan for Parks, Recreation and Open Space*, maintenance of existing facilities and open space will be an ongoing challenge for M-NCPPC given the age of most locations in the parks system.

- Improvements to the forested edges of the regional park system adjacent to streets will have the most tangible benefit to the residents of the study area. While these forested areas offer a natural refuge for urban-suburban living, the edges of these areas should be better maintained in order to be more inviting. Most edges are overgrown with invasive plant species; these edges create a sense of unsafe conditions for people on streets next to the forested edge.

- These edges include West Park Drive, Knollbrook Drive, all portions of Sligo Parkway, East West Highway, Ager Road, Queens Chapel, and University Boulevard.

- Explore a park conservancy for the Sligo Creek and Northwest Branch Regional Parks. This system of open space would be a good candidate for a conservancy as mentioned on page 100 of the *Formula 2040 Functional Master Plan for Parks, Recreation and Open Space*. This would allow this park system to draw regional private support.
and increase community involvement in the long-term vision for this system of open space that occupies such a large portion of the land in greater Chillum. A conservancy would serve two purposes: raise money for programming and open space and aid in marketing the regional park system. In turn, the local neighborhood parks within the regional park system in the study area benefit.

- Coordinate programming with the *Formula 2040 Functional Master Plan for Parks, Recreation and Open Space*.
- Provide a clear, simple process for residents to host programmed activities like community picnics and neighborhood festivals/events to increase use of the parks.

- Partner with ECO City Farms to develop an urban farm concept for the public open spaces and local farmers’ market(s). Weekend farmers’ markets can be held in parks or on school or religious property. Potential locations are identified in Map 21.

- Locate fenced, off-leash, bark parks for dogs in some of the underused open space areas, particularly near higher-density residential uses. Ideal locations are at 16th Avenue and Chillum Road, Kirkwood Park, and University Boulevard and West Park Drive.
Map 21. Public Open Space Recommendations
<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Zoning Changes</th>
<th>Infill/Redevelopment Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Avonridge</strong></td>
<td>TOD high density adjacent to West Hyattsville Metro Station. Transition Zone on Chillum Road and Queens Chapel Road to allow for a modest increase in density.</td>
<td>Limited; modest increase in residential with infill opportunities for duplexes or townhomes on Chillum Road or Queens Chapel Road.</td>
</tr>
<tr>
<td><strong>Carole Highlands</strong></td>
<td>TOD medium density on Riggs Road and University Boulevard; TOD low density at Riggs Road and East West Highway. Transition Zone on East West Highway between Riggs Road and New Hampshire.</td>
<td>Riggs Road and University Boulevard Opportunities.</td>
</tr>
<tr>
<td><strong>Chillum</strong></td>
<td>TOD low density at Sargent and Chillum Roads; at Riggs Road, Eastern Avenue, and Chillum Road; at intersection of Sargent and Riggs Roads; at Riggs Road and East West Highway. Transition Zone on Chillum Road; at Riggs Road between Sargent Road and East West Highway; at Ager Road between East West Highway and the Northwest Branch; at Sargent Road between Sargent Shopping Center and Rollingcrest Community Center.</td>
<td>Sargent Shopping Center; Riggs Plaza Shopping Center; long-term infill opportunities at Riggs Road and Sargent Road, and Riggs Road and East West Highway.</td>
</tr>
<tr>
<td><strong>Hampshire Knolls</strong></td>
<td>TOD low density at Riggs and Chillum Roads; along the New Hampshire Corridor; at intersection of Riggs and Sargent Roads. Transition Zone at Berkley Court and Eastern Avenue; and at Riggs Road and East West Highway.</td>
<td>Riggs Plaza Shopping Center; long-term along the New Hampshire Avenue Corridor; at intersection of Riggs Road and Sargent Road. Modest increase in residential density on East West Highway between New Hampshire Avenue and Riggs Road through infill of townhomes or duplexes.</td>
</tr>
<tr>
<td><strong>Lewisdale</strong></td>
<td>TOD medium density at University Boulevard at future Purple Line station; TOD low density at the intersection of Riggs Road, East West Highway, and Ager Road. Transition Zone on Riggs Road between Amherst and Drexel Roads; on Ager Road.</td>
<td>University Boulevard at Future Purple Line station; long-term at Riggs Road and East West Highway. Modest increase in residential density of townhomes and duplexes along East West Highway between Riggs Road and Northwest Branch.</td>
</tr>
</tbody>
</table>
Conclusion and Next Steps

The greater Chillum community has the potential for a very bright future with mixed-income, stable neighborhoods that include well-maintained single-family attached and detached homes; multifamily rental apartments; condominiums; and mixed-use, transit-oriented neighborhood centers. The study area has characteristics that many communities long for: ample open space, located on a regional trail system, and good access to a range of transit modes.

Suburban characteristics once defined the greater Chillum area such as lower densities, more homogeneous incomes and demographics, and daily needs located outside of walking distance of most residents. Today, urban characteristics are beginning to become the norm such as an influx of larger families with lower incomes that require more affordable, higher-density housing, more diversity in incomes and race, and less reliance on automobiles as a primary means to access daily needed goods and services. Given these changing demographics and the need for a more walkable environment, pressure exists to provide adequate housing for the influx of immigrants to the area, maintain affordable housing choices, improve property maintenance practices, and strengthen community identity. In particular, Hispanic immigrants from Central America have changed the cultural makeup in the multifamily and single-family housing neighborhoods. This shift has created dramatic changes in household size, retail demand, transportation usage, education levels, and employment.

Market analysis suggests that with the growing immigrant population, medium household incomes will remain below the Prince George’s County average through 2018, indicating a need for affordable housing, employment, and retail choices within walking distance of transit.

By leveraging the existing assets and minimizing the liabilities through the implementation of the recommendations outlined in this study, the greater Chillum community can begin to create a sense of place for itself. Implementing the recommendations in this study will allow the community to rebrand itself and market the assets that truly make the greater Chillum area a special and unique area in the Washington, D.C., area that stands out in the collective memory of residents and visitors for years to come.

The recommendations of the report seek to strike a balance between market conditions, public investment, and the desire of the community to see greater Chillum succeed over the long term and see their own investment in the community pay off. Table 27 shows prioritized recommendations that set a path for the next step of implementation. Near-term recommendations fall into two categories: recommendations that must be enacted in order to implement other recommendations and actions that can be completed with relatively small costs. Near-term recommendations, like reforms to code enforcement, are already beginning and will have the greatest impact. Mid-term recommendations are actions that can only occur after near-term recommendations are implemented or require market forces to improve. Long-term recommendations require more public and private investments; improvement in the market conditions; and implementation of recommendations in this report as well as other previously approved plans and zoning changes.
### Table 27. Implementation Priorities

<table>
<thead>
<tr>
<th></th>
<th>Near-Term</th>
<th>Mid-Term</th>
<th>Long-Term</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Housing</strong></td>
<td>• Reform code enforcement to stabilize neighborhoods</td>
<td>• Improve existing, single-family housing stock</td>
<td>• Improve existing single-family housing stock</td>
</tr>
<tr>
<td></td>
<td>• Research and study redevelopment and density options</td>
<td>• Increase quality affordable housing options, particularly TOD</td>
<td>• Increase quality affordable housing options, particularly transit-oriented development</td>
</tr>
<tr>
<td></td>
<td>• Develop neighborhood specific policies and programs for housing initiatives</td>
<td>• Research and study redevelopment and density options</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Implement Prince George’s County’s housing and economic development initiatives throughout study area</td>
<td>• Implement Prince George’s County’s housing and economic development initiatives throughout the study area</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Develop relationships with national organizations with experience in transitioning neighborhoods</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Economic Development</strong></td>
<td>• Create a marketing identity for the greater Chillum community</td>
<td>• Pursue development efforts for local businesses</td>
<td>• Work with Prince George’s County Redevelopment Authority and selected property owners to identify potential catalytic projects</td>
</tr>
<tr>
<td></td>
<td>• Work with local property owners to convert vacant space into a weekend farmers’ market</td>
<td>• Promote development of additional affordable rental housing units</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Establish a location for an urban farm and garden with workspace for a weekend farmers’ market</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Connectivity and Transportation</strong></td>
<td>• Improve pedestrian connectivity</td>
<td>• Improve pedestrian connectivity</td>
<td>• Increase transit opportunities</td>
</tr>
<tr>
<td></td>
<td>• Improve public safety</td>
<td>• Implement planned infrastructure changes</td>
<td>• Implement planned infrastructure changes</td>
</tr>
<tr>
<td></td>
<td>• Further evaluate crash data to understand additional safety concerns</td>
<td>• Reduce space between lighted intersections for pedestrians on major roads by signalized pedestrian crossings to improve access to bus stops</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Implement planned infrastructure changes</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Redevelopment and Revitalization</strong></td>
<td>• Support the countywide zoning rewrite</td>
<td>• Explore rezoning</td>
<td>• Identify priority redevelopment locations</td>
</tr>
<tr>
<td></td>
<td>• Facilitate property improvements</td>
<td>• Facilitate property improvements</td>
<td>• Increase investments, programming, and activities in public open spaces</td>
</tr>
<tr>
<td></td>
<td>• Increase investments, programming, and activities in public open spaces</td>
<td>• Increase investments, programming, and activities in public open spaces</td>
<td>• Increase investments, programming, and activities in public open spaces</td>
</tr>
<tr>
<td><strong>Neighborhoods and Sense of Place</strong></td>
<td>• Create identity signage for the greater Chillum community at major gateways</td>
<td>• Create neighborhood park at Chillum Manor open space</td>
<td>• Encourage the conversion of commercial areas to mixed-use, transit-oriented development</td>
</tr>
<tr>
<td></td>
<td>• Install signage for each community within the five neighborhoods in the study area</td>
<td>• Create trail between orphan sections of Knollbrook Drive along creek</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Improve and create safe pedestrian connections through the open spaces and easements that currently divide neighborhoods</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Educate residents on bulk pick-up procedures</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix A
Code Enforcement Background Information
Code Enforcement

The following documents were helpful in developing the recommendations for improvements to Code Enforcement to address the needs of the Greater Chillum Community. Each example is a community-specific solution that marries Code Enforcement and Housing Policy in a case management approach to code violations.

The Urban Land Institute Minnesota/Regional Council of Mayors Opportunity City Pilot Program Summary Report for the City of Brooklyn Park can be found at:
http://minnesota.uli.org/initiatives/housing/opportunity-city-program/

City of Chelsea, Massachusetts Certificate of Habitability
http://www.chelseama.gov/Public_Documents/ChelseaMA_Inspectional/cohpage
Urban Land Institute
Minnesota/
Regional Council of
Mayors

Opportunity City Pilot
Program
Summary Report

City of Brooklyn Park

May 11, 2009
Urban Land Institute (ULI) Mission:
ULI provides responsible leadership in the use of land and in the creation of thriving communities worldwide.

Urban Land Institute Minnesota (ULI MN):
ULI Minnesota actively engages public and private sector leaders to foster collaboration, share knowledge and join in meaningful, strategic action to position our region for economic growth and prosperity.

Regional Council of Mayors (RCM)
Supported by ULI Minnesota, the nationally recognized Regional Council of Mayors was formed in 2005 and represents Minneapolis, Saint Paul and 36 municipalities in the developed and developing suburbs. This collaborative partnership provides a nonpartisan platform that engages mayors in candid dialogue and peer-to-peer support with a commitment towards building awareness and action focused on housing, sustainability, transportation and job growth.
Brooklyn Park’s Story

The City of Brooklyn Park is in an enviable position regarding the diversity of its resident base and housing stock. It has a housing market which supports a diverse population base. Housing is available for the young single, the young family, mid-career households and active seniors. This is evident in the high retention rate of residents over the past several years. Nearly 33% of those who move from a house in Brooklyn Park find another home in the City. This is a function of available housing choices in style, location and affordability. In addition, residents choose to stay in the City if they have vested social and educational interests in the community. Increasing the young family retention rate reduces the debilitating school district pupil “churn” that many other suburban cities are experiencing. The City will also experience senior growth while more “boomers” remain in place. New young, active seniors will be attracted to housing nearer their children, and some will eventually move into senior specific housing that offers assistance in the City if available.

With many vacant, developable acres for mixed uses and modern functional styles of housing, the City is well situated to adopt community housing policy that caters to a new housing market and captures the resident of the future.

That said, the City also faces challenges relating to the depressed housing market, older concentrated apartment stock and negative community attitudes toward future higher-density housing. This is coupled with the debilitating effects of foreclosures experienced in the City. Anticipating additional foreclosures, providing options to foreclosure and preventing housing and neighborhood decline is already a high City priority. These efforts will be ongoing for many years until the market fully recovers.

Overcoming the community challenges as the City moves forward will require strong public leadership and strategic community outreach surrounding neighborhood stabilization. The City has a bright, dedicated community development staff that is poised to respond to these challenges with the guidance and support of its policy makers. Considering national trends and best practices in future land use decisions will help the City be economically and competitively viable.
City Housing Goals and Policies:
The Opportunity City Pilot Program has five key themes in support of a full range of housing choices:
- Preservation and rehabilitation.
- Production of housing units that support varied resident life cycles and incomes.
- Use of regulatory incentives.
- Sustainability.
- Jobs/housing balance connected to transportation systems.

The review of the City of Brooklyn Park's goals and policies indicates a wide range of support for these key themes. The various community goals are incorporated into the City's current comprehensive plan and are summarized below.

Promote a wide range of life-cycle housing choices and opportunities accessible to the entire community.
- Increase the number of housing choices oriented to special needs of seniors.
- Encourage redevelopment of medium to high density housing in appropriate areas.
- Promote "live-work" housing opportunities.
- Promote high quality housing at all income levels, including affordable.

Focus on neighborhood preservation and housing investment to promote stable communities.
- Utilize and expand the scattered-site program to rehabilitate or remove substandard homes.
- Reduce the number of substandard structures and code violations.
- Promote neighborhood vitality and inspire continued consumer confidence in the future of Brooklyn Park's residential neighborhoods.
- Support anti-crime initiatives.
- Foster neighborhood ties and encourage neighborhood interaction.
- Implement goals set forth in the SNAP study to reduce concentration of 1-bedroom rental units in the Zane Avenue corridor.

Identify appropriate locations for infill housing opportunities.
- Explore reclassification of unsuccessful non-residential properties for new housing.
- Promote higher-density housing, especially in areas of close proximity to transit and employment corridors and as a component in the design of future commercial mixed use corridors.

Evaluate Community Factors:
In every city, there are internal and external factors that hinder the city's ability to provide a full range of housing choices. In Brooklyn Park, several factors were evident, as determined through interviews with staff, meetings with the multi-family study group and service providers.

Resistance to Housing Diversity
- There is a negative association between existing older multi-family housing and new/current type and style.
- There is scepticism that new multi-family housing design will be better than what has been built in the past which hinders the city's ability to attract new multi-family projects.
- Past housing conflict hinders the city's ability to positively market the city to new residents.
- The need for housing diversity as it relates to future resident and business growth is not connected.

Older, Concentrated Apartment Housing Stock
- There is a concentration of large apartments of the same market, type and age. These lack modern amenities attractive to newer residents.
- There are lower than market rents due to the age and condition of older apartments.
- There is a negative association between apartment living and crime — the perception is tied to land use rather than other conditions such as management and adequate background checks.

Lower Incomes & Home Values
- Compared to similar cities, there are lower wages, incomes and overall home values.
- There is geographic disparity in incomes and home values between the south and north sides of the City.

Increasing Diverse Population
- There are increasing communication challenges.
- Different cultures require alternate services & housing needs.

Transportation/Transit Limitations
- Challenge moving traffic east to west - 610 expansion and connection needed & lag between new development and transit needs.

Significant Impact of Foreclosures
- Largest percentage of foreclosed homes in Hennepin County – found across all home values and neighborhoods.
Program Review:

The City of Brooklyn Park’s housing strategy has been to diversify and upgrade the housing stock, create value and address the aging of homes. Over the last few years, the City has created a variety of housing programs for home renovation, new housing and redevelopment. The programs target a wide range of household incomes and specific housing issues from health and safety items to large renovations and infill development. The following is a summary of the programs reviewed as part of the housing audit. More detail on the review of each program is provided in attachment S.

Redevelopment & Apartment Renovation. One of the City’s goals is to expand the supply of housing choice through the redevelopment and rehabilitation of the housing stock in key areas of the City. This has been done through the commitment of City funds and partnerships with state and county agencies to create new housing units and preserve and renovate existing apartments. The investment has resulted in the following:

- **Village Creek & Town Gardens** was created with $29 million in public investment for 291 new town home units, public infrastructure, parks and mixed uses with the goal to increase property value by $90 million by 2014.
- More than 450 apartment units were transformed through public deferred loans and grants that resulted in significant increases in values per unit and stability of the most affordable housing in the City.

Ownership Housing Reinvestment. Several programs target ownership housing renovation. The City, along with its public partners, has dedicated several million dollars to single-family and town home renovation.

- The programs stabilize the older housing stock by addressing health and safety items, stabilizing and increasing the housing values and providing methods of repayment and recapture at an affordable price to residents.
- More than 700 units in the City have been renovated through various programs.
- The scattered site rehab and replacement program provides opportunities for new for-sale housing at an affordable price.

New Single-Family Opportunities. The City offers opportunities for new single-family housing at an affordable price. The City supports the community land trust and Habitat for Humanity methods to build and/or rehab homes within new developments or scattered throughout the City. Home under these models are sold at an affordable price to new residents in the City. These options provide long-term affordability within the City. Several Habitat for Humanity homes have been built but no homes under the land trust model have been purchased or built in the City.

Housing Services. The City financially supports and promotes the use of the Center for Energy & Environment (CEE) which administers the City, County and State renovation loans. In addition CEE provides remodeling advisors available to City residents. CEE serves as an extension of City staff on the administration and processing of home renovation programs.

City Official Controls & Land Use Strategies. In addition to specific housing programs, the City uses several methods through its land use and official controls to support and promote new development, redevelopment and reinvestment of the City’s housing stock and the future use of more than 600 acres of vacant land with the opportunity for master planned mixed use communities.

- Development Overlay District - To support design flexibility in higher density project areas the city uses a development overlay district.
- Planned Unit Development (PUD) - The City uses the PUD process for smaller redevelopment and infill areas to allow more flexibility in the use of the land when redeveloped.
- Mixed Use Zoning - The City has a mixed use zoning designation that targets the large undeveloped land in the city and helps to support future mix of uses.
- Tax Increment Financing (TIF) - The City uses TIF and the distressed housing district specifically for housing purposes to remove blight and create or preserve affordable housing.
- Housing & Redevelopment Authority (HRA) & Economic Development Authority (EDA) Levy. The City uses both its HRA and EDA levy powers to ensure an annual commitment to housing. The levies support housing reinvestment, redevelopment and the creation of new affordable homes.
- Tax Credits and Tax Exempt Bonds - The City supports the use of both tax credits and tax exempt bonds for the preservation and renovation of affordable housing.
- Point-of-Sale and Rental Licensing. The City supports the use of both point-of-sale and rental licensing inspection programs to help ensure minimum housing maintenance standards.

Foreclosure Recovery Strategies. To address the significant amount of foreclosures, the City has developed both foreclosure recovery and prevention strategies.

- Targeted identification of properties for purchase, rehab and resale through a variety of partnerships and funding options.
- Providing increase outreach and communication to reduce the increase in foreclosures.
- Coordination of both internal and external city resources to reduce negative property impacts within neighborhoods.
Community Change—Key Points:
The City of Brooklyn Park has attracted a variety of young and middle-aged households by having access to new housing and a broad base of housing options. This is reflective in the ability to retain households as they age and seek other housing options. Homeowners make up 70 percent of all households and just under half of all households under the age of 35. In addition, rental housing is an important resource for attracting and retaining households up through age 60.
Homeownership also remains high among households age 55 and older. While still active, these residents tend to age in place, move, or relocate to senior housing facilities. Future strategies will rely on the city to plan and/or adapt to this growing housing market and maintain the mix of housing types.

The following are key statistics from the demographic change report provided to Brooklyn Park. The full change report is provided in appendix 6 of this report.

- 73% of the households are under the age of 55, with a fairly low (4.3%) of seniors age 75 and older.
- Single family usage by households under the age of 35 is relatively high (42.4%) as is the use of large apartment developments (26.3%). Town homes have wide appeal crossing all lifecycle age categories.
- 53% of renters and only 20% of homeowners are new in their home since 2004.
- Older households (ages 55 or older) occupy 40.4% of the single family homes built before 1980, but only 19.9% of all new homes are occupied by older households.
- 32.6% of all owner-occupied single-family detached homes are affordable based on the 2007 Metropolitan Council’s threshold value of $207,800. 33.8% of homeowners under age 35 succeeded in finding homes in the “affordable” range.

- 20% of the City’s households live in apartments, with 2/3 in large apartment developments (26 or more units).
- 44% of all households in larger apartment developments are under the age of 35, while households age 55 and older occupy 16.2%.
- During 2004–2007, 45% of all new households were under the age of 35.
- During 2004–07, 33% of residents that moved ended up in another home within the City. Retention was highest for households looking for multi-family housing (45%) while there were 33% moving from an existing single-family home to another single family home in the City.
- Half of all new households between 2004-2007 came from within the City, Brooklyn Center and Minneapolis.
- 60% of foreclosed homes were owned by middle aged households (35-54). Less than 1% of the foreclosures were older householders (>75+). The impact of foreclosed homes will affect city development patterns in the next 5-10 years. This may change the types of housing that will be built until the foreclosed single family homes are absorbed.
Multi-Family Advisory Group  Site Evaluation Summary

Brooklyn Park Multi-Family Housing Study Group Participation:

The Brooklyn Park Multi-Family Housing Study Group was appointed by the Brooklyn Park Economic Development Authority (EDA) in February 2008 to better understand the future of multi-family housing development in Brooklyn Park. Several study meetings were held to provide information about the issues surrounding current and future multi-family housing in the City. A team of ULI Minnesota professionals presented and lead a discussion on site principles for the placement of multi-family housing. ULI Minnesota's participation in the study group process came out of the Regional Council of Mayors' Opportunity City Pilot Program. The ULI Minnesota team helped the study group answer questions about responding to the demand for multi-family housing in Brooklyn Park. A list of best practice examples and site principles were prepared and gathered from several organizations around the nation to provide guidance for successful multi-family housing development.

The Multi-Family Housing Study Group's final report to the Brooklyn Park EDA and City Council included referencing the ULI Minnesota Community Site Principles when evaluating new multi-family housing sites in the city.

Opportunity Site Evaluation. ULI MN/RCM have prepared community site principles that support a full range of housing choices and utilize best practices to maximize efficient land use, connect housing to jobs and provide access to transportation networks. As part of the Opportunity City Program, a team of ULI professionals reviewed four development areas in Brooklyn Park that have a future land use potential to include a mix of housing options. The following is a summary of the team’s recommendations for the sites, considering the 11 community site principles. (Details on the community site principles and site recommendation are provided in appendix 6.)

Target Campus.
There is a great opportunity to create a cohesive work/live neighborhood. However, the identified residential area should be integrated more fully into the site to become part of the campus rather than a separated land use. This site has great access to a regional trail system which is a benefit for the employees as well as future residents. It will be important to ensure that transit that serves the site serves the employees (reverse commute patterns) as well as new residents as the site develops.

610 & Noble Parkway Proposal
This is an ideal site for a mixed-income high-density multi-family housing project with great access to transit, trails, civic and educational resources and convenient items. The proposed site design could be significantly improved to provide a mix of housing styles on the site and a tiered building/unit design that brings the buildings to the street, facing the school and away from the hard edge of the freeway. Ensuring that there are good linkages with sidewalks and transit to the amenities surrounding the site will be important to its success.

Astra Village Master Plan
The housing proposed within the master plan should be more integrated into the site with better connections to other proposed uses to encourage walking. The site could be designed as a new neighborhood with strong pronounced linkages between the uses and gathering places. Also evaluate ways to integrate the uses proposed on the site with the existing neighborhoods to the south.

Gateway Development Area
The site has good potential as a mixed-use site with multi-family housing due to its proximity to downtown services, transit, educational and church opportunities and the walkable downtown community of Osseo. These amenities offered within walking distance should be maximized with uses oriented to the street and defined connections.
Neighborhood Formation Task Force:

As part of the Opportunity City Program, ULI Minnesota partnered with the Local Housing Initiative Corporation (LISC) and the Center for Policy, Planning & Performance to help engage Brooklyn Park stakeholders in reviewing the options for forming neighborhoods in the City. The process involved a series of four interactive workshops held monthly between December 2008 and March 2009. The process used to evaluate neighborhood formation outlined clear work plan goals, key questions, a stated approach and final products. The result of the process is a proposal for a neighborhoods initiative in the City. This proposal is intended to serve as a road map to guide the city as it implements the formation of neighborhoods across the City. Establishing formalized neighborhoods will shape and enhance Brooklyn Park over the long term and benefit the city through the initiative’s goals:

1. **PRIDE**: Increase community pride and sense of ownership
2. **STABILITY**: Strengthen communities and stability of residents
3. **ENGAGEMENT**: Increase connectivity, participation and community engagement of residents on local and citywide levels
4. **LIVABILITY**: Improve neighborhood livability and sense of safety
5. **COMMUNICATION**: Improve sustainable communication between city and neighborhood and among residents within a neighborhood
6. **COLLABORATION**: Increase collaboration between city departments and residents on key issues

The attached Neighborhood Initiative proposal is a result of the ULI Minnesota process.
Recommendations to Increase the City’s Capacity to Provide a Full Range of Housing Choices:

One of the key observations that emerged through the Opportunity City process in Brooklyn Park was the importance of a diverse housing stock in type, age and affordability. Of all the Opportunity Cities evaluated, Brooklyn Park has the highest resident retention rate, which is likely reflective of the full range of housing choices available in the City. The housing diversity in Brooklyn Park has provided options for current residents so that they can stay and grow within the City. This is a great asset for the City and the leadership will benefit from embracing the diversity and ensuring that future land use decisions continue to provide the same level of options for current residents as well as to capture future growth. In addition to housing diversity, the city is becoming one of the most ethnically diverse suburban cities. The increasing ethnic diversity is a big change for many residents who have lived in the city for many years. Over the past 10-20 years, the changes have created tension among residents. However, ensuring safe, affordable and well-managed housing that is tied to the changing demography of the residents will be important. A variety of tools and strategies that acknowledge and capture the benefits of the ethnic diverse populations will help to manage the change rather than resist it. The following is a summary of recommendations resulting from the housing audit, community change information and review of City goals, policies and community factors.

Communicate a Positive Message. Due to the increasingly diverse resident base, the City will need to expand its communication and education efforts regarding City housing programs, ownership and rental opportunities and expectation for home maintenance. Some examples may include:

- Foster a strong working relationships and dialogue with the City’s school districts. By working together, the City and schools can create a positive reflection of the City even in times when ethnic, cultural and economic diversity is misunderstood.
- Targeting housing programs to households with children will help to provide healthy living arrangements and stabilize school turnover.
- Partner with the faith-based community in the City to communicate housing programs and identify local issues within neighborhoods.
- Continue to support the educational approach to code enforcement through the Spruce up the Park program.
- Support the recommendations of the Neighborhood Formation Task Force to implement a Neighborhoods Initiative.
- Provide a single staff contact/community liaison (consider bilingual/biracial) to reduce the communication barriers as a result of the increased diversity of residents.
- Provide educational sessions/fact sheets in multiple languages on alternate home ownership options such as the Land Trust and Habitat for Humanity.
- Create positive messaging campaign that embraces all races, incomes and housing types.
- Partner with owners of multi-family housing to engage the rental community in local programs and policy decisions.
- Expand connections of the current and future housing opportunities to local jobs by working with employers to determine housing needs and evaluating links between employment wages and housing values.
- Seek out new leaders in the City on commissions and task forces reflective of the changing household base.

Home Maintenance & Purchase Programs. Brooklyn Park is just beginning to provide a full range of housing programs that target renovation, maintenance, neighborhood recovery from foreclosures as well as options for the purchase of affordable housing. Evaluating the use and impact of the programs against limited resources will be important over the next few years. To enhance the existing tools in the tool box, the City should consider the following.

- Partnering with the schools, evaluate programs that provide short term assistance to families with children to enable them to stay in their home or apartment, eg Richfield’s Kids@Home Program.
- Consider the benefits of providing a renovation grant program tied to older homes in the City where significant private investment is being made, eg Richfield Transformation Homes.
- Incorporate sustainability components into existing programs—expand program requirements to include incentives for energy efficiency and renewable products.
Recommendations

- Market home purchase and renovation programs, including foreclosure recovery programs, through local employers.
- Fund the Hennepin County H.O.M.E. (Household and Outside Maintenance for Elderly) program to help those who are aging in place with maintenance and other household needs. The program is currently available in other Hennepin County cities and generates a large return on the public investment based upon its review in the City of Minnetonka.
- Identify the need for an exterior renovation and landscaping fund for investor owned properties to help enhance neighborhood quality and character.

Apartment Reinvestment & Redevelopment. Apartments in Brooklyn Park are its most affordable housing—as well as some of the oldest and unmarketable housing in the City. This housing type serves a great need for a broad range of residents, particularly younger households. Expanding the City’s capacity to improve the apartment stock while enabling redevelopment in a sensitive, cost-efficient manner that increases value and sustainability will be important to the future success of City efforts.

- The City uses several tools to support renovation of apartments. Continuing to evaluate creative ways to increase capacity to improve older apartments through deliberate and expansive partnerships with non-profit/for-profit organizations will be an important strategy in the future.
- Determine if there are ways to effectively ensure that older apartments become more marketable/sustainable by combining units to increase bedroom counts, adding modern amenities and energy efficiencies, linking residents to social services and ensuring proper connections to transportation, parks, recreation and essential services.
- Continue to prepare redevelopment strategies that include the replacement of the most distressed apartments and evaluating replacement of those units with other more modern rental options scattered throughout the city.

Land Use Controls and Other Housing Maintenance & Renovations Strategies. City leaders have a variety of public tools and strategies they use to determine their participation in land use decisions, maintenance standards and the facilitation of redevelopment and renovation. Continuing to be part of the solution and helping to change the way land is used and buildings are maintained takes strong local leadership and vision. Many decisions that policy leaders make are controversial. Understanding the long-term effect of those decisions will help prepare the City for future growth and re-growth. National statistics indicate that future households will demand more compact and connected communities and the typical system of subdivision development will not be as desirable and marketable in the future. The City of Brooklyn Park has both redevelopment issues and new development opportunities. Providing a wide range of strategies that balance new growth with renovation, maintenance and redevelopment of the existing housing stock is important. Additional recommendations relating to specific public policy decisions are:

- Continue to fund and implement the Point of Sale and Rental Licensing programs that help provide consistent maintenance standards for existing housing stock. Even in a time of economic uncertainty, providing methods to ensure that existing homes are properly maintained is essential.
- Evaluate alternate ways to zone land that would better manage and promote mixed-use and compact, connected development. Form/ performance-based zoning is an option that supports more walkable, mixed-use development. Form/performance-based zoning provide a framework for how future uses fit into the surrounding area through the placement and design of buildings on the site, rather than tying the land to a specific future use.
- Support building and land development requirements that promote sustainability and long-term energy efficiency. Such efforts include revising local building codes to allow green building standards, allowing smaller street designs and requiring energy-efficient products for all publically funded programs. Local efforts can help reduce the regional carbon footprint, increase long-term affordability (through lower utility and maintenance costs) and support healthy living.
- Adopt the Multi-Family Study Group recommendation for using the ULI Minnesota Community Site Principles in the evaluation of future multi-family and mixed-use housing development and redevelopment opportunities.
- Continue to address older common interest communities through the use of special legislation that provides an affordable renovation loan option.
Next Steps:
The Opportunity City Program is only the first step in supporting a full range of housing choices in the community. Key policy leaders need to support next steps that make valuable changes to the way that the tools and strategies are delivered throughout the City. Many of the recommendations have budget implications and affect staff resources. Prioritization of the recommendations is essential. The next steps associated with implementation of the recommendations should include:

- Gaining acceptance of the ULI MN/RCM Opportunity City report by the EDA and City Council, which includes incorporating community site principles into future land use decisions.

- Preparing a work program that outlines the steps and time needed to effectively implement the recommendations. Determine how the recommendations affect land use codes, program service providers and staff work load. Include performance targets to track the progress. Setting performance targets and tracking the progress of local tools and strategies against benchmarks will provide a level of understanding to public officials and residents that become critical during the annual budgeting process. (Detail regarding performance measures as it related to housing tools and strategies are attached.)

- Evaluating budget and staff resource implications tied to each recommendation. Prioritizing recommendations that will have the largest impact in supporting housing goals for a full range of housing choices.

- Evaluating the need to amend the City’s comprehensive plan based upon implementation of recommendations.

- Discussing the broader meaning of the demographic data as it compares to current market conditions specifically tied to the foreclosure crisis and need to develop land for the future growth of the City. Incorporate future data updates and online neighborhood level data tool into community planning.
Program Sponsors & Participants

Thank you to the following participants in the ULI MN/RCM Housing Initiative Opportunity City Pilot Program for the City of Brooklyn Park

- **Brooklyn Park EDA** - Steve Lampi, Rich Gates, Mike Trepanier, Jeff Lunde, Peter Crema, Jeanette Meyer, Dean Heng

- **City of Brooklyn Park Staff** – Bob Schreier, Jason Aarsvold, Kim Berggren, Kaydee Kirk, Cindy Sherman

- **Site Evaluation Team**:
  - Colleen Cary, The Cornerstone Group
  - John Shardlow, Bonestroo
  - Kevin Ringwald, City of Chaska
  - Bob Engstrom, Robert Engstrom Companies
  - Tom Bakritges, Builders Association of the Twin Cities
  - Noah Bly, Urban Works

- **ULI Minnesota Consulting Team**
  - Caren Dewar, ULI Minnesota Executive Director
  - Cathy Bennett, Bennett Community Consulting
  - Dennis Welsch, CPPP
  - John Carpenter, Excensus
  - Gretchen Nicholls, LISC & Barbara Raye, Center for Policy Planning & Performance

A special thanks to the Opportunity City Pilot Program Sponsors. Without their financial contribution, the program would not be possible.

- Family Housing Fund
- Metropolitan Council
- Brooklyn Park Economic Development Authority
FOUR EASY STEPS FOR LANDLORDS

1) **Continue** - to contact ISD to schedule CoH inspections when existing tenants vacate and prior to re-occupying.

2) **Sit tight** - Unless your current tenants vacate your rental units (see above), you do not have to do anything else until you receive a Notification Letter from ISD, informing you of the program and requesting that you contact ISD to schedule your inspection.

3) **Schedule** - Once notified, you must contact ISD (either by phone, email, or in person) within 30 days to schedule your inspections.

4) **Notify** - Your tenants and arrange for full access to the units and building.

For Additional Information on Certificate of Habitationhip
Inspection Requirements
please visit: www.chelseama.gov/isd/coh

Rental Inspection Program
617.466.4132

Housing Code Complaints
617.466.4132

Hours of Operation:
Monday 8am - 4pm
Tuesday 8am - 7pm
Wednesday 8am-4pm
Thursday 8am - 4pm
Friday 8am - 12 noon

---

Certificate of Habitation

**Inspection Fees**

- **Initial Inspection** $50.00
- **First Re-Inspection (if necessary)** Free
- **Additional Re-Inspection (if necessary)** $50.00

**Penalties**

**Penalties for Non-Compliance**

- **First Offense** $50.00
- **Second Offense** $150.00
- **Third Offense** $300.00
- **Subsequent Offenses** $300.00/day
- **Chronic Offender** Court Action

**Exemptions**

Any dwelling unit that is occupied by its owner is exempt from obtaining a Certificate of Habitationhip.

*Unit must be owner’s primary residence and deed in owner’s name. Units owned by a Trust or LLC must be inspected regardless of occupancy status.

Email: coh@chelseama.gov

---

City of Chelsea
Inspectional Services Department
City Hall, 500 Broadway, Room 201
Chelsea, MA 02150

617.466.4132
Program Overview

The City of Chelsea has recently amended an existing ordinance which calls for landlords of each rental unit in the City to 1) have their units inspected and 2) secure a Certificate of Habitability (CoH), prior to re-occupying the unit with new tenants. The amended ordinance retains the original requirement for inspection and CoH on tenant turnover, but adds that units must be inspected at least every five years regardless of occupancy status, meaning that regardless of whether the unit is occupied or not, the owner must contact the Inspectio nal Services Department (ISD) to have the unit inspected. Once inspected, if the unit passes, ISD will issue the CoH and the unit will not have to be re-inspected until the lesser of a) next turnover of tenants or b) 5 years.

The purpose of the ordinance generally is to ensure that rental units in the City comply with the minimum standards called for in Chapter II of the State Sanitary Code. This code intends to protect the health, safety, and well being of the occupants of housing by ensuring that it is in habitable condition. Basically, the units must be suitable for occupants to live, sleep, cook or eat, there.

In Chelsea, ISD and the Board of Health must enforce these basic requirements of Massachusetts General Laws.

“For too often we’re responding to emergencies or complaints and finding people living in uninhabitable space. It’s dangerous for everyone, including our police and fire officers... We’re aiming to do something about that...” - Chelsea City Manager, Jay Ash

The amendment was necessary because not all units were being inspected despite high turnover rates. As a result of the City’s Targeted Enforcement activities, it was found that many properties, in the poorest condition and with the most serious health and safety issues, had not been inspected and did not have current CoHs.

Initial Target Area

The City’s initial target area for this initiative will be the Shurtleff-Bellingham neighborhood. Please see map at bottom left for area boundaries. The City selected this area based on the age, type, and general condition of its largely rental housing stock.

The City intends to start slowly working a few streets at a time. Rental units will then be set up on a five year cycle (or until next tenant turnover). The City expects to expand program city-wide by 2017.

Program Benefits

- Educate owners and Tenants on state and local Housing codes.
- Provide owners with inspection report summarizing conditions of their properties.
- Ensures rental units meet minimum housing code requirements.
- Improves the quality of residential units in Chelsea.
- Decreases the number of overcrowded units and illegal apartments.
- Increases neighborhood stability and improves the quality of life for all neighborhood residents.
Appendix B
Zoning Case Studies
Zoning Case Studies

As stated in the body of the study, the greater Chillum community is surrounded by existing and future transit options. The Washington Metropolitan Area Transit Authority’s (WMATA) West Hyattsville Metro Station is in the eastern portion of the study area, and many well-used bus routes—WMATA and TheBus—run through the community. In addition, the Purple Line will have a stop at University Boulevard and Riggs Road as well as stops on either side of the study area along University Boulevard. The multimodal transit options for the greater Chillum community support the recommendation for the study area to increase transit-oriented development (TOD) along the corridors where these choices exist, especially along the bus corridors that mainly are suburban thoroughfares with little or poor pedestrian facilities.

Currently, the greater Chillum community only has mixed-use zoning at the West Hyattsville Metro Station. Many of the other commercial centers and corridors should be rezoned from single-use commercial to a mixed-use zone that supports the existing and future transit through higher densities and a variety of uses. These locations must support the existing single-family neighborhoods and increase the quality of life for the residents in these homes as well as those in the new mixed-use nodes. This suggests that densities should vary depending on the location of redevelopment opportunities. The West Hyattsville Metro Station should have the most intense redevelopment and highest density while the bus corridors would have a lower density but similar pedestrian accommodations. The Purple Line station should fall in the middle. This hierarchy creates a mix of regional, community, and neighborhood nodes that can be designated with different zoning categories.

In order to support this recommendation, the consultant team reviewed similar towns and cities that have recently updated their zoning to include multiple transit-oriented densities. The research was done with the current Prince George’s County zoning rewrite in mind and with the hope that these examples could help the County include similar categories and measurements in the new code. The following case studies identify recent zoning codes that have been adopted in jurisdictions across the County that support mixed-use, TOD. The case studies below specifically highlight the use of multiple densities that vary depending on location within a greater community.
General Case Studies

The U.S. Environmental Protection Agency’s Smart Growth Essential Fixes


Background

In November 2009, the United States Environmental Protection Agency’s Smart Growth Program published the findings from a panel held to help local governments determine “essential fixes” for changes to existing zoning codes that will allow mixed-use development when not previously permitted. The Smart Growth code experts recognized 11 “essential fixes” to deal with the majority of obstacles local governments find when employing smart growth strategies. Topics included mixing land uses, minimizing parking requirements, updating street standards, managing stormwater, and adopting smart annexation policies. Each “essential fix” identifies an issue or obstacle with typical zoning ordinances, and it suggests measures that a community could take to overcome the problems. The document organized these actions in three categories to allow a varied approach by communities depending on the extent of their zoning changes—modest adjustments, major modifications, or wholesale changes. These levels allow communities to take a calibrated approach to changing their codes depending on their political situation, available funds, and staff capability.

Importance

While this is not a specific code, this document gives a good overview of topics that should be considered when developing transit-oriented places. It notes the issues and benefits from its 11 “essential fixes,” and the implementation strategies show how the key TOD approaches can be executed in various methods depending on how extensive a community’s zoning changes are expected to be. Each section also has practice pointers, examples, and resources to support the recommendations.

http://www.epa.gov/smartgrowth/codeexamples.htm
Specific Case Studies

San Antonio, Texas

Background
San Antonio, Texas, overhauled their zoning code in 2006 in order to implement the city’s adopted master plan as well as streamline their approval process to help speed new development. They created a “Unified Development Code” that formatted their zoning code into the permitted patterns the city wanted to encourage for the future development of its growth. These patterns include traditional neighborhood development, TOD, neighborhood centers and conservation subdivisions, and new infill development zones under which various zoning categories fall. These sections organize requirements for lot dimensions, density, open space, stormwater management, parking, and natural resources protection.

The base zoning districts are the actual zoning requirements, and each permitted pattern has a table indicating which zones are allowed in each. These zoning districts align with typical residential, commercial, and mixed zoning ranging from rural to neighborhood to urban density. Additionally, the code includes Urban and Rural Development Districts that act as mixed-use zones that allow for new, walkable urban communities or rural farmsteads in strategic locations.

The resulting document is a combination of design standards that can be further cross referenced with the zoning districts to determine acceptable development and the appropriate approval process. The city intended the code to be a user-friendly overview for each type permitted pattern.

Zoning Regulations
The base zoning districts of the San Antonio, Texas, Unified Development Code range in density for residential, commercial, and mixed-use zones. The residential zones are calculated in units per acre, and even residential-only zones allow mixed-uses at one-half acre per one hundred units. The Neighborhood Commercial District is a zoning category that can be identified near residential zones but maintains limited density and scale similar to surrounding residential uses. This zone is meant to shield residential neighborhoods while promoting transitional density for offices, professional services, and small retail uses. It allows for mixed-use and live-work units that are two stories. The Downtown District is the zone that includes San Antonio’s central business district, and it specifically states that all new development must follow urban design standards, which encourage pedestrian activity and uphold the quality of the business center. This zone encourages new mixed-use zoning and the use of density bonuses. Other commercial districts also allow for mixed-use density, and there are three different categories based on the volume of traffic they generate. The scale of commercial zones is meant to encourage community nodes near residential neighborhoods that have schools, libraries, stores, transit facilities, and community services in areas walkable from residents.

Bonus Density
The San Antonio, Texas, zoning code allows for increased density for parks and open space (passive or active), commercial retrofit, retail site design, and affordable housing. Calculations for additional density is determined by the units permitted and the amount of open space included beyond the base requirements. Commercial retrofit allows additional commercial density to be built when surface parking is converted to
structured decks, and height limits may be waved to accommodate additional floor space. For sites with retail built according to the commercial development, traditional neighborhood development, and TOD patterns, the permitted building height may be increased by 30 percent. Affordable housing density bonuses are for very low-income and low-income categories. A density bonus is given for 5 percent of units restricted to very low-income units and for 15 percent of units restricted to low-income housing. This density bonus can be increased incrementally through increasing the percentage of units restricted to affordable housing in either category.

**Durham, North Carolina**

**Background**

Durham, North Carolina, merged the city and the county planning departments in the early 2000s, and the combined departments undertook a comprehensive plan that was adopted in 2004. In 2006 Durham adopted a new Unified Development Ordinance to support the comprehensive plan, which organized the county in five Development Tiers—Rural, Suburban, Urban, Compact, and Downtown. These designations encourage new walkable development in specific locations while preserving environmental areas and existing neighborhoods. Design criteria for the Urban, Compact, and Downtown Tiers promote higher density and mixed uses in order to stimulate infill development.

The code also includes zoning districts that identify use, density, and design criteria. These districts are classified as residential, nonresidential, planned, and design districts, and they have various densities in each category that can be used under the different development tiers. Planned areas are meant to allow for design flexibility while encouraging efficient land use, public services, and high quality design. Design Districts focus more on regulating the relationship between buildings and the public realm rather than use.

The resulting document is a hybrid code that contains components from Euclidean zoning, performance-based zoning, and context-based zoning. The standards use typical form-based regulations through the code, but the document allows for adjustment for site locations and conditions.

**Zoning Regulations**

The zoning districts set the intensity standards for different land uses in each Development Tier—ranging from low to higher density. These standards permit an assortment of housing and building types while preserving each community’s unique character in Durham. Residential standards are classified by dwellings per acre and housing types allowed for each zoning district per each Development Tier. The Nonresidential Districts limit height and maximum lot coverage for each zoning district per Development Tier. The result is a smaller number of zoning districts, but each has a different minimum and maximum density allowed depending on the tier. This organization highlights a clear tiered level of development intensity based on a site’s location and its Development Tier classification. For example, the Compact Neighborhood Tier allows approximately double the dwelling units per acre than the Urban Tier. The Downtown Tier and its supporting zoning districts are more prescriptive with building massing, lot coverage, height, and street frontage to maintain the urban characteristics of the core than the other districts.

The code’s classifications for mixed-use are complicated, but an obvious preference for integrated buildings and walkable streets exists in the regulations. The Urban and Compact Residential Zoning Districts allow small commercial uses, but they must respect the character of the neighborhood. The commercial zones all allow dwelling units, and the standards reference the applicable residential zone for each commercial district.
The code also has specific regulations for mixed-use buildings. The housing component must always fall below the maximum dwelling per acre calculations, and it must follow specific regulations for the percentage of each use in a building (for two uses, no use can be smaller than 30 percent of the floor area ratio (FAR); for three or more uses, no use can be bigger than 60 percent of the FAR). The code also specifies a difference between vertical and horizontal mixed-use for densities, giving additional allowable dwellings per acre for vertical integration.

**Bonus Density**

The Durham, North Carolina, code allows height bonuses and FAR increases for affordable housing, pedestrian mall, public parking, and vertical mixed-use. Height increases are subject to upper story setbacks, and these vary by district and amenity added. A site's FAR can be increased by 15 percent for amenities other than affordable housing, which allows up to a 40 percent FAR increase. Multifamily buildings in any Residential Zoning District can increase their density by 50 percent if the project provides at least 75 percent of the ground floor to non-residential uses, and 65 percent of total FAR is for residential uses. Additional items to increase in FAR and height in downtown areas include historic preservation, green roof, public art, sustainability, alternative vehicle parking, stormwater capture and re-use, street tree pit and stormwater filtration system, and additional amenities. These additional heights are limited to a maximum in all zoning districts except Downtown Design—Core.

**Denver, Colorado**

**Background**

Denver, Colorado, adopted their new zoning code in July 2010 after a five-year, comprehensive rewrite process from a code that had its origins in the 1950s. The new code prioritizes flexible regulations and a simplified development process. The city also added a new Development Services Office to go with the new code. This office assigns one staff member to be the point person for each development submission, and all regulatory agencies submit comments through this contact versus individually. The code organizes regulations into neighborhood context. This method prioritizes compatibility between new and existing development. The neighborhood contexts are differentiated from each other by physical and functional characteristics such as street and block patterns, building setbacks and height, land use density and variety, and transportation choices. The categories range from suburban to downtown, and several categories in the middle density prioritize neighborhood main streets and community nodes. The code also includes basic building form guidelines along with these neighborhood contexts to demonstrate typical massing that a new development should have for consistency in each district.

**Zoning Regulations**

The Denver, Colorado, zoning regulations are based upon the neighborhood contexts of Suburban, Urban Edge, Urban, General Urban, Urban Center, and Downtown. Each section includes residential, commercial, mixed-use, and main street districts, but the density and form of each district changes through the neighborhood context. The Suburban Neighborhood is curvilinear local streets with large arterials, single-family housing, and automobile-oriented shopping centers. The General Urban Neighborhood is regular street/block patterns, moderate- to high-residential and mixed-use buildings, and a balance of transportation options. This organization emphasizes the need for variety of neighborhood centers and commercial nodes throughout a region, and it prioritizes locating the different contexts in succession to each other while
preserving rural land. The zoning districts’ regulations are form-based codes that cover lot size, setbacks, height, and additional design features for each of the neighborhoods.

**Bonus Density**

The Denver Code does not allow any density increases for any additional design standards. However, parking standards can be reduced for affordable housing.

**Chicago, Illinois**

**Background**

Chicago, Illinois, adopted their current zoning ordinance in 2004, and with it they introduced concepts that had been used in smaller towns but never in a city as large as Chicago. They created additional Downtown Districts and lowered maximum FAR in portions of the city’s most crowded districts to remedy what many characterized as a mistake in the 1957 ordinance, believing the city would grow faster than it did. The new code also lowered by-right densities in order to give the city more control over large and mid-sized projects. This allows greater input by the city and residents for design, landscaping, traffic enhancements, and public realm improvements. The code organizes regulation by districts—residential, business, commercial, downtown, manufacturing, and open space. Each of these districts has various zoning categories under it for different building types and densities. This categorization prioritizes use and density per location to create different nodes of intensity within Chicago’s grid of streets. Neighborhood commercial streets are average, a half mile between each other, while major thoroughfares become the Community Commercial Nodes.

**Zoning Regulations**

The zoning districts are arranged by both building type and density. Residential categories include Single-Unit Districts; Two-Flat, Townhouse, and Multi-Unit Districts; and Multi-Unit Districts of various densities. The gradation of regulations is meant to provide a gradual transition between low-density, single-family housing and taller buildings at community nodes. The business district zones are mixed-use neighborhood categories that allow at-grade residential uses at low traffic streets and only retail uses at-grade in higher density districts. The Commercial Zones allow an increased number of businesses and are typically main-street designations for neighborhoods; however, one Commercial Zone prohibits residential units in order to buffer manufacturing districts. The Downtown Zones cover the area of downtown Chicago known as the Loop and allow for mixed-use, high-rise buildings while limiting the areas for commercial office space against retail on ground floors throughout the districts. The density regulations for each zoning district are composed of FAR limits, height restrictions, and lot area per dwelling unit. Higher Density Zones allow for efficiency units and single-room-occupancy calculations in the lot area per dwelling unit. The code also includes setbacks for front, side, and backyards. These characteristics vary and mainly apply to lower density and residential uses.

**Bonus Density**

The Chicago, Illinois, zoning code allows for additional bonuses for affordable dwelling units, ground floor accessible dwelling units, premium unit sizes, transit-served locations, underground parking and loading, and sidewalk widening. These bonuses are given in the form of a reduced minimum area lot per unit in the Residential and Business Districts. Additional bonuses can be awarded for development in the Downtown District for public plazas and pocket parks, Chicago Riverwalk improvements, winter gardens,
indoor and outdoor through-block connections, arcades, water features in public open spaces, upper-level setbacks, lower-level planting terraces, green roofs, parking concealed by occupiable space, and Chicago Public Schools Capital Improvement Fund contributions. The planned development process also has several additional categories that can generate FAR bonuses in the Downtown and Commercial Districts. These include off-site park/open space contributions, streetscape improvements, transit station improvements, pedway improvements, and the Adopt-a-Landmark program. In the Commercial and Downtown Districts, density bonuses are awarded as increased FAR.

The Chicago, Illinois, code also allows for additional height for mixed-use buildings at transit-served locations in Business and Commercial Districts.

**Atlanta, Georgia**

**Background**

Atlanta, Georgia, has not yet gone through a complete zoning rewrite, but in 2000, the City Council passed the Mixed-Use Neighborhood Commercial Zoning Ordinance to add to the city’s code from 1980. This was seen as the city’s first step in addressing their zoning code that did not allow neighborhood centers to function as anything other than a single-use area. Since that time, three additional mixed-use ordinances have also been passed—Mixed Residential/Commercial, Live/Work, and Multifamily Residential. These ordinances, while not comprehensive of the entire code, set a standard for neighborhood commercial nodes and mixed-use buildings. Neighborhood Commercial Districts are created through nomination by a minimum of 10 percent of the property owners in the proposed district, while the additional ordinances have been combined to become categories in the zoning code. These four districts allow zoning by-right for either residential or commercial development, but they increase the allowable FAR if a project is mixed-use. The Mixed Residential/Commercial and the Multifamily Residential zoning ordinances include zoning classifications that vary in density according to location.

**Zoning Regulations**

The Atlanta, Georgia, mixed-use zoning ordinances allow either commercial or residential development by-right at various densities, but the total allowable FAR increases if a building contains both residential and non-residential uses. The total mixed-use FAR amounts to the addition of the two separate allowable development areas. For example, the Live/Work District allows a non-residential FAR of 0.5 and a residential FAR of 0.696, making the total mixed-use FAR for the Live/Work District 1.196. The Neighborhood Commercial District is the next intense district meant for small neighborhood commercial nodes, and the Mixed Residential/Commercial District has three intensities to scale from neighborhood centers to downtown urban. These variations allow for increased density at appropriate locations within the city.

The Multifamily Residential District parallels the Residential General District from the original code; however, it permits additional non-residential uses compared to the original zoning code. In addition, the new ordinance limits commercial uses to five percent of the total development and the ground floor. No occupancy permit for a non-residential use will be issued until 50 percent of the on-site dwelling units are occupied. This ordinance is the first step in rewriting the Atlanta, Georgia, residential codes to allow a vertical integration of uses. It has six density categories, but none of them allow for an increase in the five percent of non-residential uses.
These zoning ordinances also include regulations related to setbacks, sidewalks, curb cuts, loading, parking, and transit accessibility to encourage walkable development in addition to mixed-use.

**Bonus Density**

The Atlanta, Georgia, mixed-use ordinances provide an inherent FAR incentive to incorporate vertical integration of residential and commercial uses. Additionally the Live/Work District allows FAR bonuses for open space, affordable housing, ground floor commercial, and civic uses. The bonus density in this category typically is equivalent to the FAR of the bonus provided; however, the maximum FAR with bonuses is prescribed. The Mixed Residential/Commercial District includes FAR bonuses for balconies, new public streets, connectivity, and on-street parking. The bonuses allowed for each amenity differs per the density category, and again, the maximum FAR with bonuses is regulated. The Multifamily Residential District allows for a FAR increase for open space. This ordinance prescribes the density bonus as calculating the FAR from both the development parcel and the open space rather than a numerical increase to the FAR.
Appendix C
Housing Background Information
Neighborhood Conservation Districts

Case Study Examples

**Chapel Hill, NC**

Chapel Hill currently has five designated Conservation Districts that serve to protect the character and quality of established residential and commercial areas. The city defines the elements that must be included within each conservation district such as lot size, building height, off-street and loading parking requirement, setbacks, and lot coverage, but the parameters of these elements will vary by district. In addition, Chapel Hill’s Conservation Districts may include architectural guidelines. All building permits within the Conservation Districts must receive a zoning compliance permit and be reviewed by the Town Manager prior to approval. For more information, visit http://www.townofchapelhill.org.

**Jefferson Parish, LA**

Established in 1989, the Old Metairie Neighborhood Conservation District is intended to “maintain the open character and architecture of the neighborhood, enhance economic viability of the neighborhood, protect and preserve the existing tree canopy, and reduce negative impacts from flooding, erosion, and sediment pollution.” Only large scale improvements are reviewed by an advisory committee that was established by town council and is made up of neighborhood residents and architecture and planning professionals. For more information, visit http://www.jeffparish.net.

Some other cities that have established Neighborhood Conservation Districts include:

- North Charleston, SC
- Raleigh, NC
- New Orleans, LA
- Cambridge, MA
- Champaign, IL
- Knoxville, TN

**Savannah, GA**

**Example regulatory language**

“Sec. 8-3027. Planned neighborhood conservation district.

(a) **Purpose.** The purposes of this district shall be to designate those areas in which blight, deterioration, overcrowding and physical obsolescence has prompted the City of Savannah to promote the rehabilitation, conservation and redevelopment of such areas in accord with a comprehensive land use plan.

(b) **General requirements.** Before an area shall be designated as a P-N-C district on the zoning map for the City of Savannah, such area shall have first been designated as a conservation district, redevelopment area or a community development target area by the City of Savannah.
(c) **Planned requirements.** Prior to the approval of a land use plan for a P-N-C district, such plan shall be submitted to the planning commission for review and recommendation. The planning commission shall disapprove, recommend the plan as submitted, or may modify, alter, adjust or amend the plan before submitting its recommendation to the mayor and aldermen.

(1) The plan as submitted shall include a land use plan which identifies major land use areas and development standards and shall indicate the uses such as residential, business, public and institutional. The plan may also include other land use features where necessary to accomplish the purposes of the program of conservation, rehabilitation or redevelopment established for the area and to accomplish the purposes of the zoning regulations.

(2) Division of individual parcels within a P-N-C district shall comply with the subdivision regulations ordinance for the City of Savannah.

(d) **Development standards and use provisions.** The development standards and use provisions shall, when adopted by the mayor and aldermen, become a part of the zoning ordinance for the City of Savannah and shall apply to the particular area for which adopted. When an area has been placed within a P-N-C district, then thereafter all development within that area shall conform to the development standards and use provisions adopted by the mayor and aldermen for that project.”

For more information: [http://www.thempc.org/Administrative/Zoning/City/Sec.%208-3027%20PNC%20District.pdf](http://www.thempc.org/Administrative/Zoning/City/Sec.%208-3027%20PNC%20District.pdf)

**City of Auburn, AL**

**Residential Occupancy**

Occupancy in the Development District Housing, Neighborhood Conservation, and Limited Development Districts is limited to no more than two unrelated individuals. Dwelling in the Comprehensive Development, Urban Core, and University Service districts are limited to no more than five unrelated individuals. Occupancy beyond these limits in these areas constitutes illegal occupancy.

Acknowledgments

The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
Fern V. Piret, Ph.D., Planning Director

Community Planning
Ivy Lewis, Division Chief
Teri Bond, Planning Supervisor
Tanya Hedgepeth, Planner Coordinator
Judy D'Ambrosi, Senior Planner
Michael Zamore, Planner Coordinator
Betty Smoot, Planner*

Countywide Planning
Ted Kowaluk, Senior Planner
Michael Asante, Planner Coordinator
Faramarz Mohktari, Planner Coordinator

Consultant Team
Cooper Carry, Inc.
APD Urban Planning and Management, LLC
Kittelson & Associates, Inc.
Parker Rodriguez, Inc.
RKG Associates, Inc.
WMCI, Inc.

Technical and Administration
Susan Kelley, Administrative Manager
M'Balu Abdullah, Senior IT Support Specialist
Manching Li, Programmer Analyst III

Susan Smith, Publications Specialist
Ralph Barrett, Clerical/Inventory Operations Supervisor
Dewayne Williams, Senior Clerical/Inv Operations Assistant

*Former Employee