



SECTION 1
BLUEPRINT *for* **TOMORROW**



INTRODUCTION

The *East Riverdale-Beacon Heights Sector Plan* is the comprehensive area master plan for the Riverdale Park and Beacon Heights Stations along the Maryland Mass Transit Administration (MTA) Purple Line and surrounding neighborhoods. This plan contains a comprehensive, interrelated set of goals, policies, and strategies to shape the growth and development of this important area of Prince George's County for the next 20 years, connect the area with the broader region, cultivate new opportunities for residents and visitors, and celebrate the unique character of this community.

The sector plan covers communities along Riverdale Road between Auburn Avenue and the Northeast Branch of the Anacostia River, and along MD 201 (Kenilworth Avenue) between Good Luck Road and Campus Drive to the north and Fletcher's Field Park to the south (see Map 1). A portion of the sector plan is within the Town of Riverdale Park.

This sector plan incorporates, consolidates, and updates recommendations from plans and studies conducted in this area of the County over the past 20 years, including the existing 1994 master plans for the area, the 2013 *Purple Line Transit-Oriented Development Study*, the

2008 *Central Kenilworth Avenue Revitalization Study*, and various functional and area master plans.

The Prince George's County Council, sitting as the District Council, initiated this sector plan on October 12, 2015, through CR-63-2015. It replaces the 1994 *Approved Master Plan for Planning Area 68* and the 1994 *Approved Master Plan for Bladensburg-New Carrollton and Vicinity (Planning Area 69)* and amends the 2014 *Plan Prince George's 2035 Approved General Plan (Plan 2035)*, by defining the boundaries, core, and edge of the Riverdale Park and the Beacon Heights Neighborhood Centers.

This sector plan also amends the 2001 *Approved Anacostia Trails Heritage Area Management Plan: A Functional Master Plan for Heritage Tourism*; the 2008 *Approved Public Safety Facilities Master Plan*; the 2009 *Approved Countywide Master Plan of Transportation*; the 2014 *Formula 2040, Approved Functional Master Plan for Parks, Recreation and Open Space*; and the 2017 *Approved Resource Conservation Plan*.

WHY A PLAN FOR THIS AREA?

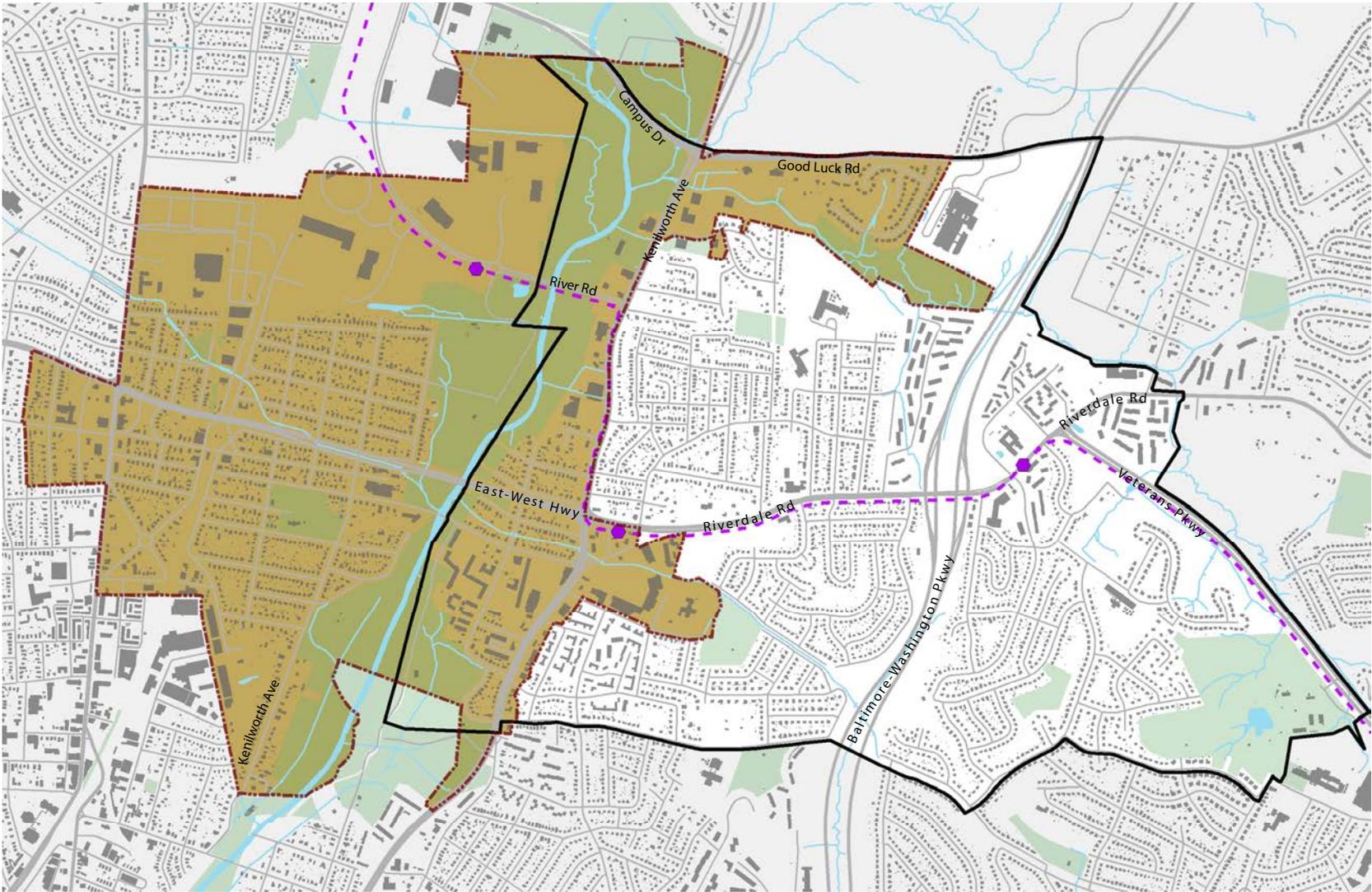
Much of the built environment within East Riverdale and Beacon Heights is relatively

unchanged from the 1960s and 1970s. While neighborhoods of single-family houses and apartments have seen generational change, as families came and went and the racial and ethnic makeup of communities evolved, very little of the physical environment changed. The places people live—and the offices, institutions, and retail spaces that serve those people—have done little but age and, in many cases, decline. Some of the issues facing these communities, such as deferred maintenance of housing, obsolete and poorly maintained businesses and shopping centers, office construction in excess of market demand, and flooding were identified in the 1980 and 1994 master plans for the area and have not yet been resolved.

Communities upstream of the sector plan area have grown drastically since much of the flood control and stormwater management infrastructure was constructed in the 1950s and 1960s, and climate change continues to create an environment where intense storm events may become more frequent, potentially inundating a significant part of the study area with floods.

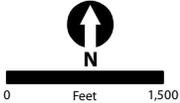
The introduction of the Purple Line, two Purple Line stations, and the designation of the areas around those stations as Neighborhood Centers by Plan 2035, provides a unique opportunity for reinvestment in this community and to re-envision the station areas with new amenities

Map 1. Sector Plan Area



LEGEND

- East Riverdale - Beacon Heights Sector Plan Boundary
- Buildings
- Known Water Bodies
- Proposed Purple Line and Station (MTA)
- Primary Road
- Local Road
- Parkland
- Town of Riverdale Park Boundary



for current and future residents, workers, and visitors. Providing new, high-quality development at the stations can increase investor interest in the area and lead to the upgrading of residential and commercial building stock. Reinventing the commercial areas, through redevelopment and enhanced urban design, can increase patronage of the unique local businesses that give the area its special character and appeal.

There is little doubt that the opening of these two stations has the potential to positively transform the neighborhoods and businesses around them. The question is “How?”

QUESTIONS FOR TOMORROW

- **Can major transit investment that connects this area to the rest of the region bring new possibilities for economic growth, education, and workforce development?**

- **How can this area grow in a way that embraces and preserves the diversity of its residents?**
- **Is it easy and safe to walk and bicycle to, and through, the area?**
- **How can housing remain affordable to a broad cross-section of residents?**
- **How will retail and office space remain affordable for incubator, start-up, and other small businesses?**
- **Is the area designed in a manner that attracts people to live, work, shop, and visit?**
- **How will the area develop in a way that is environmentally sustainable and resilient?**
- **Will these investments lead to displacement, broader gaps between “haves” and “have-nots,” vanished communities, and a lost opportunity?**

This plan addresses these, and other questions, facing this community over the next two decades.

KEY THEMES

The East Riverdale-Beacon Heights Sector Plan reflects three themes:

Connect local and regional places

Cultivate new opportunities

Celebrate diversity and neighborhood character

VISION

The Purple Line will connect East Riverdale and Beacon Heights to the region, cultivating new, sustainable opportunities for living, working, interacting, playing, and shopping that preserve and celebrate the diversity and neighborhoods that continue to make this a unique and exciting place.

Sector Plan Boundary Amendment

The Prince George’s County Council, sitting as the District Council, approved CR-63-2015 on October 12, 2015, initiating this sector plan. CR-63-2015 contained a proposed sector plan boundary. The original proposed boundary included portions of Fletcher’s Field Park within the Town of Edmonston and subject to the 2010 Approved Port Towns Sector Plan, and portions of the Baltimore Washington Parkway within the City of Greenbelt. This Preliminary Sector Plan recommends amendment of the boundary by deleting any land within the City of Greenbelt or Town of Edmonston.

OVERALL GOALS

Connect

- Improved access to the Purple Line, the regional trail network, and destinations within the sector plan area through safe opportunities to bike, walk, and/or take transit.
- New growth directed to the station areas and away from floodplains and other environmentally-sensitive areas.
- Increased connections to educational and workforce development opportunities.

Cultivate

- Great public spaces that facilitate social, cultural, and economic interaction.
- New, walkable, mixed-use development to capitalize upon Purple Line investment.
- Repurposed office stock that supports emerging businesses and markets.

Celebrate

- New businesses, residents, and visitors attracted to the area's diversity.

- Stable residential neighborhoods with improved access to main corridors, transit, and schools.
- A range of housing types and price points that preserve affordability for a broad cross-section of residents.
- New and revitalized retail spaces that support local and family-owned businesses.

PLAN FRAMEWORK

The East Riverdale-Beacon Heights Sector Plan contains goals, policies, and strategies at two different scales. First and foremost are those goals, policies, and strategies that apply to the entire sector plan area. Additional goals, policies, and strategies were developed for five specific character areas. Each of these areas contain unique attributes, and have particular assets and challenges, that require specialized focus. These character areas are:

Beacon Heights Neighborhood Center

The area around the Beacon Heights Purple Line Station.

Riverdale Park Neighborhood Center

The area around the Riverdale Park Purple Line Station.

Neighborhood Character Area

Existing single-family residential neighborhoods and parkland.

Kenilworth North Character Area

Commercial and retail development along MD 201 (Kenilworth Avenue) north of the Riverdale Park Neighborhood Center.

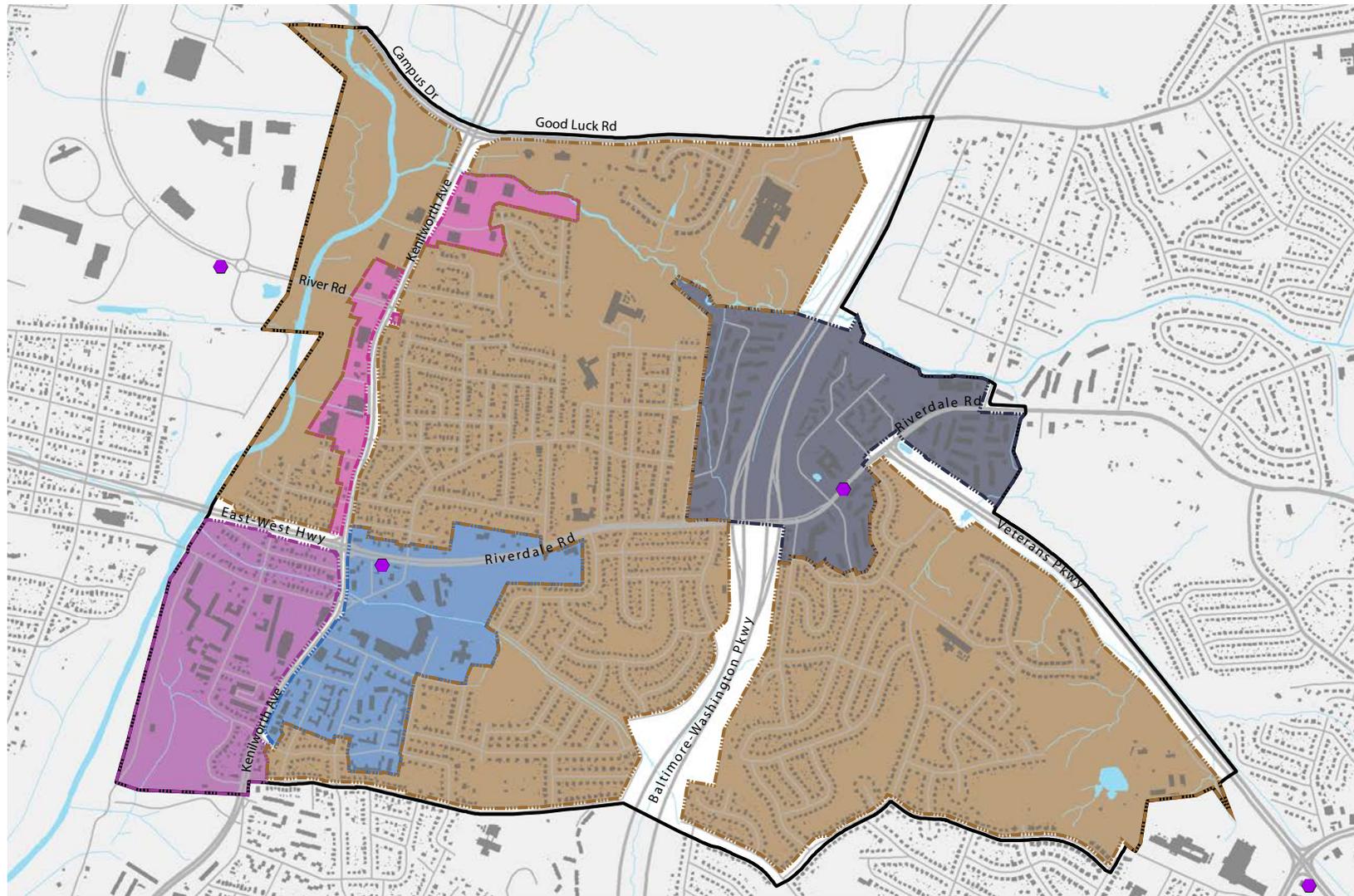
Kenilworth South Character Area

Existing retail, apartment, and condominium communities, with adjacent parkland, along MD 201 (Kenilworth Avenue) south of the Riverdale Park Neighborhood Center.

Riverdale Park Station

References within this sector plan to the "Riverdale Park Station" pertain to the Riverdale Park Station on the Purple Line, and should not be confused with the Riverdale MARC Station along the Camden Line or the Riverdale Park Station mixed-use development on US 1 (Baltimore Avenue), both of which lie to the west of the sector plan area within the Town of Riverdale Park.

Map 2. Character Areas



LEGEND

- East Riverdale - Beacon Heights Sector Plan Boundary
- Buildings
- Known Water Bodies

- Proposed Purple Line Station (MTA)
- Primary Road
- Local Road

Character Areas

- Beacon Heights Neighborhood Center
- Riverdale Park Neighborhood Center
- Neighborhood Character Area
- Kenilworth North Character Area
- Kenilworth South Character Area

