

HENSON CREEK
VILLAGE AREA STUDY

ENVIRONMENTAL, ECONOMIC, AND MARKET REPORT

 PRINCE GEORGE'S COUNTY
Planning Department

December 2021



Abstract

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This study evaluates the current environmental and market constraints and conditions of the Henson Creek Village area and its potential to attract and support new commercial and residential investment. Henson Creek Village is a 159-acre area of land in southern Prince George's County within Planning Area 80. The study area is located west of MD 210 (Indian Head Highway), north of Old Fort and Oxon Hill Roads, and east of the Tor Bryan Estate subdivision. A portion of the area was identified in the 2006 Approved Master Plan for the Henson Creek-South Potomac Planning Area as the "Henson Creek Transit Village" and includes the Livingston Square Shopping Center. The potential is based on current and anticipated market conditions. The study details the research, observations, and recommendations of the environmental assessment to preserve environmentally sensitive features and control flooding. It also details the findings of economic/market and land use assessment and provides strategies for revitalization and long-term growth and sustainability.

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**Prepared by HR&A Advisors for
The Maryland-National Capital Park and Planning Commission**

Prince George's County Planning Department
14741 Governor Oden Bowie Drive
Upper Marlboro, MD 20772

www.pgplanning.org

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- 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.

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- Our mission is to help preserve, protect and manage the County's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
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Special thanks to The Honorable Monique Anderson-Walker, former Councilwoman District 8, for her interest and dedication to this project.

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Economic, Market and Implementation Study Report
<https://bit.ly/HensonApp1>

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<https://bit.ly/HensonApp2>

← Livingston RD

Palmer RD →

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Introduction and Background

The need to implement the vision and recommendations of the 2006 Approved Master Plan and Sectional Map Amendment for the Henson Creek-South Potomac Planning Area as well as respond to the need to control flooding and improve the commercial center corridor prompted the Henson Creek Village Area Study. The master plan provides visions, goals, policies, and strategies for future development of the area with strong emphasis on mixed-use, transit- and pedestrian-oriented development patterns in centers and identified corridor nodes. This master plan identifies the study area as Henson Creek Transit Village, envisioned as a pedestrian-oriented village in a “main street” setting orienting the majority of the pedestrian activity on Livingston Road, and providing a transit station for future bus rapid transit along MD 210 (Indian Head Highway). Since 2006, little reinvestment has occurred within the study area. The fixed-guideway or enhanced transit service envisioned by the master plan has not materialized and is not expected soon. This study refers to the area simply as Henson Creek Village.

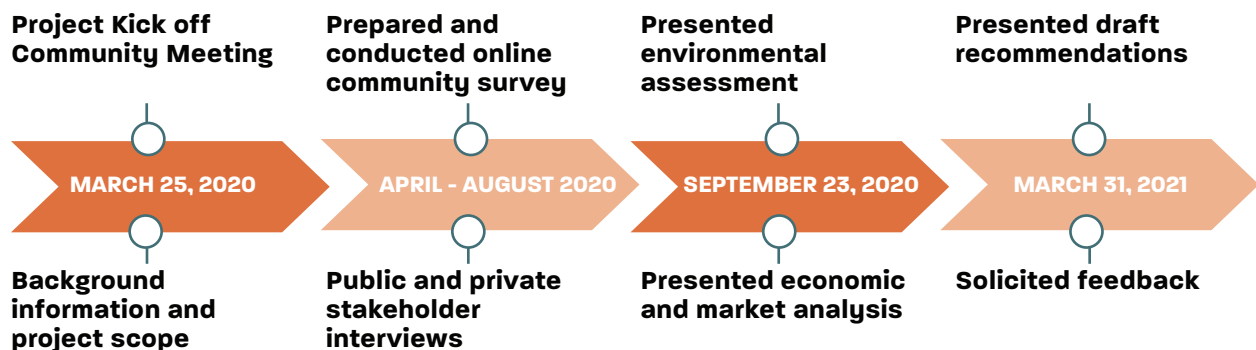
To address these issues, The Prince George’s County Planning Department of the Maryland-National Capital Park and Planning Commission solicited the services of HR&A Advisors Inc. to conduct a targeted economic and market analysis and identify the viable niche market, real estate products, and commercial uses that can revitalize this location as a destination. The Planning Department also solicited and retained

the services of KCI Technologies, Inc. to prepare an assessment of the environmental issues and to provide recommendations for the incorporation of environmentally sensitive redevelopment techniques and practices into redevelopment.

The study incorporated public participation in the form of agency and stakeholder interviews, property owner and community surveys, and three community meetings. The surveys and meetings gave insight on property owner, community, and agency priorities, which informed the study recommendations. Based on the environmental study findings, HR&A Advisors and their subcontractor, Toole Design, prepared a neighborhood redevelopment strategy to drive revitalization and catalyze investment in support of a vibrant, walkable, mixed-use district. The neighborhood redevelopment strategy provides insight into current market and economic conditions, opportunities for new residential, retail and commercial uses, opportunities for infrastructure and open-space improvements, and strategies to fund and phase the village improvements within the context of the resources outside the study area that add to the vibrancy of the community.

Because minimizing flooding upstream reduces flooding in the study area, KCI further prepared a set of watershed restoration/preservation and stormwater management best practices, strategies, and recommendations for the region beyond the study area.

Figure 1. Project Public Participation



Project Goals

The following summary of Henson Creek Village area redevelopment goals has been drawn from the 2006 Approved Henson Creek-South Potomac Master Plan, previous County studies, and stakeholders' interviews.



Creating a visionary and feasible plan for a village center consisting of a walkable, vibrant mix of pedestrian-friendly retail, housing, and community amenities.



Exploring the opportunity to use Henson Creek as a recreational and environmental amenity, integrate recreation into flood plain management, and preserve natural spaces near the creek.



Attracting diverse, local retailers that bring a variety of high-quality, appealing dining and shopping options to area residents.



Supporting new and emerging small businesses through markets, pop-up spaces, and other strategies.

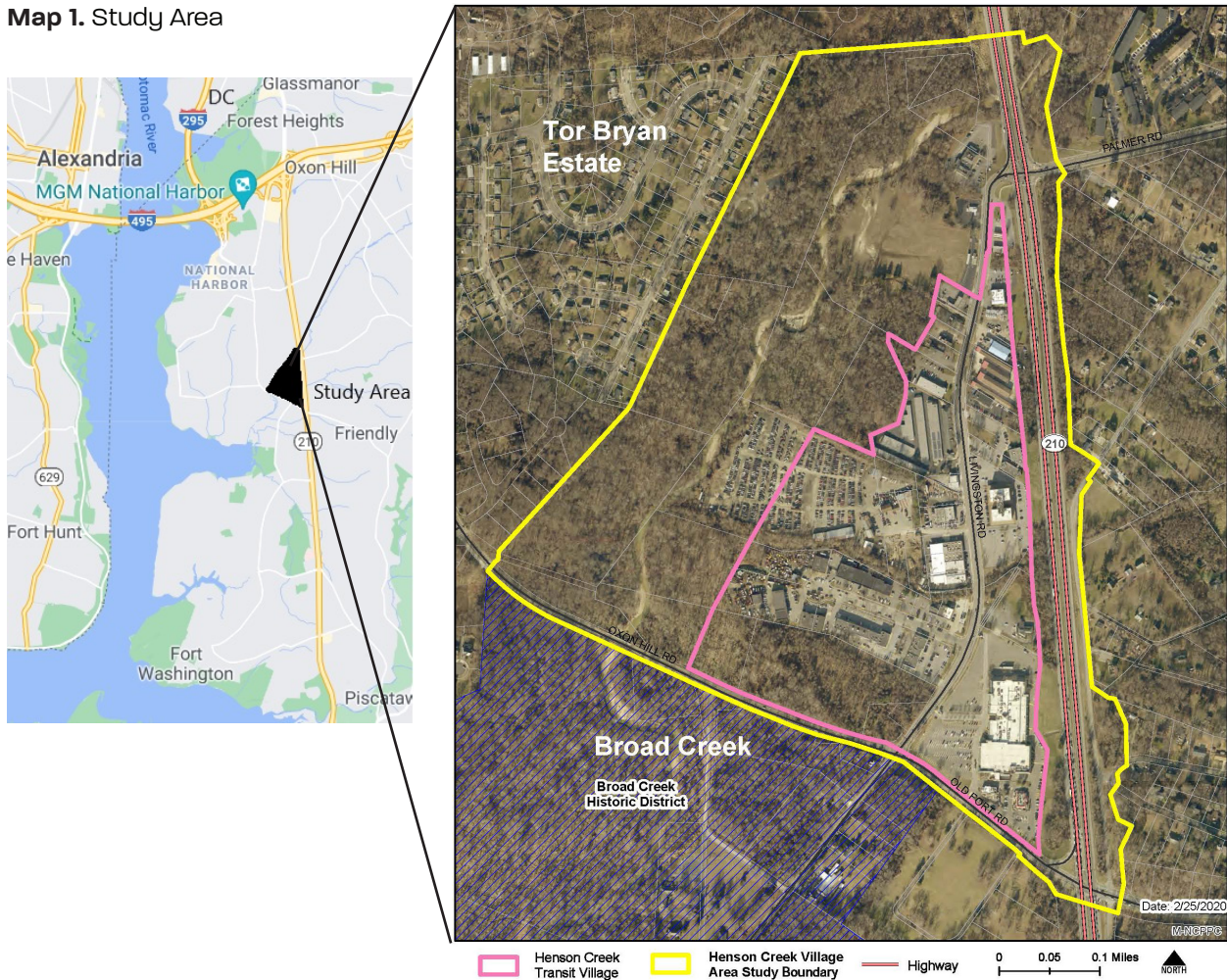


Supporting community health and wellness through corridor walkability, quality retail, and healthy food options.

Study Area Context

The study area is two miles southeast of National Harbor and 10 miles southeast of Washington, D.C. It accounts for roughly 0.2 square miles of total area, with Livingston Road at its core. Residential development, Tor Bryan Estate, adjoins the study area boundary to the west, Broad Creek Historic District to the south and MD 210 (Indian Head Highway) to the east.

Map 1. Study Area



Uses



Automobile-oriented Livingston Square Shopping Center

Currently the study area is predominantly automobile-oriented,¹ with light-industrial uses, including two consolidated storage businesses, several automobile service businesses and strip retail establishments anchored by the Livingston Square shopping center. Standalone businesses include Sunnybrook Tavern, Harley-Davidson of Washington, D.C., Fort Washington Golf Range, SmokeShack Ribs and Barbeque Restaurant, and a 7-Eleven convenience store. These businesses have mostly low-intensity, automobile-oriented street frontages with parking lots abutting their retail entrances and are concentrated along Livingston Road. Other light-industrial uses are present along Cady Drive (a cul-de-sac) and a 14.8-acre automobile salvage and recycling business accessed from Taylor Acres Avenue.



Class C Office Building - 9300 Livingston Road

There are two office buildings within the Henson Creek Village area: 9300 Livingston Road, constructed in 1982, and 9400 Livingston Road, constructed in 1973 (renovated 2011). The buildings are two and four stories, respectively, and are the tallest structures in the area. Both are categorized as Class C office space, identifying them as older buildings with outdated infrastructure and technology in need of extensive renovation. The buildings have a combined total of 91,000 square feet of occupiable space.

¹ Automobile-oriented means that the street was designed for motorized vehicles and little else. Today best practice street designs are more "complete," meaning designed to accommodate many modes of accessible and inclusive movement, from bicycles to wheelchairs to walkers, and provide directional information in different formats (for example, braille and/or sound).



Livingston/Oxon Hill/ Old Fort Road Intersection Unfriendly to Pedestrians

Accessibility

The Henson Creek Village area boundaries are significant barriers to walking, biking, micromobility², and transit: MD 210 (Indian Head Highway), Oxon Hill Road, and Henson Creek itself have limited safe crossings or points of access. MD 210 is scheduled to become an even greater barrier as a limited-access highway with grade-separated intersections at Livingston Road and Oxon Hill Road.

Opportunities for pedestrians are limited within the Henson Creek Village area. Livingston Road has sidewalks on both sides (except for the west side north of Oxon Hill Road) and Cady Drive also has sidewalks on both sides. However, the sidewalks are of minimum width and in poor condition. Buffers between the roadway and sidewalk are intermittent,

and Livingston Road has only one marked crosswalk (at its intersection within Oxon Hill Road).

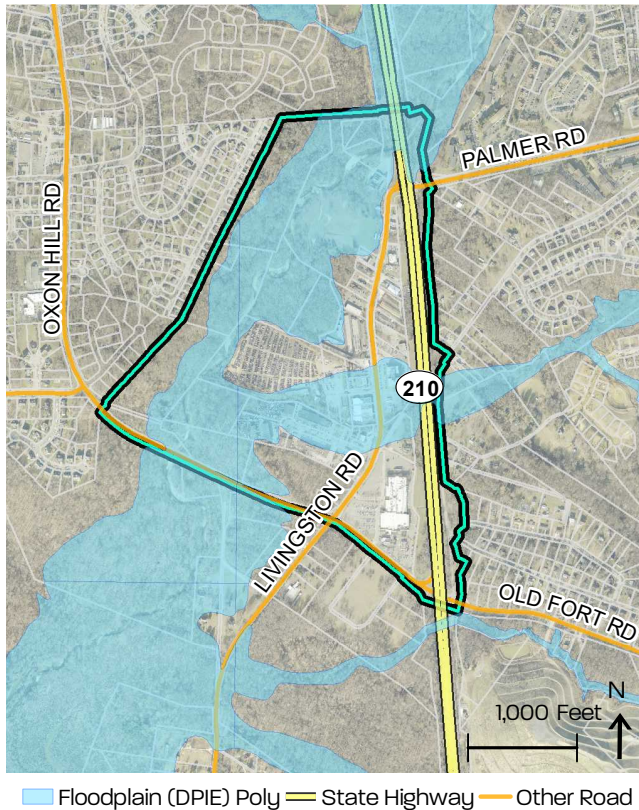
Although there are bike trail and bus routes in the area, there are no bus stops along the commercial corridor. Bus routes 35S and 37 and Metrobus routes P18 and P19 skirt Henson Creek Village, but there are no stops within it. There are no designated spaces within the street that are designed for the movement of cyclists and Livingston Road has one of the lowest bicycle level-of-service conditions: four narrow travel lanes, a posted speed limit of 35 mph, and multiple driveways and side roads. There is no direct access to the Henson Creek Trail from the commercial corridor, although the trail underpass at MD 210 (Indian Head Highway) is within 400 feet of Livingston Road.

²Micromobility refers to a range of small, lightweight devices operating at speeds typically below 15 miles per hour and is ideal for trips up to 6 miles. Micromobility devices include scooters, skateboards, rickshaws, and cargo bikes. Source: <https://www.itdp.org/multimedia/defining-micromobility/>.



Henson Creek (KCI May 2019)

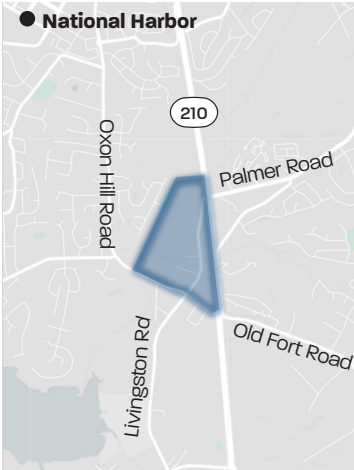
Map 2. Extent of Floodplain within Study Area



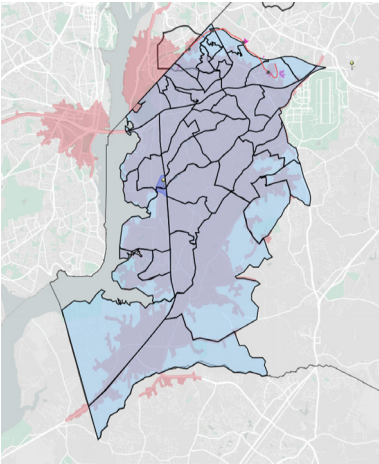
Environmental Assets

Henson Creek Village is located within the Chesapeake Bay watershed. Henson Creek runs parallel to Livingston Road to the west and is generally surrounded on both sides by 500 feet of woodland. Hunters Mill Branch runs tangentially to Livingston Road and MD 210 (Indian Head Highway) and joins Henson Creek within the study area boundary. Much of the study area is located within the 100-year floodplain and contains many ecological and environmental assets such as wetlands, streams, and forests that are home to sensitive species and their habitats.

Demographic and Market Overview



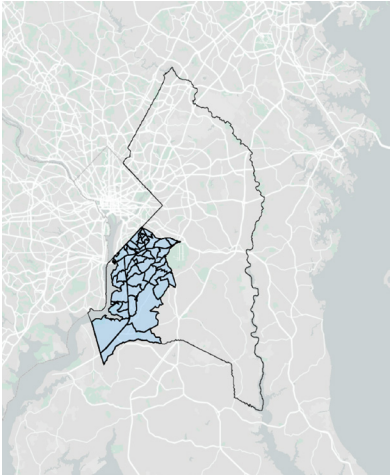
The Henson Creek Village area, with boundaries determined by the 2006 *Approved Master Plan and Sectional Map Amendment for the Henson Creek-South Potomac Planning Area* reflects the smallest geography used. Current uses and development recommendations pertain to this geography.



Adjacent Neighborhoods, 10- to 15-minute drive

As there is no resident population in the Henson Creek Village area, the “adjacent neighborhoods” area was created to evaluate a demographic profile in the area to understand consumer preferences and housing demand.

For the purpose of the study’s housing analysis, adjacent neighborhoods are defined as census tracts within a 10- to 15-minute drive of the Henson Creek Village area. The map depicts neighborhoods within a 15-minute drive; certain charts related to retail and demographics draw from a smaller geography associated with a 10-minute drive.

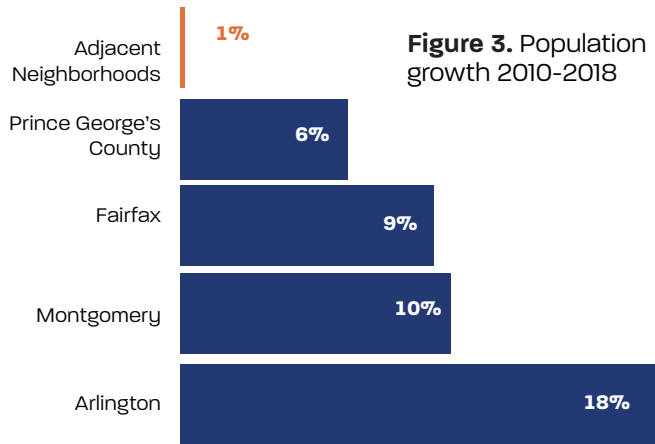


Prince George’s County was also used to provide a regional point of comparison for demographic, retail, and residential analysis.

Population

MEDIAN AGE
44
which is 18 percent higher than the County

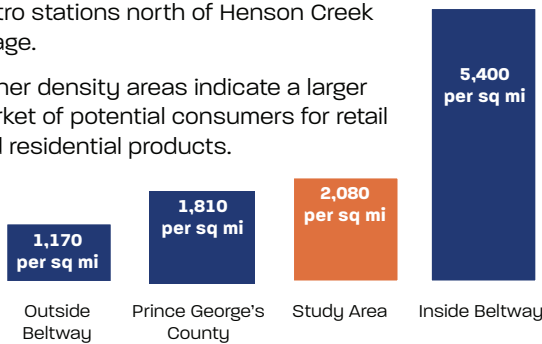
There is no resident population in the Henson Creek Village study area, therefore the “adjacent neighborhoods” area was identified to generate a demographic profile to understand and evaluate consumer preferences and housing demand. For the purpose of the study’s housing analysis, adjacent neighborhoods are defined as census tracts within a 10- to 15-minute drive of the Henson Creek Village area. Since 2010, these adjacent neighborhoods have experienced negative population growth. This contrasts with a regional population growth of 6-17 percent over the same period. An aging population has not changed much, as adult children have moved out and left behind empty-nester households.



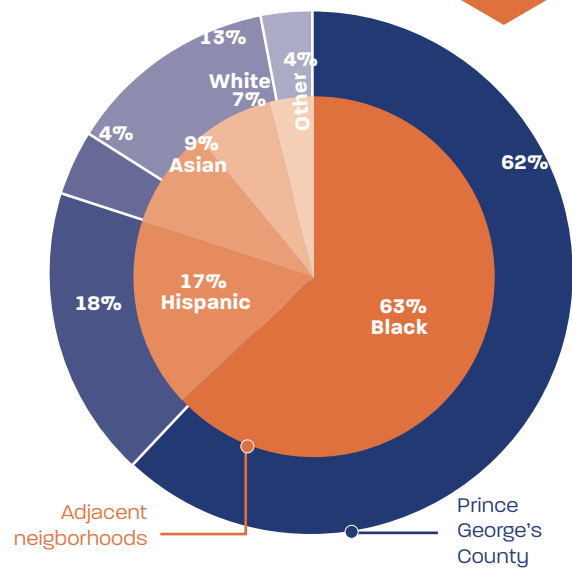
POPULATION DENSITY

Adjacent neighborhoods are slightly more densely populated than Prince George’s County as a whole. Population in the portion of Prince George’s County located within the Capital Beltway is three times that of the County overall, largely because of denser multifamily neighborhoods close to the Beltway and Metro stations north of Henson Creek Village.

Higher density areas indicate a larger market of potential consumers for retail and residential products.



SOURCES: 2019 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES, EMSI

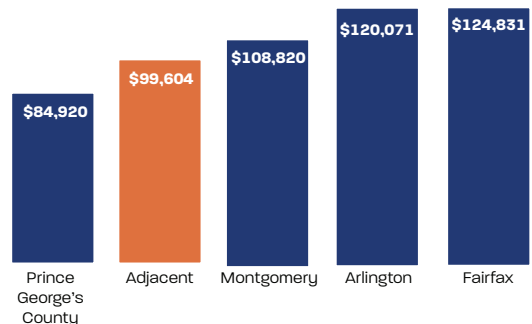


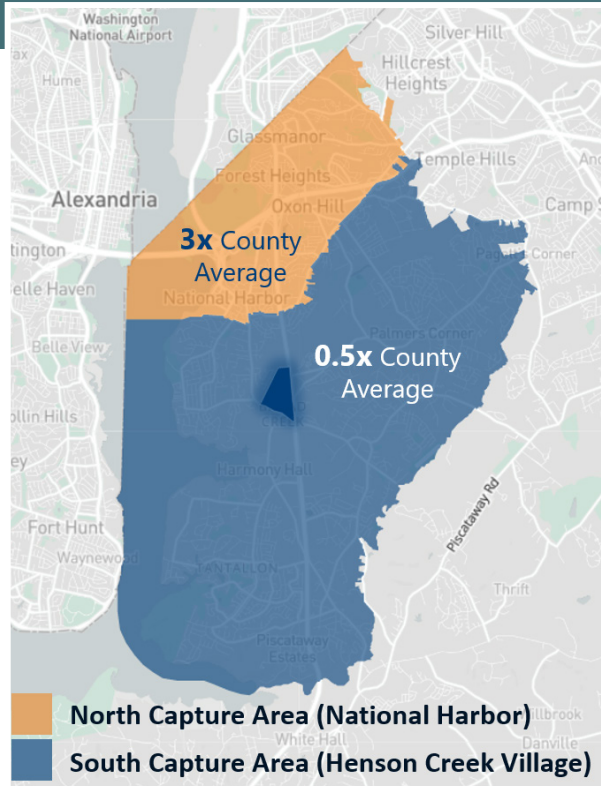
RACIAL COMPOSITION

The Fort Washington area is an established, high-income, predominantly Black neighborhood. The community’s racial composition largely mirrors that of the County, although the proportion of Asian residents in Fort Washington is more than twice the county average.

MEDIAN HOUSEHOLD INCOME

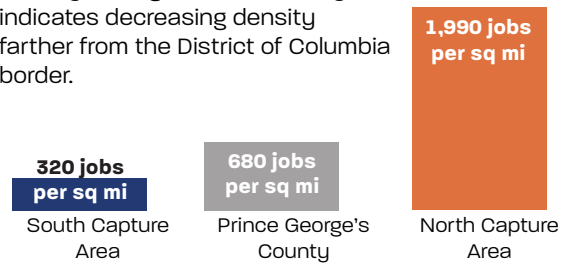
Median income in adjacent neighborhoods (census tracts within a 10- to 15-minute drive of the study area) is \$15,000 higher than the County median income although below that of surrounding counties. Median household incomes across the region are high, which generally indicates increased levels of disposable income as well as market support for higher-end retail, restaurant, and residential options.





EMPLOYMENT DENSITY

Adjacent neighborhoods include dense job centers adjacent to the Beltway and the Washington, D.C. border, with an employment density of nearly 2,000 jobs per square mile in the north capture area. Areas immediately abutting and to the south of the Henson Creek Village area (south capture area)³ include lower-density, mostly single-family neighborhoods, with an average of 320 jobs per square mile. Job density parallels population density findings, which similarly indicates decreasing density farther from the District of Columbia border.

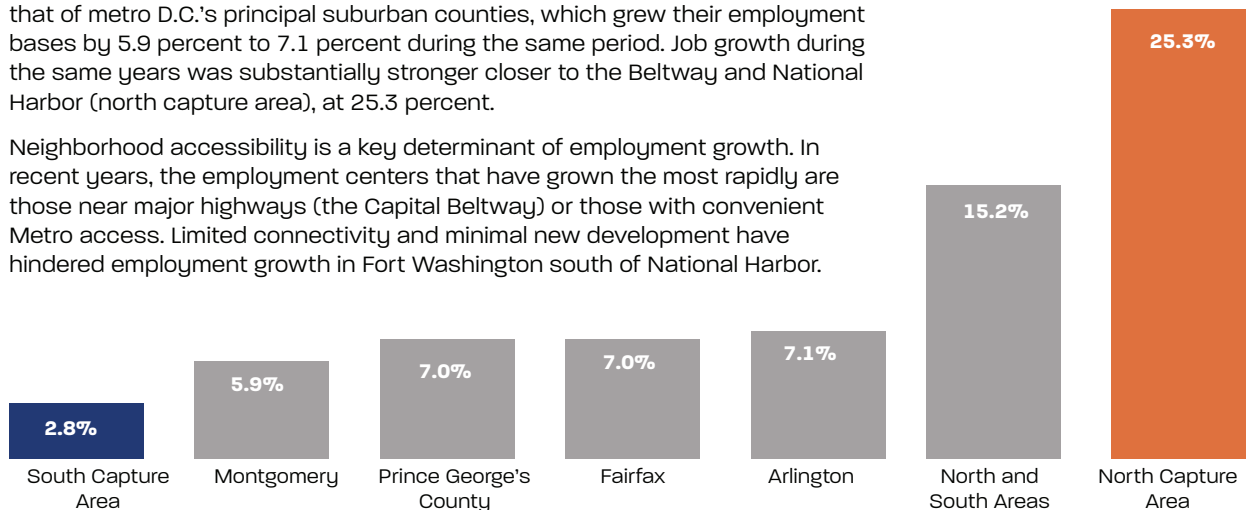


SOURCES: 2019 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES, EMSI

EMPLOYMENT GROWTH

The job growth rate from 2010 to 2018 near the Henson Creek Village area (south capture area) was 2.8 percent. This rate significantly lagged behind that of metro D.C.'s principal suburban counties, which grew their employment bases by 5.9 percent to 7.1 percent during the same period. Job growth during the same years was substantially stronger closer to the Beltway and National Harbor (north capture area), at 25.3 percent.

Neighborhood accessibility is a key determinant of employment growth. In recent years, the employment centers that have grown the most rapidly are those near major highways (the Capital Beltway) or those with convenient Metro access. Limited connectivity and minimal new development have hindered employment growth in Fort Washington south of National Harbor.



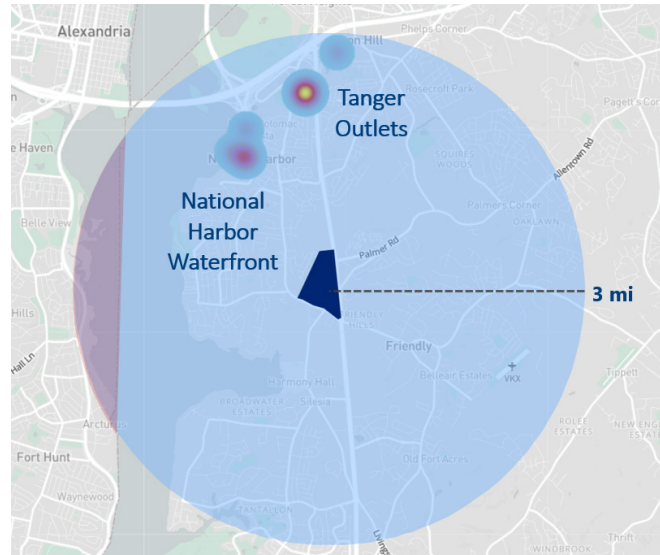
SOURCES: 2019 AMERICAN COMMUNITY SURVEY 5-YEAR ESTIMATES, EMSI

Retail Analysis

**AVERAGE
RETAIL RENT**
\$21/sf
Compared to the
County average of
\$25 per square
foot

**RETAIL
BUILDING AGE**
53
Compared to the
County average of
45 years

Land use trends to the south of the study area tend toward residential, while commercial development has occurred north of the study area closer to Washington, D.C. and along the Beltway. Retail in Henson Creek Village is aging, car-centered, and low-density. There has been limited new retail development in the area in part because of the distance from major highways and transit compared to competitor locations as well as lower population densities in nearby neighborhoods. All recent retail development in adjacent neighborhoods has occurred at Tanger Outlets and at National Harbor, which has attracted dense, mixed-use development over the past decade because of its waterfront amenities and convenient Beltway access. The new retail is represented by two types of development: walkable retail and suburban, auto-oriented retail. Walkable, amenity-rich, mixed-use developments with ground-floor retail are located near National Harbor's waterfront, while an auto-oriented, suburban, single use typology was built at the

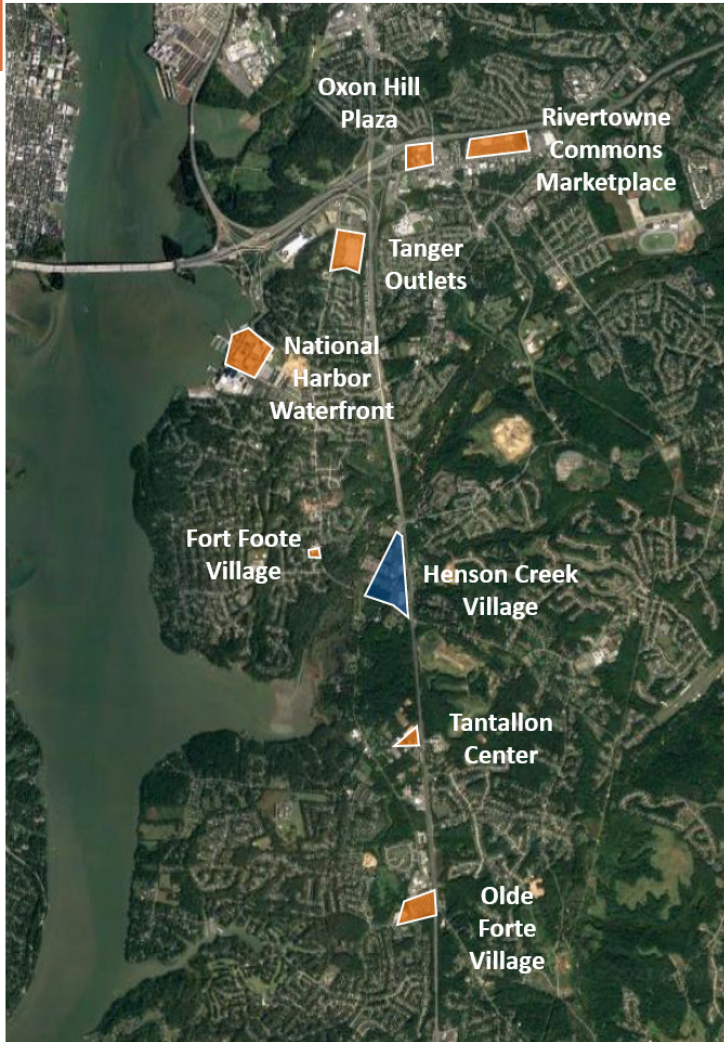


500,000 SF RETAIL GAP

RETAIL GAP

A retail gap analysis to quantify supply and demand for various retail types in an area, actual retail spending across types compared to what might be expected based on the area population, and average consumer spending trends was performed. It was determined that despite new development to the north, significant demand remains for new retail in the Henson Creek Village Trade Area that could support as much as 500,000 additional square feet of retail.

SOURCE: COSTAR DATA FROM JULY 2020



SURROUNDING RETAIL

There are several older shopping centers proximate to the Henson Creek Village area. Fort Foote Village is a smaller shopping center east of the Village, mainly comprised of convenience, restaurant, and beauty retailers. South of Henson Creek Village on MD 210, Tantallon Center provides automotive and restaurant retail offerings. Olde Forte Village is two miles south of Henson Creek Village along MD 210 and is anchored by a large grocery store. Both Rivertowne Commons Marketplace and Oxon Hill Plaza are located to the north, adjacent to the Beltway, and anchored by grocery and department store retailers. Compared to National Harbor offerings, these shopping centers are mainly limited to automobile-oriented service retail, fast food restaurants and beauty uses.



National Harbor Waterfront, retail development is oriented around pedestrian amenities, walkability, and interaction.



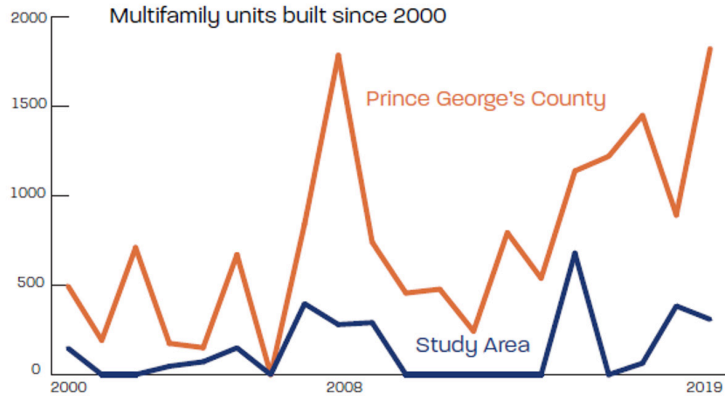
Tanger Outlets is a pleasant, outdoor retail experience that employs, single-use suburban typologies accessible only by automobile but is walkable upon arrival.

Residential Analysis

Multifamily residential metrics in the surrounding area are similar to the County overall. Units on average are roughly 50 years old, largely represented by garden apartments or other low-scale, auto-oriented building types with large surface lots. Similar to retail trends, new residential development has concentrated north along the Beltway, where Metrorail access, proximity to D.C., and surrounding amenities support higher rents.

CONSTRUCTION TRENDS

Neighborhoods within a 15-minute drive of the Henson Creek Village have seen increasing multifamily housing construction in recent years, with about 140 units per year being built on average since 2000, and 240 per year since 2015. Of these new units in nearby neighborhoods, about 23 percent of units are affordable (rent controlled, restricted, or subsidized), in line with the County average of 20 percent.



AVERAGE RENT
\$2.05

per square foot—20 percent higher than the County. For a 900-square-foot unit, that's \$1,845.

RESIDENTIAL DEMAND

Annual residential demand for both new and existing units in adjacent neighborhoods is nearly 1,500 units. On average, only 140 units have been built per year since 2010. This means that more than 90 percent of movers must choose existing, older units when selecting another apartment building in adjacent neighborhoods. The slow pace of new residential development compared to total annual demand suggests that the market could support additional new units if they were built. Despite recent development, new construction accounts for less than 10 percent of annual unit turnover, indicating market potential for new residential product. Low-grade housing stock coupled with

MARKET-RATE TYPOLOGIES AND RENTS

Since 2000, market-rate construction in the County has been primarily concentrated in larger, mid-rise buildings (more than 250 units) near Camp Springs, National Harbor, and Oxon Hill, with rents near or above the County average.

Development	Tribeca, Branch Ave	Aspire Apollo, Branch Ave	The Esplanade, National Harbor	The Oxford, Oxon Hill
Rent per SF	\$1.62	\$1.98	\$2.31	\$2.36
Year Built	2008	2015	2015	2019
Number of Units	280	417	262	187

AFFORDABLE TYPOLOGIES AND RENTS

Since 2000, affordable units have been primarily concentrated in smaller apartment buildings and townhomes (less than 150 units) near Fort Washington and Temple Hills, with rents below the County average.

Development	Brinkley Hill, Fort Washington	The Belnor Senior Res. Suitland	The Manor at Victoria Park, Temple Hills	Fort Washington Manor
Rent per SF	\$1.34	\$1.40	\$1.44	\$1.69
Year Built	2017	2019	2000	2005
Number of Units	64	122	148	150

SOURCE: COSTAR DATA FROM JULY 2020

Market Conclusions



Shopping Plaza Retail (Redevelopment Concept): Opportunity to redevelop aging strip retail with focus on vibrancy and visual references to historic villages.



Ground Floor Retail: Opportunity for ground-floor retail in mixed-use developments along Livingston Road focusing on daily-use services for area residents.

Retail Market

Based on the gap analysis, it was determined that despite new development to the north of the study area, significant demand remains for new retail in the Henson Creek Village Trade Area that could support as much as 500,000 additional square feet of retail. Retail opportunities range from existing shopping plaza redevelopment to integration within a mixed-use development typology.

Residential Market

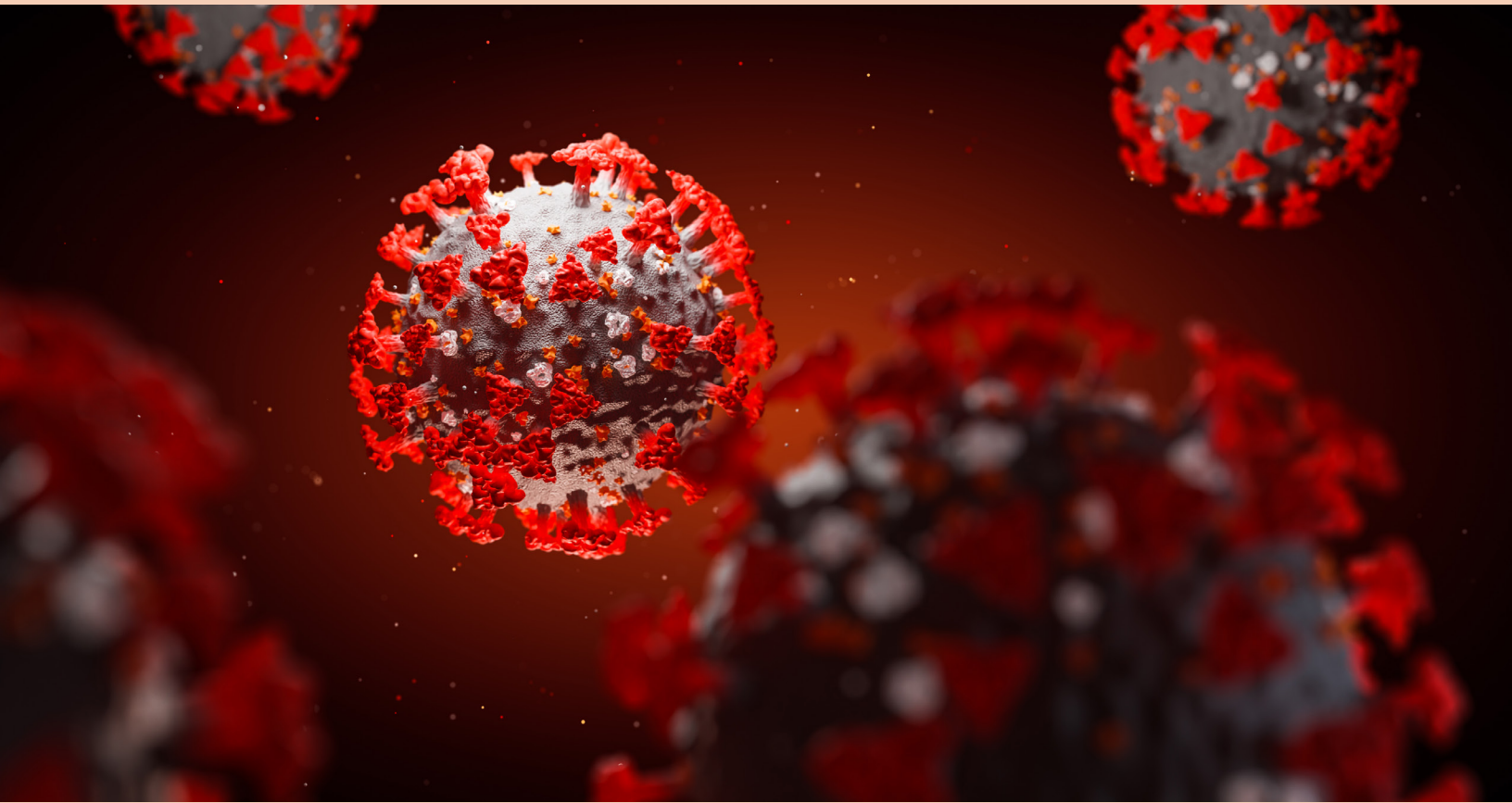
With the aging residential product in Prince George's County, the proximity of National Harbor, and new retail in Henson Creek Village will support growing short and long-term demand for new housing product in the Village. Demand for existing and new housing in the adjacent area remains high, at nearly 1,500 units per year. The study area could support 45 rental units per year as well as 20 owner-occupied units per year. Two new housing types could be market feasible in Henson Creek Village with a smaller environmental footprint than traditional suburban development.



Rental Apartments: Upper floor apartments with ground floor retail present an opportunity to introduce a substantial number of new households while preserving and expanding retail uses.



Owner-Occupied Housing: New owner-occupied housing would satisfy low supply and high demand in the area. New development could increase the population in walking distance of the corridor.



COVID-19 Implications

The pandemic has ramifications for real estate development and market demand both currently and in the longer term. Although the exact impacts of the pandemic may not be evident for several years, several trends are emerging—Short-term consequences include abandonment of offices for work-from-home technologies, an acceleration of the movement of bricks-and-mortar-based retail to online shopping, and an increase in housing prices as supply dropped and demand soared. Long-term consequences remain unclear, although growth of online shopping is likely to continue.

MULTIFAMILY

As metro D.C. continues to create jobs, housing needs will intensify; greater capacity to work from home and a desire for greater safety may push more housing growth into portions of suburban counties with the greatest urban amenities.

RETAIL

Metro D.C. was over-retailed before COVID hit, and the crisis accelerated bankruptcies and store closures. The acceleration of online shopping will help determine the types of retail uses that survive.

MIXED-USE

The desire of urban workers to limit commuting and continue an amenity-rich lifestyle outside of the urban areas may lead to new multifamily-anchored developments within Prince George's County's walkable nodes with ancillary coworking offices, food and beverage, and other uses.

Environmental Assessment and Overview

Flooding

Flooding has been identified as a major problem facing many properties in this part of the County. Flooding is primarily attributed to over-development and development without adequate stormwater management within the watershed; destruction or alteration of natural functions including wetlands, forests, and floodplains; and an increase in the frequency and magnitude of severe storms. Activities upstream impact properties downstream. The existing development in the study area predates environmental regulations and contain impervious surfaces from the office/retail buildings, roadway pavements, concrete sidewalks, and parking lots.

Environmental Features

Much of the study area is in the 100-year floodplain: the area that is most prone to high flooding by a 100-year storm. Since development in the study

area predates environmental regulation, some of the buildings are in the floodplain and do not have adequate stormwater controls. A fill in historic floodplain is also found close to the stream on the western portion of the auto-recycling facility. This is a disturbance of environmentally sensitive area. The use typically produces pollutants such as motor oil, diesel fuel, gasoline, and other toxic substances that can leach into the soil subsurface before entering the groundwater and Henson Creek. Other harmful pollutants such as heavy metals, vehicle battery acid, and other suspended solids can have a harmful impact to the chemistry of the soil and the surrounding environmental features.

Wetland exists within the study area which is an area where water covers the soil and is present at or near the surface of the soil all year or part of the year. Wetlands provide values that include natural water quality improvement, flood protection and other valuable ecological functions.

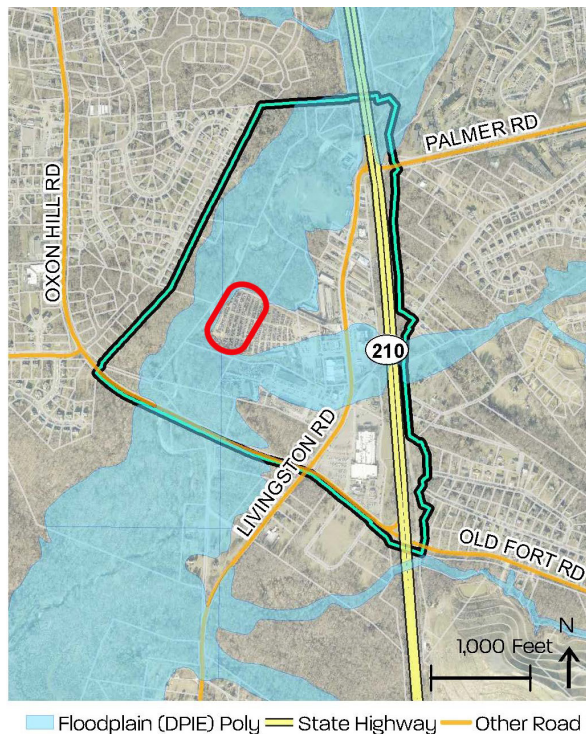


Figure 5. Floodplain map showing development in floodplain and historic fill (shown in red)

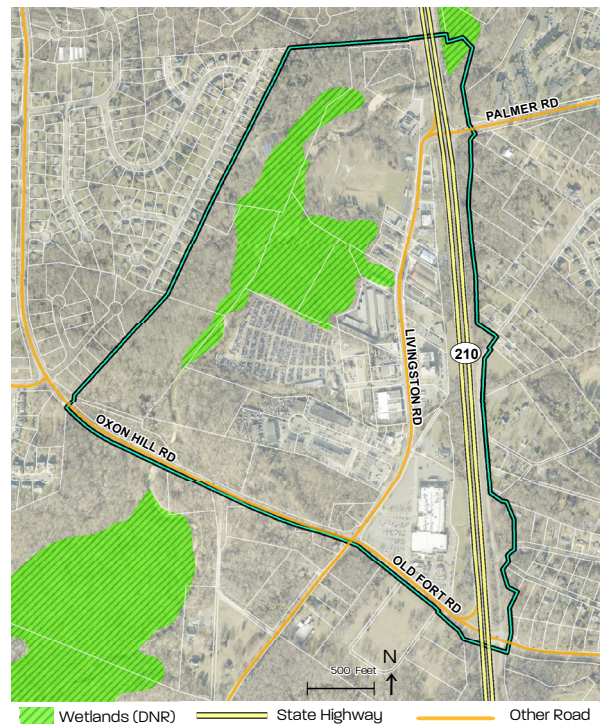


Figure 4. Wetlands

Environmental Assessment Conclusion

Revitalization and redevelopment of the Henson Creek Village area to provide economic growth and a vibrant pedestrian-oriented center requires a comprehensive approach and integration with green infrastructure and improved stormwater management. The comprehensive approach includes:

- Preserving, protecting, and restoring natural areas and functions;
- Expanding the park and trail network;
- Redeveloping existing impervious areas in accordance with the floodplain and stormwater regulations

- Working to implement solutions upstream to reduce flooding.

Preservation, restoration, and enhancement of natural areas both upstream and within the study area will fulfill the goals outlined in the 2017 Approved Prince George's County Resource Conservation Plan, improve water quality, and reduce flooding. Responsible development within this environmentally sensitive corridor will require detailed environmental surveys and engineering with strict adherence to the current standards and regulations. To preserve, protect, and restore natural areas within Henson Creek Village will require a combination of either funding, public-private partnerships, voluntary buyouts, or property acquisitions.



Existing wetland and floodplain

Redevelopment Concept and Recommendations

There is a tremendous opportunity to attract new private investment to Henson Creek Village that includes mixed-use residential and retail with public improvements to roads, sidewalks, and trails.

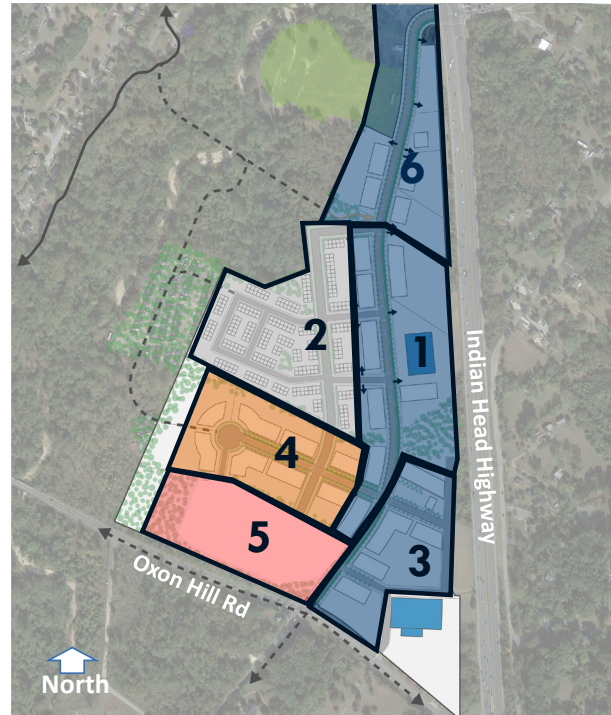
The vision for new development and redevelopment of Henson Creek Village must consider zoning regulations, environmental conditions, real estate market dynamics, and feasibility. Future development will also require coordination among stakeholders including the County, developers, property owners, and the community. The degree to which Henson Creek Village transitions to a vibrant, walkable, village center will depend on the availability of tools and resources to support redevelopment.

An estimated 300,000-square-foot gap between existing retail and area demand could be met in the Henson Creek Village area through redevelopment of existing shopping plazas and new mixed-use development with ground-floor retail. Based on surrounding development trends, retail development and absorption could occur at a rate of 17,000 square feet per year.

New rental apartments and owner-occupied residences can build on the annual demand for 1,500 housing units in nearby neighborhoods. New residential uses will be critical to supporting the village's transformation to a walkable center, with its higher density than surrounding single-family neighborhoods and a location within easy walking distance to the Livingston Road corridor's current and future shops and restaurants. New apartments and owner-occupied housing could be delivered and absorbed in the Henson Creek Village area at an annual rate of 45 units and 20 units, respectively.

For the purpose of providing targeted redevelopment recommendations, the Henson Creek Village area is divided into six subareas:

Figure 6. Subareas



- 1. Central Livingston Rd. Corridor**
- 2. Residential District**
- 3. Gateway District - South**
- 4. Commercial District**
- 5. Residential/Open Space District**
- 6. Gateway District - North**

Use Types

- Mixed-Use Development
- Flexible Residential
- Flex Commercial/Medical Office
- Potential Residential and/or Green Space

Redevelopment Scenarios

SUBAREA 1: CENTRAL LIVINGSTON RD. CORRIDOR

Subarea 1 is defined as the Livingston Rd core. Mixed-use development of this area has the highest likelihood of success and could advance the feasibility of redevelopment in adjacent subareas.

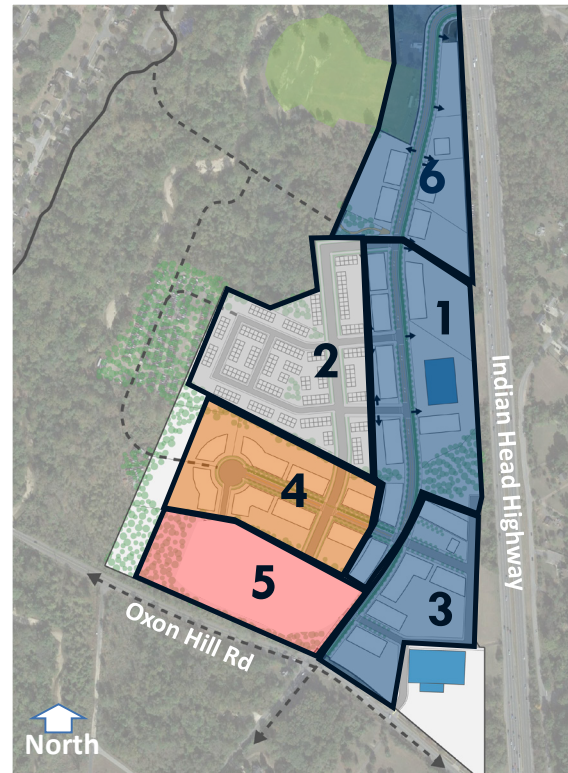
SUBAREA 2: RESIDENTIAL DISTRICT

The redevelopment of parcels further from the Livingston Road corridor is an opportunity to bring denser residential and related uses within walking distance of Livingston Road's commercial uses, providing customers in proximity to new and future retail and restaurant uses and providing convenient retail amenities to new residents. Residential development west of Livingston Road can draw on the strong demand for rental and owner-occupied housing in adjacent neighborhoods. Subarea 2 is underbuilt and has consolidated site ownership, positioning it for less complicated residential redevelopment should the property owner be interested in pursuing redevelopment.

SUBAREAS 3 AND 6: GATEWAY DISTRICTS

Subareas 3 and 6 could extend the length of active, mixed-use development outward from the core of the Livingston Road corridor in subarea 1. Redevelopment in these two subareas would be constrained by challenges including the existence of an already-approved site plan in subarea 3 that would allow for suburban, auto-oriented uses as well as the division of subarea 6 into smaller parcels with various owners who would need to coordinate to enable mixed-use redevelopment. In addition, there may be plans at some point for an interchange at Indian Head Highway's northern entrance, which would further constrain redevelopment on certain northern parcels.

If development constraints are overcome, subareas 3 and 6 have the potential to support significant amounts of multifamily and retail development compared to the subareas' current build-out.



SUBAREA 4: ANCILLARY COMMERCIAL DISTRICT

Cady Dr represents a long-term opportunity to attract denser commercial and potentially medical office uses that could capitalize on the proximity to the Fort Washington Medical Center and offer additional services to local residents.

SUBAREA 5: RESIDENTIAL/ OPEN SPACE DISTRICT

Subarea 5 is currently entitled for residential development and could be developed absent County intervention. Should the County seek to limit the creation of additional impervious surface in proximity to Henson Creek considering ongoing flooding challenges, it could consider acquisition of some or all of this site as additional green space. If desired, the County could also seek to work with the site's landowner to ensure that any new development complies with current stormwater regulations and does not exacerbate Henson Creek's flooding challenges.

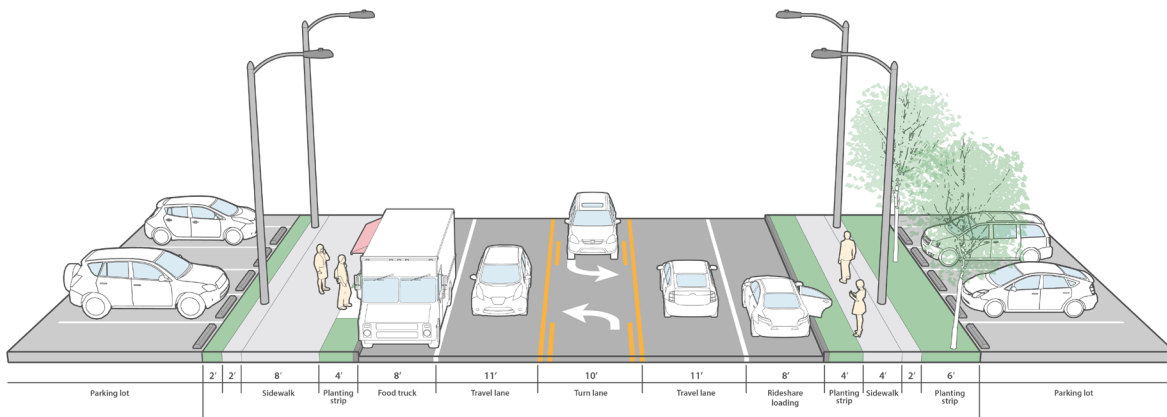


Figure 7. Buildout Redevelopment Concept

This redevelopment concept represents one possible complete buildout scenario for infrastructure and private development. It reflects the development absorption analysis outlined in the retail and residential demand sections above and designed within the context of the historic heritage and character of surrounding landmark buildings. Actual redevelopment will depend on public and private sector coordination and investment. Public infrastructure improvements will be critical to incentivize and support redevelopment.

Recommended improvements include right-of-way/street improvements as well as pedestrian and bicyclist infrastructure to support access from the Henson Creek Trail and surrounding communities.

While it may take some time to achieve the community's vision, it is possible to make incremental improvements today that can be leveraged to make larger changes in the near future. The following recommendations are divided into short-, medium-, and long-term improvements.



SOURCE: TOOLE

Figure 8. Example of reallocating road space from four lanes to three, creating space for a center turn lane.

Short-Term Improvements (within three years)

1. Improve access and mitigate traffic along Livingston Road by reallocating road space to accommodate a center turn lane and curbside parking and pick-up/drop-off areas. These changes, which can be made within the existing footprint of the road, can improve access to the area, reduce the potential for collisions, and mitigate traffic congestion. The curbside lane can be used for additional street parking, for picking up and dropping off passengers, loading for businesses, and programmable space for food trucks or other activities.
2. Prioritize neighborhood activation and beautification efforts, including walkable infrastructure improvements, with the goal of increasing area appeal to housing developers and high-quality retailers through:
 - a. **Programming:** Support a sense of community and local identity through farmers markets, community festivals, and local events.
 - b. **Streetscaping:** Accessibility and appeal both to pedestrians and commuters will benefit Henson Creek Village as it transitions toward a walkable and vibrant village center, and includes improvements



PHOTO BY JASON EVANS/CC BY-SA 2.0

Farmers markets will help activate the area.

- c. **Trail Access:** A trailhead parking area will drive increased utilization of Henson Creek Trail; In conjunction with access paths into Henson Creek Village, this initiative will establish the trail as the central access route for non-auto transportation to the area.

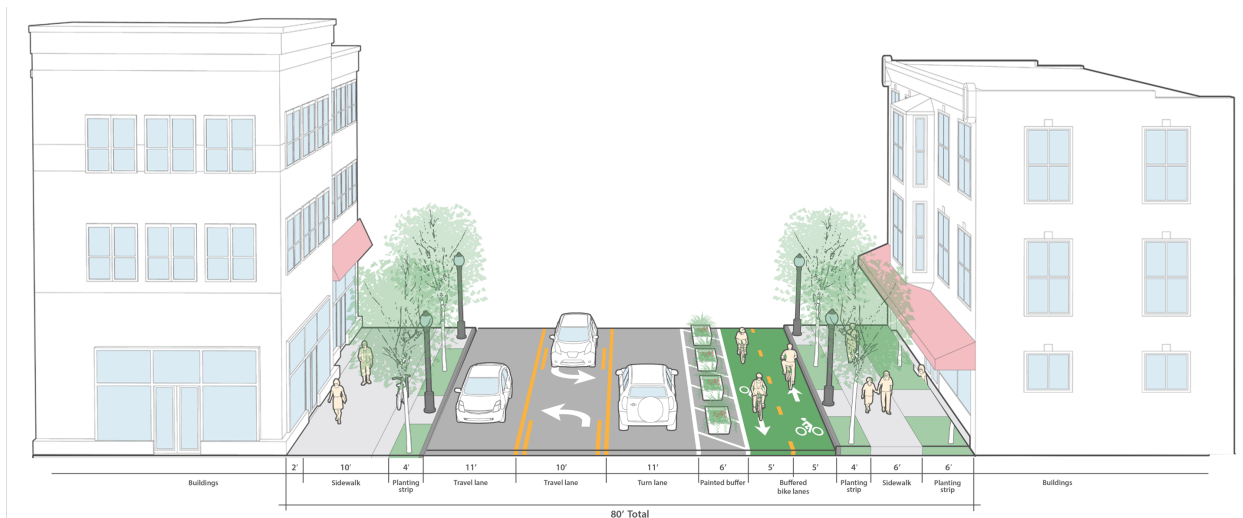


Figure 9. Livingston Road with Center Turn Lane and Painted Bike Lanes

SOURCE: TOOLE

Medium-Term Core Improvements (four – eight years)

1. Extend the Henson Creek Trail to Livingston Road to provide a new access route for pedestrians and cyclists, while a trailhead plaza will create a recognizable landmark and gathering space. Wider sidewalks will give people room to walk and support street-level shops and restaurants. Bike lanes with a painted buffer will give bicyclists a clear, designated place to ride, reducing conflicts with pedestrians and drivers, and increasing access from the trail to the entirety of Henson Creek Village. Additionally, development of a new street parallel to Livingston Road will allow for continued residential and mixed-use development.
2. Construct a new street parallel to Livingston Road between the proposed trailhead and Oxon Hill Road. The new street will accomplish several goals. By providing rear access to properties on the west side of Livingston Road, the new street will allow property owners to move their driveways off Livingston Road, reducing curb cuts and traffic congestion from turning vehicles. The new street would also connect to existing side streets, including Cady Drive and Taylor Acres Avenue, creating a street grid. This provides multiple access points for parcels on the west side of Livingston Road, opening these areas for mixed-use development.



Figure 10. Livingston Road with trail connections and parallel street

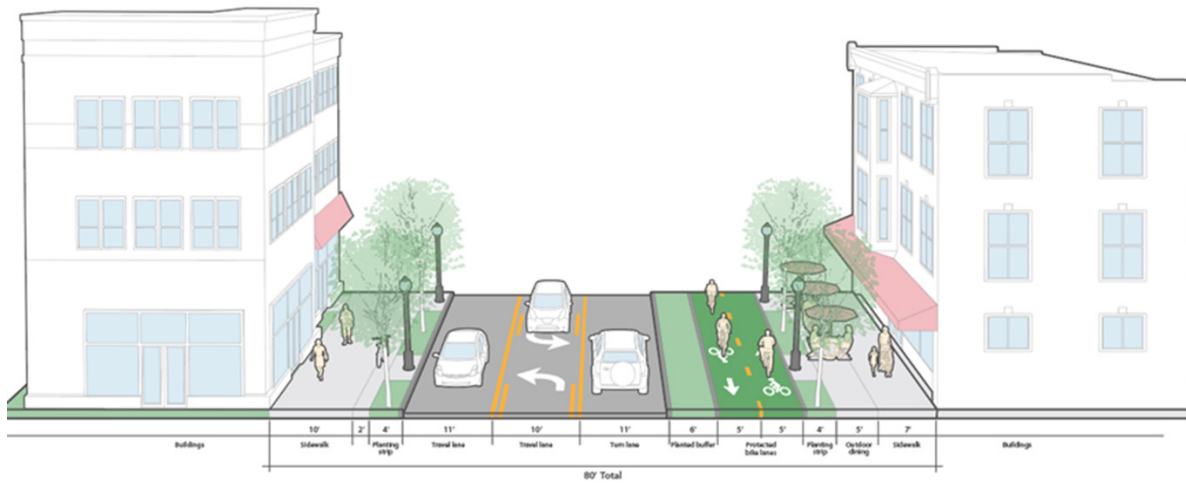


Figure 11. Livingston Road with Center Turn Lane and Elevated Bike Lanes

SOURCE: TOOLE

Long-Term Improvements (nine years and beyond)

1. Fully construct Livingston Road as a “main street” with two-way, sidewalk-level bike lanes, and wider sidewalks with landscaping. The street grid is fully built out, and the village attains a variety of uses, residential, retail and restaurants, and revitalized office and commercial uses along Cady Drive. All parking occurs either at the curbside or behind buildings, including alleys.
2. Redevelop Livingston Square as a pedestrian-oriented “village center” with a mix of retail and residential uses. The grocery store would remain, as would some of the surface parking lots, but the street grid on the west side of Livingston Road would continue to the east side, creating an opportunity for a public plaza and gathering space, potentially located at the northeast corner of Livingston Road and Cady Drive.
3. Return the filled floodplain portion of the auto recycling lot to open space. There is also a significant expansion in open space and expanded wetlands can absorb stormwater and reduce flooding. Regreen Hunters Creek Branch on both sides making it an amenity for the community.



PHOTO BY TOSHIYUKI IMAI/CC BY-SA 2.0

Example of plaza/village square for community events programming.

Stormwater Management and Site Development Recommendations

1. Redevelopment within this environmentally sensitive corridor will require detailed environmental surveys and sound engineering with strict adherence to the current standards and regulations.
2. Use various stormwater best management practice (BMPs) measures for redevelopment projects within the study area such as:
 - a. **Bioretention facilities:** The use of bioretention facilities located within the Henson Creek Village would be most beneficial within large parking lots as multiple bioretention facilities can serve multiple drainage areas or points of runoff collection.
 - b. **Underground storage:** For the Henson Creek Village, this BMP could be used frequently to provide quantity control management for the proposed development. Given that a large portion of the development would occur within the floodplain, this BMP practice could be utilized within the asphalt areas to effectively store and maintain runoff for the 100-year discharges.
 - c. **Underground sand filter structures:** The underground sand filter would be ideal to utilize within the Henson Creek Village as it can be placed within parking lot and other asphalt roadway. At this location, it will be ideal to place this system out of sight so that other development above ground may occur.
 - d. **Green Roof:** This consists of soil and various plants which help add to the installation, mitigate heat-island effect, and reduce water run offs, reduce air pollution and greenhouse gas emissions, and contribute to noise-reduction.
3. Expand Park and trail network to traverse through the existing and proposed natural areas and connect to the village amenities. The Jug Bay Natural Area exemplifies how a trail network through a rich ecosystem can be a transformative and central feature of a community. The expanded trail network could include creation of victory gardens, educational signage, and natural play areas.
4. Explore partnership opportunities for



PHOTO BY AARON VOLKENING/CC BY 2.0

Bioretention in median of Grange Avenue in Greendale, Wisconsin.



PHOTO BY ANDREW/ CC BY 2.0

Soil and plants on a roof help mitigate environmental issues.

stormwater management upstream to reduce flooding downstream. Upstream of the Henson Creek Village, stormwater BMPs (best management practices) including the construction of regional wet ponds and infiltration basins can result in reduced flood flows being delivered into the Henson Creek Village. Partnerships with Maryland Department of the Environment (DoE), Clean Water Partnership (CWP), the private sector, and grantors will be important to fully realize the objectives of revitalizing the community and addressing flooding. CWP and DoE can implement large regional ponds and other stormwater quantity projects upstream of the Henson Creek Village. Grantors can play a role in stormwater quality, stream restoration, and small-scale water quality improvement and educational efforts for residents. The private sector including engineering consultants, mitigation bankers, and other investors, fund and implement restoration projects, such as the wetland and stream mitigation project for MDOT SHA that is in progress to restore floodplain functions and create wetlands within the Henson Creek Village.

Application of Best Management Practices (BMPs) to Build-Out Concept

The concept below illustrates one of many different possibilities, provides a potential development effort that considers the long-term infrastructure growth as well as environmental improvements within the

Henson Creek Village. It shows the proposed building blocks and roadway networks in relation to various stormwater management structural BMPs that could be implemented. Because of climate change and increasing development, rain events will continue to intensify, making proper flood control and management a priority.

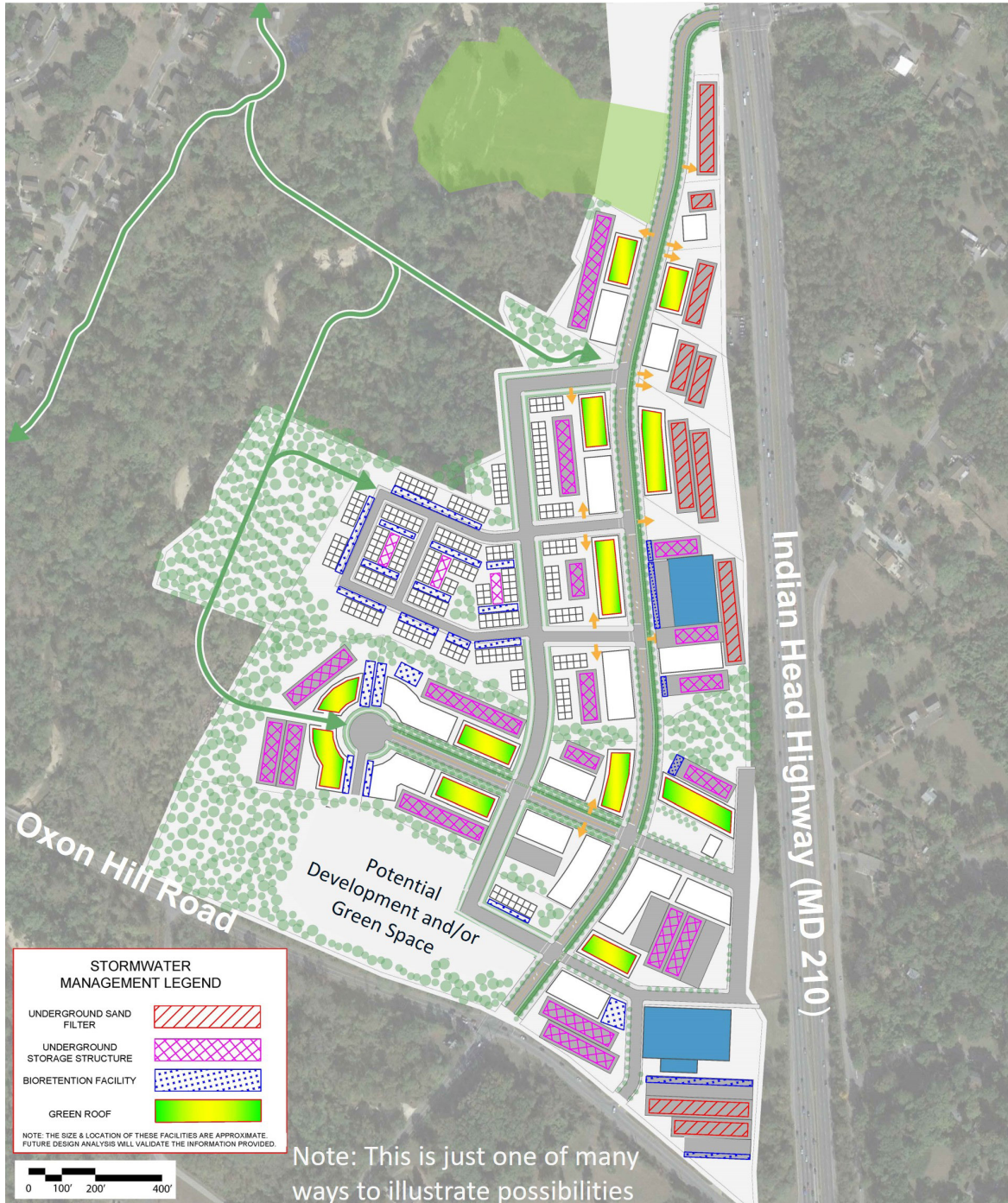


Figure 12. Example of Henson Creek Village Conceptual Site Development Plan with SWM

Implementation and Phasing

County investment in streetscaping, improved access, and other infrastructure improvements should lead the transformation of the Henson Creek Village area. This public sector investment will help to encourage private development by increasing the appeal of the area from both a design and transportation perspective. The purpose of early County improvements is to demonstrate to the private sector the potential of the area to become a walkable and appealing village center.

Short-term recommendations include road improvements, streetscaping, and stormwater management systems concentrated along Livingston Road. To implement infrastructure recommendations, the County could release a request for proposals for further project design (materials and placement of new sidewalks, trees, paths, drains, etc.). Once designs are complete, the County will need to approve capital funding allocations for the projects and then release a request for proposals for construction, which may include paving, landscaping, street painting, etc. per the approved designs.

Road and streetscape improvements will facilitate the redevelopment of the area by signaling to developers and existing property owners that new development or reinvestment will benefit from increased access and continued public investment in the surrounding area. Investment in stormwater management systems will indicate to developers that some of the challenges of building in the flood-prone area will be mitigated by public efforts. In addition, creative stormwater systems that double as recreational amenities would further increase the appeal of the area.

In the medium-term, the County should continue infrastructure improvements beyond the Livingston core area to include the gateway districts, residential districts, and commercial districts. As public investment catalyzes private interest, the County

should prioritize identifying and supporting developers and property owners who are interested in redeveloping their sites. For example, currently, new development in the area generally requires all stormwater systems be updated in accordance with current code. In many cases, the costs associated with these improvements are a significant barrier to development. To lower these barriers while preserving the environment and mitigating flooding, the County should consider grant or discretionary funding programs to developers who meet certain criteria and advance the vision for Henson Creek Village. The Prince George's County Stormwater Management Retrofit Program issues Stormwater Stewardship Grants to qualifying individuals or groups for the purposes of environmental restoration and waterway preservation. Developers are currently ineligible for grants, but a similar program might be used to support development in environmentally sensitive areas where regulatory costs hinder development.

The first new developments are most likely to occur in the core Livingston Road area, after infrastructure improvements are implemented. The private sector will determine the typologies of these buildings, although ground floor-retail with residential above would best support County objectives and match surrounding uses. Some level of mixed-use development is allowed by-right along the corridor, which reduces the likelihood of development delays that might accompany a planned unit development. Construction could begin following approval, with units delivered in as little as a year depending on development size.

Long-term infrastructure improvements and new development will follow buildout of the Livingston Road core. Expansion of the street grid will allow for development in backlot areas and support the growth of the residential population as well as densification along Cady Drive through flex commercial space.

Costs, Responsibilities, and Timeframe: Public Infrastructure

Making the transition to a mixed-use village will create opportunities for residents, visitors, and employers, and the costs of this shift can be offset through incentives, County investment, and private funding sources.

Initiative	Cost	Champion	Near-Term (Within 3 Years)	Timing	
				Mid-Term (4-8 Years)	Long-Term (9+ Years)
Infrastructure					
Livingston Rd road reconfiguration	\$	County	✓	✓	
Livingston Rd streetscaping	\$\$	County	✓	✓	
Livingston Rd full sidewalk buildout	\$\$\$	County		✓	✓
Install permanent protected bike lane	\$\$	County		✓	
Construct trailhead / village connections	\$\$\$	County		✓	
Build new side streets	\$\$\$	County		✓	
Open Space					
Restore natural areas adjacent to creek	\$\$\$	County		✓	
Create natural flood mitigation amenities	\$\$	County		✓	
Marketing and branding effort through open space utilization for programming	\$	County		✓	

Costs, Responsibilities and Timeframe: Private Development

Facilitating communication between existing property owners and developers as well as supporting a streamlined development review process is a critical responsibility of the County.

Initiative	Cost	Champion	Near-Term (Within 3 Years)	Timing	
				Mid-Term (4-8 Years)	Long-Term (9+ Years)
Private Development					
Implement expedited entitlement process for desired redevelopment	\$	County	✓	✓	
Examine viability of new financial incentives (tax abatement, etc.)	\$\$	County	✓	✓	
Support strategic zoning initiatives to increase development feasibility	\$	County		✓	✓
Further engagement with private owners to encourage redevelopment	\$	County/Owners		✓	

Potential Funding Sources

INFRASTRUCTURE AND PARKS

Substantial funding is required for infrastructure improvements, which may be funded by local, state, and federal sources or through philanthropy and earned income. There are several ways the County could fund these infrastructure improvements.

- **Capital Improvement Budget:** Infrastructure and parks improvements in the Henson Creek Village area could be funded by allocation in the capital improvement budget, which has allocated \$4.2B over six years, with \$143M exclusively for road and bridge projects.
- **TIF:** One of the most common national examples is through a Tax Increment Financing (TIF) District. Tax increment financing is a financing mechanism that allows the local government to use anticipated future increases in tax revenues from private development activity to finance present-day improvements such as infrastructure. Locally, TIF bonds were issued for National Harbor in 2004 to fund \$65M in infrastructure improvements.
- **Stormwater Management Bonds:** The County may pay for stormwater management facilities in Fort Washington by issuing bonds funded through an ad valorem tax on all properties in the area receiving the benefits.
- **Federal Trail Funding:** Additionally, Prince George's County may be eligible for grant funding through the Recreational Trails Program, a federal assistance program under the Federal Highway Administration that provides funds to states to improve and maintain recreational trails. Funding from this program could be used to pay for the Henson Creek Trail trailhead or other trail improvements that would increase access to the Henson Creek Village area.
- **Federal Pedestrian and Bicycle Funding:** At a federal level, the Transportation Infrastructure Finance and Innovation Act Credit Program exists to provide loans, loan guarantees, and lines of credit to finance \$10+ million in transportation infrastructure improvements, including pedestrian and bicycle infrastructure networks. This program could be utilized at a county level to advance the medium and long-term transportation goals outlined in the development scenarios above.

PRIVATE DEVELOPMENT

Infrastructure and open space investments will make development in the Henson Creek Village area increasingly feasible, but programs such as the following can jump-start project feasibility and developer interest in the early stages of development.

- **Commercial Property Improvement Program:** This County program awards funding for façade, placemaking, lighting, and major building improvements for retail spaces, for the purpose of increasing competitiveness. This program will pay half of total project cost for eligible improvements, with a minimum grant value of \$50K and a maximum grant of \$350K. Existing property owners looking to reinvest in their properties and maintain a retail presence in Henson Creek Village could utilize this to offset the costs of redevelopment while supporting the walkable village vision.
- **Economic Development Incentive Fund:** The Prince George's County Economic Development Corporation also provides funding to qualified projects through the Economic Development Incentive Fund, which offers \$7-\$11 million annually for projects that will stimulate job growth and advance County development goals and objectives. This program could be utilized by developers for land or building acquisition and construction, with favorable terms that would increase development feasibility.

The above funding and financing sources are just several ways Prince George's County might support new infrastructure and promote development aligned with the 2006 Master Plan and the recommended development scenarios.

Acknowledgements

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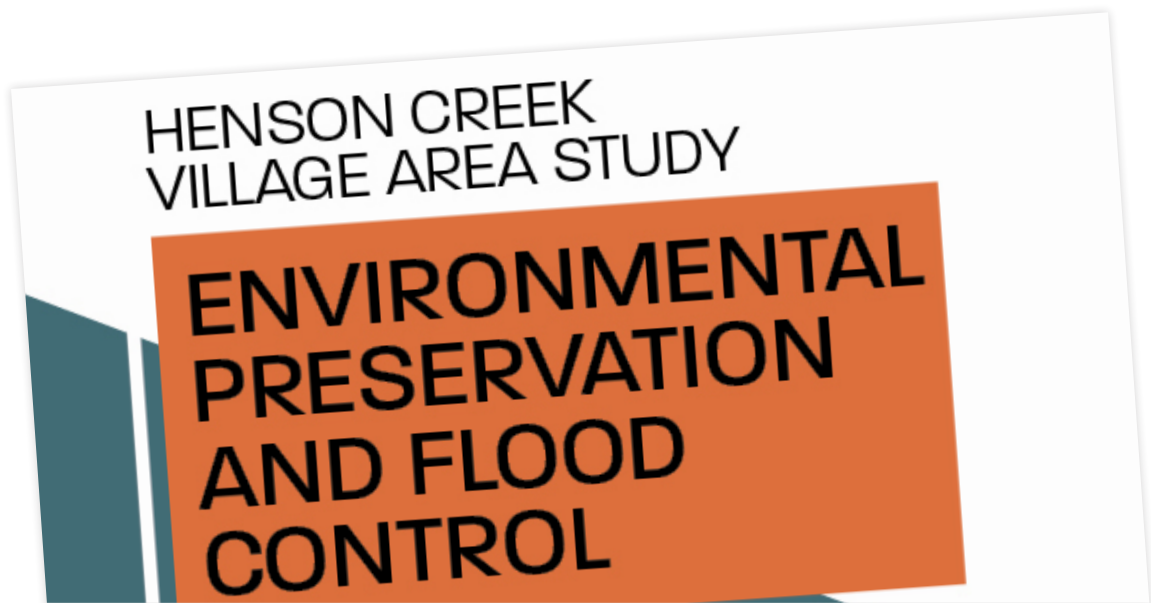
*Former Employee



Appendix I

Economic, Market and Implementation Study Report

The report is available online at <https://bit.ly/HensonApp1>



Appendix II

Environmental Preservation and Flood Control Strategies

The report is available online at <https://bit.ly/HensonApp2>



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