

APPENDIX I

HENSON CREEK VILLAGE AREA STUDY

ECONOMIC, MARKET AND IMPLEMENTATION STUDY REPORT

HR&A Advisors



December 2021

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PHOTO BY M-NOPPC

Executive Summary

HR&A Advisors and Toole Design have prepared a neighborhood redevelopment strategy for Henson Creek Village in the southern Prince George’s County. The strategy is intended 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 Henson Creek Village improvements.

Economic and Market Conditions

The primary study area is located two miles southeast of National Harbor and ten miles southeast of Washington DC. It accounts for roughly 0.2 square miles of total area, with Livingston Road at its core. The study area is predominantly automobile-oriented, strip center retail (260,000 square feet), although two Class C office buildings account for 90,000 square feet of space. The study area is perhaps best known for the Giant Food supermarket that anchors the Livingston Square shopping center, representing 42 percent of its total retail. There is currently no residential population in the Henson Creek Village.

Demographic trends are relatively consistent with Prince George’s County. An older population in the surrounding area coupled with fewer new families has resulted in stagnant population growth between 2010 and 2018, compared to the County average of 6 percent between these 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 DC and along the Beltway. Increased commercial activity is reflected in notably higher employment density and growth in the north than the south.

Retail structures in the study area are on average 8 years older (53 years) than existing retail in the County and commands rents \$4 lower (\$21 per square foot). Despite this, retail vacancy remains on par with Prince George’s County. New retail development in the general area is concentrated in National Harbor, where walkable, mixed-use offerings have supported vibrant growth over the past decade. Despite new development to the north, there remains significant demand for new retail in the Henson Creek Village Area that could support as much as 500K additional square feet of retail.

Multifamily residential metrics in the surrounding area are similar to Prince George’s County. Units on average are roughly 50 years old, largely represented by garden apartments or other low-scale, automobile-oriented building types with large surface lots. Similar to retail trends, new residential development has concentrated north along the Beltway, where metro access, proximity to DC, and surrounding amenities support higher rents. 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 a high area median income and a preference for high-quality residential product positions the Henson Creek Village Area to satisfy growing market demand for new units.

Redevelopment, Infrastructure, and Implementation Strategy

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

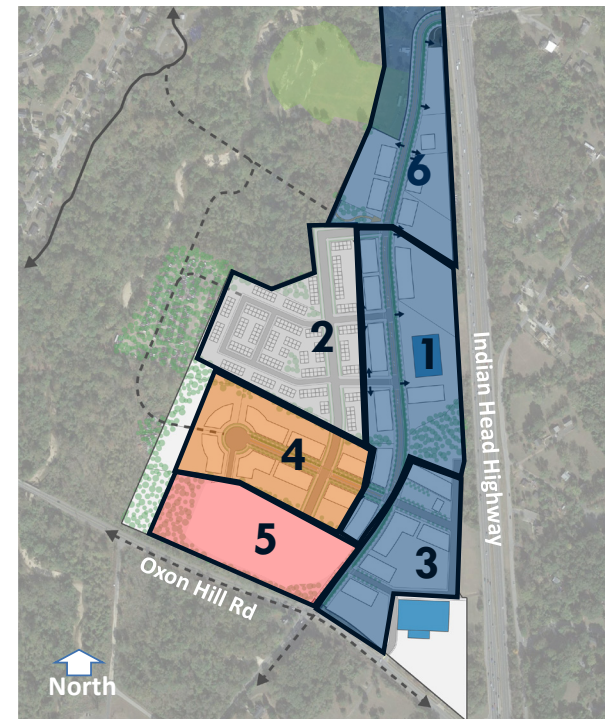
The vision for new development and redevelopment in the Henson Creek Village area must consider a set of conditions and constraints, including zoning regulations, environmental conditions, market dynamics, development feasibility and others. Future development in the area will also require coordination between relevant stakeholders (County, developer, property owners). The degree to which Henson Creek Village transitions to a vibrant, walkable, village “Main Street” or center will depend on stakeholder alignment with the County vision and the availability of tools and resources to support redevelopment.

Development opportunities will benefit from unmet residential and retail demand in this section of Prince George’s County. There is an estimated 300,000-square-foot gap between existing retail and area demand that could be met in the Henson Creek Village area through redevelopment of existing shopping plazas and ground floor retail development. 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 in supporting the Village’s transformation to a walkable center, with higher density than surrounding single family homes 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 primary subareas (Figure 1).

Figure 1. 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

Figure 2. Full Build-Out



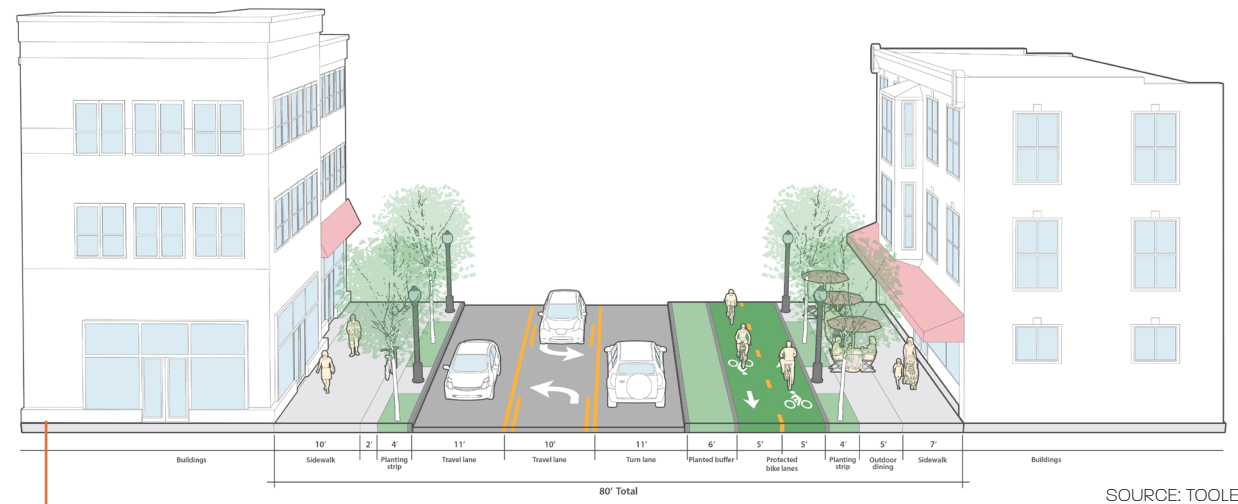
Higher-density, mixed-use development should be concentrated along the core Livingston Road area (1, 3, 6). Backlot parcels (2, 4) provide an opportunity for lower-density residential or commercial development, while edge subarea 5 could remain green space or provide additional residential units. Under a full buildout scenario, the area would accommodate as many as 700-900 apartment units, 300,000 square feet of retail and 185,000 square feet of flex commercial space.

Figure 3. Near-Term Improvements



Infrastructure improvements will be critical to accommodating development and supporting the appeal of the Village to residents, shoppers, and developers. 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. In the short term, low-cost initiatives such as farmer’s market, streetscaping improvements, and a center turn lane could support access, reduce congestion, and increase visual appeal. Property owner meetings for buy-in and to lay the groundwork for revitalization and redevelopment represent early steps the County can take to support development.

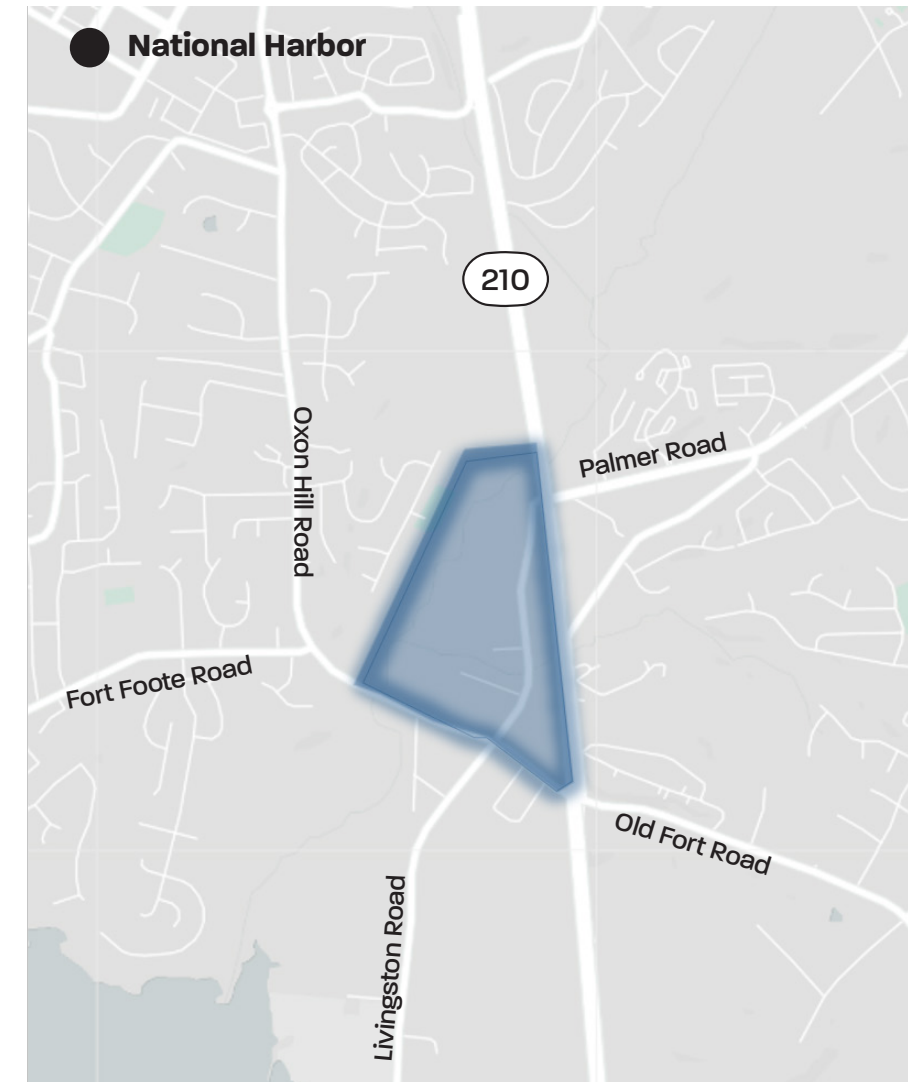
Figure 4. Long-Term Buildout Example for Livingston Road



In the long term, with an expanded street network, trailhead and trail connections, Livingston Road featuring a center turn lane, separate elevated bike lanes, and public town center area would collectively support a walkable, safe, accessible, and vibrant town center. Local and federal programs and strategies should be sought that can be utilized to advance the implementation of the vision for Henson Creek Village.

Economic and Market Conditions

Figure 6. Henson Creek Village Area



General Observations

The Henson Creek Village area, bisected by Livingston Road and parallel to MD 210, has no residential population and is defined by auto-accessible-only retail and a modest amount of Class C office space. The area is approximately two miles southeast of National Harbor and 10 miles southeast of Washington, D.C. The study area comprises roughly 0.2 square miles, with retail and office uses concentrated along Livingston Road. Henson Creek runs parallel to Livingston Road to the west and is surrounded on both sides by 500 feet of wooded M-NCPPC land.

Henson Creek Village Goals

The following summary of Henson Creek Village area redevelopment goals has been drawn from previous County studies, previous community outreach, and discussions with County elected officials.



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.

Figure 5. Henson Village Current Uses

Uses

The area is predominantly defined by strip retail uses and the vacant Livingston Square shopping center. Surface parking lots define much of the area adjacent to Livingston Road, with Livingston Square alone containing 525 street parking spaces in front of its retail storefronts—nearly as many as Henson Creek Village's 21 other retail properties combined.

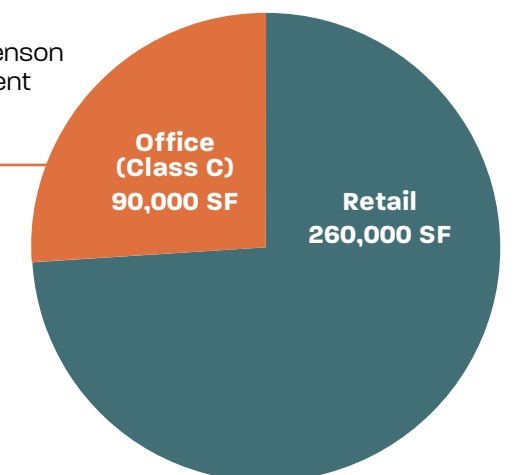




PHOTO BY M-NOPPC

Office: There are only two office buildings within the Henson Creek Village area—9300 Livingston Road, constructed in 1982, and 9400 Livingston Road, constructed in 1973 and renovated in 2011. The buildings are two and four stories, respectively, and are the tallest structures in the area. Both are classified as Class C space, a category of commercial buildings that signifies outdated building infrastructure, technology, and other amenities. Combined, the buildings total 91,000 square feet.

Transportation

PHYSICAL BOUNDARIES

The Henson Creek Village area boundaries are significant barriers to walking, biking, micromobility (small lightweight vehicles operating at a speed below 16 miles per hour such as bicycles, electric scooters, electric skateboards, etc.), and transit: MD 210 (Indian Head Highway), Oxon Hill Road, and Henson Creek 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.

PEDESTRIAN ACCESSIBILITY

Conditions for walking are minimal within the Henson Creek Village area. Livingston Road has a sidewalk on both sides of the road (except for the west side north of Oxon Hill Road) and Cady Drive also has sidewalks on both sides. However, the sidewalks are minimum width and in poor condition. Buffers between the roadway and sidewalk are intermittent, and Livingston Road has only one marked crosswalk (at the intersection with Oxon Hill Road).

MICROMOBILITY

Conditions for biking, micromobility, and transit are non-existent in the area. Bus routes 35S and 37 and Metrobus routes P18 and P19 skirt Henson Creek Village, with no stops within the study area. There are no bicycling facilities and Livingston Road has one of the lowest bicycle level of service conditions: four narrow travel lanes, posted speed limit of 35 mph, and multiple driveways and side roads. There is no direct access to the Henson Creek Trail, although the trail underpass at Indian Head Highway is within 400 feet of Livingston Road.



PHOTO BY M-NOPPC

Retail: There are 22 retail buildings in the area totaling 257,000 square feet. These are predominantly of the strip retail variety, defined by low-density, auto-oriented street frontages with parking lots in front of retail entrances.



PHOTO BY M-NOPPC

Environmental Challenges and Opportunities

Figure 7. Floodplain



Much of the Henson Creek Village area is located within the 100-year floodplain, which poses significant challenges in terms of new development feasibility and frequent flooding that inundates parking lots and greenspaces.

Figure 8. Henson Creek Trail



The availability of green space and proximity of Henson Creek Trail provides an opportunity to restore ecosystem and natural functions and expand the trail network. Restoration of streams with natural materials also represents an opportunity to improve the appeal of the trail while limiting erosion and flooding.

Transportation Challenges and Opportunities

Figure 9. Fragmented sidewalk and trail network



From a transportation standpoint, the sidewalk and trail network remain fragmented and restrict pedestrian access to, and mobility through, the Henson Creek Village area. Sidewalk and trail infrastructure improvements would provide a foundation for future growth by increasing walkability while supporting access via the 5.7-mile Henson Creek Trail.

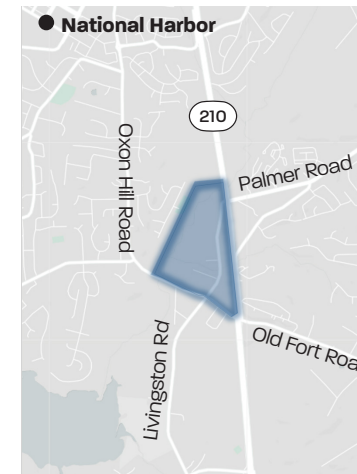
Figure 10. Annual Daily Traffic



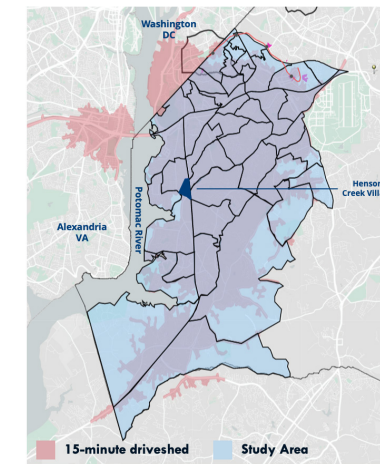
Annual average daily traffic (AADT) along Livingston Road is notably low compared to traffic volumes that could be accommodated on a four-lane road. This represents an opportunity to repurpose excess road space to allow for a turning lane, which could facilitate a more efficient traffic flow, while improving pedestrian and bicycle access.

Geographic Definitions

This market study considers the Henson Creek Village area in the context of its surrounding area. The exact capture area for various analyses shifts within this report to align with use-specific considerations.



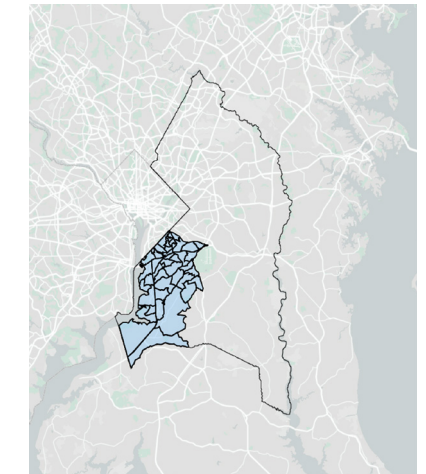
The Henson Creek Village area, with boundaries determined by the 2006 *Approved Master Plan and Sectional Map Amendment for the Henson Creek-South Potomac Planning Area* reflects the smallest geography used. Current uses and development recommendations pertain to this geography.



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.

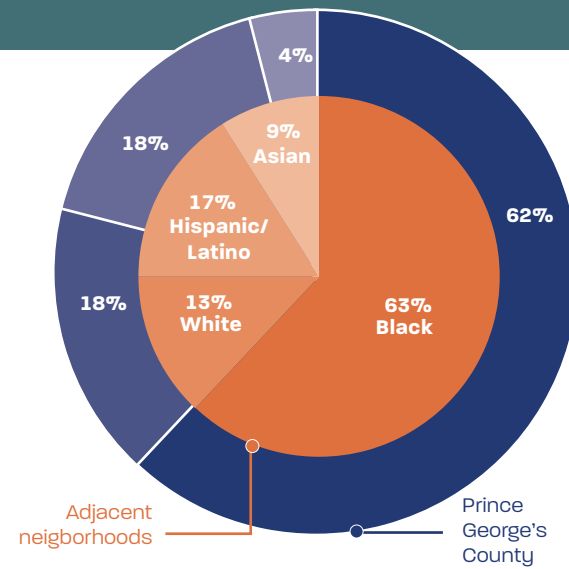
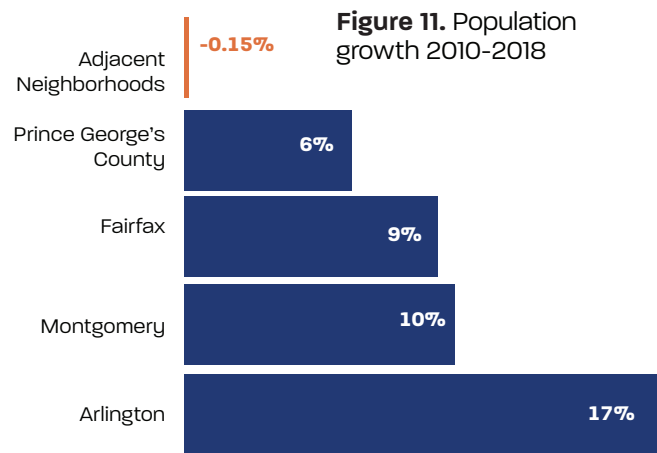


Prince George’s County was also used to provide a regional point of comparison for demographic, retail, and residential analysis.

MEDIAN AGE
44
which is 18 percent higher than the County

POPULATION

Adjacent neighborhoods have experienced low population growth since 2010. This contrasts with regional population growth of 6 percent to 17 percent over this same period. An aging population is one reason population has remained, as adult children have moved out and left behind empty-nester households.



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.



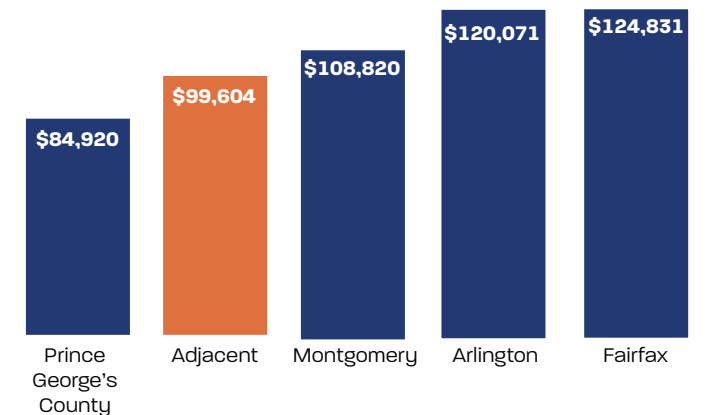
POPULATION DENSITY

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.

Population density provides insight into the types of residential and retail products an area might support. Higher population densities indicate more of a critical mass of shoppers and are more attractive to potential retailers. Similarly, higher population density indicates a larger pool of potential tenants and home purchasers already living in the area. Higher density areas indicate a larger market of potential consumers for retail and residential products.

MEDIAN HOUSEHOLD INCOME

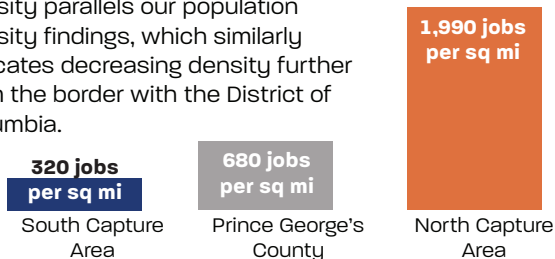
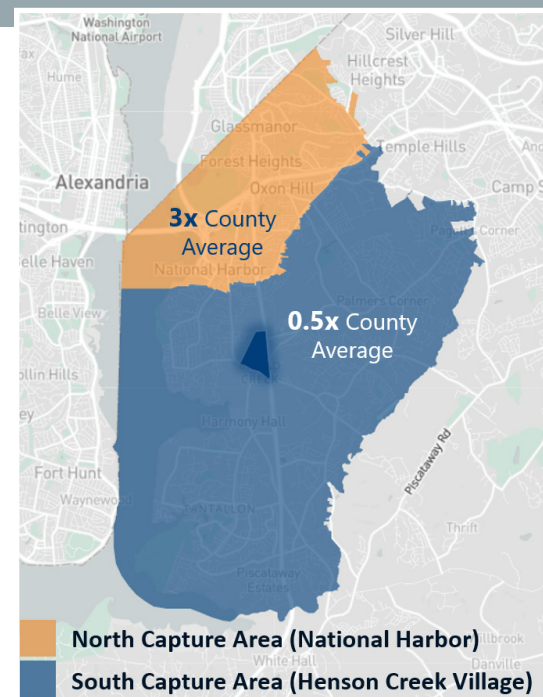
Median income in adjacent neighborhoods is \$15,000 higher than the County median income although below that of surrounding counties. Median household incomes across the region are high, which generally indicates increased levels of disposable income as well as market support for higher-end retail, restaurant, and residential options.



ECONOMICS

EMPLOYMENT DENSITY

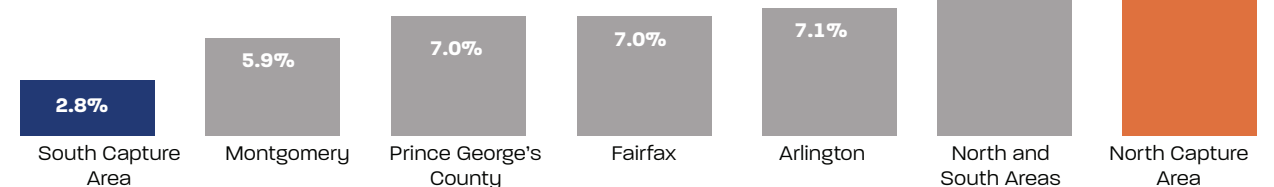
Adjacent neighborhoods include dense job centers adjacent to the Beltway and the Washington, D.C. border, with an employment density of nearly 2,000 jobs per square mile in the north capture area. Areas immediately abutting and to the south of the Henson Creek Village area (south capture area) include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



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

**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

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 National Harbor, which has attracted dense, mixed-use development over the past decade because of its waterfront amenities and convenient Beltway access.

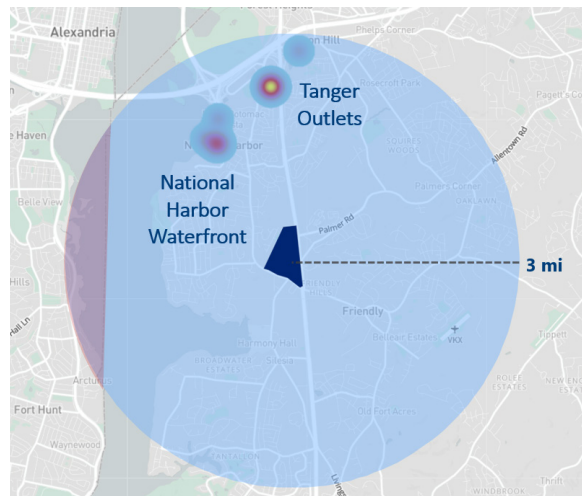


Figure 12. Proposed redevelopment concept of Livingston Square



PHOTO BY M-NCPCC

At the **National Harbor Waterfront**, retail development is oriented around pedestrian amenities, walkability, and interaction. The streets are walkable and pedestrian-oriented, with mixed-use development generally accommodating ground-floor retail and either multifamily or office uses above.

Retail Trends

Over the past decade, new retail has been concentrated in the National Harbor and Beltway areas and 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 nearby Tanger Outlets. Aside from National Harbor and Beltway-adjacent areas, there has been no new retail development within three miles of the Henson Creek Village area since 2010.

VACANCY RATES

Livingston Square shopping center accounts for 107,000 square feet of total retail in Henson Creek Village. The entire plaza has been vacated for anticipated redevelopment during the past several years.

Velocity Companies, a real estate development firm, recently acquired the parcel and plans to realize previously approved site plans (Figure 12). The redevelopment of the Giant Foods building is slated for completion by November 2021 and will reintroduce 60,000 square feet of supermarket back to the Village. Existing fast-food restaurants will remain, but Velocity plans to fill the remaining development pads with upscale restaurants.

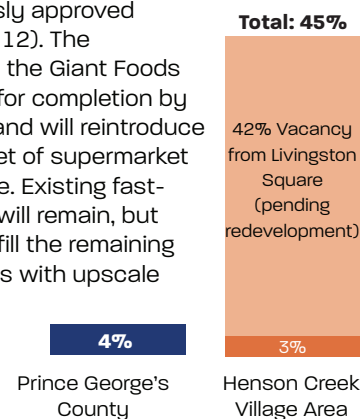


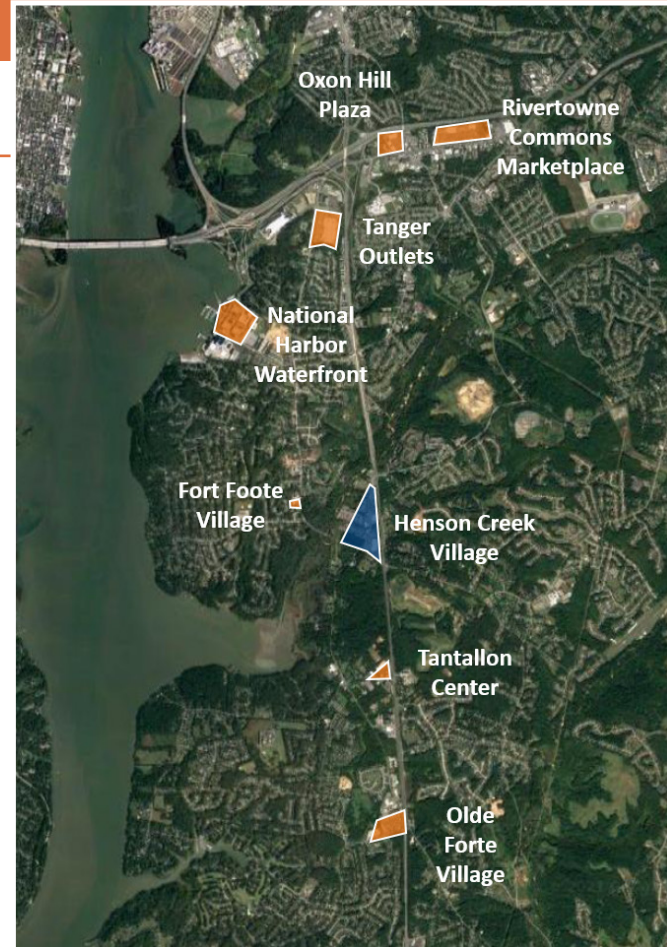
PHOTO BY M-NCPCC

The developer of **Tanger Outlets** created a pleasant, outdoor retail experience using traditional, single-use suburban typologies accessible only by car, but walkable upon arrival.

SOURCE: COSTAR DATA FROM JULY 2020

Surrounding Retail

Aside from the National Harbor Waterfront and Tanger Outlets, 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 auto-oriented service retail, restaurant and beauty uses.



Analysis Methodology

GOAL: RETAIL GAP INTRODUCTION

A retail gap analysis is one method for quantifying supply and demand for various retail types in an area. Actual retail spending across types is compared to what might be expected based on the area population and average consumer spending trends. Although this gap is represented in terms of dollars, a gap between spending potential and current spending can be converted to an amount of physical square feet of space that could be supported. This analysis provides an indication of whether additional retail in an area is needed to meet demand from residents and workers, and if so, how much.

RETAIL GAP CALCULATION

1. Calculate spending potential of an area given its resident and worker population.
2. Subtract current area sales to determine unmet spending potential.
3. Divide unmet spending potential by sales per square foot to arrive at supportable square footage

For example:

Spending potential	\$12M
— Current Sales	\$6M
Retail Gap	\$6M
— Sales PSF	\$300
Supportable SF	20K SF



500,000 SF RETAIL GAP

TANGER OUTLETS

- Clothing/Accessories
 - H&M
 - Polo
 - Nike
 - Gap
 - Adidas
 - Coach

FORT FOOTE VILLAGE

- Convenience
 - 7-11
- Restaurant
 - Kabayan Filipino
 - Loreda's Mexican
- Beauty
 - Excellent Cuts
 - Anna's Nail Salon

RIVERTOWNE COMMONS MARKETPLACE

- Grocery
 - Safeway
- Restaurant
 - Outback Steakhouse
 - Checkers
 - IHOP

OLD FORT VILLAGE

- Grocery
 - Safeway
- Restaurant
 - Silvestre Chicken
 - Wendy's
 - MASH Eatery
 - America's Best Wings

NATIONAL HARBOR

- Clothing/Accessories
 - Carhartt
 - Alex and Ani
- Restaurant
 - Nando's Peri-Peri
 - The Brass Tap
 - Viaggio

TANTALLON CENTER

- Automotive
 - AutoZone
 - Shell
 - Exxon
- Restaurant
 - Papa John's
 - Top China
 - Steak in a Sack

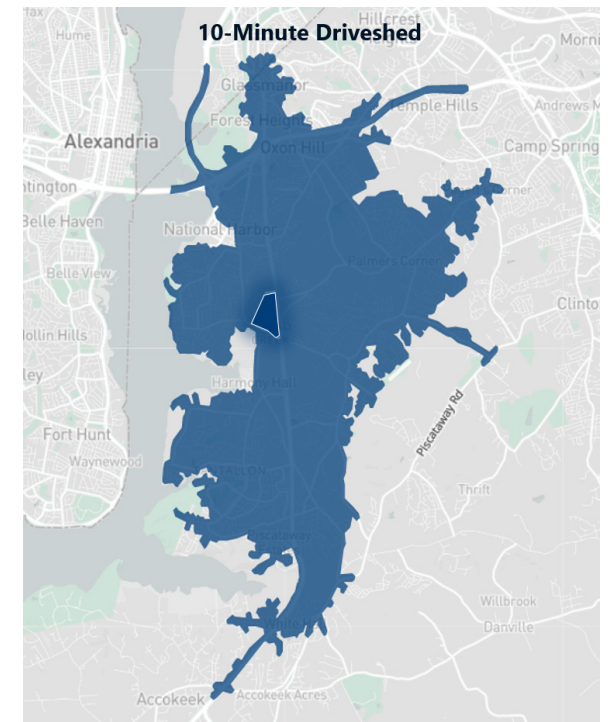
OXON HILL PLAZA

- Grocery
 - Lidl
- Restaurant
 - Chipotle
 - Taco Bell
 - Popeyes
 - Clothing
 - Marshalls

Local Retail Demand

Despite rapid retail growth at National Harbor, the primary trade area (10-minute driveshed) is still underserved by current retail offerings. Residents in this primary trade area spend roughly \$200 million annually outside the area (see blue map area). The retail types for which residents most frequently drive more than 10 minutes include general merchandise, restaurants, and building/garden stores.

Converting this lost spending to square feet yields a retail gap of 500,000 square feet—retail that could be supported in the area but does not currently exist. The three largest gap retail categories are general merchandise, restaurants, and building/garden stores, which translates into roughly 200,000, 77,000, and 84,000 sf of new retail, respectively, that could be supported by area residents' spending if built.



Trade Area Considerations

It is important to note that certain regional retailers in nearby commercial areas likely consider residents living near the Henson Creek Village area to be part of their existing customer base. For example, a new wholesale retailer like Costco or Sam's Club may not be feasible due to the relative proximity of the Henson Creek Village area to wholesale stores, even though residents need to drive more than 10 minutes to reach these stores.

Important considerations:

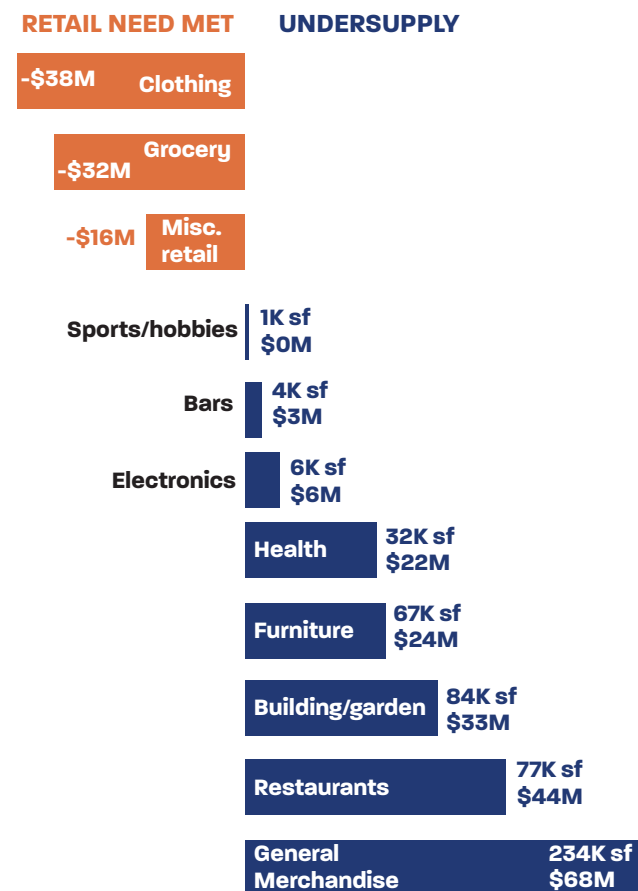
- Trade areas vary by retail type. For example, a big-box store may consider its trade area to be 5-10 miles or more.
- Since trade areas are retailer-specific, gaps may be larger or smaller than analysis suggests.

Retail Conclusions

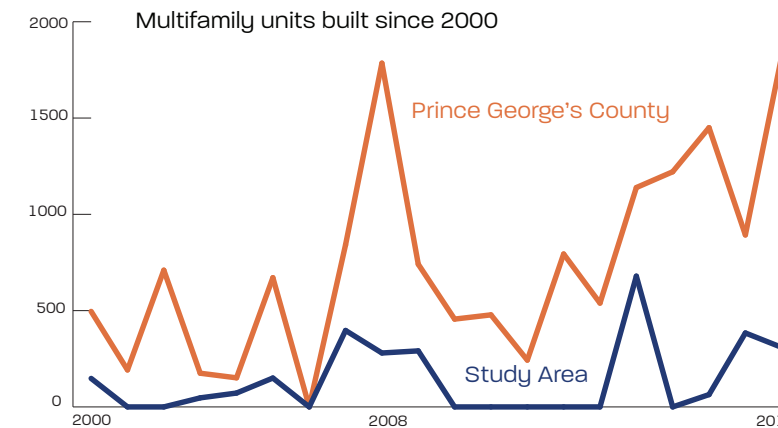
The Henson Creek Village area is a corridor awaiting reinvestment, dominated by older, auto-oriented uses but with major project pending—the redevelopment of the Livingston Square site—revitalized retail would dramatically alter the character of the neighborhood and support its transition to a more vibrant, walkable village.

Despite a large retail presence, current resident needs remain unmet, forcing residents to travel outside of their neighborhoods to meet their needs. As redevelopment occurs, the market for pedestrian-oriented retail will continue to grow. Higher population density from new housing development in and around the corridor will strengthen the Henson Creek Village area's customer base and increase the corridor's activity level and appeal. A shift toward neighborhood-serving retail uses and amenities would help satisfy substantial unmet demand from existing and new residents for retail types like convenience stores, delis, hardware stores, and other neighborhood stores and restaurants.

An increase in nearby residents and retail consumers can be catalyzed by near-term investments to improve the attractiveness of the corridor and increase the confidence of property owners and developers in the area's future success. In particular, investments that improve walkability, streetscaping, landscaping, and connections to the Henson Creek Trail can increase the appeal of the corridor to shoppers and retailers.



SOURCES: HRA& ANALYSIS, ESRI DATA FROM JULY 2020, COSTAR DATA FROM JULY 2020, US CENSUS DATA



CONSTRUCTION TRENDS

Neighborhoods within a 15-minute drive of the Henson Creek Village area 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.

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

AVERAGE RENT
\$2.05

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

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

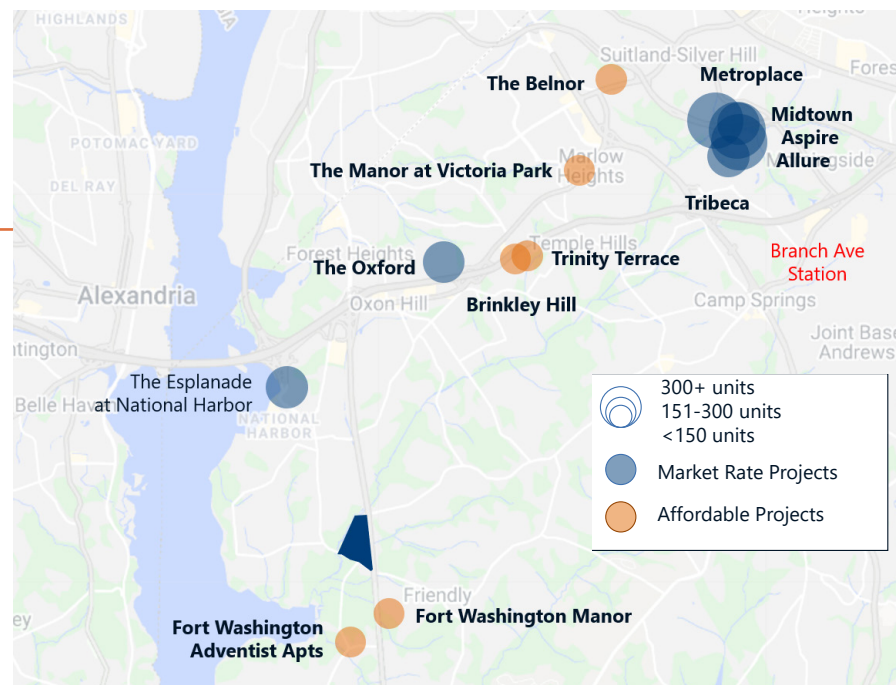


GEOGRAPHY OF EXISTING MULTIFAMILY UNITS

Less than 4 percent of the multifamily units in adjacent neighborhoods (662 units total) are located nearby in Friendly or Fort Washington (indicated in orange). Most units are clustered near transit and retail centers along the Capital Beltway (indicated in blue).

GEOGRAPHY OF RECENT MULTIFAMILY PROJECTS

Since 2000, new market-rate development has been focused around the Branch Avenue Metro Station as well as at National Harbor and Oxon Hill. New affordable (rent restricted or subsidized) projects have been built in existing residential communities, including two in the Fort Washington/Friendly area.



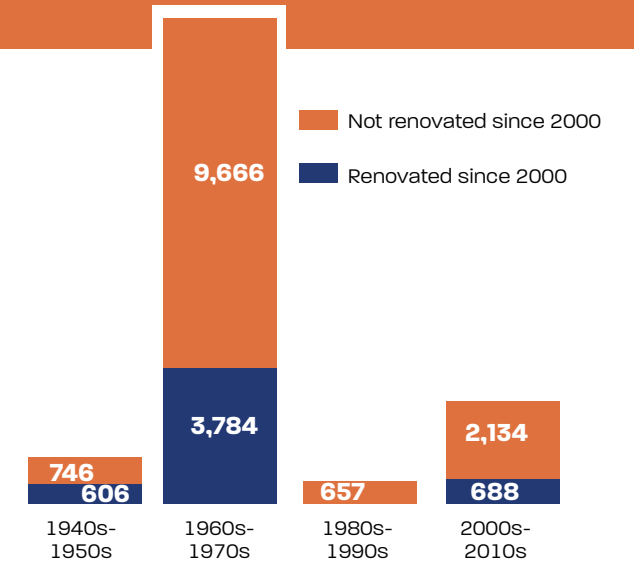
SOURCE: COSTAR DATA FROM JULY 2020

BUILDING AGE

Most of the residential capture area's—and the County's—multifamily housing was built in the 1960s and 1970s. Of the roughly 20,000 housing units built after 1940, only 25 percent have been renovated, and of the 14,000 built in the 60s and 70s, only 4,000 have been renovated. This is reflected in an overall older housing stock in the area surrounding the Henson Creek Village Area.

In addition to being older, housing developments in adjacent neighborhoods are primarily low-scale, garden-style apartments, with large surface parking lots often considerably larger than the building footprint. These large developments are built away from mixed-use corridors, requiring residents to drive to reach shopping and other neighborhood amenities.

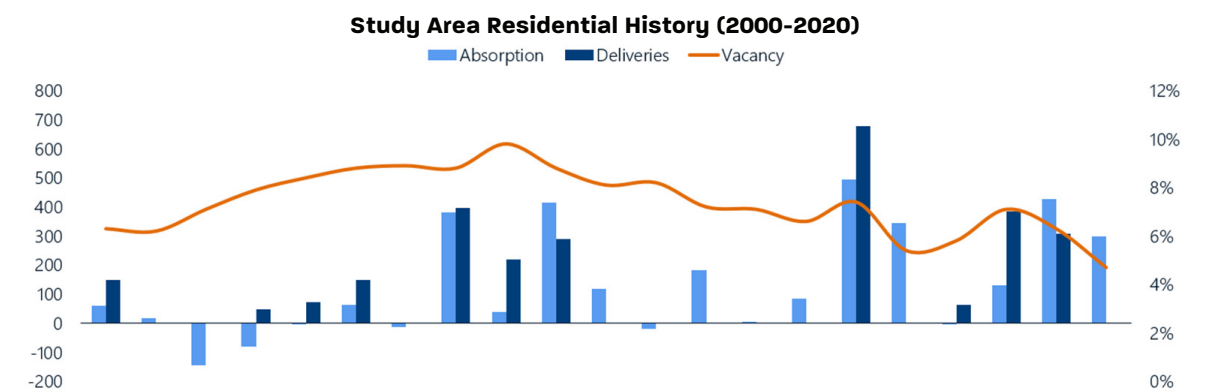
Redevelopment can supplement the older apartment offerings in the neighborhood with newer units appealing to existing and new neighborhood residents. Given the low supply of new units in the area, existing residents have little opportunity to upgrade their housing if they want to remain local. Many existing residents have the means to afford higher-quality new units, and they would likely be interested in an upgraded housing product if it were offered. Low supply and high demand for new product will bolster the feasibility of new rental housing in and around the Henson Creek Village area.



Property	Year built/renovated	Units
1. Southview Apts	1961	1,406
2. Fox Hills North	1964	308
3. Harbor Edge Apts	1950	638
4. Portabello Apts.	1965	254
5. Oxon Hill Village	1964	846
6. Glen Rock Landing	1965/2005	304
7. Brinkley House	1967	636
8. Gateway Square	1965	297

RESIDENTIAL HISTORY

Residential vacancy rates in neighborhoods near the Henson Creek Village area have steadily declined since 2008 to under 5 percent, on par with the County average, while absorption and deliveries have significantly increased since 2015. This is reflective of a market experiencing new demand and primed for continued growth.



SOURCE: COSTAR DATA FROM JULY 2020

RESIDENTIAL DEMAND METHODOLOGY

Goal: A housing demand analysis quantifies demand for new, market-rate multifamily rental units based on population trends, resident preferences, and annual market churn.

Procedure:

1. How many households can afford market-rate rent? Calculate income-qualified households within residential study area.
2. How many of these prefer to rent? Determine share of income-qualified households that prefer rental product.
3. How many of these move each year? Determine annual market churn among income-qualified renters.
4. How many movers would choose new units, if available? Compare market churn to delivery of market-rate units.

RENTAL DEMAND

Annual residential demand in adjacent neighborhoods is nearly 1,500 units. This reflects total demand for both new and existing 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.

Age	Total Households (HHs)	Eligible HHs	Eligible renter HHs	Gross annual rental turnover
<25	1,285	250	220	40
25-34	8,110	3,760	2,420	540
35-44	10,290	5,840	2,495	345
45-64	24,445	14,630	4,485	480
65+	17,315	6,235	1,355	75
TOTAL	61,445	30,715	10,975	1,480

DIFFERENTIATED PRODUCT TYPES

Denser, more walkable housing that appeals to the diversity of residents in Fort Washington could help meet the need for new housing going forward. New housing of all types along the corridor will bolster new and existing corridor businesses and activate the neighborhood. Walkable, mixed-use development – as in National Harbor – could help meet demand for more urban, vibrant places. Senior housing – affordable or market rate – could help anchor the district given the older demographic in the area. Diverse housing choices catering to all income levels are needed to meet the needs of all workers and families.

Residential Conclusions

The Henson Creek Village area is surrounded by a relatively low-density community of mostly older single-family and multifamily residences. In recent years, adjacent neighborhoods to the north have seen a healthy market-rate multifamily market, with increased rates of new construction and absorption, higher rents, and decreasing vacancy. In addition, a few new affordable projects have been built in nearby neighborhoods in recent years.

via open space and streetscaping improvements and developer partnerships may be critical to capturing a share of residential demand from nearby neighborhoods.

COVID-19 Implications

The ongoing 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 across uses.

Multifamily: As metro D.C. continues to create jobs, housing needs will deepen; 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, which may have eventually happened anyway.

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

Redevelopment, Infrastructure, and Implementation Recommendations

Development Considerations

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

The vision for new development and redevelopment in the Henson Creek Village area must consider a set of conditions and constraints, including:

Zoning: Density, height, and use restrictions can limit the extent of large-scale development on a site.

Environment: There are strict regulations for development in floodplains, along streams, and in wetland areas. Compliance with these regulations can reduce the feasibility of certain projects. Henson Creek provides an economic asset as a desired amenity.

Development Feasibility: Maximizing benefits while balancing costs is a priority for developers and planning departments. In low-density residential areas with no public transit, developers may be less able to build higher-density projects with amenities because lower rents and sale prices cannot support more expensive construction typologies.

Supply/Demand: New uses can only be built if there is sufficient unmet demand to justify their construction.

Recently completed local and regional projects provide guidance for the redevelopment of Henson Creek Village. These districts' approaches to leveraging and enhancing of natural amenities, the introduction of denser residential typologies to previously commercial corridors, the conversion of car-oriented retail destinations to pedestrian-oriented retail, and the introduction of mixed-use typologies are particularly relevant.



PHOTO BY BEN JACOBSON/CC BY-SA 3.0

Bladensburg provides an example of how an existing natural resource, the Anacostia River waterfront, can be revitalized in a way that advances sustainability while providing a public recreational amenity.

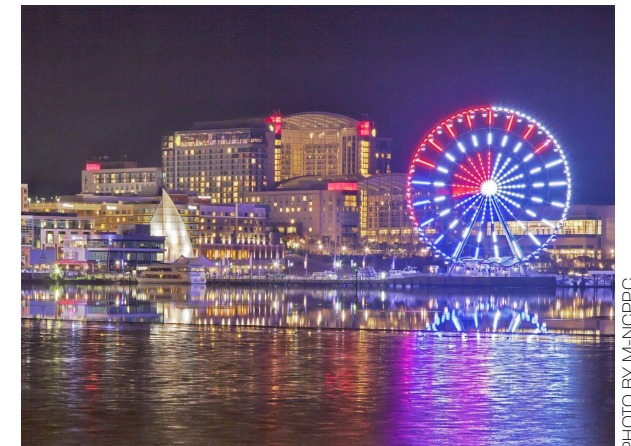


PHOTO BY M-NOPPP

Oxon Hill demonstrates how denser residential typologies can be feasible adjacent to denser, mixed-use neighborhoods in Fort Washington.



PHOTO BY BEYONDDO/CC BY-NC-ND 2.0

The redevelopment of **Arlington, Virginia's** Columbia Pike neighborhood demonstrates how older, automobile-oriented suburban retail uses can transition to denser, pedestrian-oriented mixed-use districts over time.



PHOTO BY DAN REED/CC BY-NC 2.0

The Mosaic District in Fairfax, Virginia, illustrates a similar vision of a vibrant, walkable, mixed-use district, with its core street grid, mixed-use retail and residential, and additional housing development in the southeast. The Mosaic District once resembled Henson Creek Village today, dominated by aging strip malls and limited residential appeal. With its luxury apartment buildings, owner-occupied housing, restaurants, high-quality retail, and office product the Mosaic District reflects what may also be possible for the Henson Creek Village. Additionally, the District supports a high-quality pedestrian experience through open public spaces, abundant crosswalks, wide sidewalks, and streetscaping.

INFRASTRUCTURE

The Henson Creek Village area experiences significant flooding each year. During stakeholder outreach and community meetings, property/business owners and neighborhood residents have expressed concerns that development will further exacerbate existing environmental issues. Henson Creek and the existing Henson Creek Trail provide an opportunity to develop creative floodplain management solutions that double as recreational amenities. Successful examples that combine sustainability and recreation goals are increasingly emerging across the nation as cities manage the impacts of upstream development and climate change:

- Buffalo Bayou Park: Nationally recognized 160-acre park space in Houston accommodates stormwater runoff through widened bayou, special fixtures, and newly planted trees.
- Trinity River Corridor Project: Ongoing Dallas project will revitalize green space 5 times the size of Central Park for recreation and flood mitigation.
- Clear Creek Basin: Atlanta Park designed as stormwater reservoir with public recreation space and berm-seating amphitheater.

Redevelopment Opportunities

COMMUNITY WORKSHOP FEEDBACK

A community meeting was held on September 23, 2020 to discuss the economic/market and environmental analysis and assessments. The most frequently mentioned chat items were an expressed desire for a healthy/quality supermarket and ongoing environmental concerns around area flooding. Most attendees referenced upscale regarding preferred new housing and retail options. Many attendees also referred to the older nature of existing buildings in the village and highlighted the importance of updating the area.

Environmental concerns around flooding remained at the forefront of the discussion, with community members expressing personal experiences with flooding as well as flooding in public areas and local landmarks like St John's Episcopal Church. Nearly half of all questions posted to the Q&A involved environmental concerns, which can be distilled into two overarching questions: (1) What is the County currently doing to reduce the impacts and/or frequency of flooding? And (2) How will new development in Henson Creek Village affect flooding in the area?

Community feedback supported existing assumptions about the area, including the need for higher quality grocery, sit-down restaurant options, and better integration with green space and trails. It also reinforced the need for an area update/upgrade with a focus on upscale options for an active community. Lastly, the workshop conveyed the importance of ensuring that development scenarios provide feasible solutions that allow redevelopment while protecting existing and future users from flooding.

RETAIL TYPOLOGIES

Several retail typologies were considered based on their feasibility and potential to promote walkability in Henson Creek Village. Opportunities range from existing shopping plaza redevelopment to integration of ground floor retail within a mixed-use development.



PHOTO SOURCE: LIBRARY OF CONGRESS

Ground Floor Retail: Ground floor retail at the northeast corner of 5th and K Streets NW in the Mount Vernon Triangle neighborhood of Washington, D.C.

RETAIL DEMAND

It is estimated that the Henson Creek Village area could support retail typologies accounting for 300,000 square feet of the total 500,000 square foot retail gap. This 300,000 square foot retail potential is primarily comprised of daily-use types like restaurant, grocery, convenience, etc., and excludes big-box and other large-scale retail types that may be infeasible in a mixed-use setting. Projected development pacing of 17,000 square feet per year reflects recent area trends and the estimated rate that new retail could be built and absorbed in the area.

Retail Demand

300K sf

Demand for daily-use and small-scale retail: 10 min drive

17K sf/year

Henson Creek Village projected development pacing*



PHOTO BY MICHAL KLAUBAN/CC BY-SA 4.0

Shopping Plaza Retail (Redevelopment):

Redevelopment of aging strip retail with focus on vibrancy and pedestrian connectivity.



PHOTO BY JOE MABEL/ CC BY-SA 3.0

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.

45 units/yr.

Annual demand for new apartments*



PHOTO BY JACOB ROSE/CC BY-SA 4.0

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

20 units/yr.

Annual demand for new owner-occupied housing**

RESIDENTIAL TYPOLOGIES

Two housing types were determined to be market feasible for Henson Creek Village and can draw from annual demand for 1,500 rental units in adjacent neighborhoods (including demand for both new and existing units). These typologies have smaller environmental footprints per unit than traditional suburban development and are conducive to walkable, urban development.

RESIDENTIAL DEMAND

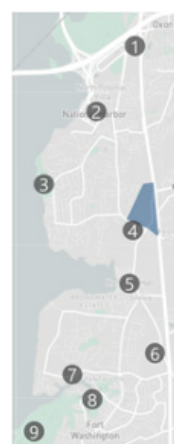
Aging residential product in Prince George's County, the proximity of National Harbor, and new retail in Henson Creek Village will support growing short and long-term demand for new housing product in the Village. Market demand could support the development of an average of 45 units per year of rental apartments and another 20 units per year of owner-occupied housing based on comparable development and absorption trends in the area.

DESIGN OPPORTUNITIES

Infrastructure and development alike can build on the historic heritage and character of surrounding

neighborhoods as well as nearby recreational and healthcare anchors to increase the Village's attractiveness and attract residents, shoppers, and pedestrians. The design should incorporate not only the historic context and aesthetic of adjacent neighborhoods, but also environmental sustainability regarding the sustainability of materials and energy usage as well as the creation of new open spaces.

NEARBY NEIGHBORHOOD ANCHORS



1. Tanger Outlets
2. National Harbor Waterfront
3. Fort Foote Park
4. St. John's Episcopal Church
5. Harmony Hall
6. Adventist HealthCare
7. Tantallon Marina
8. National Gold Club
9. Fort Washington

Transitioning from an automobile-oriented, single-use corridor to a walkable, mixed-use village will depend on support and buy-in from neighborhood property owners, businesses, residents, and other stakeholders as well as continued support, funding, and guidance from the County.

- Infrastructure improvements and open space amenities require public sector approval and funding. Well-planned infrastructure and open space investments will make the neighborhood a more attractive destination for redevelopment and revitalization.
- Private development is contingent on both developers and property owners embracing the vision for the corridor described in this report and sourced from community and public sector feedback, as well as sufficient financial and regulatory support from the County.

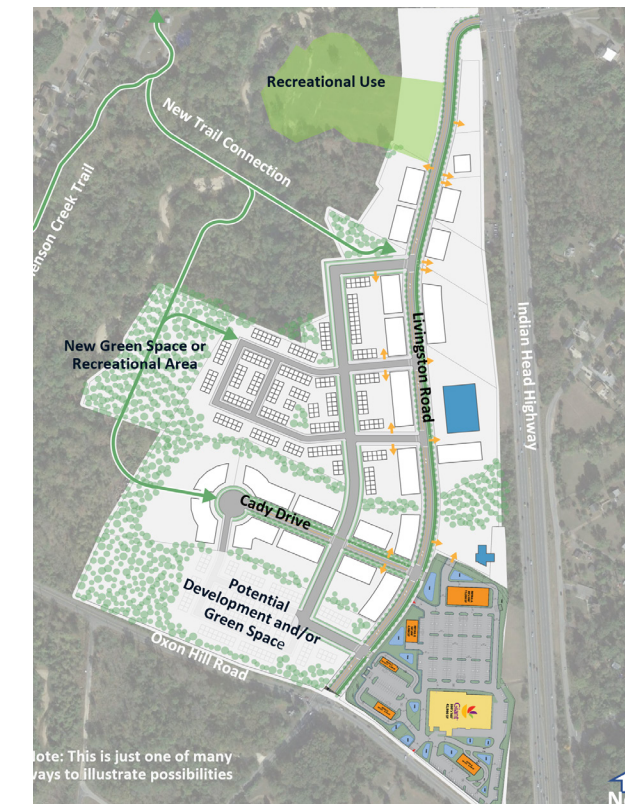
Future outcomes for the Henson Creek Village area exist along a spectrum ranging from a continuation of the neighborhood's existing, car-centric suburban character to a fully walkable, mixed-use district. Where the Village falls along this spectrum will be determined by the success of public-private collaboration.

Development and Infrastructure Buildout

This redevelopment framework represents one possible complete buildout scenario for infrastructure and private development. Actual redevelopment will depend on long-term public and private sector coordination and investment.

The build-out scenarios reflect the development absorption analysis outlined in the retail and residential demand sections and are intended to be aligned with development precedents in southern Prince George's County. Absorption periods are calculated by dividing total scenario buildout by development pace.

Figure 13. Development and Infrastructure Buildout



APPROXIMATE ABSORPTION PROJECTIONS BY USE

Retail:

- Ground-floor: 17K sf/year

Residential:

- Multifamily: 45 units/year
- Owner-Occupied Housing: 20 units/year

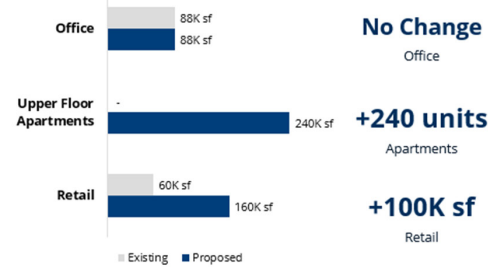
The following analysis describes potential redevelopment scenarios across six subareas and four use types within Henson Creek Village.

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.

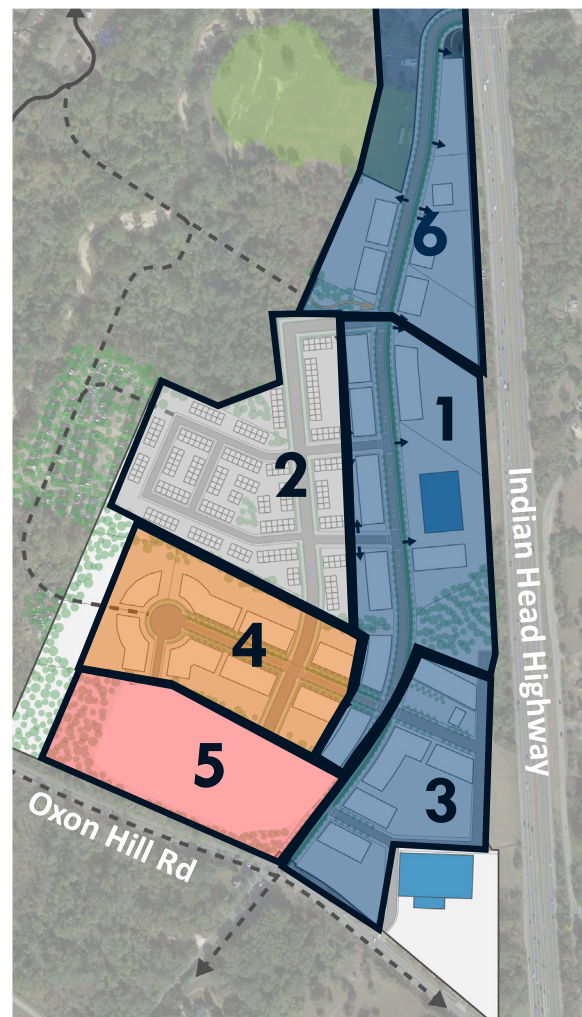
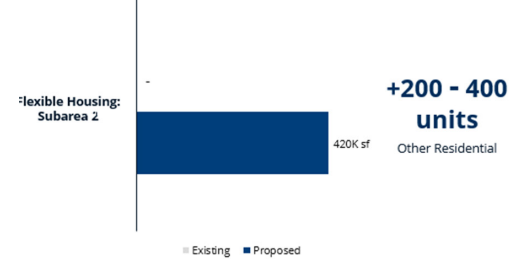
Absorption Period: 6 Years



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.

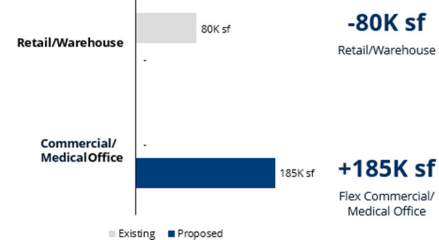
Absorption Period: 9 Years



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.

Absorption Period: 10 Years

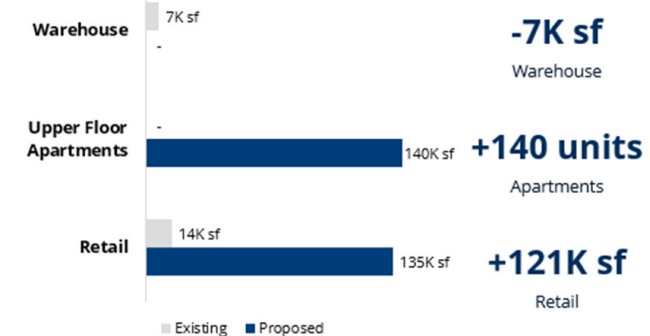


SUBAREAS 3 AND 6: GATEWAY DISTRICTS

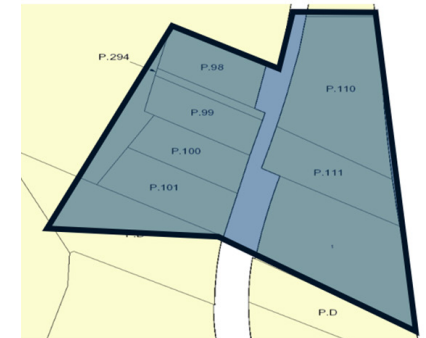
Subareas 3 and 6 could extend the length of active, mixed-use development outward from the core of the Livingston Road corridor in subarea 1. Redevelopment in these two subareas would be constrained by challenges including the existence of an already-approved site plan in subarea 3 that would allow for 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.

Absorption Period: 7 Years



SUBAREA 3



SUBAREA 6



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.

Absorption Period: 5 Years (if developed)

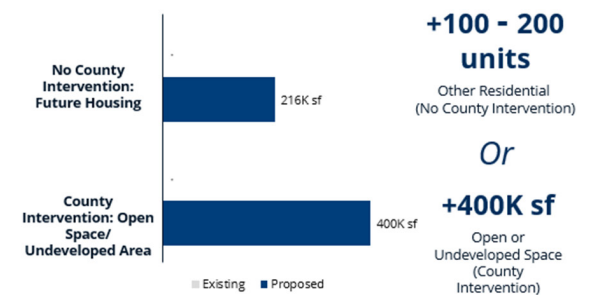
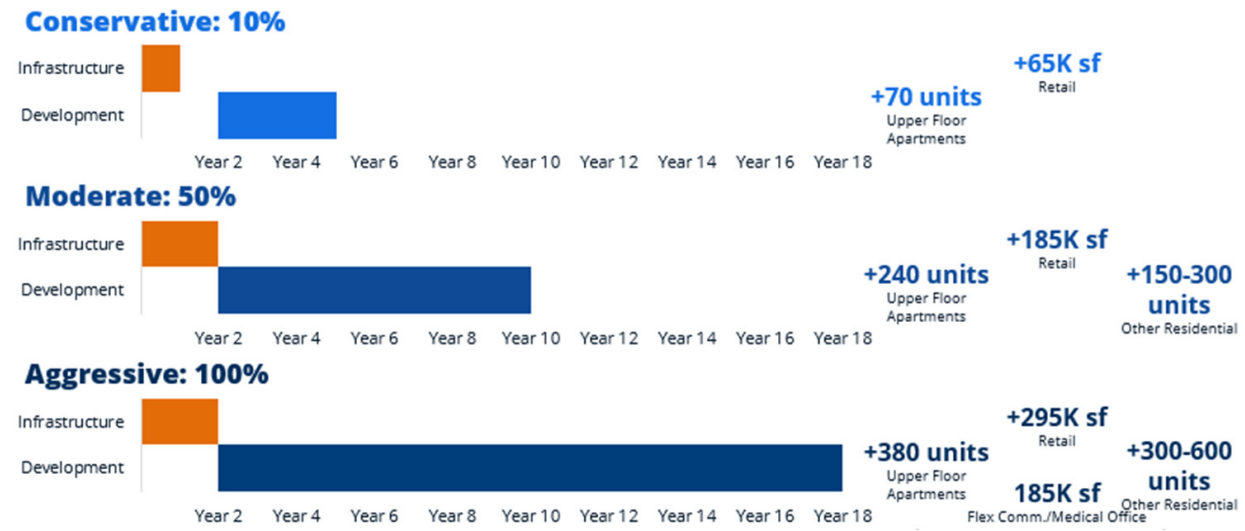


Figure 14. Various buildout possibilities



HOLISTIC PROGRAM DEVELOPMENT

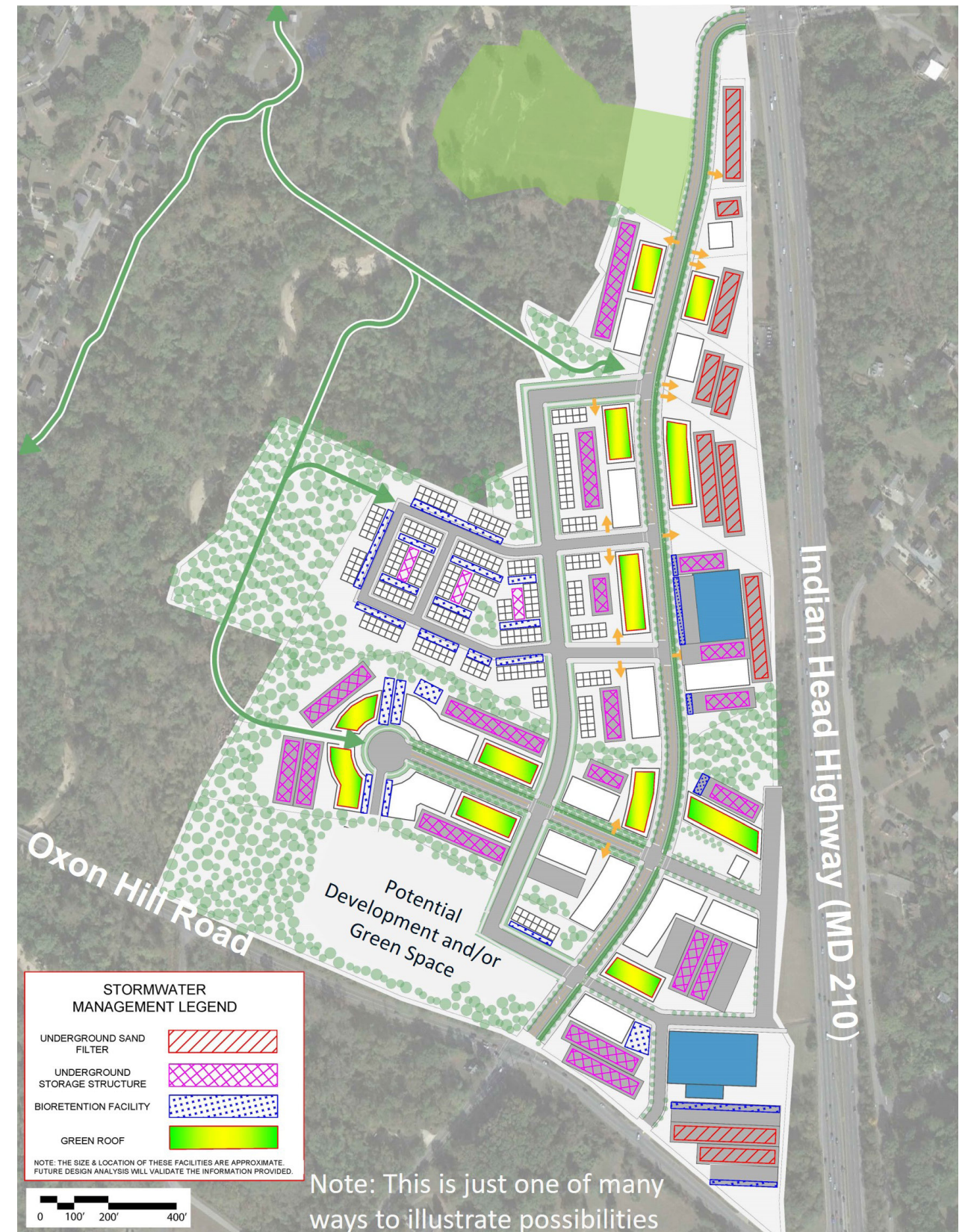
Buildout will vary depending on developer, property owner, and County alignment with vision as well as market conditions going forward. A combination of a strong real estate market, substantial progress toward the creation of new open space and improved bike, pedestrian and trail infrastructure and successful outreach to property owners and developers will make it more likely that a larger share of development will proceed in the coming years. Full build-out of every parcel, defined as the “aggressive” scenario, would require approximately 18 years of absorption based on recent rates of development in nearby neighborhoods.

Development Scenario Stormwater Management

New stormwater management systems are necessary to prevent continued downstream flooding. Four main systems could be utilized under full buildout for such mitigation:

1. Underground sand filter (filters harmful particulates and accommodates storage)
2. Underground storage structure (limits rate that water is released to mitigate flooding)
3. Bioretention facility (captures and treats runoff while providing streetscaping benefit)
4. Green roof (provides retention, storage, and filtering benefits)

Figure 15. Example of Henson Creek Village Conceptual Site Development Plan with Stormwater Management



SCENARIO CONSISTENCY WITH EXISTING ZONING

Despite stretching only ½ mile, Livingston Road contains 5 unique zoning categories between 210 and Oxon Hill Rd. Most parcels with frontage on Livingston Road permit some level of mixed-use development. However, specific regulation varies across Commercial Office (C-O), Commercial Shopping Center (C-S-C), and Commercial Miscellaneous (C-M). The Light Industrial (I-1) and Residential Townhouse (R-T) zones limit the scale of residential development and restrict mixed-uses.

Multiple zones within a small area (the entire mixed-use area outlined in yellow is less than 0.15 square miles) provide challenges for a property owner or developer seeking to redevelop an area spread across more than one zone. A mixed-use overlay in this area that permits the type of development allowed in the commercial zones, as originally proposed in the 2006 South Potomac Master Plan and Sectional Map Amendment, would not only increase the appeal to developers by supporting as-of-right mixed-use development, but would also provide the flexibility to expand development plans across parcel lines. Although more flexible zone tools that allow more mixed uses have been approved but not yet adopted to be placed on the ground, Livingston Road frontage will still contain 5 unique zoning categories with different zoning requirements.

Additionally, adaptation of a cohesive mixed-use zone could support increased density in smaller building footprints in some parcels, while easing challenges associated with rezoning and multi-parcel development across different zones. By adopting a mixed-use overlay in the area highlighted in our development scenarios and the mixed-use plan, some of proposed development programs could be built with a smaller land footprint, allowing for additional stormwater management, open space, and landscaping.

Figure 16. Current Zoning (Subject to change on April 1, 2022)

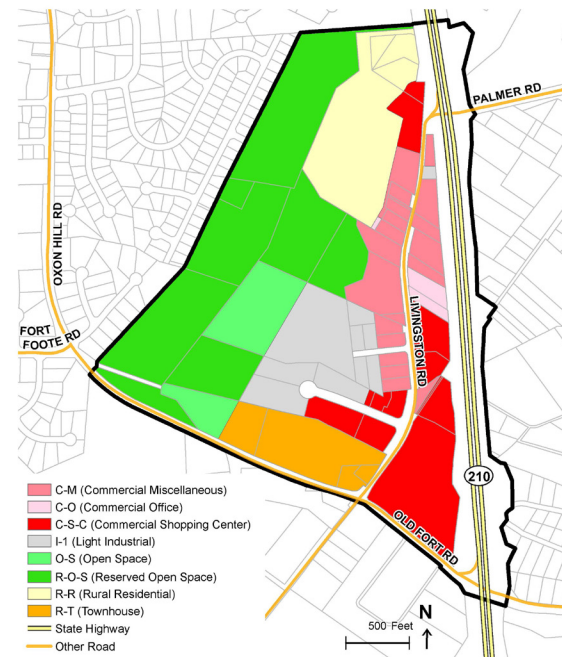


Figure 17. Master Plan and General Plan Future Land Use

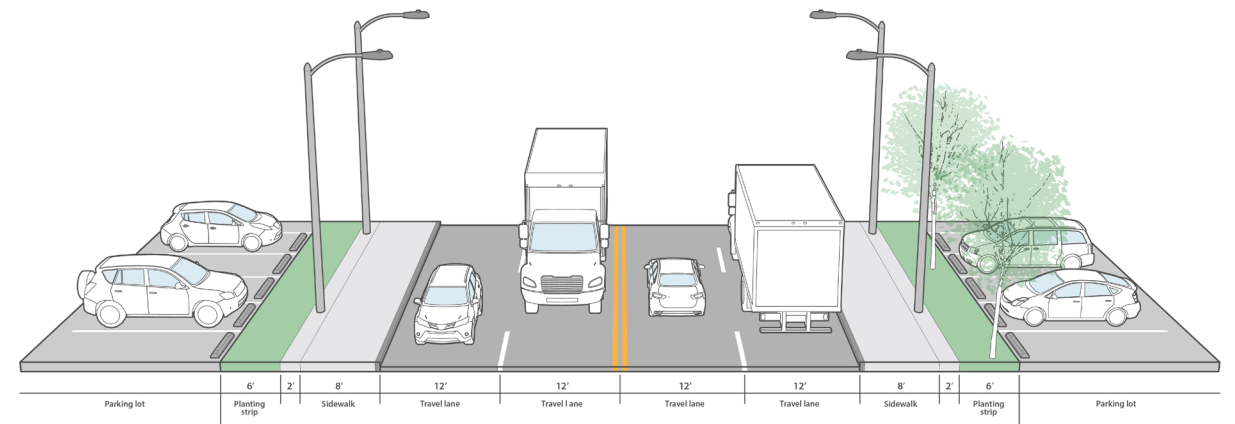
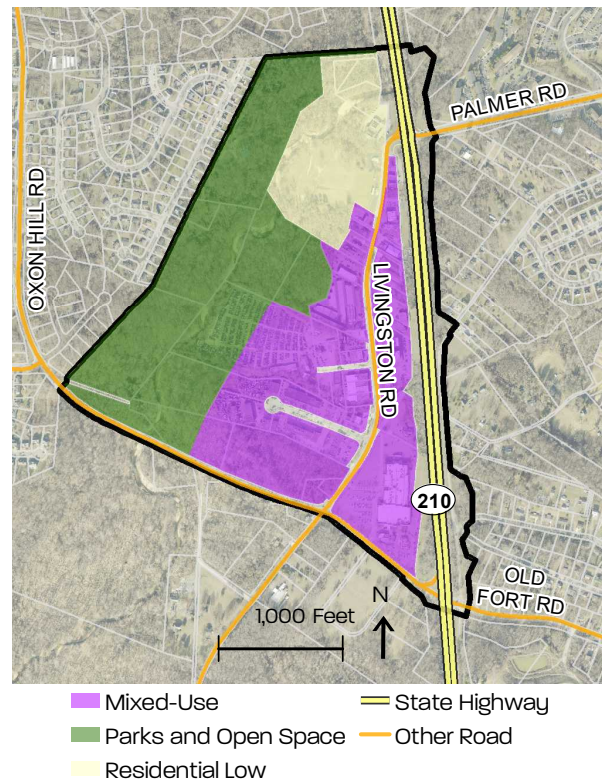


Figure 18. Livingston Road Today

SOURCE: TOOLE

Infrastructure and Open Space Recommendations

Prince George’s County is committed to creating safer streets for everyone, no matter what travel mode they use. The County’s Complete Streets policy, passed in 2012, mandates that new streets must incorporate design features that consider all road users, including people walking or bicycling. The Vision Zero Action Plan, updated in June 2020, identifies several measures that can help eliminate traffic deaths in the County, such as traffic calming to discourage speeding, improved lighting, and additional crosswalks and signage. Key to Vision Zero is the recognition that higher speeds have a greater chance of causing serious or fatal injuries, and that a safer street is one where speeding is discouraged.

This vision for Henson Creek Village incorporates many of these recommendations and will transform the Livingston Road corridor into a place where people can walk, bike, or drive safely. Reallocating road space on Livingston Road will create a center turn lane, which will give drivers a place to wait before making turns, thereby reducing the chance of rear-end collisions. Wider sidewalks on each side of the street provides pedestrians more room to walk, additional space to accommodate landscaping and lighting, areas for street furniture like trash cans and benches, and an additional buffer to vehicle traffic.

Creating a street grid will provide multiple places to cross Livingston Road, with several new intersections between Indian Head Highway and Oxon Hill Road. This will have the added benefit of calming high-speed traffic as it comes off Indian Head Highway,

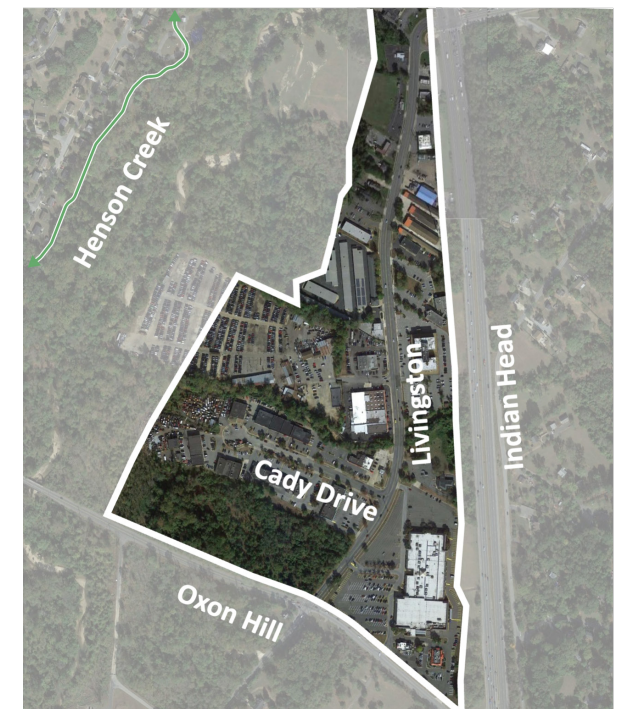


Figure 19. Henson Creek Village Aerial

which will reduce the likelihood of speeding-related collisions. Also recommended are two signalized intersections at Cady Drive and near the proposed Henson Creek Trail trailhead. At each intersection, high-visibility crosswalks will make it easier for drivers to see pedestrians crossing the street. Finally, protected bike lanes will give bicyclists a safer place to ride with a buffer from vehicle traffic, while in turn providing a buffer between vehicle traffic and the sidewalk, making walking more comfortable.



PHOTO BY M-NOPPC

If executed, these recommendations will make Henson Creek Village a safer place to travel in line with the County's Vision Zero strategy, as well as begin the transformation to a more economically vibrant and environmentally sustainable community.

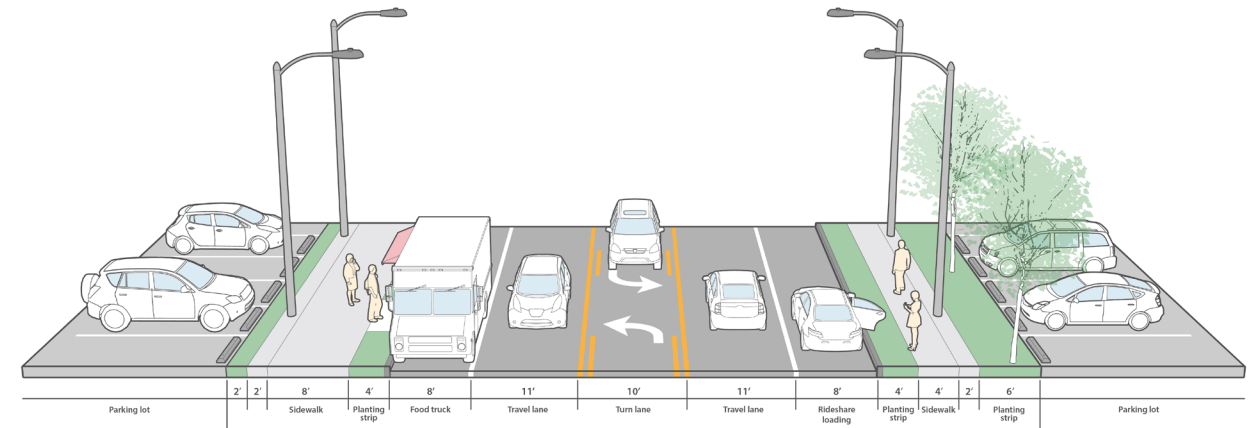
CURRENT STATUS

Today, Henson Creek Village is characterized by a mix of retail, commercial, and light industrial uses. Livingston Road is a four-lane arterial street that connects the village to residential areas to the north and south and forms the spine of the commercial district. Community members say that Livingston Road is difficult to walk along and can be congested due to truck traffic, particularly vehicles making turns on or off the road. Flooding is also a significant concern in the area, and large areas of impervious surfaces - like parking lots - have exacerbated the problem.

Independent analysis and feedback from the community have led to several broad conclusions:

1. Today, Livingston Rd. is not walkable.
2. There is frequent congestion on Livingston Road.
3. Henson Creek Trail is an asset, but it is difficult to access.
4. There is a desire for a walkable, more upscale, "village center."

Residents have expressed a desire for a "village center" environment in Henson Creek Village, where they can enjoy shops and restaurants in a walkable community with connections to the Henson Creek trail. While it may take some time to achieve the community's vision and address their concerns, 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 20. Example of reallocating road space from four lanes to three, creating space for a center turn lane.

Short-Term Improvements

Short-term improvements in the area include road investments that will improve access and mitigate traffic along Livingston Rd. This can be achieved by reallocating road space to accommodate a center turn lane and on-street parking.

Today, Livingston Road has two through lanes in each direction, which requires drivers making right or left turns to stop in a through-traffic lane, creating backups and the potential for rear-end collisions. One of the earliest improvements that can be made in Henson Creek Village is 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.

Short-term recommendations also prioritize neighborhood activation and beautification efforts, including walkable infrastructure improvements, with the goal of increasing area appeal to housing developers and high-quality retailers:

- **Programming:** Support a sense of community and local identity through farmers markets, community festivals, and local events.
- **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 to sidewalks and roadways, lighting, seating areas, and trash/recycling receptacles.
- **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 21. Livingston Road with Center Turn Lane and Painted Bike Lanes

SOURCE: TOOLE

Medium-Term Core Improvements

Increased access and safety can be advanced further through infrastructure development along the Livingston Rd. core. As short-term improvements lay the groundwork for a safer, more walkable village center, they also create a market to support more substantial investments. Extending the Henson Creek Trail to Livingston Road will 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 Rd will allow for continued residential and mixed-use development.

The most substantial improvement in this phase is 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 up these areas for mixed-use development.

The diagram below shows how a new street grid



Figure 22. Livingston Road with trail connections and parallel street

could catalyze the redevelopment of properties along the central portion of Livingston Road into a mix of ground-floor retail and residential above. Each of these new buildings would be oriented to Livingston Road with parking in back, creating a more pedestrian- and bicycle-friendly environment. The orange arrows indicate where each property would have driveway access to the street.

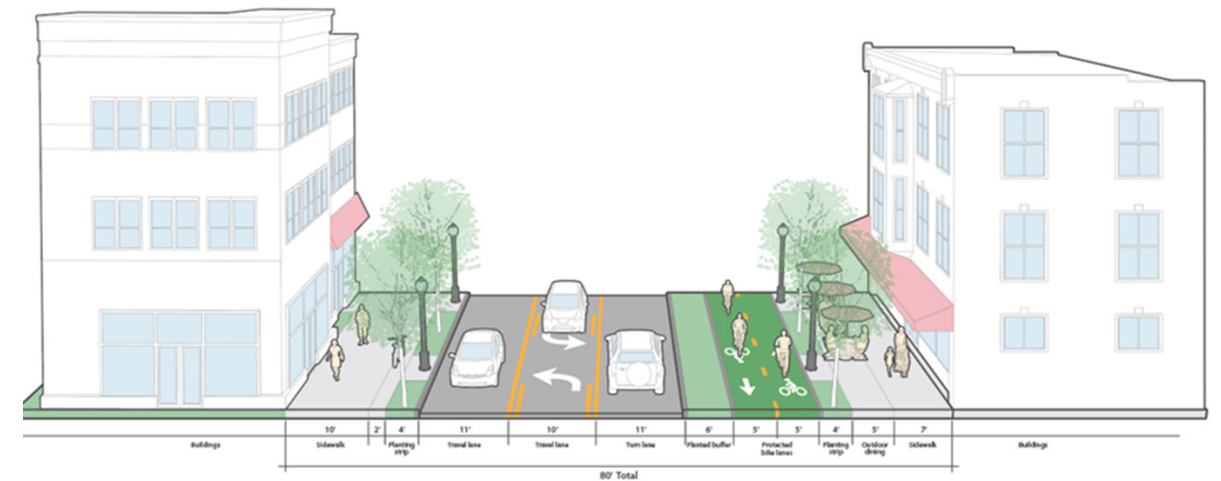


Figure 23. Livingston Road with Center Turn Lane and Elevated Bike Lanes

SOURCE: TOOLE

Long-Term Improvements

In the long-term, Henson Creek Village can flourish as a walkable, bikeable village center for Fort Washington that capitalizes on its proximity to Henson Creek. In this phase, Livingston Road is fully reconstructed as an urban 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. As in the medium-term phase, all parking occurs either at the curbside or behind buildings, including alleys. There is also a significant expansion in open space, as the auto lot is regreened and expanded wetlands can absorb stormwater and reduce flooding. Hunters Creek Branch may be surrounded by additional green space, on both sides, making it an amenity for the community.

One potential improvement in this phase is the redevelopment of Livingston Square as a pedestrian-oriented “town center” with a mix of retail and residential. 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.

Figure 24. Vehicle access points (arrow) with retail or community space and expanded Cady Drive

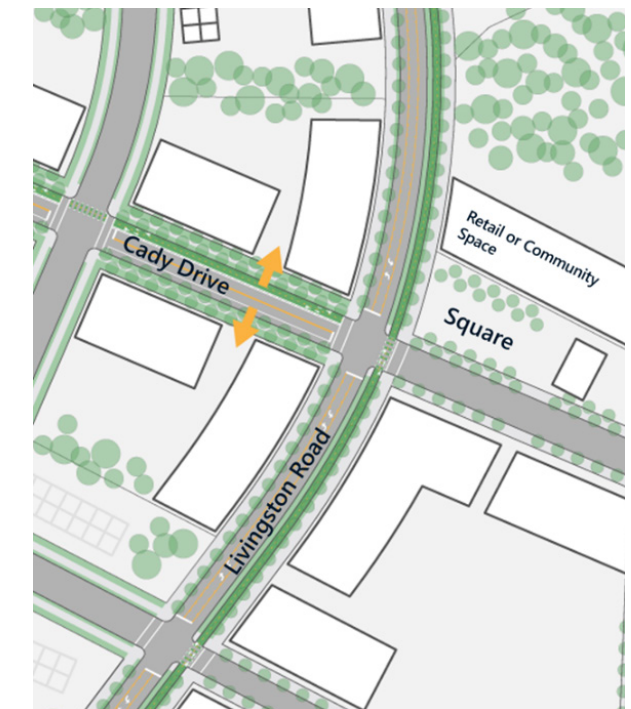
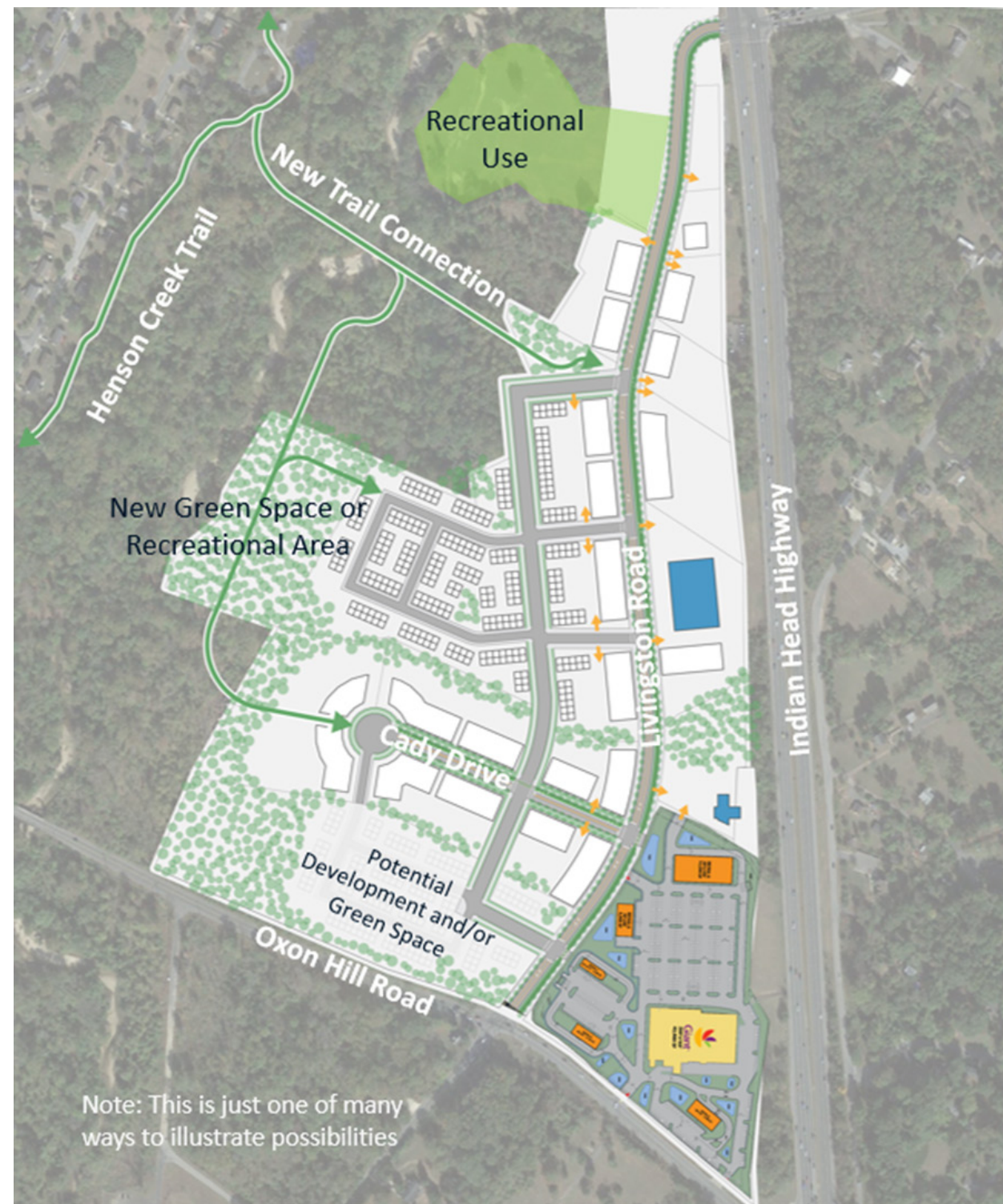


Figure 25. Regreened lots, trail connections, and expanded street grid



Implementation Recommendations

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 catalyze 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 Rd. Following approval of infrastructure recommendations, the County should first 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 streetscaping improvements will reaffirm the County's commitment to facilitating the redevelopment of the area and signal 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. Additionally, creative stormwater systems that double as recreational amenities would further increase the appeal of new residential development in 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 existing property owners who are interested in redeveloping their sites. 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 currently 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 area, where infrastructure improvements helped catalyzed private investment. 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 plan 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 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

Transitioning toward 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.

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	Timing		
			Near-Term (Within 3 Years)	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		✓	
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		✓	

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 above.

Probable Cost Estimate

Probable costs were developed by identifying major pay items and establishing rough quantities to determine a rough order of magnitude cost. Additional pay items have been assigned approximate lump sum prices based on a percentage of the anticipated construction cost. Planning-level cost opinions include a 30% contingency to cover items that are undefined or are typically unknown early in the planning phase of a project. Unit costs are based on 2020 dollars and were assigned based on historical cost data from the Virginia Department of Transportation. Cost opinions do not include

easement and right-of-way acquisition; permitting, inspection, or construction management; engineering, surveying, geotechnical investigation, environmental documentation, special site remediation, escalation, or the cost for ongoing maintenance. The overall cost opinions are intended to be general and used only for planning purposes. Toole Design Group, LLC makes no guarantees or warranties regarding the cost estimate herein. Construction costs will vary based on the ultimate project scope, actual site conditions and constraints, schedule, and economic conditions at the time of construction.

Livingston Road

These estimates are based on the long-term vision for Livingston Road, and assume that the length of the street within the Henson Creek Village study area (from Indian Head Highway to Oxon Hill Road) is 3,300 feet.

Table 1. Street reallocation and lane restriping (short-term)

Item	Unit	Quantity	Unit Cost	Total Cost
Thermoplastic Pavement Marking Lines (4")	LF	13,200	\$1.50	\$19,800
Eradication (Skip Lines)	LF	6,600	\$0.50	\$3,300
Replace Skip Lines	LF	6,600	\$2.60	\$17,160
Bicycle Safe Grate w/Inlet Protection	EA	12	\$1,030.00	\$12,360
Subtotal				\$52,620
Lump Sum Items				
Maintenance of Traffic (10%)	LS		\$5,262.00	\$5,262.00
Subtotal				\$52,620
20% Contingency				\$10,524
Total Estimated Cost				\$63,200

Table 2. Replacing a sidewalk with a shared-use path (short-term)

Item	Unit	Quantity	Unit Cost	Total Cost
Thermoplastic Pavement Marking Lines (4")	LF	3,300	\$1.50	\$4,950
Sign Panel (Class I)	EA	14	\$150.00	\$2,100
Steel Signpost (2x2 Inch Tubing)	EA	14	\$100.00	\$1,400
Earthwork, Excavation	CY	2,444	\$20.00	\$48,889
Aggregate Base Course	CY	1,222	\$40.00	\$48,889
Asphalt Surface Course	TON	422	\$85.00	\$35,904
Asphalt Base Course	TON	1,320	\$70.00	\$92,400
Geotextile Filter Cloth	SY	4400	\$3.00	\$13,200
Intersection Treatments	EA	8	\$4,000.00	\$32,000
Driveway Adjustments	EA	8	\$2,200.00	\$17,600
Subtotal				\$297,332
Lump Sum Items				
Landscaping (5%)	LS		\$14,867.00	\$0
Drainage and E&S (10%)	LS		\$29,733.00	\$0
Maintenance of Traffic (10%)	LS		\$29,733.00	\$0
Utility Adjustments (10%)	LS		\$29,733.00	\$0
Subtotal				\$297,332
30% Contingency				\$89,200
Total Estimated Cost				\$386,600

Table 3. Adding separated, street-level two-way bike lanes (mid-term)

Item	Unit	Quantity	Unit Cost	Total Cost
Thermoplastic Pavement Marking Lines (4")	LF	13,200	\$1.50	\$19,800
Thermoplastic Pavement Marking Buffer Lines (6")	LF	6,600	\$1.00	\$6,600
Thermoplastic Pavement Marking Symbol	EA	34	\$250.00	\$8,500
Sign Panel (Class I)	EA	14	\$150.00	\$2,100
Steel Signpost (2x2 Inch Tubing)	EA	14	\$100.00	\$1,400
Eradication (Skip Lines)	LF	6,600	\$0.50	\$3,300
Replace Skip Lines	LF	6,600	\$2.60	\$17,160
Bicycle Safe Grate w/Inlet Protection	EA	12	\$1,030.00	\$12,360
Flexible Delineators	EA	330	\$58.00	\$19,140
Subtotal				\$90,360
Lump Sum Items				
Maintenance of Traffic (10%)	LS		\$9,036.00	\$0
Subtotal				\$90,360
30% Contingency				\$27,108
Total Estimated Cost				\$117,500

Table 4. New trail between existing Henson Creek Trail and Livingston Road (short-term, estimated 1,200 feet of new trail)

Item	Unit	Quantity	Unit Cost	Total Cost
Thermoplastic Pavement Marking Lines (4")	LF	1,200	\$1.50	\$1,800
Sign Panel (Class I)	EA	1	\$150.00	\$150
Steel Signpost (2x2 Inch Tubing)	EA	1	\$100.00	\$100
Earthwork, Excavation, Grading, Fill	CY	1,778	\$25.00	\$44,444
Aggregate Base Course	CY	533	\$40.00	\$21,333
Asphalt Surface Course	TON	154	\$85.00	\$13,056
Asphalt Base Course	TON	480	\$70.00	\$33,600
Geotextile Filter Cloth	SY	1600	\$3.00	\$4,800
Intersection Treatments	EA	1	\$1,250.00	\$1,250
Subtotal				\$120,534
Lump Sum Items				
Landscaping (5%)	LS		\$6,027.00	\$0
Drainage and E&S (10%)	LS		\$12,053.00	\$0
Maintenance of Traffic (5%)	LS		\$6,027.00	\$0
Utility Adjustments (10%)	LS		\$12,053.00	\$0
Subtotal				\$120,534
30% Contingency				\$36,160
Total Estimated Cost				\$156,700

Table 5. All new trail connections, including to Cady Drive and Taylor Acres Avenue (long-term, estimated 4,000 feet of new trail)

Item	Unit	Quantity	Unit Cost	Total Cost
Thermoplastic Pavement Marking Lines (4")	LF	4,000	\$1.50	\$6,000
Sign Panel (Class I)	EA	8	\$150.00	\$1,200
Steel Signpost (2x2 Inch Tubing)	EA	8	\$100.00	\$800
Earthwork, Excavation, Grading, Fill	CY	5,926	\$25.00	\$148,150
Aggregate Base Course	CY	1,778	\$40.00	\$71,120
Asphalt Surface Course	TON	512	\$85.00	\$43,520
Asphalt Base Course	TON	1,600	\$70.00	\$112,000
Geotextile Filter Cloth	SY	5333	\$3.00	\$15,999
Intersection Treatments	EA	3	\$1,250.00	\$3,750
Subtotal				\$402,539
Lump Sum Items				
Landscaping (5%)	LS		\$20,127.00	\$0
Drainage and E&S (10%)	LS		\$40,254.00	\$0
Maintenance of Traffic (5%)	LS		\$20,127.00	\$0
Utility Adjustments (10%)	LS		\$40,254.00	\$0
Subtotal				\$402,539
30% Contingency				\$120,762
Total Estimated Cost				\$523,400

Table 6. Adding separated, sidewalk-level two-way bike lanes (long-term)

Item	Unit	Quantity	Unit Cost	Total Cost
Thermoplastic Pavement Marking Lines (4")	LF	3,300	\$1.50	\$4,950
Sign Panel (Class I)	EA	14	\$150.00	\$2,100
Steel Signpost (2x2 Inch Tubing)	EA	14	\$100.00	\$1,400
Earthwork, Excavation	CY	2,444	\$20.00	\$48,889
Aggregate Base Course	CY	1,222	\$40.00	\$48,889
Asphalt Surface Course	TON	422	\$85.00	\$35,904
Asphalt Base Course	TON	1,320	\$70.00	\$92,400
Geotextile Filter Cloth	SY	4400	\$3.00	\$13,200
Intersection Treatments	EA	8	\$4,000.00	\$32,000
Driveway Adjustments	EA	8	\$2,200.00	\$17,600
Install new curb and gutter	LF	3300	\$51.60	\$170,280
Subtotal				\$467,612
Lump Sum Items				
Landscaping (5%)	LS		\$23,381.00	\$0
Drainage and E&S (10%)	LS		\$46,761.00	\$0
Maintenance of Traffic (10%)	LS		\$46,761.00	\$0
Utility Adjustments (10%)	LS		\$46,761.00	\$0
Subtotal				\$467,612
30% Contingency				\$140,284
Total Estimated Cost				\$607,900

Table 7. Adding separated, sidewalk-level two-way bike lanes (long-term)

Item	Unit	Quantity	Unit Cost	Total Cost
Thermoplastic Pavement Marking Lines (4")	LF	3,300	\$1.50	\$4,950
Sign Panel (Class I)	EA	14	\$150.00	\$2,100
Steel Signpost (2x2 Inch Tubing)	EA	14	\$100.00	\$1,400
Earthwork, Excavation	CY	2,444	\$20.00	\$48,889
Aggregate Base Course	CY	1,222	\$40.00	\$48,889
Asphalt Surface Course	TON	422	\$85.00	\$35,904
Asphalt Base Course	TON	1,320	\$70.00	\$92,400
Geotextile Filter Cloth	SY	4400	\$3.00	\$13,200
Intersection Treatments	EA	8	\$4,000.00	\$32,000
Driveway Adjustments	EA	8	\$2,200.00	\$17,600
Install new curb and gutter	LF	3300	\$51.60	\$170,280
Subtotal				\$467,612
Lump Sum Items				
Landscaping (5%)	LS		\$23,381.00	\$0
Drainage and E&S (10%)	LS		\$46,761.00	\$0
Maintenance of Traffic (10%)	LS		\$46,761.00	\$0
Utility Adjustments (10%)	LS		\$46,761.00	\$0
Subtotal				\$467,612
30% Contingency				\$140,284
Total Estimated Cost				\$607,900

Cady Drive

These estimates are based on the long-term vision for Cady Drive, and assume that the length of the street within the Henson Creek Village study area (from Livingston Road to the cul-de-sac) is 800 feet.

Table 8. Adding separated, street-level two-way bike lanes (long-term)

Item	Unit	Quantity	Unit Cost	Total Cost
Thermoplastic Pavement Marking Lines (4")	LF	3,200	\$1.50	\$4,800
Thermoplastic Pavement Marking Buffer Lines (6")	LF	1,600	\$1.00	\$1,600
Thermoplastic Pavement Marking Symbol	EA	8	\$250.00	\$2,000
Sign Panel (Class I)	EA	4	\$150.00	\$600
Steel Signpost (2x2 Inch Tubing)	EA	4	\$100.00	\$400
Eradication (Skip Lines)	LF	1,600	\$0.50	\$800
Replace Skip Lines	LF	1,600	\$2.60	\$4,160
Bicycle Safe Grate w/Inlet Protection	EA	2	\$1,030.00	\$2,060
Flexible Delineators	EA	80	\$58.00	\$4,640
Subtotal				\$21,060
Lump Sum Items				
Maintenance of Traffic (10%)	LS		\$2,106.00	\$0
			Subtotal	\$21,060
30% Contingency				\$6,318
Total Estimated Cost				\$27,400

New Parallel Street

Based on other road projects in the area and high-level estimates including materials, labor, and contingencies we estimate that the parallel street (from Livingston Square to the proposed trailhead on Livingston Road) would cost in the range of \$3 to 5 million per mile, depending on the locale, the need for right-of-way acquisition, utilities, geotechnical concerns, retaining walls, storm drain system, traffic signals, and lighting.

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