



US ROUTE 1 LAND REDEVELOPMENT STUDY

Stakeholder Briefing: Recommendations



Smart Growth America
Improving lives by improving communities

**the
Neighborhood
DesignCenter**

Meeting Goals

- Recap the project process to date including engagement and case studies
- Share the project team's recommendations
- Discuss next steps for Route 1 and implementation of the final report



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Agenda

10 - 10:15 AM

Welcome and Overview

10:15 - 10:45 AM

Project Recap & Recommendations

- Engagement Process
- Case Studies
- Recommendations

10:45 - 11:05 AM

Questions

11:05 - 11:15 AM

Next Steps & Closing



Meet the Team



Vanessa Akins
Special Program Coordinator



Garrett Dickerson
*Planner II,
Placemaking Section*



Leah Daniels
*Former Intern II,
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Consultant Team



Jeri Mintzer
*Assistant Vice President, Economic
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*Senior Associate, Economic
Development*

**the
Neighborhood
DesignCenter**



Allie O'Neill
Program Director



Angelica Arias
Project Coordinator

Project Introduction

The Prince George's County Planning Department awarded a consultant contract for the Route 1 Land Redevelopment Study to Smart Growth America and the Neighborhood Design Center.

The study brought together experts across various disciplines to focus on:

- Neighborhood revitalization
- Real estate development
- Complete streets
- Design

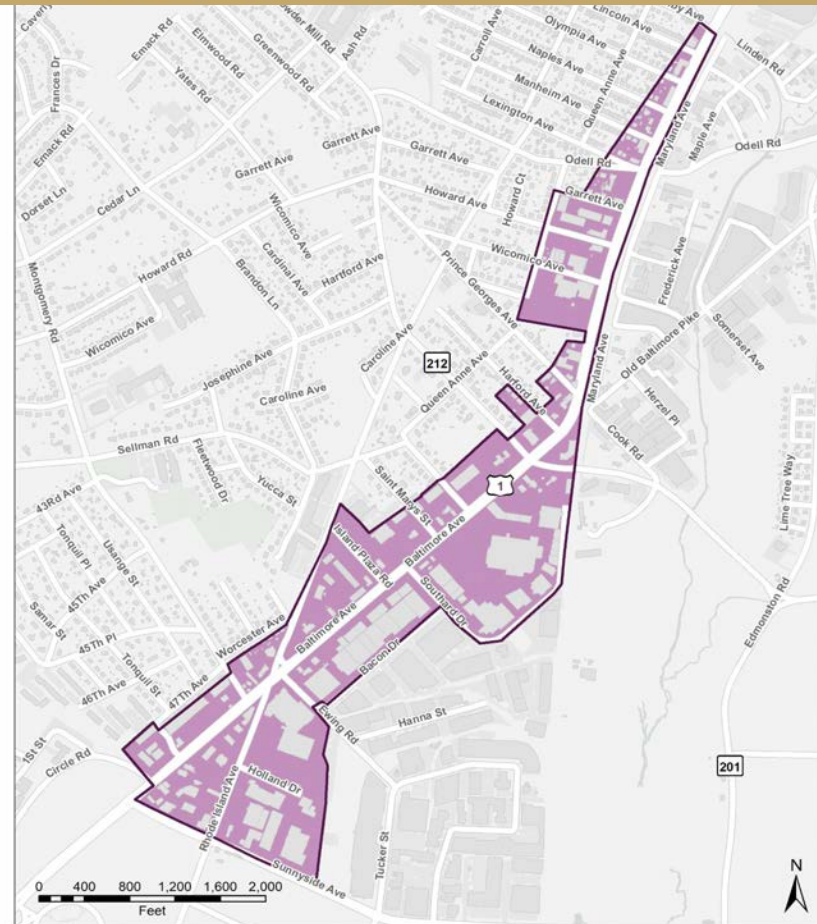
The project engaged local stakeholders to create recommendations for future development that align with the Approved Master Plan and Sectional Map Amendment for Subregion 1.



Study Area Map

This study looked at the **Subregion 1 Plan** area along the **Route 1 Corridor boundary**.

The boundaries are: Quimby Avenue to Sunnyside Avenue, adjacent to the Beltsville Agricultural Research Center and the immediate surrounding neighborhoods.



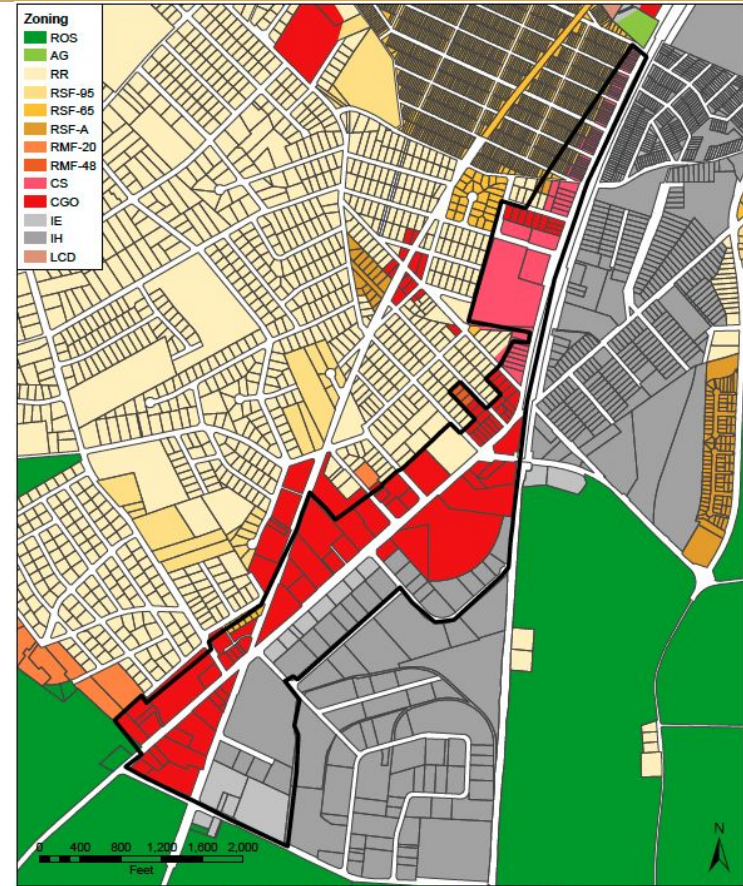
Study Area Zoning

CS: Commercial, Service Zone

CGO: Commercial, General and Office Zone

IE: Industrial, Employment Zone

IH: Industrial, Heavy Zone



Project Background

The Approved Master Plan and Sectional Map Amendment for Subregion 1 contains several policies and strategies aimed at providing a more **walkable and urban street form** to the US Route 1 corridor. Much of this requires **investment and development, which has yet to happen.**

The study **evaluated case studies** from across the country that faced similar implementation challenges and succeeded.

Recommendations were informed by successful processes and strategies and how they can be applied to Prince George's County.



Timeline

June – July 2022 – Kickoff & Site Visit

August 2022 – December 2022 – Stakeholder Meetings

January 2023 – May 2023 – Community & Business
Conversations; Case Study Development

June 2023 – Community Workshop

July – October 2023 – Final Report

November – December 2023 – Stakeholder &
Community Meetings



Engagement summary

August 2022 - March 2023

Stakeholder Roundtables (virtual)
Community & Business Conversations
(virtual & in-person)



91 attendees

March 2023

Survey



80 survey responses

June 2023

Community Workshop



38 attendees

What We Heard: Local Strengths

- Beltsville's location is one of its greatest assets
- Food-related businesses constitute a great deal of retail activity as reported by participants
- The grocery store and pharmacy were identified as anchor retail establishments
- Parks & nature are considered one of the area's biggest strengths



What We Heard: Top Priorities

- Road and infrastructure improvements are needed to support safe driving, walking, and cycling
- Work to improve the corridor must connect to adjacent communities in order to be truly impactful
- The corridor would benefit from beautification and greening efforts, including the addition of trees and more engaging architecture
- Understanding and sharing mechanisms for changemaking is imperative



What We Heard: Challenges

- Regulatory hurdles: Existing zoning allows undesired uses; permitting is challenging for businesses; multiple groups maintain and manage roads in the area
- Infrastructure challenges: Auto-centric roads prioritize cars over all modes of transportation
- Capacity challenges: No focused group or business association for the corridor
- Lack of cohesion around vision: Not all agreed on change, if any, and there is a disconnect between tenant businesses and property owners
- No design standards: There is no existing design language that differentiates Beltsville or contributes to an inviting local character
- Lack of investment: Funding is needed for existing businesses and other improvements

What We Heard: The Beltsville You Envision

A vibrant and beautiful community that feels inviting and comfortable for a diverse group of residents.

A place where you can safely walk, bike, or drive from nearby homes to a mix of small businesses and local restaurants. Beltsville has a “town center” feel.

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Ideas for Beltsville, as Observed in Other Communities



Summary of exemplary case studies

- Bring the people to the street and the street to people
- Make the street a pleasant and comfortable place to be
- Make connections to what you already have
- Support the area's existing character, businesses, and residents while welcoming new folks



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“The Loop” Corridor in Columbia, MO



Credit: The Loop CID

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Baltimore Avenue in Hyattsville, MD



Credit: Neighborhood Design Center

Elements covered in case studies

Improved street design

- Wider sidewalks
- Landscaped medians, street trees
- Redesigned traffic pattern
- Public art
- Support for multiple modes of travel
- Expanded transit access

Infrastructure upgrades

- Buried utilities
- Stormwater management

Trail & neighborhood connections

Mixed-use development at key nodes and intersections

- New commercial space via infill development
- Consistent design standards
- Reuse industrial/warehouse buildings to add new commercial space

Spaces for community use

- Green space
- Pop-ups
- Plazas

Business support strategies

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Recommendations

Experience

Vibrancy

Connectivity

Thriving Places

Organize for Change



1: Experience

Make the street a safe place for all people and activities with...

Walkable routes.

Safe pedestrian crossings.

Improved bus stops.

Traffic calming.

Enhance pedestrian lighting.





1.1: Create a network of walkable routes through the corridor

Create a network of walkable routes throughout the corridor. Connect and widen existing sidewalks, construct new sidewalks where gaps exist, and protect sidewalks with landscaped buffers and/or street trees when space allows.

Implementation mechanism: Inventory existing sidewalks and develop a phased approach to implementation that considers current and future bus stop locations, coordinates with lighting and street design, and prioritizes areas with the highest need.

Implementation partners: MDOT SHA, PGC DPWT

Phasing: Mid-term

Funding options: PGC-DHCD CDBG, TAP, USDOT SSS4A



1.2: Redesign Route 1 traffic flow to reduce conflict with pedestrian crossings

Encourage the redirection of traffic to minimize left-hand turning into shopping centers and at key intersections to reduce conflict with pedestrian crossings. Consider a road diet and/or a complete streets approach to road design to reduce pressure on Route 1 as a main thoroughfare.

Implementation mechanism: Conduct feasibility study to explore approaches to traffic redirection and flow focused on increasing pedestrian and cyclist safety and transforming the Beltsville corridor into a destination.

Implementation partners: MDOT SHA

Phasing: Long-term

Funding options: TAP, USDOT SSS4A



1.3: Enhance bus stops along the corridor

Enhance bus stops along the corridor by supplying shelters, seating, and lighting. Relocate existing bus stops to intersections that have, or are close to, pedestrian walk signals and are easily accessed by neighborhoods and by sidewalk users.

Implementation mechanism: Identify appropriate locations for bus stops in coordination with plans for a network of walkable routes. Consider partnering with Prince George's Arts and Humanities Council and businesses to implement artistic/statement bus shelters, as modeled in Brentwood, MD (located south on Route 1).

Implementation partners: WMATA, PGC DPWT, MDOT SHA, PGAHC

Phasing: Short-term

Funding options: USDOT SSS4A



1.4: Prioritize pedestrian crossing infrastructure

Prioritize pedestrian crossing infrastructure (automatic pedestrian phases on traffic signals, crossing island, elimination of slip lanes, raised crossing, asphalt art) at intersections that connect neighborhoods to Route 1. Prioritize additional pedestrian crossing enhancements at all intersections in the corridor (high-visibility crosswalks, curb extensions).

Implementation mechanism: Detailed site plan (M-NCPPC) is adjacent land is being redeveloped; pedestrian-focused corridor design for intersections along the corridor.

Implementation partners: SHA, PGC DPWT, MDOT, WMATA, RTA

Phasing: Mid-term

Funding options: If adjacent to property that can be redeveloped, developer can pay for intersection improvements; USDOT SSS4A, Bloomberg Asphalt Art Grant



1.5: Implement traffic calming measures to enhance pedestrian and local driver safety

Conduct a speed study along the corridor, between Sunnyside and Quimby. Implement traffic calming measures to enhance pedestrian and local driver safety. Consider reduction of automobile speeds and road redesign to reflect speed reduction.

Implementation mechanism: Traffic speed study and design for traffic calming measures, coordinating with plans for network of walkable routes, bus stop location assessment, and pedestrian intersection enhancements.

Implementation partners: MDOT SHA

Phasing: Mid-term

Funding options: If adjacent to property that can be redeveloped, developer can pay for intersection improvements; USDOT SSS4A, Bloomberg Asphalt Art Grant, PAMC



1.6: Implement pedestrian-scaled lighting enhancements to promote safe walking

Identify areas with high pedestrian traffic and low visibility for lighting projects. Implement pedestrian-scale lighting enhancements to promote safe walking in low light, prioritizing areas adjacent to bus stops.

Implementation mechanism: Design study with recommendations for pedestrian-scale lighting in coordination with plans for network of walkable routes, bus stop location assessment, and pedestrian intersections enhancements.

Implementation partners: MDOT SHA, WMATA

Phasing: Mid-term

Funding options: TAP, USDOT SSS4A, PAMC

2: Vibrancy

Make Route 1 a visually appealing destination with...

A corridor identity.

Facade improvements and beautification.

Street trees and green space.

Public art and placemaking.

Buried power lines.





2.1: Establish a corridor identity

Establish a clear corridor identity with a strong shared vision, visual language, and color palette. Install light pole banners and public furnishings (benches, trashcans, etc.) aligned with the identity. The identity should include design guidelines for commercial facades along the corridor.

Implementation mechanism: Create a corridor branding and identity that is identifiable and implementable.

Implementation partners: Community Working Group, District 1 Council Member's Office, M-NCPPC, PAMC

Phasing: Short-term

Funding options: PAMC, Anacostia Trails Heritage Area Rocket Grants, Maryland Heritage Areas Authority Grants



2.2: Implement beautification projects with existing businesses

Work with the Beltsville Business Association and existing businesses on beautification efforts and installations along the corridor.

Implementation mechanism: CBO & BBA to convene a committee of community members and business owners for corridor cleanups and beautification efforts. Create a plan with repeating events and programs.

Implementation partners: Community Working Group, Prince George's County Economic Development agencies

Phasing: Short-term

Funding options: DHCD NED, Community Legacy Funds, Growing Green with Pride



2.3: Convene a working group to implement facade improvement programs

Establish a CBO Working Group with representation from the Beltsville Business Association to research funding and implementation of facade improvement programs.

Implementation mechanism: Focus program phases on 6-8 small businesses at a time. Consider places where outdoor seating areas can be added for a more town-center feel.

Implementation partners: Community Working Group, District 1 Council Member's Office

Phasing: Short-term

Funding options: DHCD NED, Community Legacy Funds, Redevelopment Authority



2.4: Install street trees and landscaped medians

Install street trees and landscaped medians in areas of the corridor where there are gaps in the tree canopy to increase shade and calm traffic.

Implementation mechanism: Develop a landscape plan for the corridor identifying areas for trees, landscaped medians, planters, improved parking lot buffers, and establish a native and low-maintenance plant palette aligned with corridor identity (recommendation 2.1).

Implementation partners: Department of Environment, Local Businesses, MDOT SHA, PGC DPWT

Phasing: Mid-term

Funding options: Prince George's County Growing Green with Pride, Department of Public Works Right Tree Right Place Program, TAP



2.5: Convene a public art and placemaking working group

Work with Prince George's Arts and Humanities Council and M-NCPPC Placemaking Division to convene a working group to identify areas for murals, sculptures, performance events, and create a public art and placemaking plan for the corridor.

Implementation mechanism: Create an arts and placemaking plan. Identify art installation themes aligned with corridor identity (recommendation 2.1). Consider integrating public art into facade improvement programs when implementing plan recommendations.

Implementation partners: PGAHC, M-NCPPC Placemaking Division, M-NCPPC Department of Parks and Recreation

Phasing: Short-term

Funding options: PGAHC, Maryland State Arts Council Public Art Grants



2.6: Study feasibility of burying power lines

Collaborate with various entities to study the feasibility of burying power lines from Sunnyside to Quimby along Route 1.

Implementation mechanism: Coordinate with utilities to understand the considerations for burying electrical lines.

Implementation partners: MDOT SHA, PEPCO, PGC DPWT

Phasing: Long-term

Funding options: FEMA HMGP



2.7: Establish green spaces for people along the corridor

Enhance existing vacant land and green spaces with pop-up placemaking, parklet design, and landscaping to create areas of respite and places to gather. Establish permanent green spaces for people along the corridor by acquiring property dedicated to community use. Design and program the space(s) to contribute to a “town center” feel.

Implementation mechanism: Implement a public open space plan including temporary and permanent plans for vacant land and green space. Identify parcels to be acquired and consult with community about desired amenities and programming for the spaces.

Implementation partners: M-NCPPC

Phasing: Short-, Mid-, and Long-term

Funding options: Prince George’s County Stormwater Stewardship Grants, Chesapeake Bay Trust Grants, Maryland Department of Natural Resources–Land Acquisition and Planning Grants (Program Open Space and Community Parks & Playgrounds Program)

3: Connectivity

Make connections to adjacent neighborhoods and nearby resources with...

Walking connections.

Wayfinding signage.

Complete streets.

Bike infrastructure.





3.1: Create new walking connections to adjacent neighborhoods

Create new walking paths/sidewalks that would connect adjacent neighborhoods to the Route 1 corridor.

Implementation mechanism: Inventory existing sidewalks and develop a phased approach to implementation. Coordinate a network of walkable routes with neighborhood destinations, planned pedestrian improvements at intersections, bus stop locations, and proposed pedestrian lighting plan.

Implementation partners: MDOT SHA, PEPCO, PGC DPWT

Phasing: Mid-term

Funding options: PGC DHCD CDBG, USDOT SSS4A



3.2: Install wayfinding signage to direct residents and visitors

Utilize signage and wayfinding resources to direct residents/visitors along the corridor. Wayfinding should direct visitors to Beltsville businesses and landmarks, including amenities such as the University of Maryland, BARC, local trails, and places of worship.

Implementation mechanism: Create a wayfinding and signage plan aligned with the visual identity of the corridor and in support of the economic development plan (recommendation 4.3).

Implementation partners: MDOT SHA, CBO, M-NCPPC, Trails and PAMC

Phasing: Mid-term

Funding options: M-NCPPC PAMC, ATHA Rocket Grants, MHAA Grants



3.3: Implement a complete street design on Rhode Island Avenue

Implement a complete street design on Rhode Island Avenue from Baltimore Avenue to Powder Mill Road, directing cyclists to Sellman Road to access Route 1 businesses.

Implementation mechanism: Community Transportation Working Group to advise agencies, review plans, and provide on-the-ground insights to ensure responsive and place-appropriate design.

Implementation partners: PGC DPWT, MDOT SHA, M-NCPPC Department of Parks and Recreation

Phasing: Long-term

Funding options: M-NCPPC PAMC, USDOT SSS4A



3.4: Construct bike infrastructure at key connection points

Construct protected bike lanes along Sunnyside Ave from Route 1 to Edmonston Road that will connect existing trail networks. Reconfigure Sellman Road–Rhode Island Avenue intersection for clarity and safety. Continue cyclist infrastructure onto Sellman Road from Route 1 to the multi-use path at the Beltsville Community Center.

Implementation mechanism: Create a plan for a comprehensive multi-modal road network through and connected to the Beltsville Business District and nearby amenities.

Implementation partners: PGC DPWT, MDOT SHA, M-NCPPC Department of Parks and Recreation

Phasing: Mid-term

Funding options: TAP, USDOT Tiger Grant, USDOT SSS4A

4: Thriving Places

Support existing businesses while facilitating new, diverse growth with...

A business association.

A business district.

An economic development strategy.

A Corridor Development Board.

Reuse of building stock.

Infill and mixed-use development.





4.1: Develop a business association

Work with existing businesses to develop a Beltsville Business Association that will assist in enhancing business infrastructure and programming.

Implementation mechanism: N/A

Implementation partners: Economic Development Corporation, District 1 Council Member's Office

Phasing: Short-term

Funding options: MD Department of Housing & Community Development–Operating Assistance Grant



4.2: Investigate establishing a business district

Provide support for investigating the development of a Beltsville Business District in collaboration with the revamped Beltsville Business Association. Consideration to be given to whether a Business Incentive District makes sense for the area.

Implementation mechanism: Consult M-NCPPC's Business Improvement District Toolkit Study for guidance.

Implementation partners: M-NCPPC, PAMC

Phasing: Mid-term

Funding options: M-NCPPC, PAMC



4.3: Develop a business and economic strategy for the corridor

Develop an overall economic development strategy to set future goals for the study area. Include a business development strategy that encourages allowed service-oriented businesses to relocate to the corridor.

Implementation mechanism: Economic development strategy will guide the Community Economic Development Working Group as it seeks resources to support local businesses and bring new investment to the area.

Implementation partners: M-NCPPC, PAMC

Phasing: Mid-term

Funding options: M-NCPPC, PAMC



4.4: Establish a Beltsville-Route 1 Corridor Development Board

Establish a Corridor Development Board to enact community vision and land use recommendations outlined in the *Approved Subregion 1 2010 Master Plan and Sectional Map Amendment*, communicate to the broader community about development projects, and interface with the District 1 Council Member's Office. A development board is an appointed body of members of the community, property owners, business owners and other key stakeholders, representatives from local government agencies and elected officials.

Implementation mechanism: Develop a plan based on the economic development strategy to either rehab or purchase existing properties. Align plan with resources offered by the County and State.

Implementation partners: Redevelopment Authority, Community-Based Organization/Community Development Corporation (if formed; see recommendation 5.3).

Phasing: Mid-term

Funding options: DHCD NED and Community Legacy Funds, PGC-DHCD CDBG



4.5: Utilize existing programs to support reuse of building stock

Encourage and incentivize infill and mixed-use redevelopment along the corridor as properties become available. Consider increasing walkable businesses and prioritizing new development that fronts the street.

Implementation mechanism: Steward the community vision for the corridor and communicate it to potential developers.

Implementation partners: CM Office; Redevelopment Authority, M-NCPPC, CBO Development Review Board

Phasing: Mid-term

Funding options: DHCD NED and Community Legacy Funds



4.6: Encourage and incentivize infill and mixed-use development

Encourage and incentivize infill and mixed-use redevelopment along the corridor as properties become available. Consider increasing walkable businesses and prioritizing new development that fronts the street.

Implementation mechanism: Steward the community vision for the corridor and communicate it to potential developers.

Implementation partners: CM Office; Redevelopment Authority, M-NCPPC, CBO Development Review Board

Phasing: Long-term

Funding options: DHCD NED and Community Legacy Funds

5: Organize for Change

Cultivate a strong community organization to serve as the bedrock for Route 1 through...

A community working group.

Training and capacity-building.

Establishing a formal organization.





5.1: Convene a community working group

A working group, convened by the Council Member's Office with support from M-NCPPC, is the starting point for bringing residents of Beltsville together to begin to address and work on the concerns and issues identified over the course of the study. Both entities can play a vital role in facilitating and/or coordinating early group conversations.

Implementation mechanism: A dedicated and passionate group of stakeholders who are committed to the future of the Route 1 corridor.

Implementation partners: District 1 Council Member's Office; PGC DPWT; Department of the Environment; Department of Permitting, Inspection and Enforcement; DHCD; Department of Parks and Recreation; EDC; Revenue Authority; Redevelopment Authority, MDOT, WMATA

Phasing: Short-term

Funding options: (if needed) CM's office grant



5.2: Enhance working group skills and build capacity

With regular meeting structures in place, the working group could begin to tackle recommendations from this study. The working group will benefit from training to increase the knowledge necessary to move study recommendations and actions forward.

Implementation mechanism: M-NCPPC's Neighborhood Planning Academy, NeighborWorks America, Maryland Nonprofits training to build on existing skills in the working group.

Implementation partners: Community working group, M-NCPPC

Phasing: Mid-term

Funding options: CM's office grant



5.3: Formalize working group into an organization for impact

The community working group could be the basis for formulating a new community-based organization (CBO) or community development corporation (CDC) for the corridor.

Implementation mechanism: Either a CBO or CDC can engage directly with community members about their experiences in, challenges with, and hopes for the corridor, and can advocate to policymakers for necessary policies and communicate needs on the ground. Additionally, these organizations can apply for funding to support projects, manage programs and initiatives, and disseminate information in accessible and understandable ways.

Implementation partners: Community working group

Phasing: Mid- to Long-term

Funding options: Maryland DHCD (Operating Assistance Grant Funds), County Council non-departmental grants, Local Initiatives Support Corporation (LISC), Community Partnership Grant

1: Experience

Make the street a safe place for all people and activities.

2: Vibrancy

Make Route 1 a visually appealing destination.

3: Connectivity

Make connections to adjacent neighborhoods and nearby resources.

4: Thriving Places

Support existing businesses while facilitating new, diverse growth.

5: Organize for Change

Cultivate a strong community organization to serve as the bedrock for Route 1.

Open Q&A

Do you have questions for us?



YOU'RE INVITED: Join us for a community meeting to share these recommendations and begin building community support
December 7, 6:30-8pm at the Beltsville Community Center

For more information on this project, please visit the Website and take the survey
<https://www.pgparcs.com/5160/Route-1-Land-Redevelopment-Study>

On behalf of the MNCPPC Community Planning Division,
Smart Growth America, and Neighborhood Design Center, we...

THANK YOU FOR YOUR PARTICIPATION !

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