

CENTRAL US 1 NEIGHBORHOOD COMPATIBILITY STUDY COLLEGE PARK, MARYLAND

POST-CHARRETTE COMMUNITY MEETING
DECEMBER 11, 2024

Images shown for illustrative purposes only.

WELCOME / OVERVIEW

VANESSA AKINS



Images shown for illustrative purposes only.

AGENDA

1. PROJECT TEAM
2. PROJECT SCHEDULE & SCOPE
3. SUMMARY OF FINDINGS
4. COMMUNITY FEEDBACK
5. CHARRETTE SUMMARY
6. DRAFT RECOMMENDATIONS

Images shown for illustrative purposes only.

PROJECT TEAM

Overview

MEET THE M-NCPPC TEAM



VANESSA AKINS
SPECIAL PROGRAM
MANAGEMENT
COORDINATOR



LYNDSEY CLOUATRE
PLANNER III



CONNOR KLEIN
PLANNER III

MEET THE CONSULTANT TEAM



**MATT
D'AMICO**

DESIGN COLLECTIVE

PLANNING & URBAN DESIGN



**MAYTE
ORTEGA-WEBBERT**

DESIGN COLLECTIVE

PLANNING & URBAN DESIGN



**ABIGAIL
FERRETTI**

PARTNERS FOR ECONOMIC
SOLUTIONS

MARKET & ECONOMICS



**KEVIN
KEELEY**

VHB

TRANSPORTATION &
ENVIRONMENTAL

PROJECT SCOPE + SCHEDULE

Overview

GOALS & OBJECTIVES

ECONOMICS & DEVELOPMENT

- » Identify Economic Drivers
- » Identify Use and Investment Strategies for the Hollywood Commercial District
- » Identify Strategies to Enhance Retail and Placemaking at the Hollywood Commercial District
- » Investigate the Benefits of the Proposed Community Center for the Hollywood Commercial District

PLANNING & POLICY

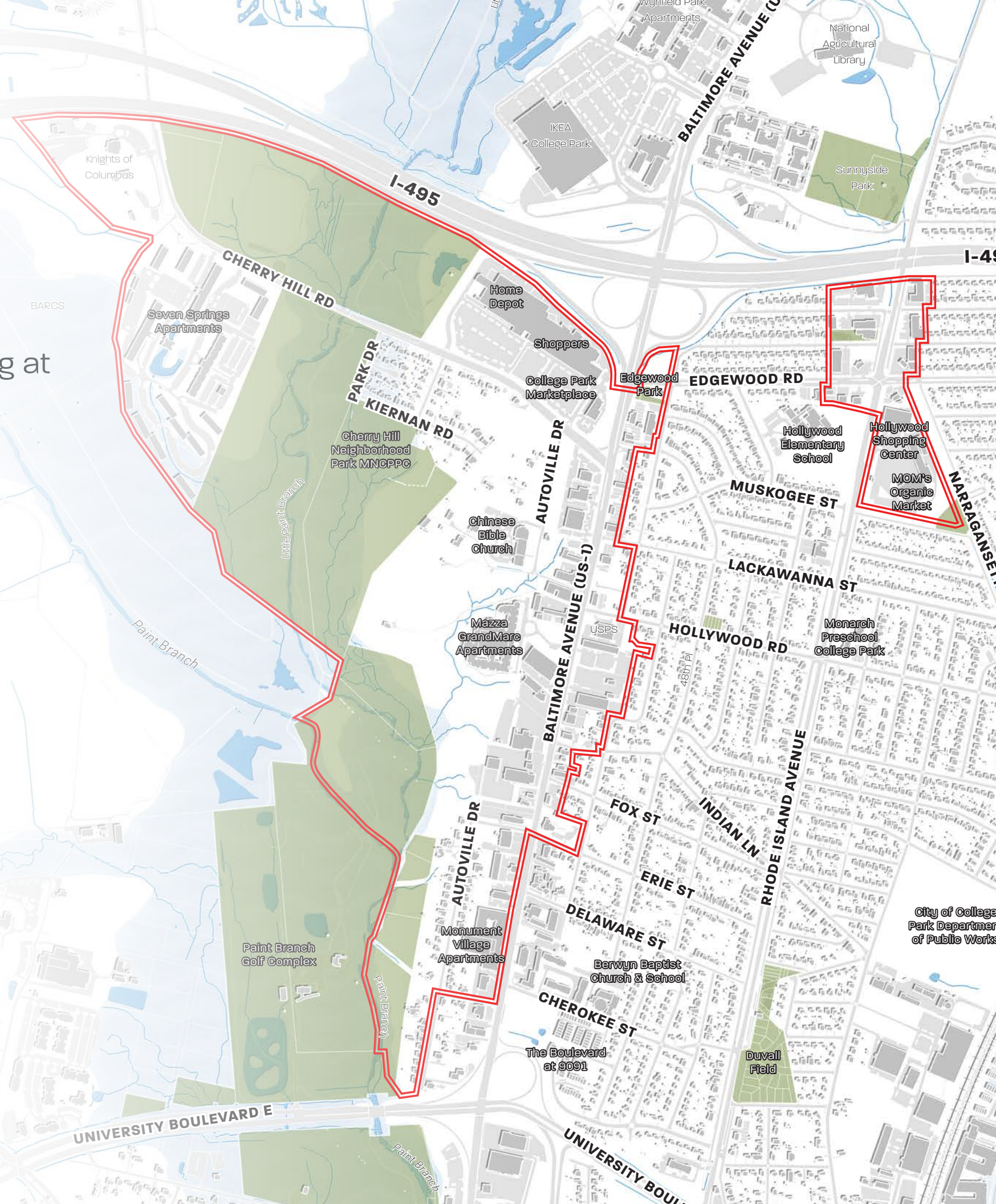
- » Address Development Compatibility Concerns
- » Recommend Policy Updates to Support Plan Goals

TRANSPORTATION & CONNECTIVITY

- » Address Strategies for Specific Intersection Improvements to Address Conflicts and Safety
- » Develop a Network of Connected Sidewalks and Bike Lanes
- » Develop a Strategy for Streetscape and Complete Streets Infrastructure

FLOODING & THE ENVIRONMENT

- » Identify Stormwater Management Techniques to Address Flooding: Protect, Respond and Improve



PURPOSE

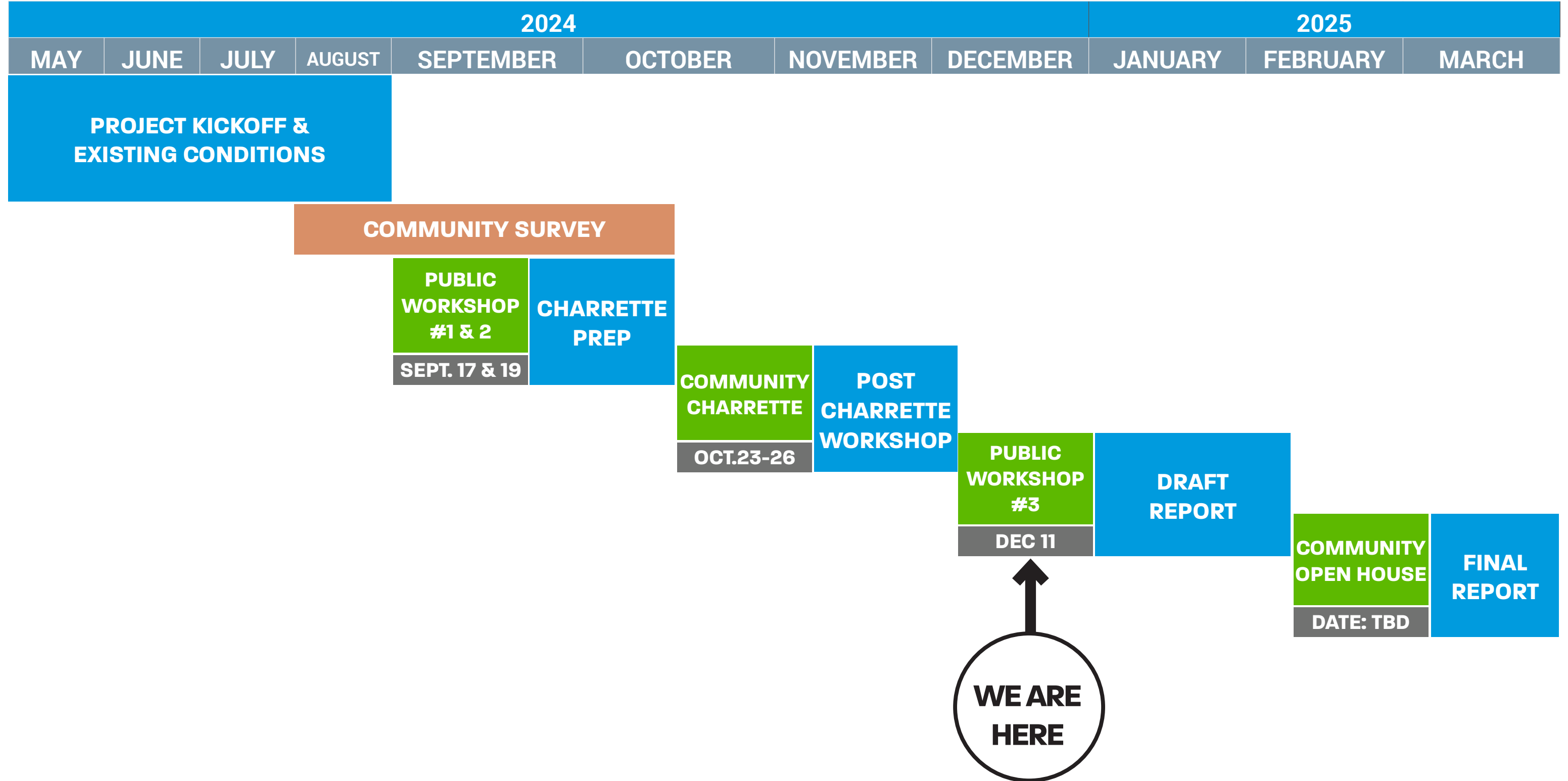
The purpose of the Central US Route 1 Neighborhood Compatibility Study is to inform next steps for the study area, informed by the project's goals, objectives and recommendations

This may include, for example:

- » Policy and/or zoning changes
- » Consideration of a Sector Plan update
- » Map amendments
- » Prioritization and/or funding of capital projects



PROJECT SCHEDULE



SUMMARY OF FINDINGS

CONSIDERATIONS

- » Zoning, land use, previous plans, 2010 Sector Plan, development activity
- » Economic Drivers
 - US Route 1 / Baltimore Avenue
 - Hollywood Commercial District
- » Transportation, mobility, connectivity, pedestrian and bicycle safety, and transit
- » The natural environment, stormwater runoff, and floodplain
- » Recreation facilities and needs



COMMUNITY FEEDBACK

Community Workshops - September 17 and 19

College Park Day - October 5

Charrette Visioning Workshop - October 23

On-Line Survey - thru November 30

WORKSHOP RESULTS

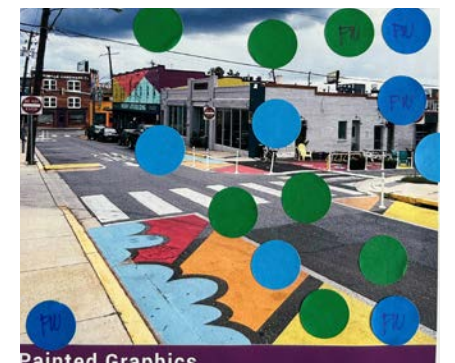
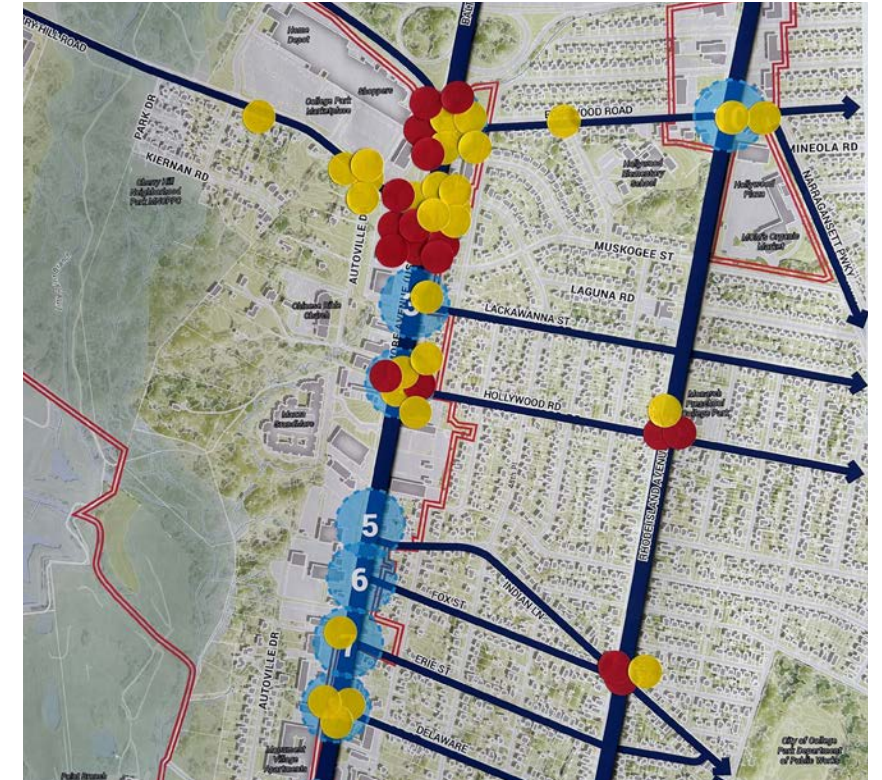
Summary of Community Feedback



WORKSHOP RESULTS

Summary of Community Feedback

- » Support for mixed-use development along US Route 1 - transition building heights adjacent to neighborhood
- » Encourage adaptive re-use of buildings as shops, restaurants, and neighborhood services in lieu of industrial, auto repair, and storage
- » Attract higher quality shops and restaurants in Hollywood - improve walkability and attractiveness
- » Improve pedestrian and bicycle safety everywhere; add crosswalks along and across Route 1
- » Enhance pedestrian and bicycle connectivity and wayfinding
- » Improve identify and placemaking character - branding, public art, community gathering spaces, and streetscape
- » Protect the natural environment and neighborhood tree canopy; address flooding



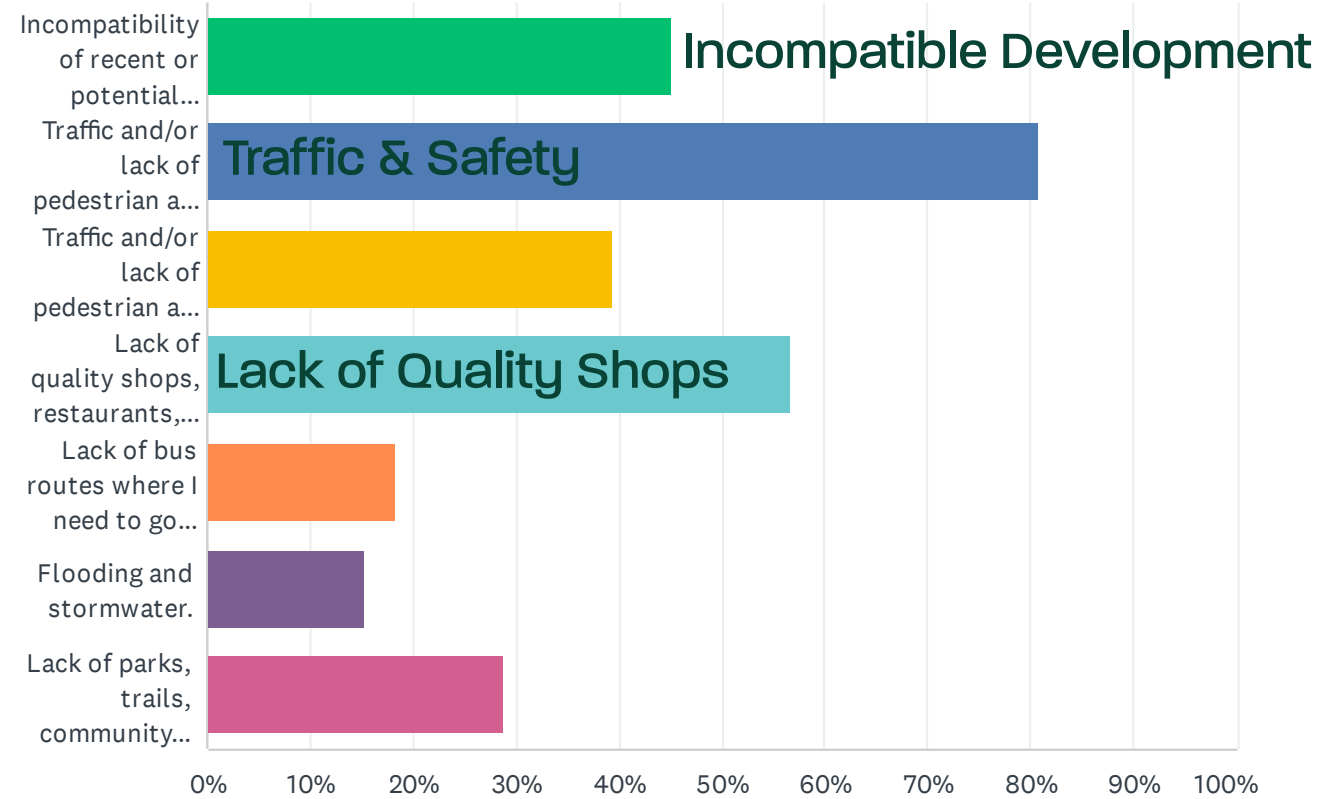
SURVEY RESULTS

Summary of Community Feedback

- » 104 responses to date
- » Survey closed November 30

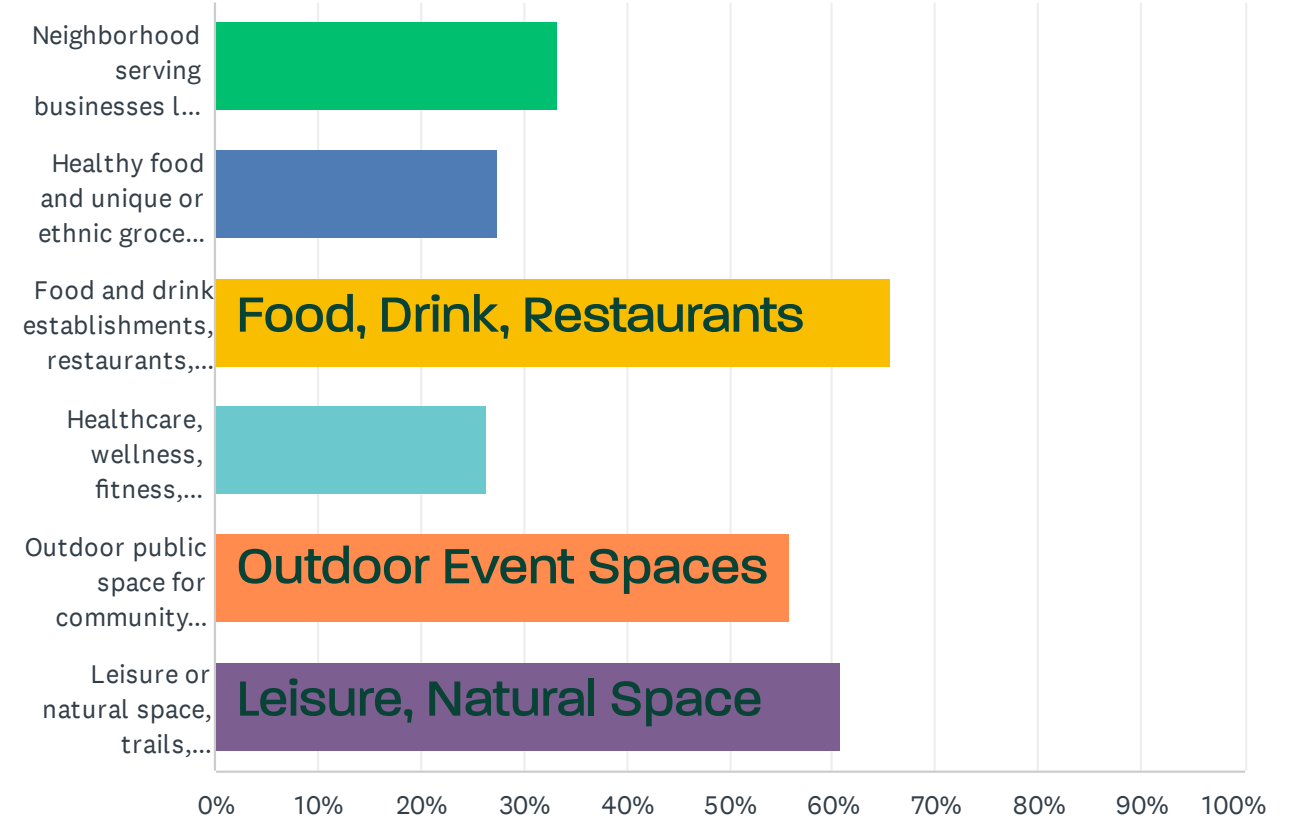
Q10: What do you believe are the greatest weaknesses and concerns of the study area?

Answered: 104 Skipped: 0



Q18: What would you like to see more of in the study area?

Answered: 102 Skipped: 2

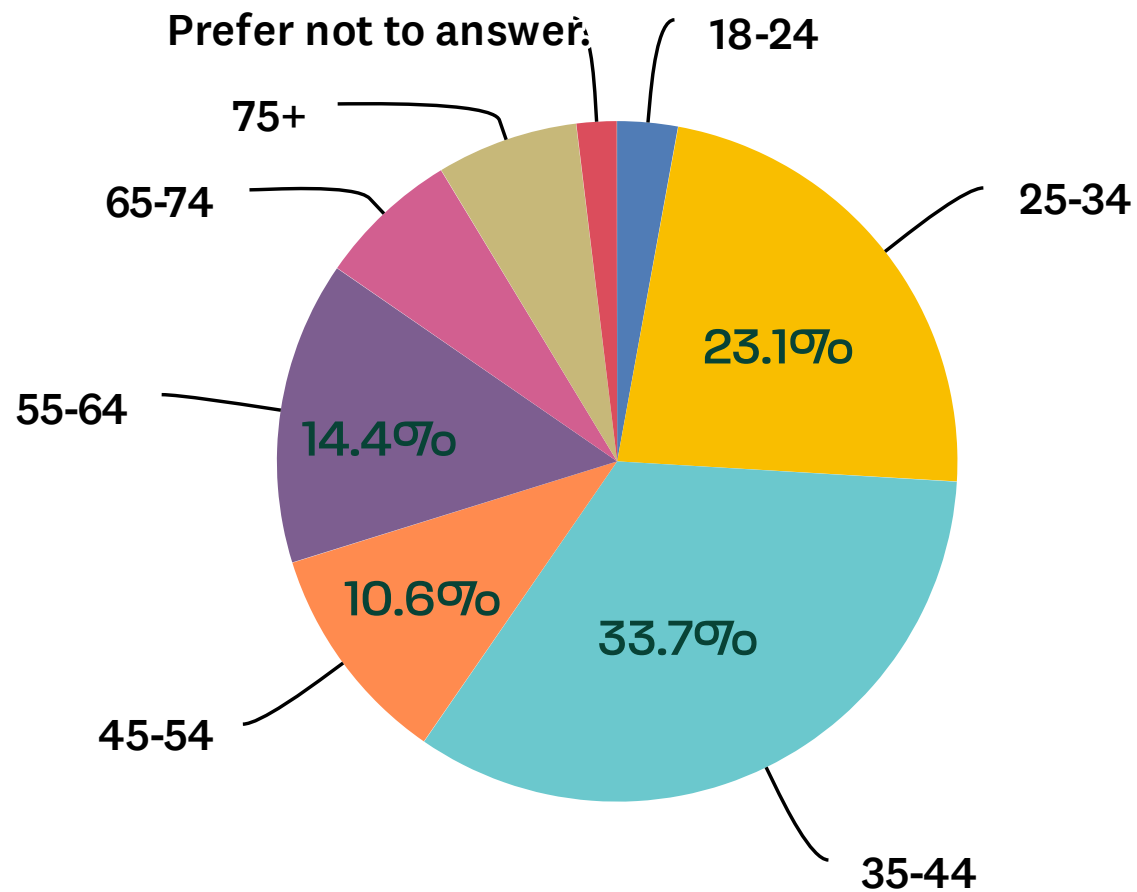


SURVEY RESULTS

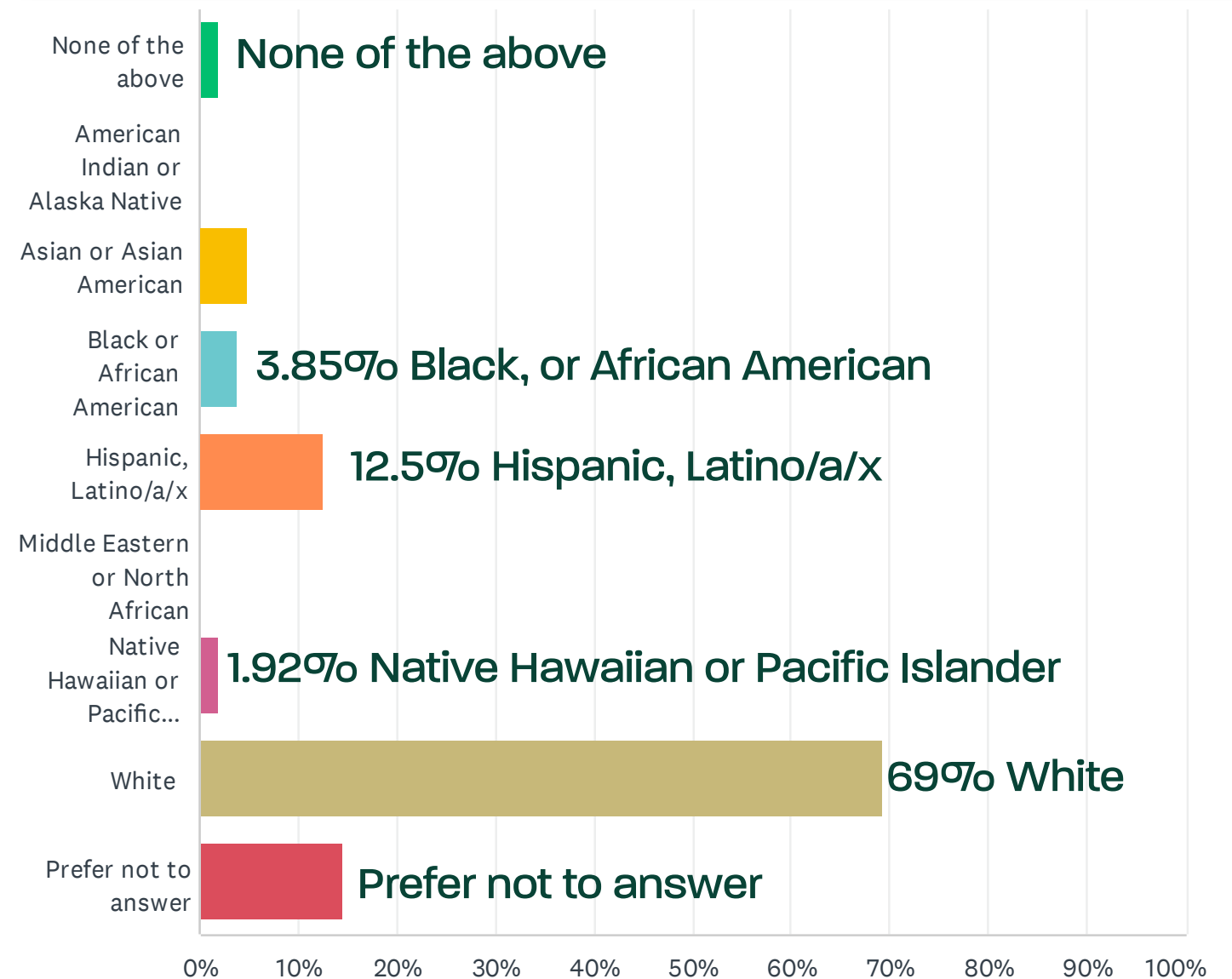
Summary of Community Feedback

» Demographics: 69% White, 12.50% Latino, 4.81% Asian or Asian American, 3.85% Black or African American, 1.92% Native Hawaiian or Pacific Islander,

Q19: What is your age?



Q20: How do you identify? Please select all that apply.



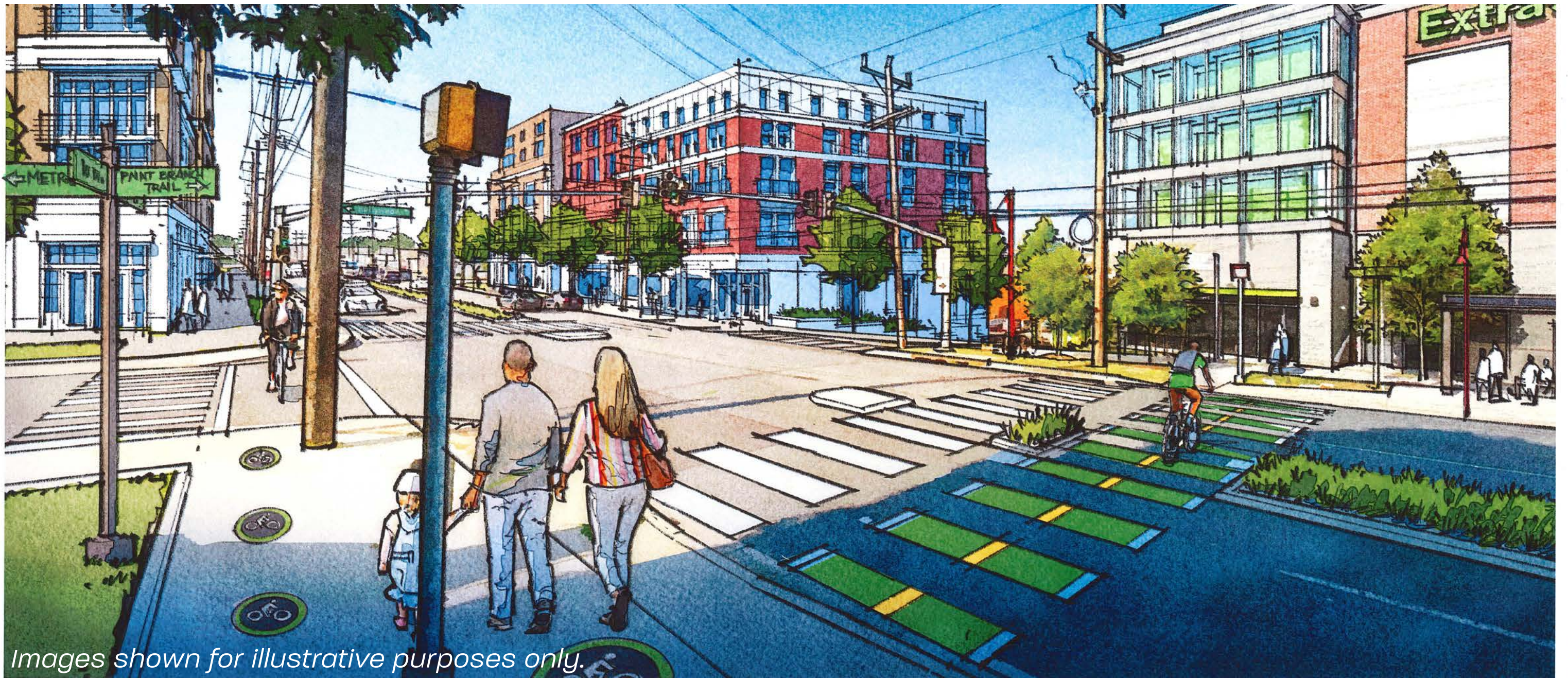
CHARRETTE SUMMARY

Wednesday, Thursday, Friday, and Saturday

October 23, 24, 25, and 26

Study Area Vision

Transform Baltimore Avenue and the Hollywood Commercial District into vibrant, attractive, and pedestrian-friendly places that improve neighborhood quality-of-life



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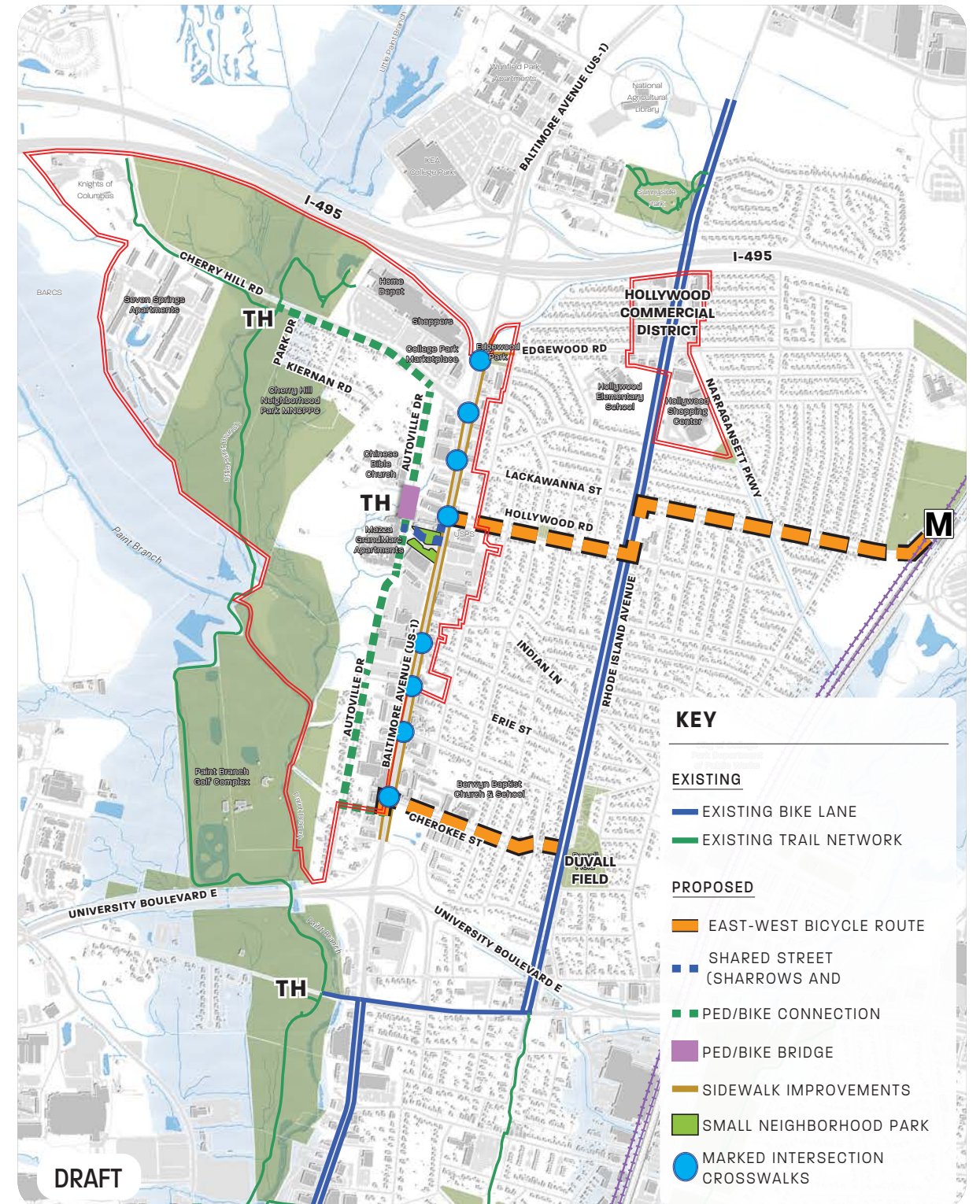
DRAFT RECOMMENDATIONS

Study Area Diagrams

Study Area Diagram

Pedestrian and Bicycle Network Plan

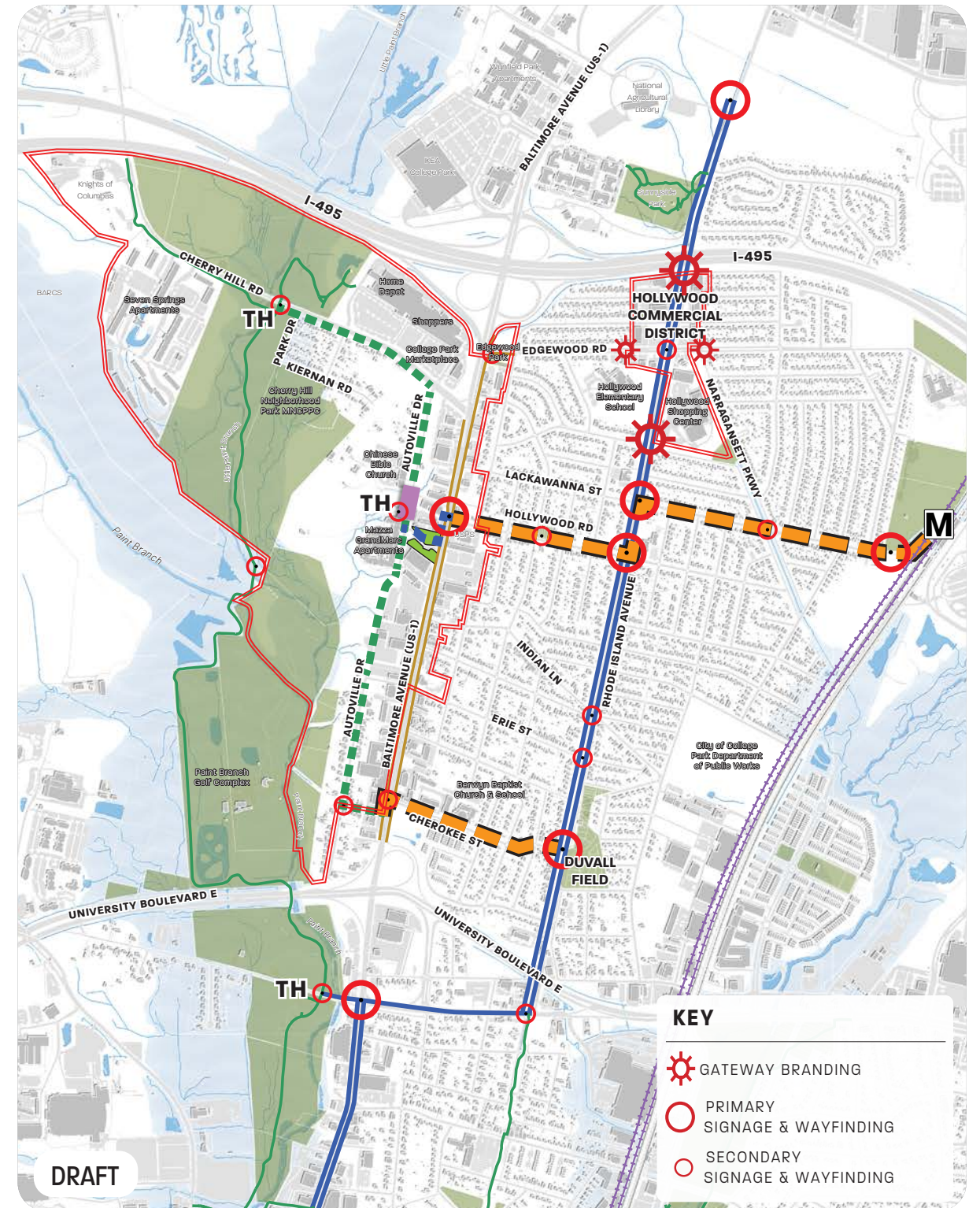
- » Add crosswalks with pedestrian beacons along US Route 1 at all major intersections
- » Create two safe east-west pedestrian and bicycle routes along:
 - Lackawanna and Hollywood Roads
 - Cherokee Street
- » Use sharrows, signage, and sidewalk graphics to guide cyclists
- » Create visible and dedicated bike crossings at Hollywood Road and at Cherokee Street
- » Utilize Rhode Island Avenue and the Paint Branch trail as north-south routes
- » Add sidewalks on neighborhood streets to create safe routes to schools
- » Explore strategies for improving connectivity everywhere



Study Area Diagram

Branding, Wayfinding, & Placemaking

- » Add Monumental gateway signage on Rhode Island Avenue to celebrate the Hollywood Commercial District; and at key nodes along Baltimore Avenue
- » Consider sculpture, artwork, and branding strategies to create a sense of identity for the Hollywood Commercial District and along Baltimore Avenue
- » Add significantly more wayfinding signs to guide pedestrians and cyclists
- » Consider permanent or temporary tactical urbanism, painted crosswalks/sidewalks/parking lots, public art, and interactive play (especially Hollywood Commercial District)
- » Engage the County's Placemaking Section to implement placemaking strategies



Study Area Diagram

Building Heights & Development Compatibility

US ROUTE 1

- » 6-10 stories at Seven Springs (orange - revised following charrette; existing buildings are 10-stories)
- » 4-5 stories US Route 1 north (tan)
- » 5-7 stories US Route 1 south (dark brown)
- » 2-4 stories adjacent to the Paint Branch (peach)

HOLLYWOOD DISTRICT

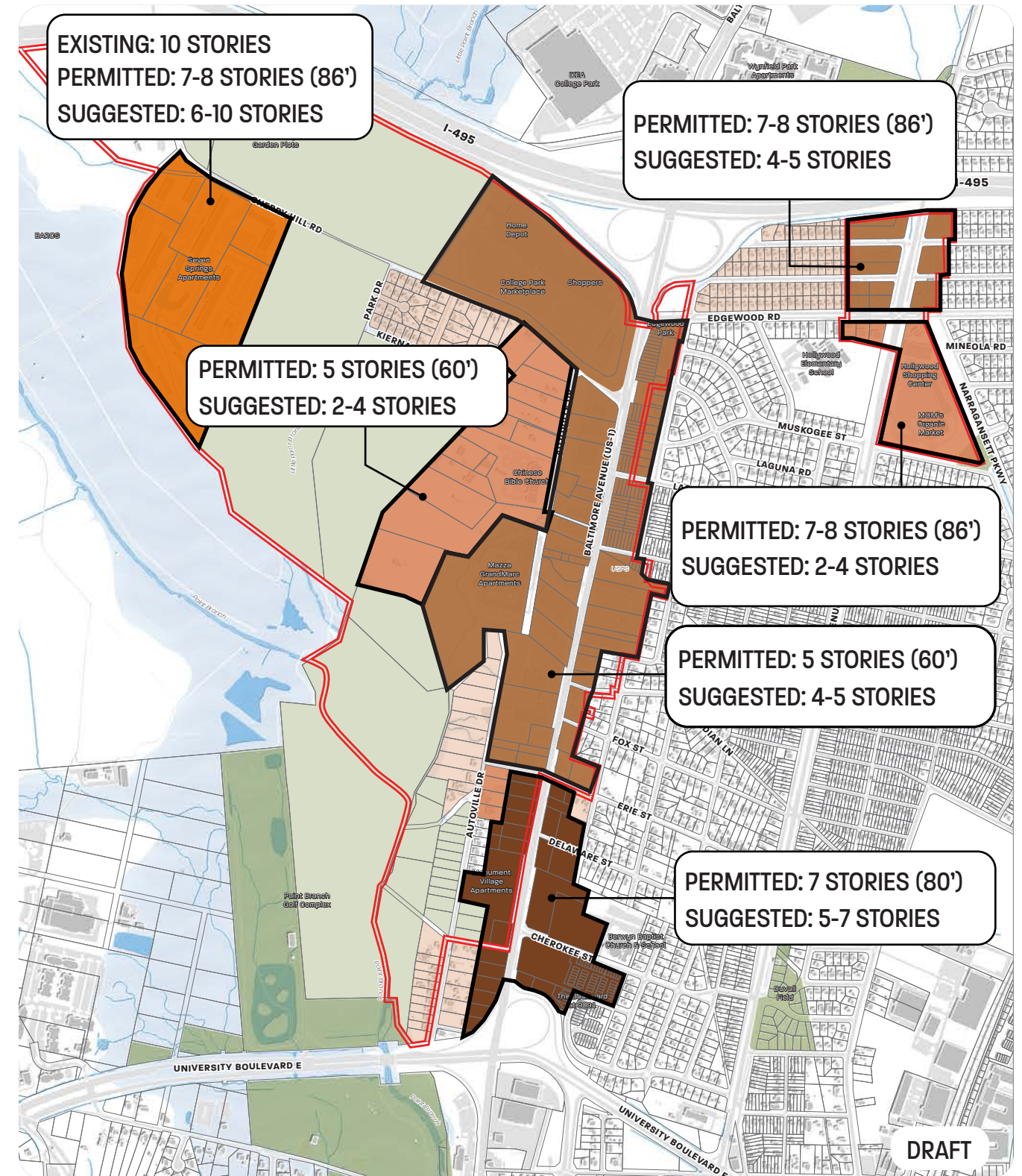
- » 4-5 stories - Hollywood Commercial District north (tan)
- » 2-4 stories - Hollywood Shopping Center (peach)

DEVELOPMENT COMPATIBILITY

- » Reduce building heights adjacent to single-family homes
- » Update zoning regulations - Neighborhood Compatibility Standards
- » Consistent with community feedback and 2010 Sector Plan

GOALS & INCENTIVES

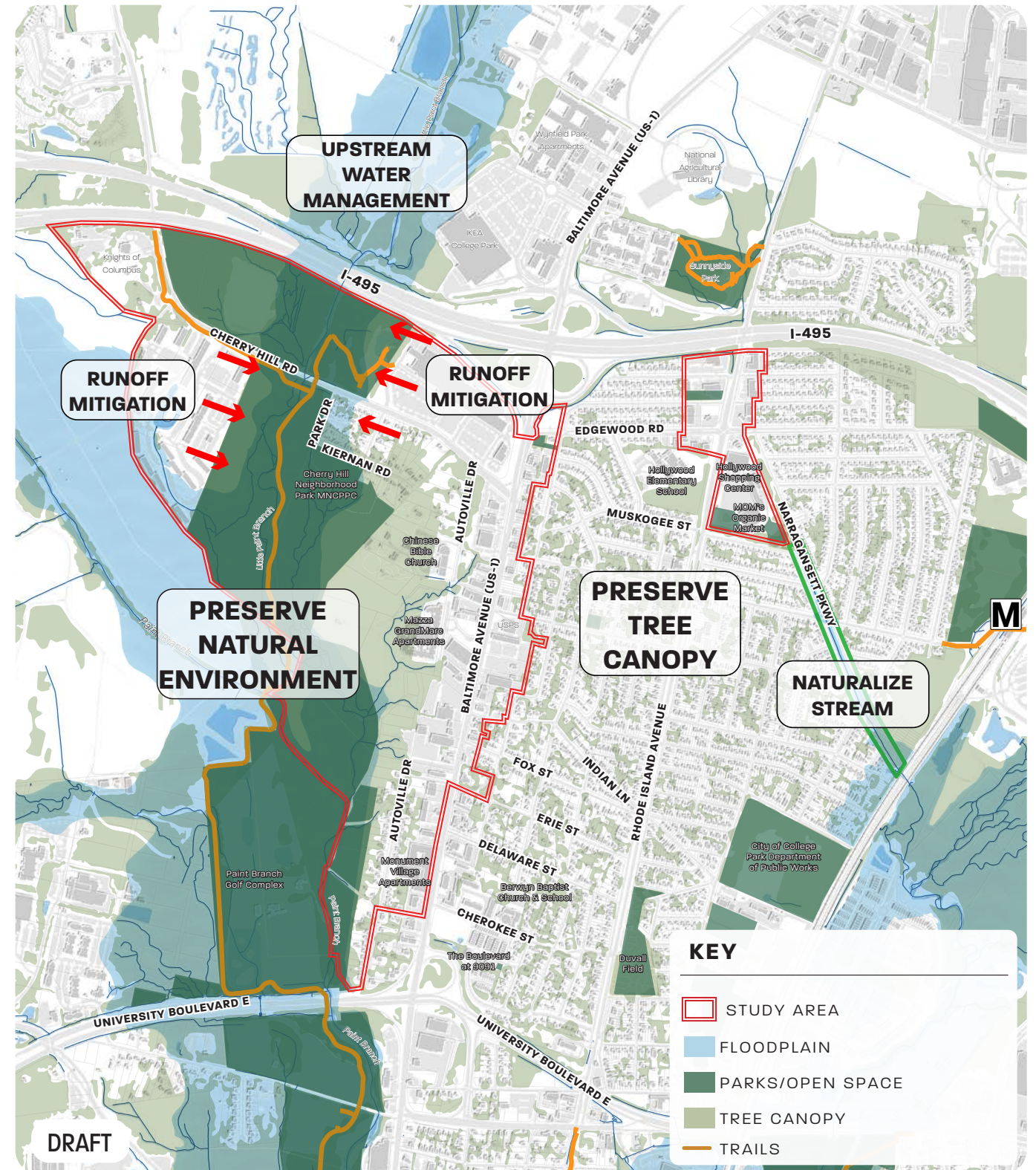
- » Neighborhood-serving services, retail, restaurants, and other uses that provide community benefits
- » Creative adaptive reuse; Green buildings; Affordable housing
- » Incentivize goals - additional height, shared/reduced parking



Study Area Diagram

Natural Environment and Flood/Stormwater Plan

- » Naturalize the channelized stream on Narragansett Pkwy to mitigate localized flooding
- » Coordinate with College Park Marketplace to adopt stormwater management practices to reduce runoff from parking lots into Paint Branch
- » Look for opportunities to strengthen policies, enforce regulations to preserve tree canopy, and sustain habitats
- » Promote awareness of grant opportunities for residents, businesses, non-profit organizations, and the City of College Park to install small-scale but impactful projects to manage stormwater and limit runoff
- » Identify projects designed to reduce risk to communities
- » Support higher-standard building practices to reduce flood risk while helping to address resiliency
- » Incorporate FEMA standards and sustainable/green-building technologies; prevent displacement



DRAFT RECOMMENDATIONS

Central US Route 1 / Baltimore Avenue

Central US Route 1 / Baltimore Avenue

Concept Plans - Edgewood Road to Hollywood Road

Edgewood Road:

1. Add missing crosswalks and narrow lanes to reduce crosswalk length (where feasible)

Cherry Hill Road:

2. Add red light or pedestrian beacon for south bound Route 1 to west bound Cherry Hill Road
3. Add a permanent median along Cherry Hill Road to control left turns (Starbucks) and to improve safe access/egress to/from Autoville Road

General

4. Consider a pedestrian/bicycle bridge to connect Autoville Drive and enable safe bicycle access to the Paint Branch Trail
 - » Replace the center turn lane with a median (planted where possible) and left turn lanes at intersections
 - » Install streetscape elements to match near campus
 - » Anticipate small-scale infill on small commercial lots (for example: senior housing or affordable housing)
 - » Anticipate businesses to remain and/or to be repurposed (for example: McCormick Paints or the Tag and Title building as restaurants, cafes, brewery, neighborhood services)



Central US Route 1 / Baltimore Avenue

Concept Plans - Hollywood Road to Erie Street

Hollywood Road:

1. Provide marked, safe, and signalized bicycle crossing at Hollywood Road; connect new shared use path to Paint Branch Trailhead - **TH**
2. Create a small community park and gathering place at Mazza GrandMarc as part of this new trail connection

General

- » Replace the center turn lane with a median (planted where possible) and left turn lanes at intersections
- » Install streetscape elements to match near campus
- » Anticipate limited new large-scale development (RV & Marine Center)
- » Car dealers will likely remain for the foreseeable future
- » Anticipate businesses to remain (for example: Azteca Restaurant) and support facade improvements and site beautification
- » Repurpose existing buildings - restaurants, cafes, brewery, or neighborhood services (for example: the Piano Superstore, Mattress Land, or Enterprise)



Central US Route 1 / Baltimore Avenue

Concept Plans - Erie Street to Cherokee Street

Cherokee Street:

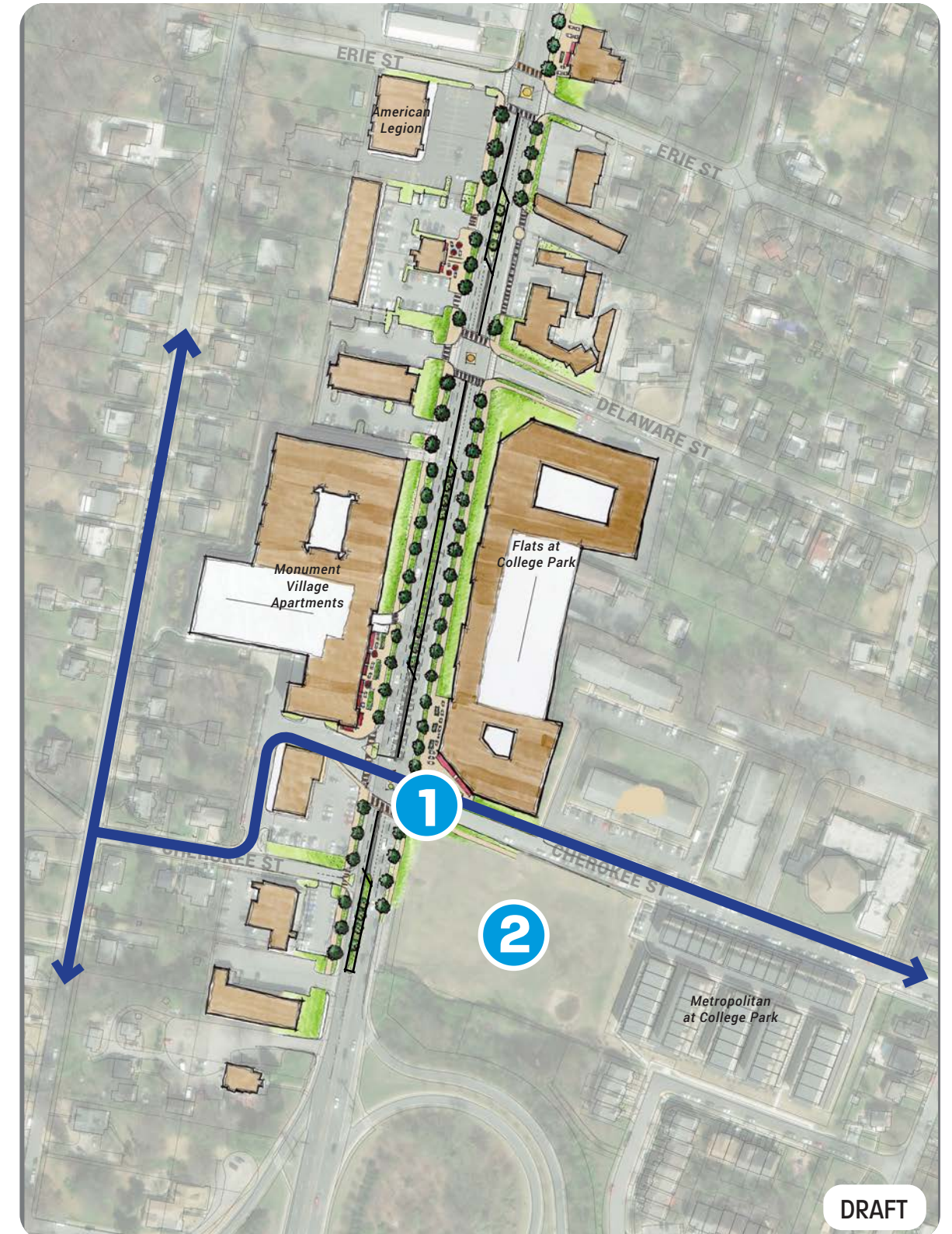
1. Provide marked, safe, and signalized bicycle crossing at Cherokee Street; connect Duvall Field to Autoville Drive and Paint Branch Trail
2. Anticipate limited new large-scale development focused around Cherokee and Delaware Streets (the vacant lot south of Cherokee)

General

- » Replace the center turn lane with a median (planted where possible) and left turn lanes at intersections
- » Install streetscape elements to match near campus
- » Anticipate businesses to remain (for example: College Park Diner)
- » Repurpose existing buildings - restaurants, cafes, brewery, or neighborhood services

Overall

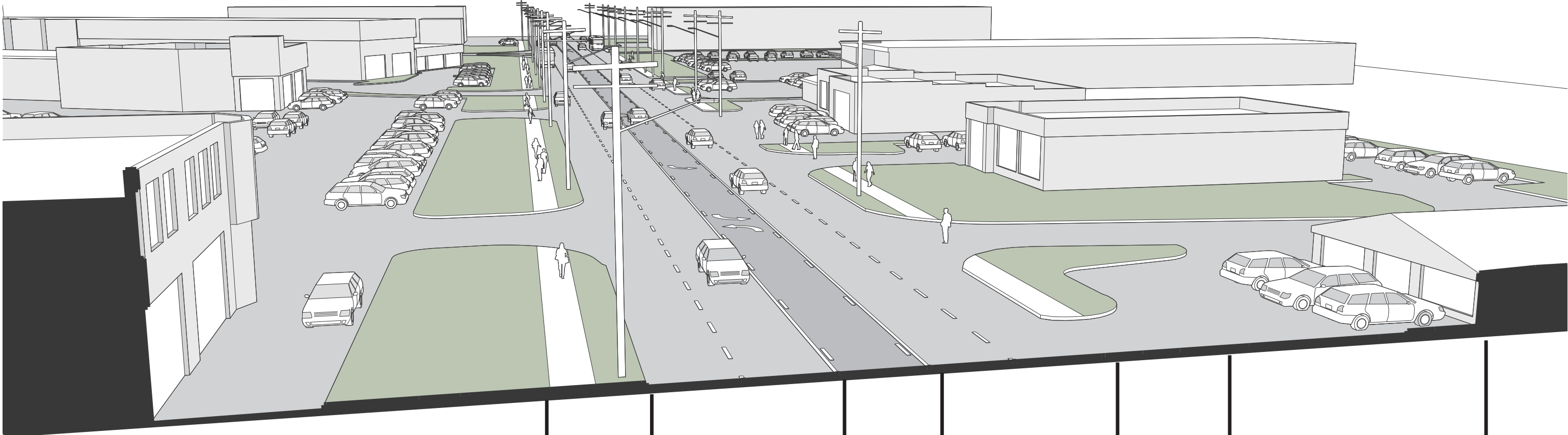
- » Consolidate and/or remove driveways and curb cuts, connect and share parking from parcel to parcel



Central US Route 1 / Baltimore Avenue

Existing Street Section

DRAFT



**FRONTAGE ZONE WITH
PARKING AND DRIVEWAYS**

**SIDEWALK
ZONE
WITH
DRIVEWAYS**

**SOUTH BOUND
TRAVEL LANES**

**CENTER
TURN
LANE**

**NORTH BOUND
TRAVEL LANES**

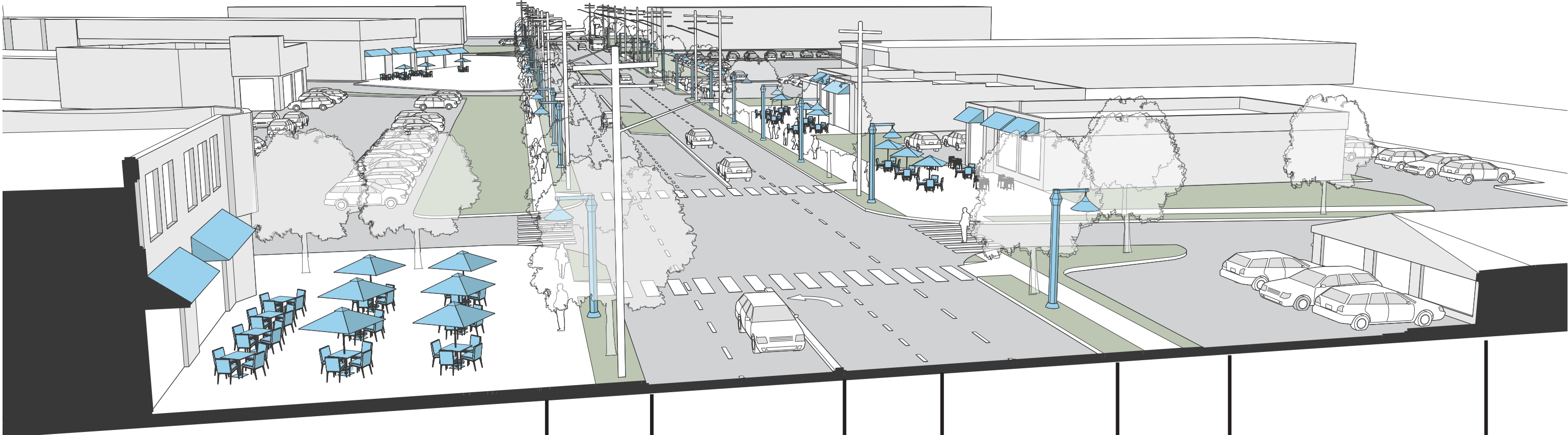
**SIDEWALK
ZONE
WITH
DRIVEWAYS**

**FRONTAGE ZONE WITH
PARKING AND DRIVEWAYS**

Central US Route 1 / Baltimore Avenue

Proposed Street Section

DRAFT



**FRONTAGE ZONE WITH
STOREFRONTS AND DINING**

**SIDEWALK
ZONE
WITH
STREETScape
ENHANCEMENTS**

**SOUTH BOUND
TRAVEL LANES
WITH
MARKED
CROSSWALKS**

**CENTER
MEDIAN
AND
CONTROLLED
LEFT TURNS**

**NORTH BOUND
TRAVEL LANES
WITH
MARKED
CROSSWALKS**

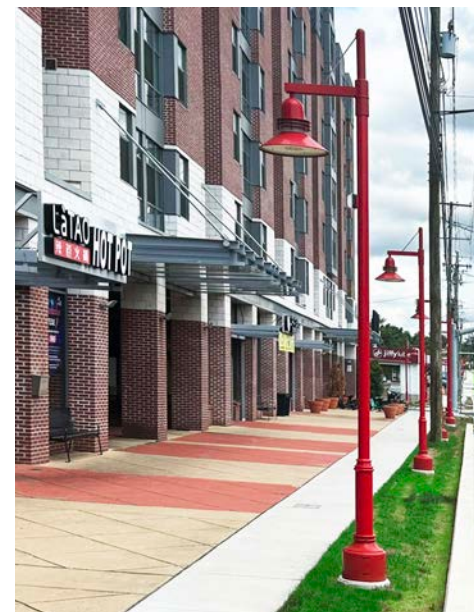
**SIDEWALK
ZONE
WITH
STREETScape
ENHANCEMENTS**

**FRONTAGE ZONE WITH
STOREFRONTS AND DINING**

Central US Route 1 / Baltimore Avenue

Precedent Images

ROADWAY, STREETScape & PLACEMAKING



Central US Route 1 / Baltimore Avenue

Precedent Images

DEVELOPMENT CHARACTER



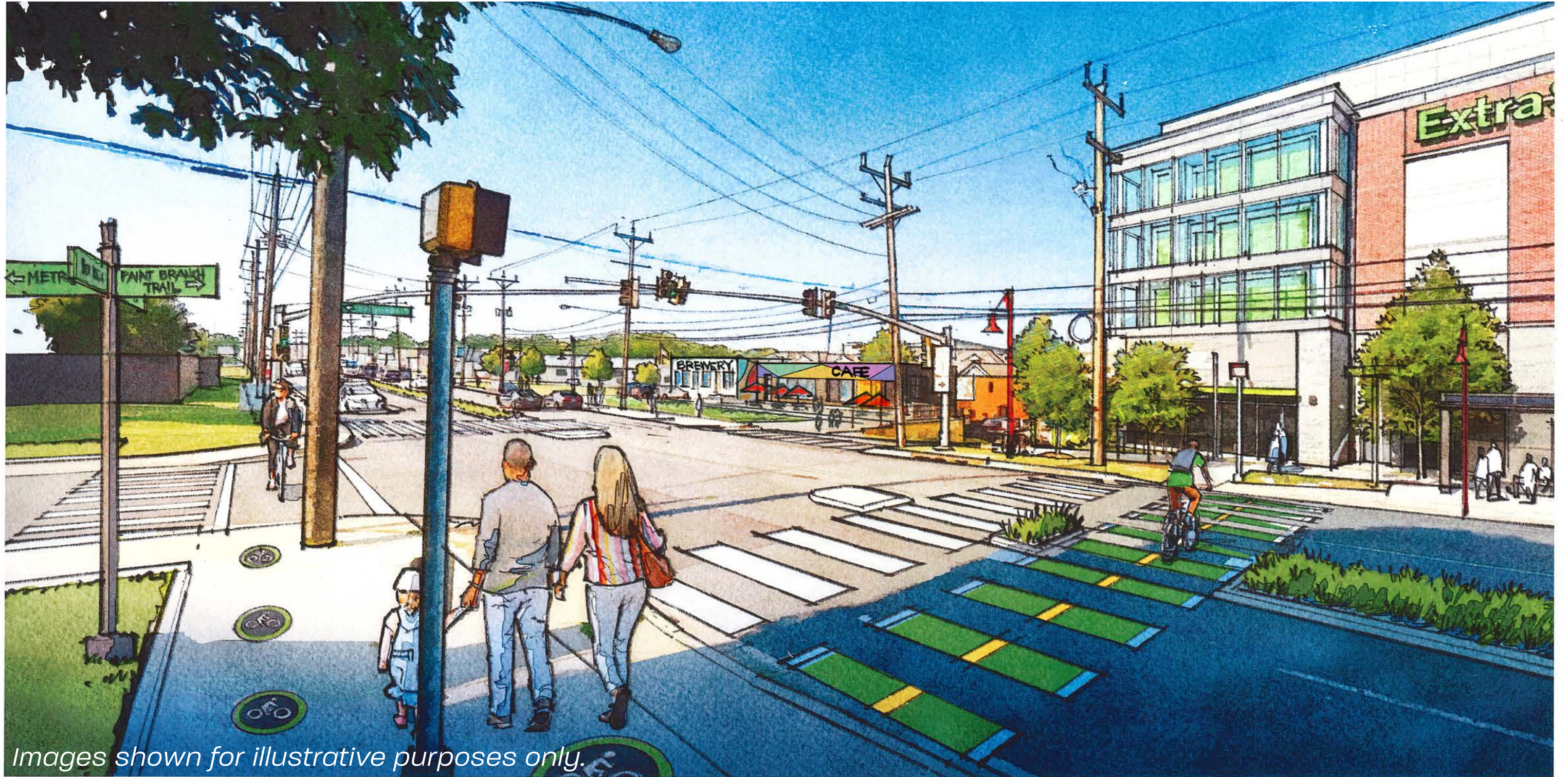
Central US Route 1 / Baltimore Avenue

Hollywood Road Intersection - Existing



Central US Route 1 / Baltimore Avenue

Hollywood Road Intersection - Streetscape Enhancements



Images shown for illustrative purposes only.

Central US Route 1 / Baltimore Avenue

Hollywood Road Intersection - Potential Infill



Images shown for illustrative purposes only.

Central US Route 1 / Baltimore Avenue

View North From Indian Lane - Existing



Central US Route 1 / Baltimore Avenue

View North From Indian Lane - Streetscape Enhancements



Images shown for illustrative purposes only.

Central US Route 1 / Baltimore Avenue

View North From Indian Lane - Potential Infill



Images shown for illustrative purposes only.

Central US Route 1 / Baltimore Avenue

Economics, Development, & Implementation

01

Solidify partnership roles

- Establish implementation goals for each partner: County & City
- Determine metrics for success
- Seek continuous budget support

02

Improve image

- Create a cohesive brand / image
 - gateway signage, public art, etc
- Improve public safety

03

Activate open space

- Assign champion for programming
- Cut red-tape for activation (temporary uses)
- Team with current event providers

Central US Route 1 / Baltimore Avenue

Economics, Development, & Implementation

04

Targeted business assistance

- Adopt façade improvement / micro loan programs
- Build capacity for real estate acquisition
- Schedule City ombudsman business visits

05

Support customer base

- Improve pedestrian / cyclist connectivity
- Supplement with new wayfinding
- Upgrade customer parking

06

Development support

- Work with property owners (public & private)
- Combine existing Fed / State \$
- Access developer incentives

DRAFT RECOMMENDATIONS

Hollywood Commercial District

Hollywood Commercial District - Rhode Island Avenue

Aerial View - Existing



Hollywood Commercial District - Rhode Island Avenue

Enhanced Streetscape and Beautification Plan

Transform Hollywood into vibrant, walkable shopping district with a sense of identity that celebrates local art, culture, and diversity

STREETSCAPE & PLACEMAKING

- » Improve pedestrian experience with connections and painted crosswalks that link existing blocks, buildings, and tenants to create a cohesive district
- » Create open spaces and enhanced sidewalks for outdoor dining adjacent to storefronts; create potential for closed street festivals
- » Incorporate public art, street graphics, and sculpture (local artists)
- » Incorporate enhanced signage (gateway, directional) and branding) *
- » Engage the County's Placemaking Section

DEVELOPMENT CHARACTER

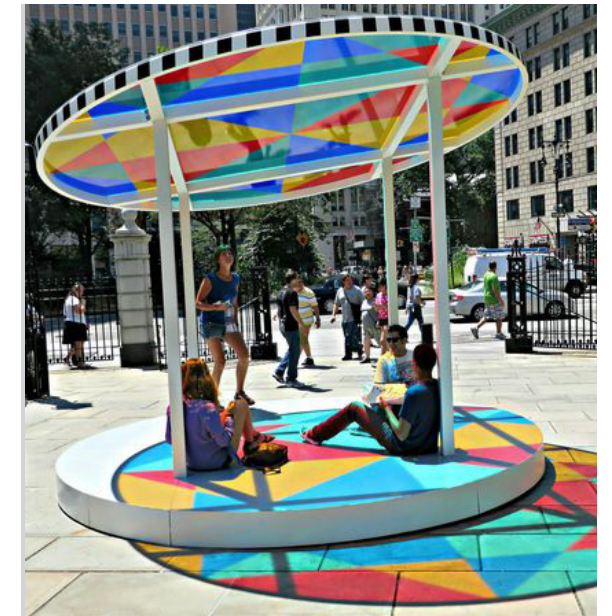
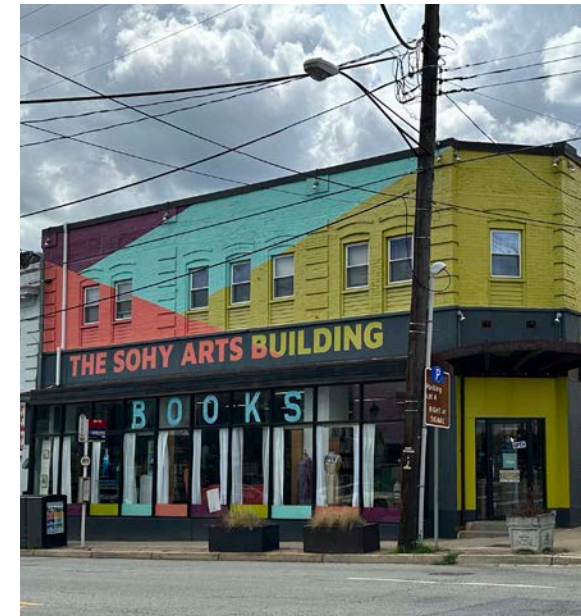
- » Anticipate businesses to remain and/or be repurposed with new retail, restaurants, cafes, brewery, or neighborhood services
- » Support facade improvements, site/parking and landscape improvements, enhanced storefronts and tenant signage, and overall beautification
- » Investigate grants, micor loans, and local County and City of College Park fund sources



Hollywood Commercial District - Rhode Island Avenue

Precedents Images - Enhanced Streetscape and Beautification Plan

STREETSCAPE & PLACEMAKING



Hollywood Commercial District - Rhode Island Avenue

Aerial View - Existing



Hollywood Commercial District - Rhode Island Avenue

Aerial View - Streetscape & Site/Parking Enhancements



Images shown for illustrative purposes only.

Hollywood Commercial District - Rhode Island Avenue

A More Complete Walkable Village - Long Term

STREETSCAPE AND PLACEMAKING

- » Incorporate similar streetscape and placemaking elements in streets, parking lots, and pedestrian zones
- » Connect to Hollywood Shopping Center and create a walkable, multi-block, identifiable shopping district
- » Construct permanent gateway, placemaking, directional and branding elements at the northern, southern, eastern, and western gateway entry points *
- » Create a permanent events or farmers market space adjacent to the proposed Hollywood Community Center **

DEVELOPMENT CHARACTER

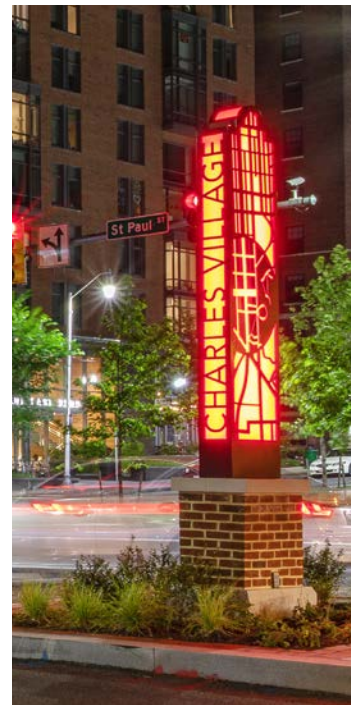
- » Longer term - phased redevelopment to create a more engaging, connected, village-like character
- » Rhode Island Avenue is the community's "Walkable Main Street"
- » Phase redevelopment (10-20+ years) to potentially include mixed-use buildings with locally-owned ground floor retail, restaurants, commercial businesses, and neighborhood services
- » Upper floors to potentially include a mix of housing types such as affordable, senior, workforce, or market rate housing



Hollywood Commercial District - Rhode Island Avenue

Precedent Images - Walkable Village

STREETScape & PLACEMAKING

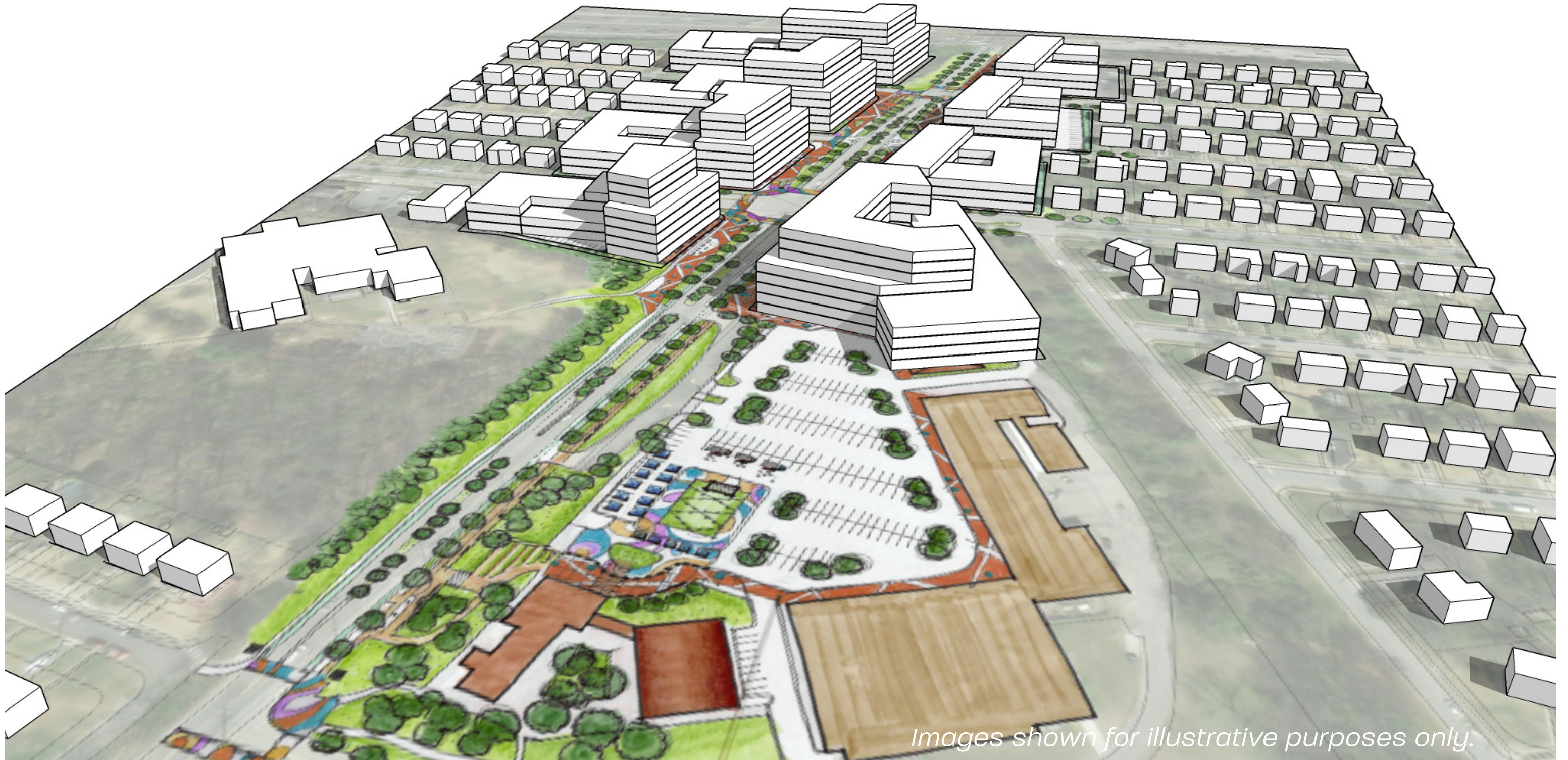


DEVELOPMENT CHARACTER



Hollywood Commercial District - Rhode Island Avenue

Massing & Building Heights - Existing Zoning



Images shown for illustrative purposes only.

Hollywood Commercial District - Rhode Island Avenue

Massing & Building Heights - Proposed



Images shown for illustrative purposes only.

Hollywood Commercial District - Rhode Island Avenue

View Looking South to Edgewood Road. - Existing



Hollywood Commercial District

View Looking South to Edgewood Road



Images shown for illustrative purposes only.

Hollywood Commercial District

View Looking South to Edgewood Road - Long Term



Images shown for illustrative purposes only.

Hollywood Commercial District - Rhode Island Avenue

Aerial View - Existing



Hollywood Commercial District - Rhode Island Avenue

Aerial View - Walkable Village Character



Images shown for illustrative purposes only.

A group of people are seated around a table in a meeting room, appearing to be in a discussion. The image is overlaid with a dark green tint. A white rectangular box is centered over the image, containing the text "THANK YOU! STAY IN TOUCH" in a bold, dark green font.

THANK YOU!
STAY IN TOUCH



Images shown for illustrative purposes only.

Webpage

<https://pgplan.org/CentralUS1Study>

REMINDER

**Stay in Touch
Community Open House:**

February/March - TBD