

COUNCIL DISTRICT 3

Kenilworth Avenue

COMMUNITY FORUM SUMMARY

Saturday February 8, 2025 | 1:00-3:30 PM
St. Bernard's Church Gymnasium

District 3 Council Member Eric Olson hosted a community forum on February 8, facilitated by the Prince George's County Planning Department. The forum focused on the Kenilworth Avenue Corridor in the East Riverdale community. Thirty-one residents and stakeholders attended the forum.

Forum Purpose

The forum's purpose was to:

- Present the vision for the Kenilworth Avenue Corridor from the active sector plan;
- Help attendees understand the plan policies and strategies that support the community's vision for the corridor;
- Enhance the community's understanding of the zoning rules that impact local development projects; and
- Describe the County's development process and how residents can get involved.



The attendees viewed display boards featuring aerial images of the project area, major roads, transit stations, vision statements, and other related images, including the ones below:

East Riverdale-Beacon Heights Plan

Kenilworth North Focus Area

Goals

- As new office development is directed to Regional Transit Districts, existing office buildings, and office-zoned properties in this corridor are redeveloped or repositioned to include market-supported uses or acquired for environmental preservation purposes.
- Office buildings in the Kenilworth Avenue (MD 201) corridor support a mix of tenants and commercial enterprises, including institutions, incubators, co-working spaces, healthcare, and start-up opportunities.
- While awaiting redevelopment, office buildings are maintained to support innovation, workforce development, start-up and incubator uses.
- Kenilfair Shopping Center is revitalized to support an array of desired retail businesses.

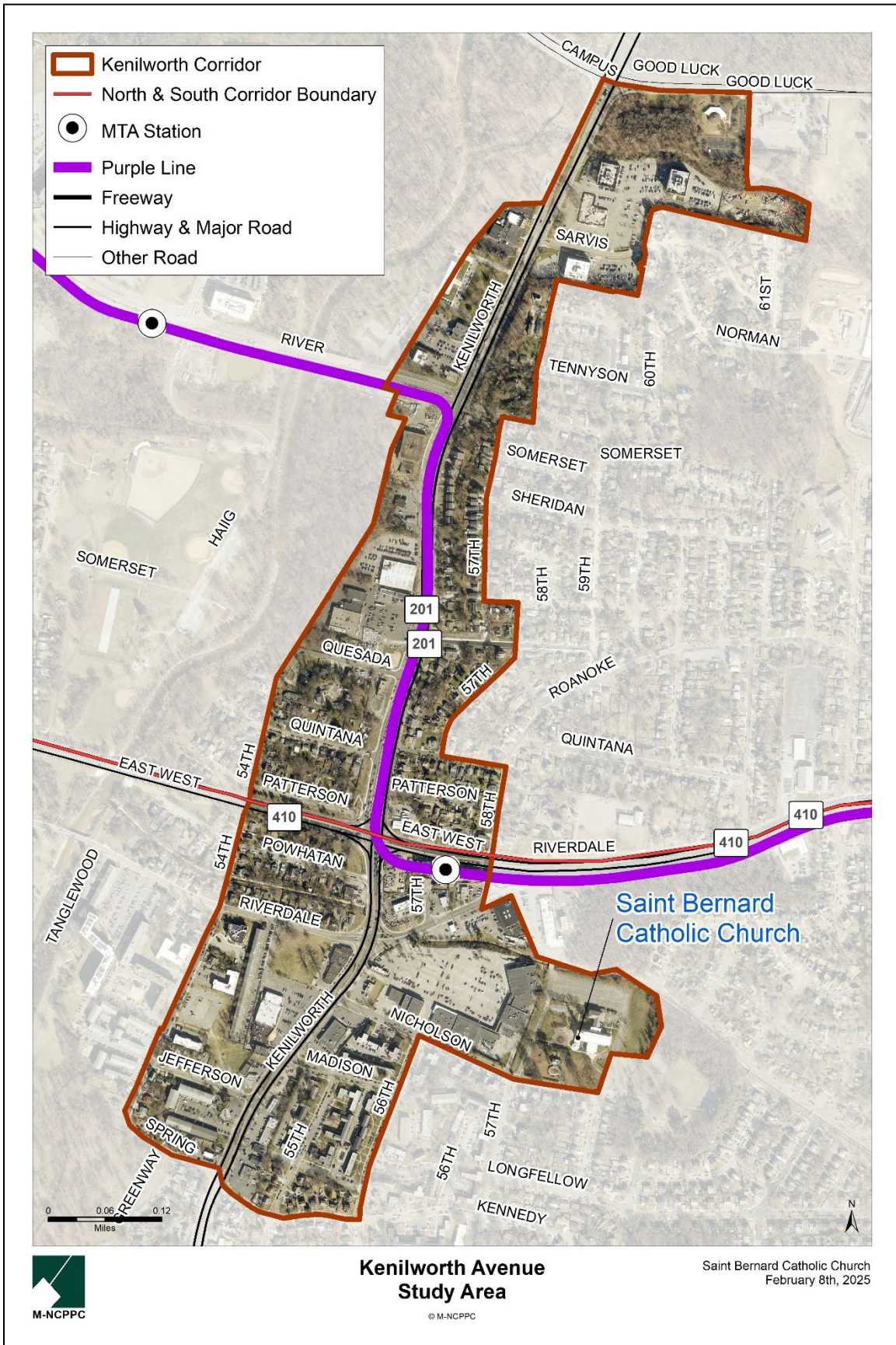


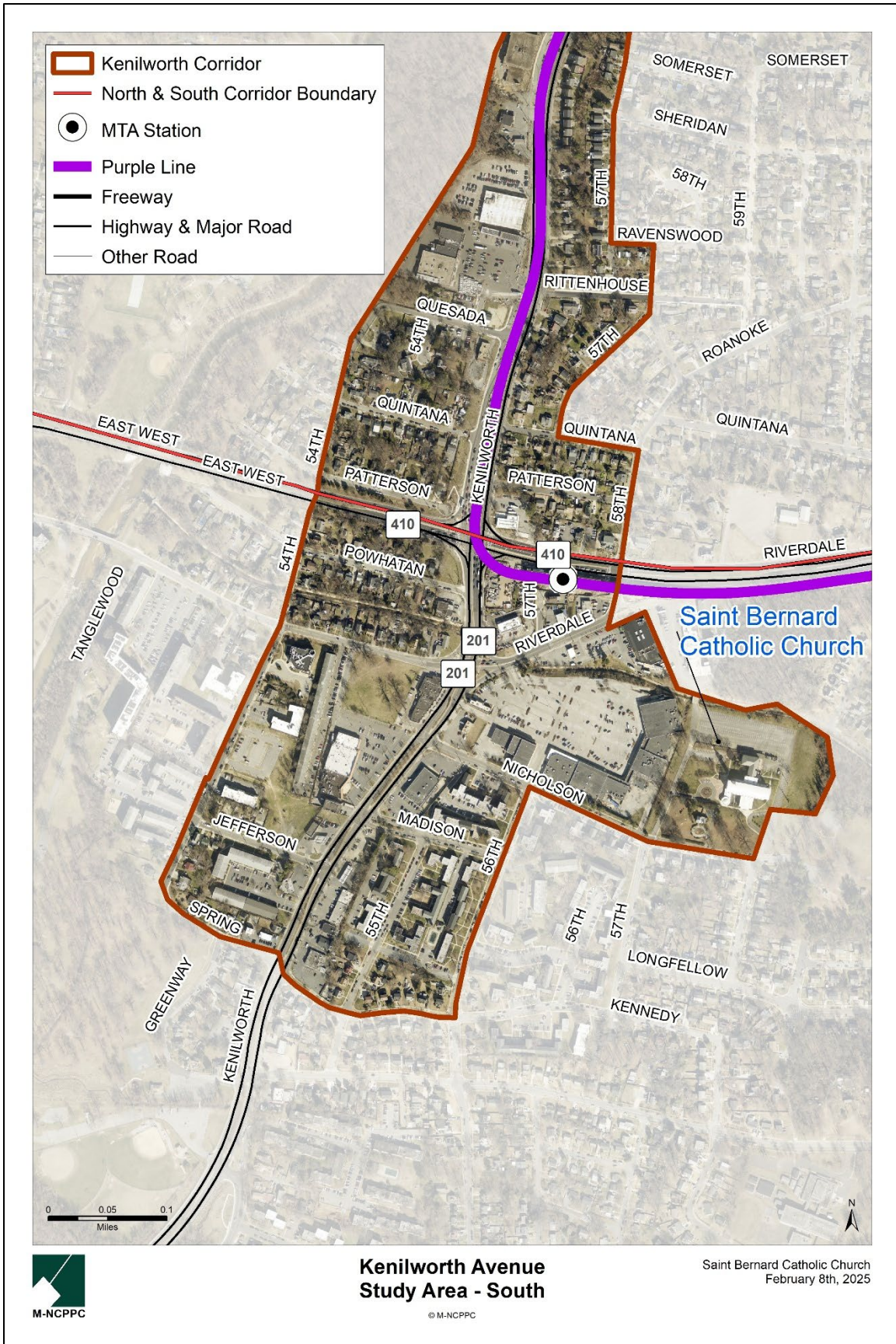
Kenilworth South Focus Area

Goals

- Revitalized and renovated multifamily housing provides critical housing opportunities for the area's workforce.
- Renovated and upgraded retail spaces support local, family-owned, and other start-up and small businesses.
- Regional destination for locally created goods and services that reflect the area's international character and diversity.







Korey Arsenault, a planner with the Prince George's County Planning Department, described the zoning and development process and used interactive polling to test attendees' comprehension.

He also gave an overview of the active sector plan for the corridor, the 2017 *Approved East Riverdale-Beacon Heights Sector Plan*. The vision for this corridor is to:



- Connect East Riverdale and Beacon Heights to the region via the Purple Line
- Cultivate new, sustainable opportunities for living, working, interacting, playing, and shopping
- Preserve and celebrate the diversity and neighborhoods that make the corridor a unique and exciting place

Korey then identified the goals for two parts of the Kenilworth Avenue corridor:

Northern (between East-West Highway and Campus Drive)

- Redevelop underused and vacant office spaces
- Bring innovative start-ups and work force development to the community
- Revitalize Kenifair Shopping Center

Southern (from East-West Highway to Kennedy Street)

- Develop a mixture of uses (retail, housing, offices, institutions) close to each other
- Connect mixed-use development with programmed open space, including public art and a greenway
- Center development around the Purple Line station

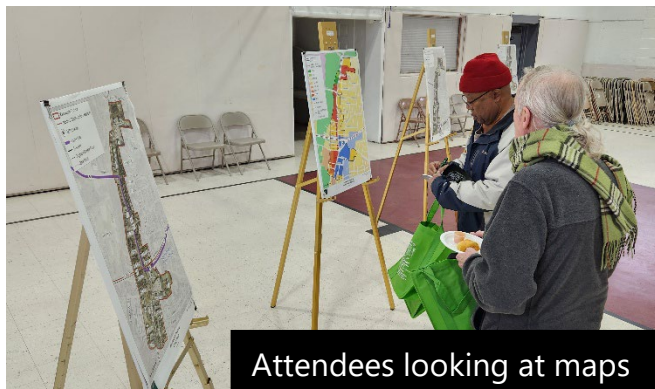
Panel Discussion

Council Member Olson led a panel discussion with:

- Prince George's County Planning Department Director Lakisha Hull, AICP, LEED AP BD+C (M-NCPPC)
- Prince George's County Planning Department Deputy Director of Operations James Hunt, MPA (M-NCPPC)
- Stuart Eisenberg, Director of the Hyattsville Community Development Corporation
- Deron Lovaas, Chief of Environment and Sustainable Transportation, Maryland Department of Transportation
- Luiz Gonzalez, Active Transportation Division Chief, Maryland Department of Transportation State Highway Administration

Q: What is the development process in the County?

A: The development process is a multi-step process consisting of zoning, subdivision, site plans, final plat, permitting, and enforcement. The process results in the construction of buildings that follow the blueprint of the County's plans.



Attendees looking at maps

Q: How can residents continue to be involved in plan implementation?

A: The community has the opportunity to participate in every step of the development process. For every development project, developers must notify affected property owners and other community members, put up signs at the property, and host community meetings. Community members can also testify about specific development applications at Planning Board meetings.

Q: Who reviews development applications, what do they consider, and what community benefits can residents advocate for?

A: Development applications are reviewed by Planning Department staff as well as other stakeholder agencies who specialize in environmental, transportation, historic preservation, and park planning for various development standards. Development applicants must adhere to the development standards for each development.

Developers who apply for Zoning Map Amendment Planned Developments are expected to provide an additional “public benefit” in their project. Under the [County Code](#), these public benefits may include:

- Providing superior landscaping
- Creating or preserving open spaces
- Providing public art
- Providing affordable housing options
- Providing employment and/or training opportunities
- Providing outdoor children’s play areas open to the public

Q: How do we achieve a mix of uses along Kenilworth Avenue?

A: The policies and strategies from the area plans were created to make the corridor more attractive for investment and mixed-use development when implemented.

Appropriate zoning along the corridor is also necessary to encourage mixed-use development. The Zoning Ordinance includes a list of the allowed or prohibited uses in each zone. The zones along Kenilworth Avenue, such as the Neighborhood Activity Center Zone, allow for the development of retail, offices, housing, and institutional uses near each other.

The plan’s policies and strategies, as well as property zoning, work together with market factors that inform the type of development that is profitable and in demand.

Q: How do we achieve quality redevelopment along Kenilworth Avenue?

A: The sector plan applied the necessary zoning classifications to each property and provided the guidelines that development applications will follow. The community has the opportunity to weigh in on the character and quality of development they want to see. Developers typically submit a site plan showing what a proposed development will look like. Residents can attend neighborhood meetings hosted by developers to give

their opinions about the developments. Residents can also give testimony at Planning Board meetings, which becomes part of the legal record.

Q: How do we achieve safe walking and biking conditions in the plan area, including safe access to the Purple Line via sidewalks, side paths, bike lanes, trails, or other means?

A: Safe walking and cycling are achieved through traffic calming and improved connectivity. Traffic calming consists of physical measures that reduce the negative effects of motor vehicle use, alter driver behavior, and improve conditions for non-motorized street users. Improving the connectivity of sidewalks, trails, bike lanes, shared-use paths, and bike boulevards will allow more access to Purple Line stations.

The East Riverdale-Beacon Heights Sector Plan offers a variety of pedestrian safety measures and suggests where to place them (pages 100-101). These measures include:

- Replacing pedestrian-activated signals with automatic signals
- Marking crosswalks on all sides of an intersection
- Installing bilingual signage

Q: Discuss the Maryland Department of Transportation State Highway Administration's [Pedestrian Safety Action Plan \(PSAP\)](#).

A: The plan identifies state highways that need pedestrian and bicycle safety improvements, including along Kenilworth Avenue from 52nd Avenue to Good Luck Road. This project will make improvements, based on land uses, along this 3-mile strip to make the road safer for all users.

Q: How can we limit the provision of liquor licenses and the presence of liquor stores?

A: Liquor licenses are not managed by the County. They are managed by the Maryland Board of License Commissioners, a state entity. The board has the power to approve or deny liquor licenses, and its decisions are separate from the County's planning process. The board holds public meetings where residents can share their opinions, and everyone is encouraged to participate.

Q: How do we deal with sidewalk maintenance issues?

A: Sidewalks are maintained by the Department of Public Works & Transportation. To submit a request, call PGC311 at 3-1-1 (or 301-883-4748). More information about sidewalks in the County, including maintenance requests, can be found [here](#).

After the discussion, Council Member Olson invited attendees to ask questions. Planning Department staff collected written questions that panelists did not address due to time constraints.

Attendee Questions Submitted in Writing

Q: Will pedestrian safety measures be implemented between MD 410 and 58th Avenue and the upcoming Purple Line stop?

A: The [East Riverdale-Beacon Heights Sector Plan](#) gives guidance for the MD 410 corridor, including Strategy TM 4.4 which reads “Support SHA efforts to complete design, right-of-way and construction phases of roadway improvements on MD 410 from MD 201 (Kenilworth Avenue) to Mustang Drive, including — Installation of new crosswalks and signals at the following intersections: Riverdale Road/58th Avenue” ([page 103](#)).

Q: Consider sidewalks in the 58th Avenue neighborhood.

A: These sidewalks are considered in Table 9 of the East Riverdale-Beacon Heights Sector Plan. Sidewalks are recommended on 56th Avenue, 57th Avenue, 58th Avenue, 61st Place, 62nd Place, 63rd Place, 66th Avenue, 67th Place, and Roanoke Avenue, among others ([page 112](#)).

Q: Are the police and fire departments involved in the planning process? Is increased development resulting in increased service?

A: Yes, police, fire, and emergency medical services are considered in the public facilities chapter of the relevant sector plans. The response times of the police and fire departments are evaluated in the proposed development area to determine whether additional service may be required.

Section 24-4502 of the County’s subdivision regulations states that the acceptable response time for police to reach a residential development is within 25 minutes for non-emergency calls, and 10 minutes for emergency calls in each police district. The acceptable level of service for fire and rescue services is seven minutes travel time for any residential uses and five minutes response time for any nonresidential uses.

Q: Can a plan make changes to existing private property, such as adding shade trees in parking lots or removing bright lights?

A: The planning and development process cannot require a private property owner to add trees or remove lights.

If a property is redeveloped, staff may recommend landscaping and lighting options during the site plan review process.

For properties **not** in the redevelopment process, changes can be mandated only if the trees or lighting violate the County code. The Department of Permitting, Inspections, and Enforcement enforces the code, which contains rules about lighting and other items.

Q: Is landscaping a part of development plans?

A: Yes, landscaping design is considered when a developer submits a site plan application. The designs show the location, size, type, and quantity of trees and plantings on a site.