Chapter 3: Development Pattern
Amendments to the General Plan

The 2002 *Prince George’s County Approved General Plan* establishes policy areas for tiers, centers, and corridors. The Preliminary Central US 1 Corridor Sector Plan and Proposed Sectional Amendment (SMA) includes land in both the Developed and Developing Tiers, and encompasses approximately three miles of the US 1 Corridor. The General Plan provides for the amendment of policy areas through the comprehensive planning process. The Preliminary Central US 1 Corridor Sector Plan and SMA amends the tier and corridor boundaries as follows:

- Reclassifies the portion of the City of College Park located within the sector plan boundaries and north of the Capital Beltway (I-95/495) from the Developing to the Developed Tier—since these properties are developed as a mix of commercial and residential uses at densities more appropriate for the Developed Tier.

- Designates five corridor nodes along the US 1 Corridor:
  - Downtown College Park, between College Avenue and Guilford Road.
  - University of Maryland, between Paint Branch Parkway and College Avenue.
  - Lower Midtown, between Quebec Street and the Paint Branch Stream Valley Park.
  - North College Park, between Indian Lane and Lackawanna Street.
  - Uptown, between the Capital Beltway and the Beltsville Agricultural Research Center.

This sector plan recognizes that additional corridor nodes may be designated in the future as development occurs along the US 1 Corridor. Future corridor nodes may include Lower Midtown between Tecumseh Street and MD 193 and Upper Midtown between Cherokee Street and Erie Street.

For the purposes of this sector plan, all five corridor nodes are considered to be walkable nodes, and are identified as desirable and appropriate locations for transit-oriented, mixed-use development at medium- to high-densities. Other walkable nodes are identified in the land use and urban design chapter of this sector plan, but are not considered corridor nodes as defined by the General Plan.

- Amends the US 1 Corridor to define its boundaries as it passes through the City of College Park. The boundaries of the US 1 Corridor are considered to be coterminous with the sector plan boundaries through the portion of the corridor addressed in the sector plan.
Vision

The Central US 1 Corridor is a vibrant hub of activity highlighted by walkable concentrations of pedestrian- and transit-oriented mixed-use development, integration of the natural and built environments, extensive use of sustainable design techniques, thriving residential communities, a complete and balanced transportation network, and a world-class educational institution.

Background

This sector plan responds to an evolving set of market and development conditions that have begun to transform the US 1 Corridor from an auto-oriented commercial strip to the early stages of a high-density, primarily residential community. The sector plan area has been extensively studied since 2000 when work started on the Approved College Park US 1 Corridor Sector Plan and Sectional Map Amendment. While that effort, approved in April 2002, established a clear vision for redevelopment of US 1 and made numerous recommendations to achieve the goals of the plan, subsequent studies have shown that development along the corridor has been inconsistent with the vision. Additional concerns identified while preparing this plan focus on traffic congestion, environmental quality and the health of the Paint Branch, lack of certainty in the development process, the relationship between existing single-family communities and new development, and questions relating to public infrastructure.

Since the approval of the 2002 sector plan, several major countywide planning initiatives have been completed or are underway. These countywide plans include the 2002 Prince George’s County Approved General Plan, 2005 Approved Countywide Green Infrastructure Plan, 2008 Approved Public Safety Facilities Master Plan, and 2009 Preliminary Countywide Master Plan of Transportation. Together, these functional plans guide the course for countywide development, following the comprehensive framework established by the General Plan. In addition, the University of Maryland recently completed its Facilities Master Plan update, which sets the framework for development of the university through the year 2020 and implements its strategic vision to become one of the top educational and research institutions in the country.

Key development initiatives such as the proposed Purple Line, the University of Maryland’s M Square and East Campus projects, and increasing demand for student housing in proximity to the university have contributed to the overall need to reevaluate the existing plans for this area. In response to these issues, new guiding principles for growth and development, and continuing development pressure along US 1, Prince George’s County initiated the Preliminary Central US 1 Corridor Sector Plan and Proposed Sectional Map Amendment in October 2008.
Chapter Overview

This element of the sector plan establishes the land use pattern that guides future development and redevelopment of the US 1 Corridor in the City of College Park. It also establishes urban design recommendations that build on several key principles such as sustainability, multimodal transportation, place-making, and crime prevention through environmental design (CPTED) to clearly set the desired character for development. The urban design recommendations inform the design standards specified by the Development District Standards contained in the sectional map amendment portion of this document. The chapter also showcases an illustrative plan for one possible future for the US 1 Corridor, one that closely reflects the values and desires of the community and demonstrates how the overall visions of this plan can be implemented.

This chapter establishes policies and strategies that provide a framework for reinventing the US 1 Corridor, transforming the area from an auto-oriented commercial strip into a carefully planned and focused series of sustainable, multimodal, memorable places.

The land use and urban design recommendations apply corridorwide and to four inter-related areas identified by the sector plan:

- Walkable nodes
- Corridor infill
- Existing neighborhoods
- Natural areas

The policies and strategies are supplemented by detailed recommendations for six distinct areas within the sector plan. These recommendations provide an additional layer of texture and substance that contributes to the overall sense of community and uniqueness of place integral to College Park. These areas are:

- Downtown College Park
- University of Maryland
- Midtown
- Uptown
- Autoville and Cherry Hill Road
- Hollywood Commercial District

Illustrative plan reflecting one possible future for the Central US 1 Corridor.
Land Use and Urban Design Goals

• Concentrate pedestrian-friendly, transit-oriented, vertical mixed-use development along the Central US 1 Corridor in appropriate locations that capitalize on public investment in existing and proposed transportation systems.

• Provide for an increase in residential density to support new commercial and mixed-use development. Concentrate student housing in proximity to the University of Maryland and introduce new housing types that cater to seniors, active adults, and recent graduates.

• Foster a symbiotic relationship between the natural and built environments by preserving the existing park system, expanding the green infrastructure network, and incorporating sustainable design methods in all new development.

• Incorporate new civic spaces and plazas connected by a network of streets, sidewalks, and trails.

• Create attractive, active streetscapes that provide safe pathways and enhanced connectivity for pedestrians and bicyclists.

• Reduce traffic conflicts by encouraging transit use, enhancing the existing street grid in College Park, reducing curb cuts on US 1, and encouraging alternate routes for through traffic.

• Encourage the highest-quality development by using innovative mixed-use zoning and urban design concepts, identifying market incentives and new partnerships, streamlining the development review process, and enforcing development district standards for all new construction.

• Support public sector reinvestment in reconstruction of the Central US 1 Corridor to complement new land use regulations and new development.

• Preserve the character of residential neighborhoods while ensuring they have access and are convenient to walkable nodes, corridor infill areas, and natural areas.

• Create an attractive and vibrant gateway to the City of College Park and the University of Maryland.

A key goal of the Central US 1 Corridor Sector Plan is to transform US 1 from an auto-oriented strip corridor into a series of compact, walkable nodes that will become memorable places, such as Alexandria, Virginia.
Land Use and Urban Design Principles

**Sustainability**

Sustainability is an imperative that shall infiltrate every aspect of planning, preservation, and development in the Central US 1 Corridor. College Park can be made a model for sustainability by reducing harmful emissions, managing stormwater runoff, conserving energy, promoting “green” development, and protecting existing natural resources.

While development may create additional vehicle trips, these can be mitigated by providing a mix of uses at appropriate locations throughout the corridor and promoting increased transit use. This will also reduce carbon emissions from automobile use, as the number and length of auto trips will be reduced with the introduction of a more sustainable form of mixed-use development. Walking, biking, riding transit, and driving shorter distances all help to reduce carbon emissions. Comprehensive stormwater management practices should be adopted to reduce runoff into the Paint Branch, preventing pollutants from directly entering the stream and reducing the rapid erosion of stream banks.

Energy conservation measures, such as reducing automobile usage, weatherizing buildings, and incorporating new lighting solutions, should be put in place in order to preserve precious fossil fuels for the future and reduce pollutants. The Paint Branch and the Paint Branch Stream Valley Park should be preserved and enhanced to improve the quality of natural resources, including wildlife and ecosystem health. Furthermore, a stronger, more sensitive linkage between the natural and built environments will foster the creation of a place unique in Prince George’s County, where the often conflicting needs of these areas are brought into balance.

This sector plan places emphasis on the relationship between the natural and built environments. Successful places require careful consideration of how these elements impact one another. Development must be respectful of the natural environment to preserve precious resources and amenities for residents, workers, and visitors.

**Multimodal Transportation**

Traffic congestion on US 1 is a significant concern. Unfortunately, there are no convenient solutions. In College Park, the most feasible option for improving mobility is to rethink increasing the levels of walking, biking, and transit ridership along US 1 and throughout College Park is a primary goal of this plan’s urban design policy.
past development patterns and pursue a more sustainable concept of walkable nodes. Promoting walking, biking, and transit as the future of transportation will have a great impact on the use of the automobile in the US 1 Corridor. The irony of an automobile-dependent transportation system is that mobility suffers as gridlock and increasingly far-flung destinations hinder the efficient movement of people and goods. In highly developed areas such as metropolitan Washington, D.C., gridlock is an acute challenge that impacts the everyday lives of residents. This reality has become particularly apparent along the Central US 1 Corridor, where there is no potential for increasing roadway capacity for single-occupancy automobiles.

College Park is well suited for a transition towards a more multimodal future. The Washington Metropolitan Area Transit Authority (WMATA) Metro Green Line serves much of the community, and the proposed Purple Line will serve Downtown College Park and the University of Maryland (UMD) campus. While many UMD students and College Park residents are already accustomed to walking and biking, this aspect of mobility could be improved. To encourage greater numbers of students and residents to walk, bike, or ride transit, the streets must be designed to be convenient, safe, comfortable, and interesting.

**Placemaking**

US 1 should be viewed as a connection between memorable places rather than a commercial strip corridor. This concept entails the development of higher-intensity, compact, and walkable nodes connected by lower-intensity development and boulevard street sections consistent with the reconfiguration of US 1 proposed by the Maryland State Highway Administration (SHA). More intense development should be concentrated in key areas, supporting a dynamic mix of uses and serving as a destination for pedestrians, bicyclists, and drivers who want to park their cars once and walk to their destinations. In between these compact, walkable nodes, lower-intensity development of a more residential character forms an appropriate transition from higher-intensity uses to the natural area and existing neighborhoods, while contributing to the residential population needed to support the walkable nodes.

Walkable nodes spaced about a half mile to one mile apart along the corridor serve as excellent transit and multimodal stops and encourage pedestrians to congregate at appropriate retail and employment areas. This new configuration will change US 1 in College Park from an auto-oriented commercial strip to a series of walkable places served by an efficient trolley, electric bus, or shuttle system. In between these walkable nodes, transit could move more rapidly and efficiently because of the consolidation of stops at the nodes.

**Crime Prevention Through Environmental Design (CPTED)**

Crime prevention through environmental design, or CPTED, is a proactive strategy to prevent crime through responsible urban design. The key principle behind CPTED is that people are more likely to commit crimes in places where they cannot easily be observed; therefore, places must be designed so that criminals feel more at risk when committing a crime. The four key strategies of CPTED are natural surveillance, territorial reinforcement, natural access control, and target hardening.

Along the Central US 1 Corridor, most crime or dangerous situations can be averted through natural surveillance, where people are regularly passing by or looking out their windows because of the way the neighborhood or street is designed. This natural surveillance lends a high degree of safety, because people are watching and crime will not go unnoticed. Natural surveillance is highest where there is a connected street network, buildings are set close to the street and other public spaces, and where there is well-designed street lighting. Natural surveillance is lowest where there are blank walls, deep setbacks (constituting nooks in which criminals can hide), and tall fences or hedges.

Territorial reinforcement is based on the principle that most people will protect their own territory and respect the territory of others. Clear distinctions between public space and private space—perhaps through the use of low walls, fences, or elevated
front stoops and porches—contribute to a sense of territorial reinforcement. Maintenance and caretaking of property also play a role, by sending a message that illegitimate behavior and activities will not be tolerated.

Natural access control focuses on placing entrances to buildings in plain public view from streets, plazas, open spaces, and other buildings. Traffic calming measures can contribute to natural access control by making streets less attractive for quick getaways. Controlled entrances to multifamily buildings also reduce opportunities for crime, as concierges, doormen, and residents can recognize strangers who do not belong in buildings.

Finally, target hardening can help reduce commercial and nonresidential crime. The use of attractive bollards, sturdy street furnishings, fountains, and other built amenities contribute to sense of place while also providing obstacles to criminals intent on breaking into retail storefronts. Controlled access reduces the chances that private residences can be broken into.

Land use policy and urban design measures are geared towards making memorable places in College Park.
Map 6: Central US 1 Existing Land Use South
Description of Land Use Categories

**Mixed-Use Commercial:** Properties that contain a mix of uses which are predominantly nonresidential, including commerce, office, institutional, civic, and recreational uses. These properties may include a residential component, but are primarily commercial in nature.

**Commercial:** Contains commerce, office, and wholesale services. These properties are used primarily for offices and/or the sale of products and services, including associated yards and parking areas.

**Industrial:** Includes small-scale industrial uses, manufacturing and industrial parks, associated warehouses, storage yards, research laboratories, and parking areas.

**Institutional:** This category includes elementary and secondary schools, public and private colleges and universities, military installations, churches, medical and health-care facilities, correctional facilities, fire and police stations, libraries, and government offices and facilities.

**Mixed-Use Residential:** Properties that contain a mix of uses that are predominantly residential.

**Residential High:** Detached and attached dwelling units and associated areas at densities higher than 20 dwelling units/acre (du/acre).

**Residential Medium-High:** Detached and attached dwelling units and associated areas with densities between 8 du/acre and 20 du/acre.

**Residential Medium:** Detached and attached dwelling units and associated areas with densities between 3 du/acre and 8 du/acre.

**Residential Low Medium:** Detached single-family dwelling units and associated areas with densities between 2 du/acre and 3 du/acre.

**Residential Low:** Detached single-family dwelling units and associated areas with densities between 0.5 du/acre and 2 du/acre.

**Rural:** Detached single-family dwelling units and associated areas with densities less than or equal to 0.5 du/acre.

**Parks and Open Space:** Properties where the use does not require structures, including parks, recreation areas (except areas associated with schools or other institutions), golf courses, and cemeteries.

**Extractive:** Consists of active surface mining operations, including sand and gravel pits, quarries, coal surface mines, and deep coal mines.

**Agricultural:** Includes cropland, pastures, orchards/vineyards/horticulture, feeding operations, agricultural buildings and facilities, and row and garden crops.
**Forest:** Deciduous forest (trees characteristically lose their leaves at the end of the growing season), Evergreen forest (trees are characterized by persistent foliage throughout the year), mixed forest (neither deciduous or evergreen species dominate but both are present), and brush (areas which do not produce timber or other wood products but may have cut-over timber stands, abandoned agriculture fields, or pasture).

**Water:** Water features consist of rivers, waterways, reservoirs, ponds, bays, estuaries, and oceans.

**Wetlands:** Forested or nonforested wetlands, including tidal flats, tidal and nontidal marshes, and upland swamps and wet areas.

**Beaches:** Extensive shoreline areas of sand and gravel accumulation, with no vegetative cover or other land use.

**Bare Exposed Rock:** Areas of bedrock exposure, scarps, and other natural accumulations of rock without vegetative cover.

**Bare Ground:** Areas of exposed ground caused naturally, by construction, or by other cultural processes including grassy areas.

**Transportation:** Includes miscellaneous transportation features not elsewhere classified, such as public and private roads and parking lots.

### Table 4: Existing Land Use by Acreage

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### Table 5: Proposed Land Use by Acreage

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<tr>
<td>Total</td>
<td>842.2</td>
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</table>
Map 7: Central US 1 Proposed Land Use North
Map 8: Central US 1 Proposed Land Use South

Legend
- Central US1 Corridor Property
- Walkable Nodes
- Proposed Land Use
  - Mixed Use Commercial
  - Mixed Use Residential
  - Commercial
  - Residential High
  - Residential Medium
  - Institutional
  - Parks and Open Space
Land Use and Urban Design Policies
Corridor-Wide Policies

**Policy 1**
Increase mobility in College Park by adopting multimodal transportation principles and improving street network connectivity.

**Strategies**
1. Enhance street connectivity in College Park by creating new pedestrian-friendly street connections and cross streets at the time of redevelopment and reconnecting closed streets where possible. Improve east-west connections between existing residential neighborhoods, walkable nodes, the University of Maryland, the Paint Branch Stream Valley Park Trail, Rhode Island Avenue, and US 1. Where it is not possible to reopen closed streets in the short term, reserve the land for future street connections.

2. Construct wide, comfortable sidewalks along the entire length of US 1, with adequate buffering from passing vehicles. Buffering can be in the form of on-street parking (within walkable nodes), street trees planted near the edge of pavement, or a generous landscaped buffer between the sidewalk and the roadway.

3. Enhance the bicycle network in College Park by improving bike facilities in the Paint Branch Stream Valley Park Trail and Rhode Island Avenue, and by creating dedicated bike facilities along US 1. Support increased bicycle use by improving connections to the University of Maryland, providing bicycle parking at the beginning and end of every trip, and offering bike racks on transit buses.
4. Create a consolidated bus or streetcar circulator system along US 1 with 10-minute headway (time between buses) times, a clear route along the corridor, and recognizable branding.

5. Consolidate bus stop locations at the walkable nodes, Hollywood Commercial District, and other appropriate areas to capitalize on high numbers of pedestrians and transit riders, and to support a walkable, more environmentally-friendly lifestyle.

6. Provide amenities such as bus shelters, benches, route maps, and schedules to improve transit rider experience and level of comfort.

7. Locate transit stops on-street rather than along bus pull-outs. On-street transit stops allow buses to maintain shorter headways because the bus stays in the flow of traffic and can immediately continue on its route after stopping to pick up or drop off passengers.

8. Explore the increased usage of Kenilworth Avenue, New Hampshire Avenue, MD 193, Paint Branch Parkway, Metzerott Road, and Adelphi Road as alternates to US 1 for automobile travel to and from the University of Maryland (UMD). Focus on Kenilworth Avenue and New Hampshire Avenue as potential alternates for through traffic between the Capital Beltway and Washington, D.C.

9. Plant shade trees along the entire length of US 1 to provide shade for pedestrians during the hot summer months. Trees planted along the edges of roadways and spaced approximately 30 to 40 feet on-center ensure a full canopy, reduce urban heat island effects, improve air quality, and act as psychological traffic calming measures, leading motorists to slow down as they feel more of a sense of enclosure.

10. Develop a consistent and interesting wayfinding system of directories, interpretive signage, directional signs, and other elements to help foster a sense of place and assist in informing visitors, students, and residents of the features of the Central US 1 Corridor, University of Maryland, and City of College Park.

Policy 2
Focus new development and investment along US 1 on walkable, compact, and mixed-use nodes that will become new centers of activity.

Strategies
1. Implement a stronger set of development district standards and reevaluate use of the Mixed-Use Infill (M-U-I) Zone to ensure appropriate development occurs at the walkable nodes.

2. Establish a phasing and implementation program that places initial emphasis on walkable nodes.

3. Downzone properties outside the walkable nodes to reinforce the policies of the 2002 General Plan that direct corridor development to appropriate nodes.

4. Prioritize public investment by providing underground utilities, new sidewalks, street trees, landscaping, and plazas or public greens in the walkable nodes first. Extend this investment to other areas along the Central US 1 Corridor only after the walkable nodes have begun to revitalize and achieve the goals of the sector plan.

5. Ensure that any future expansion of the Development District Overlay Zone boundaries and the Mixed-Use Infill Zone is limited to locations that reinforce the concept of walkable nodes. Expansion of the Development District Overlay Zone boundaries is not recommended outside of the walkable nodes unless the expansion is intended only to accommodate existing business uses that are impacted by future right-of-way expansion along US 1.

6. Support land consolidation and acquisition in appropriate locations where consolidation will better implement the vision and goals of this sector plan. Once the proposed urban diamond interchange at MD 193 and US 1 is built, consider vacating street rights-of-way at Greenbelt Road and 48th Avenue to make additional land available for redevelopment.
Policy 3
Embrace the symbiotic relationship of the natural and built environments.

Strategies
1. Reduce the carbon footprint of the Central US 1 Corridor by promoting walking, biking, and transit. Reduce vehicle miles travelled in College Park by shortening the distances residents must drive to meet their daily needs.

2. Reduce the amount of land consumed by development in College Park by promoting compact, walkable development.

3. Embrace green building practices by requiring all new development to incorporate sustainable design techniques. Encourage a minimum of LEED®-Silver certification for new development in College Park. Explore programs to facilitate the weatherizing of existing homes and buildings.

4. Manage stormwater through the increased use of urban stormwater management techniques, including cisterns, green roofs, rain tanks, biofiltration measures, storage cells underneath streets and new development, and street tree planters. Implementing a citywide systemic approach to managing urban stormwater will

New development along the Central US 1 Corridor will be focused in walkable nodes, or areas of compact, mixed-use development that support pedestrian activity. This is an image of Clarendon, a walkable node on the Rosslyn-Ballston corridor in nearby Arlington, Virginia.

Image source: Pictometry
reduce dependence on costly regional systems, and will reduce harmful impacts on the Paint Branch.

5. Enforce development buffers along the Paint Branch and enforce strict regulations on development along its edge outside of the walkable nodes.

Policy 4
Ensure that development in the Central US 1 Corridor does not adversely impact the character of existing residential neighborhoods.

Strategies
1. Implement a transition in building density and intensity from more intense uses within the walkable nodes and corridor infill areas to less intense uses within and adjacent to residential neighborhoods.

2. Provide buffering in the Autoville North area between existing homes and new development along Cherry Hill Road and Autoville Drive.

3. Ensure that any development along the southern portion of Autoville Drive is compatible with the existing single-family detached neighborhood and does not adversely impact the Paint Branch Stream Valley Park.

4. Restrict the intensity of redevelopment within the Hollywood Commercial District to ensure an appropriate transition between one- and two-story single-family detached dwellings and two- to three-story mixed-use infill buildings along Rhode Island Avenue. Preserve and enhance the existing green area along Muskogee Street and Narragansett Parkway adjacent to the REI Shopping Center.

5. Ensure that redevelopment of Downtown College Park does not adversely impact the properties located within the Old Town College Park Historic District.

Policy 5
Foster a sense of community health and wellness.

Strategies
1. Restrict fast-food establishments with drive-through windows, and ensure that fast-food outlets provide healthy-choice offerings such as fresh fruit, vegetables, and salads.

2. Provide grants or loans to support community-driven initiatives that benefit the health and wellness of residents.

3. Provide incentives for developers to conduct health impact assessments and provide health and wellness amenities during the development process.

4. Support and encourage additional connections to existing and proposed trail networks throughout the community. Consider the incorporation of exercise stations, drinking fountains, bicycle storage units, and other amenities to encourage increased exercise and trail use.

5. Provide incentives for developers to include shower and changing facilities for those who commute to work and class on bicycles.
Policy 1
Develop a series of pedestrian-friendly, transit-oriented, mixed-use walkable nodes at appropriate locations along the Central US 1 Corridor.

Strategies
1. Reduce design speed on the segments of US 1 that pass through the walkable nodes in order to encourage drivers to slow down in these areas. Slower traffic is key to walkability because it helps make pedestrians feel safe.

2. Establish a minimum residential density of 15 dwelling units per acre and 45 employees per acre in the walkable nodes to provide sufficient density to support the recommended level of bus service for the Central US 1 Corridor.

3. Prioritize walkable nodes to ensure their success and limit development in locations outside those recommended by the sector plan. The Lower Midtown node between Pontiac Street and the Paint Branch Stream Valley Park is recommended as the first priority for redevelopment, followed by the University of Maryland node (East Campus redevelopment) and the Downtown College Park node between College Avenue and Hartwick Road.

4. Provide generous sidewalks along US 1 and all side streets in the walkable nodes, with a width between 15 to 20 feet along US 1 and 6 to 10 feet on the side streets. These widths provide space for outdoor dining and street trees along US 1, and a comfortable walking area on the side streets, while providing an adequate distance between the building frontages and the streets.

5. Partner with the University of Maryland to strengthen relationships between the university,
city, and county, ensure appropriate gateway development leading to the university’s main entrance at US 1 and Paint Branch Parkway, and increase coordination of redevelopment initiatives to achieve shared goals for the Central US 1 Corridor.

6. Establish a working group consisting of public agency representatives, the City of College Park, the University of Maryland, and private developers to address issues with street rights-of-way along US 1. This plan recognizes that public ownership and maintenance of the street-space may not always be feasible, and encourages exploration of alternative techniques, including but not limited to public access easements and public-private maintenance agreements.

7. Explore the feasibility of establishing a comprehensive utilities undergrounding program along the entirety of the Central US 1 Corridor. This plan recognizes that programs of this nature will be costly and take time to come to fruition; therefore, the plan recommends a trial program be established and implemented during the next three- to five-years in the Lower Midtown node north of the University of Maryland—and tying into the existing underground network on the university campus to save on costs. Additional expansion of the undergrounding program could occur in a phased manner over the mid- to long-term. Relocate utilities to the rear of properties when undergrounding is not feasible.

8. Provide limited on-street parking along US 1 in the walkable nodes. On-street parking encourages pedestrian activity by providing convenient parking and giving an incentive to get out of the car and walk. Most importantly, on-street parking creates a feeling of safety by forming a protective buffer between pedestrians on the sidewalk and traffic on US 1.

9. Ensure a vertical mix of uses in the walkable nodes. The ground floor of buildings should be designed to look like storefronts, with windows and primary entrances facing the street. Retail and service uses should be provided on the ground floor of buildings within the walkable nodes.

This diagram depicts the locations of proposed walkable nodes along the US 1 corridor. The three smallest nodes, located just north and south of MD-193 and at Hollywood Commercial District, are envisioned as long-term locations for walkable development.
10. Concentrate office and residential uses above the ground floor. The residents and employees inhabiting these spaces help support retail uses on the ground floor, and create demand for increased transit service at the walkable nodes.

11. Locate service uses such as loading facilities and trash collection to alleys or secondary streets. Under no circumstances shall service uses be located on US 1.

12. Promote signalized intersections with pedestrian crosswalks at all street crossings in the walkable nodes, giving pedestrians a safe and convenient way to cross US 1.

Policy 2
Establish a strong sense of place along the Central US 1 Corridor by ensuring the highest quality of development.

Strategies
1. Establish strong architectural and urban design standards in the Development District Overlay Zone to reinforce the desired character for US 1.

2. Establish building heights generally between two and six stories in height. Areas targeted for student housing, such as the Lower Midtown node between Pontiac Street and the Paint Branch Stream Valley Park, should have building heights between four and ten stories in height. Building heights should begin to step down as the walkable nodes transition into residential neighborhoods.

3. Ensure primary building entrances are provided along the street to facilitate convenient pedestrian connections and strengthen the connection between the building and the street-space.

4. Promote plazas and pocket parks to provide gathering places for neighborhood events, enjoyment of the outdoors, and community well-being and exercise. Buildings along the edges of these open spaces should be oriented towards the space to provide natural surveillance.
5. Locate most parking within the walkable nodes to mid-block parking lots, and as the market evolves, garages. Where parking garages front major streets, they should be lined with habitable space.

6. Use high-quality, durable, and attractive materials such as brick and stone for all new development.

7. Provide attractive landscaping in the walkable nodes to help establish a sense of place, with an emphasis on a more urban concept of street trees within planters set into the sidewalks and pedestrian spaces. Native species of plants should be chosen for landscaping.

8. Provide pedestrian-scaled signage and lighting. Do not design these elements for automobiles; rather, focus on the pedestrian experience.

9. Preserve the historic Art Deco-style commercial building on the east side of US 1 between College Avenue and Lehigh Road.

Policy 3
Create appropriate transitions between the higher-intensity walkable nodes and existing residential neighborhoods.

Strategies:
1. Develop townhouses or small apartment buildings between two and three stories in height as a transition between the walkable nodes and single-family detached dwellings. This type of development helps protect neighborhood integrity and provides a smooth transition from lower to higher intensities of use.

2. Ensure the same level of detail and attention is provided to the transition areas as to the walkable nodes to facilitate quality of development and preservation of the character of existing communities.

Policy 4
Ensure future development of the walkable nodes respects the Aviation Policy Areas (APA) established around the College Park Airport.

Strategies:
1. Increase coordination between the development community, City of College Park, University of Maryland, and The Maryland-National Capital Park and Planning Commission to better implement the goals and requirements of the APA.

2. Evaluate properties within the APA to address the suitability for high-intensity redevelopment in light of height and use restrictions established by the APA policies. Consider downzoning where appropriate.

3. Explore opportunities to celebrate the College Park Airport in new development within walkable nodes subject to APA regulations, since these areas are in proximity to the airport.

4. Ensure development in the walkable nodes does not threaten the continued existence of the College Park Airport, the oldest continuously operated airport in the world.
Appropriate transitions should be made between the higher-intensity walkable nodes and the existing residential neighborhoods that characterize College Park. This can be achieved through transition zones, seen alongside in Bethesda, MD, with smaller apartment buildings and rowhouses buffering the single-family neighborhood from the mixed-use center.

*Image source: Pictometry*
Policy 1
Provide a comfortable and safe route for pedestrians and bicyclists to travel along US 1.

Strategies
1. Establish wide sidewalks (between 8 and 16 feet wide) and, where appropriate, shared side paths that are buffered from US 1 and can accommodate pedestrians and slow bicyclists.

2. Support the State Highway Administration’s (SHA) proposed redesign of US 1 to provide medians/safe refuges and bike lanes along these portions of US 1.

3. Create a ten-foot landscaped planting strip with large shade trees between US 1 and the sidewalk. This will provide adequate buffering for pedestrians on the sidewalk while also providing space for landscaping to buffer residents occupying lower floors of buildings from the noise and visual impact of US 1 traffic.

Policy 2
Develop a more residential character in the corridor infill areas, with park-like landscaping, easy accessibility to nearby goods and services, and redevelopment of the existing strip-commercial character of US 1.

Strategies
1. Focus development primarily on residential land uses. Residential buildings or buildings with ground floor retail and residential uses above should be built with heights between two and four stories. An additional attic story may be appropriate to facilitate the desired character for these areas.

2. Preserve an automobile sales and services area between Hollywood Road and Erie Street. Even in an area recommended for multimodal accessibility and the reduction of automobile dependence, these services are still essential to the modern lifestyle. Concentrating all future auto-oriented services in this segment of US 1 will eliminate the need to provide them elsewhere along the corridor.
3. Establish a build-to line between 20 and 25 feet from the ultimate right-of-way of US 1. Coordinate with utilities agencies and other stakeholders to minimize potential conflicts with the public utilities easement.

4. Locate parking mid-block and visually screen parking from the street. Depending on the density of the area, parking can be located in surface parking lots or structured parking decks. All mid-block parking should be lined with habitable space where it fronts major streets.

5. Establish a more traditional residential building frontage by providing stoops, porches, and balconies.

Policy 3
Provide strong connections to walkable nodes and existing residential neighborhoods.

Strategies
1. Initiate an access management plan to study potential new connections for mid-block alleys and interconnected parking lots. Work with property owners to make agreements to share mid-block or rear access to their properties, and close excess curb cuts on US 1. Consolidate access points for development along US 1 to cross streets wherever possible. Greater street connectivity will also provide better access to properties along US 1.

2. Establish pedestrian-friendly street connections to existing residential neighborhoods and trails. Provide tree-lined streets with continuous sidewalks along these connections.

LEFT: Corridor infill areas have a predominantly residential character, with 20- to 25-foot setbacks from US 1 and building heights of 2–4 stories, plus attics. This aerial view of Connecticut Avenue NW in the District of Columbia depicts the character of corridor infill; note that building heights in College Park will be lower. Please also note the transition of building character from taller apartment buildings along Connecticut Avenue NW to the residential neighborhoods behind.

Image source: Pictometry

BELOW: Large shade trees, wide sidewalks, and small setbacks for gardens, stoops, or terraces are envisioned for the corridor infill areas.
Land Use and Urban Design Policies
Existing Neighborhood Policies

**Policy 1**
Preserve the residential character of College Park’s existing neighborhoods.

**Strategies**
1. Consider the implications of new development in the sector plan area on existing residential neighborhoods. At the time of site plan review, ensure the proposed development is respectful of adjacent communities.

2. Foster a shift in intensity from existing neighborhoods to commercial and mixed-use areas. Establish development district standards to preserve the residential character and restrict increased density in existing neighborhoods.

3. Provide low-impact improvements such as signage, additional sidewalks and/or changes in sidewalk width, bicycle- and handicapped-access elements, seating, and bus shelters that unobtrusively enhance connectivity and sense of place.

4. Require generous green buffers between new commercial activities and existing neighborhoods.

BELOW: Green, landscaped buffers between redeveloped commercial properties in Hollywood Commercial District and existing single-family neighborhoods.
**Policy 2**

Improve accessibility and walkability in College Park’s neighborhoods.

**Strategies**

1. Designate primary walkable east-west streets through existing neighborhoods. These streets should provide clear pedestrian connections between existing neighborhoods and designated walkable nodes and corridor infill areas. The streets should be designed with wide sidewalks and shade trees to create a more comfortable pedestrian environment.

2. Develop the existing green infrastructure of Rhode Island Avenue and the Paint Branch Stream Valley Park Trail to provide a functional and attractive alternative to US 1 as a non-vehicular connection between neighborhoods.

3. Ensure connectivity for local residents while discouraging through traffic by providing street-calming measures such as speed tables, chicanes (curved connections), and street crossings that bulge out at intersections to narrow the travel lanes.

4. Provide “sharrows,” or shared automobile and bicycle lanes, through communities along designated primary east-west streets.

**RIGHT:** Rhode Island Avenue provides one of the only north-south connections through College Park’s easternmost neighborhoods. Pedestrian-friendly east-west connector streets through College Park’s neighborhoods are proposed to connect Rhode Island Avenue to the walkable nodes along US 1, as well as to Paint Branch Stream Valley Park Trail and the University of Maryland.

*Image source: Pictometry*

**BELOW:** Berwyn House Road, Berwyn Road, and Greenbelt Road are highlighted in the above diagram as tree-lined, pedestrian, and bicyclist-oriented streets. These east-west pedestrian connections will play a key role in connecting Rhode Island Avenue to US 1 and the Paint Branch Stream Valley Park Trail.
Land Use and Urban Design Policies
Natural Area Policies

**Policy 1**
Preserve, protect, and expand the Paint Branch Stream Valley Park into a continuous network of trails, bikeways, and open space.

**Strategies**
1. Target priority areas for redevelopment to alleviate development pressure on the natural areas.

2. Avoid and minimize environmental impacts associated with new development in the Central US 1 Corridor.

3. Encourage site design along US 1 that contributes open space connections into the park.

4. Encourage new park infrastructure such as trails and bridges to better link the natural environment to the community.

**Policy 2**
Stabilize and protect the Paint Branch stream to reduce flooding and erosion.

**Strategies**
1. Pursue innovative hydraulic engineering techniques within the stream bed to better manage stormwater runoff and stabilize the stream.

2. Require innovative stormwater management systems such as green roofs and on-site cisterns for all new development.

3. Require that development near the Paint Branch Stream Valley Park meets stormwater retention requirements that parallel or exceed those throughout the Washington, D.C., region.

4. Minimize impervious surfaces by reducing parking lot sizes and encouraging use of pervious surface materials.

5. Explore opportunities to reconnect the Paint Branch to its floodplain to reduce stream bank instability and erosion and minimize the impact of flooding on down-stream areas.
Policy 3  
Improve access to the Paint Branch Stream Valley Park.

Strategies
1. Create additional east-west pedestrian connections and, where appropriate, bridges that connect UMD, walkable nodes, and existing neighborhoods to the Paint Branch Stream Valley Park Trail.

2. Redesign Hollywood Road, Erie Street, Cherokee Street, Greenbelt Road, Berwyn Road, and Berwyn House Road as pedestrian-friendly urban trails to connect existing residential neighborhoods with park trails. Provide street trees and continuous sidewalks along these connections.

3. Identify key vistas and viewpoints from US 1 into the park and ensure these areas are preserved and made available to the public.

Policy 4  
Raise awareness of the Paint Branch Stream Valley Park system.

Strategies
1. Provide all walkable nodes with clearly-marked, easy-to-follow paths leading to the Paint Branch Stream Valley Park Trail.

2. Highlight bridge connections and trailheads leading towards the Paint Branch Stream Valley Park Trail with signs and maps.

3. Promote biking on the Paint Branch Stream Valley Park Trail to local destinations as an alternative to driving cars on US 1.

RIGHT: This diagram depicts new walkable connections throughout College Park. Strong efforts should be made to make pedestrian-friendly east-west connections between the Paint Branch Stream Valley Park Trail, US 1, and Rhode Island Avenue.
Illustrative Concept Plan North
Illustrative Concept Plan South
Urban Design Recommendations for Specific Areas

The illustrative concept for the Central US 1 Corridor identifies key areas for future growth (See Plan Areas diagram on page 81). Together these areas form a cohesive vision that will guide the complete growth and development of College Park for generations to come. This chapter includes specific design details and recommendations for each of the plan areas.

Downtown College Park
Downtown is located at the southern end of the planning area between College Avenue and Guilford Road. Historically, Downtown College Park was a center of commerce, housing, and civic activities. As automobile use increased, the population spread and stores and offices moved out along US 1 to take advantage of road improvements and abundant land available for parking.

The vision for downtown includes the reestablishment of its role as the focus of community activity. The area’s tradition of multi-story, multi-use buildings with retail on the first floor and either offices or residences on the upper floors should be reinstated. The range of hotel, dining, and entertainment uses which serve the university should be increased, and parking garages should accommodate new development.

University of Maryland
The University of Maryland area refers to the segment of US 1 adjacent to the campus, between Paint Branch Parkway and College Avenue. The community vision is to redesign this portion of US 1 to accommodate a safer pedestrian crossing for students traveling from the proposed East Campus development and fraternity housing on the east to the campus greens on the west.

Lower Midtown
Lower Midtown is the portion of US 1 south of MD 193 and north of the Paint Branch Stream Valley Park. The plan recommends the conversion of the area from an auto-dominated landscape to a pedestrian-friendly environment, with a walkable node located at Berwyn House Road.

The plan recommends mixed-use buildings lining the corridor with parking in the rear. Blocks and streets would be created east of US 1 to create alternate networks for travel. Shallow lots on the west could be built up to a protected buffer around the Paint Branch. Infill development patches the community fabric.

Upper Midtown
Upper Midtown is the portion of US 1 south of Fox Street and north of MD 193. The plan recommends the phased conversion of the area to a pedestrian-friendly environment, with a long-term plan for a walkable node at Erie Street. New development along US 1 is more intense, with appropriate transitions to the single-family residences behind. New east-west connections between Rhode Island Avenue, US 1, and the Paint Branch Stream Valley Park Trail are proposed at Cherokee Street and Erie Street.

Autoville and Cherry Hill Road
The Autoville community consists of a collection of homes west of US 1 and south of Cherry Hill Road. The plan envisions a more walkable community with parks and public access to open space.

College Park Marketplace and Seven Springs Village are currently single-use retail and residential pods which are envisioned as walkable neighborhoods with the addition of a mix of uses, a connected street network, and structured parking where appropriate.

Uptown
Uptown is located along US 1, directly north of the I-95/I-495 interchange, and has recently been developed with a super-regional anchor store in IKEA. The plan proposes an integration of the large-footprint IKEA store building into a new network of multi-story, mixed-use development with mid-block structured parking.

Hollywood Commercial District
The Hollywood Commercial District is located just east of US 1 and south of I-95/I-495, located at the intersection of Rhode Island Avenue and Edgewood Road. This area is host to neighborhood-
oriented and niche retail, such as MOM’s Organic Market and REI, as opposed to the regional and university-oriented retail along US 1. The Hollywood Commercial District can be reached by foot or by bike by residents of Hollywood and adjacent neighborhoods. The plan recommends redevelopment of the low-density retail parcels into a walkable center which maximizes its position on the multiway boulevard portion of Rhode Island Avenue.
Downtown College Park

Create a gateway
The intersection of Guilford Drive and US 1 functions as the southern gateway to Downtown College Park. However, there is no distinction in architectural design or street character to announce arrival. The plan recommends that the western side of the intersection feature a corner building that addresses both Guilford Drive and US 1 by fully fronting both streets. Landmark architectural features at the intersection—such as a tower element and chamfered corner—are proposed. Ample sidewalks and large caliper street trees could accommodate an increase in pedestrian activity. Though the core of the downtown area is located at Knox Road, and the heights of structures would naturally step down from that area, a signature building with a landmark feature at Guilford Drive would signify the intersection’s role as an entryway.

Provide central public plazas
The architecture of downtown reinforces its urban location, with 80–100 percent building frontage along US 1. However, modest open spaces for civic purposes or commercial activities can be reserved at the corners of important intersections or at strategic locations along the street. Plazas are spatially defined by building frontages.

Design the street as a unified whole
An essential distinction of vibrant, pedestrian-oriented districts is that businesses front on a public space that is designed as an ensemble, including auto elements (such as travel lanes, parking and curbs), public components (such as trees, sidewalks and lighting), and private elements (shopfronts and buildings). These elements should be coordinated to create a unified outdoor space, just as rooms are designed to achieve a unified, comfortable space. A proper urban landscape is safe, comfortable, and interesting to pedestrians.

Pedestrian safety could be increased by providing parallel parking along the sidewalk wherever possible, creating a physical buffer between pedestrians and moving vehicles. Outdoor dining and casual strolling become safer behind the on-street, vehicular buffer, eliminating the need for protective walls such as the brick wall on the west side of US 1 in downtown. Parking near the fronts of buildings also encourages people to stop and patronize downtown shops.

Pedestrian comfort is enhanced with proposed wide sidewalks—for walking and sidewalk dining—as well as a canopy of street trees and awnings to provide shelter from the sun and rain. Street furniture such as benches could provide opportunities for pedestrians to sit and wait for public transportation, including a potential new trolley. Trash receptacles would keep the public realm clean.

Pedestrian interest is held with human-scaled facades, storefronts, and signage. Street-oriented architecture would present doors, windows, balconies, and porches that face the street. In this way, the “eyes on the street” keep the public realm safer.

Encourage infill projects that enhance the retail core.
Underutilized properties with single-story buildings in downtown should be replaced over time with multi-story buildings. A variety of building types should be added to the downtown mix, including rowhouses, live-work units, and mixed-use buildings with shopfronts on the ground floor. Workplaces should be located within walking distance of residences.

Revitalizing Downtown College Park will require enhancing the retail core to appeal to residents, university faculty, students, and visitors. Many of the businesses in downtown are popular and have a loyal client base, yet many buildings remain underutilized. As it is currently configured, US 1 is not a place where pedestrians or new businesses want to be. The lack of on-street parking, narrow sidewalks, and the absence of a “critical mass” of neighborhood-oriented retail options create a challenge to downtown vitality. Furthermore, the surface parking lots at the commercial centers south of Knox and Hartwick roads leave a void in the street wall, interrupting the pedestrian experience in downtown.

In order to achieve a more pleasant pedestrian and bicycle experience, increased economic vitality, and a wider range of dining and shopping options, officials should implement on-street parking, wide sidewalks,
and continuous street-fronting buildings in downtown. Proposed development at East Campus should be closely coordinated with plans to revitalize downtown. While new shopping and dining opportunities at East Campus may initially attract students and residents away from downtown, in the long-term, East Campus can create a synergy with revitalization plans for downtown, creating a larger and more appealing retail and entertainment destination within College Park. New housing and hotel uses in East Campus will also increase the numbers of residents and visitors in the area who can access downtown by foot.

**General Recommendations**

- Urban squares and plazas serve visitors to the surrounding businesses.
- Trees improve the streetscape and provide shade for pedestrians.
- Mid-block garages remove parking from the pedestrian view.
- Parking is located at the middle of the block and buildings face the street.
- On-street parking calms traffic and provides a buffer for pedestrians.
- Shared parking-lot entrances reduce the interruptions to traffic movement.
- A parkway section with an environmentally sensitive planted median and swale.
- Additions to existing buildings along the corridor help to define the street and reestablish the historic urban fabric.
- Infill buildings respect the scale and character of the neighborhood.
- Strip centers converted to town blocks.
- A gateway marks the entrance to Downtown College Park.
- Preservation efforts should be continued in the neighborhoods surrounding downtown.
- A gas station is redesigned with a shop and fuel pumps behind the structure.
- New streets improve connectivity for pedestrians and motorists.
- Potential transit stop.
Downtown College Park

Existing Conditions:
The corner of US 1 and Hartwick Road looking north. The existing conditions along US 1 in downtown include surface parking lots with wide curb cuts. The parking lots are unappealing to pedestrians and the curb cuts interrupt the sidewalk, making it uncomfortable to walk through downtown. While the existing median hosts a few street trees and a refuge for pedestrians it also creates a wall between travel lanes heading north and south. This separation encourages motorists to drive faster.

Step 1: Public Infrastructure Improvements

The center median of US 1 is removed and the space is reallocated to the pedestrian realm on the sides of the street. On-street parking is added, which calms traffic through the downtown and protects pedestrians from passing cars, eliminating the need for a wall along the sidewalk. Travel lanes are realigned and narrowed. The narrower space slows traffic. Street trees are added and where necessary the width of sidewalks is increased.
Downtown College Park

Step 2: Development at the intersection of US 1 and Hartwick Road.

Private investment follows public investment, and redevelopment is first focused at the busiest intersections. Buildings with addresses on two streets have frontages which fill the length of both lot lines. Infill development is multi-story, mixed-use, closer to the street than the current setback of the shopping center, and parking is hidden behind the structures.

Step 3: End Result

Parking for most of the downtown is provided by a parking garage lined with storefronts and offices. The liner buildings physically define the street, and a network of blocks and streets are created. The architecture of infill buildings creates human-scale facades with expression lines between the first and second floors, vertically repeated elements like balconies and windows, and parapets hiding heating and cooling machinery and solar panels from public view. The urban plaza is defined by forecourts and chamfered corners.
University of Maryland

Facilitate infill projects along Paint Branch Parkway.
The area between downtown and the Paint Branch Stream Valley Park, known as East Campus, is poised for a renaissance. The University of Maryland and the private sector, working in conjunction with the city, have proposed an urban block system with compact development consisting of multi-story, mixed-use buildings positioned along sidewalks, structured parking, and public open space. The Purple Line, a proposed new transit line that will connect New Carrollton to Bethesda, will have a stop here. The introduction of a new transit line to this area will have the dramatic effect of reducing automobile dependence and encouraging new levels of walkability in downtown and at the University of Maryland.

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The unique opportunity for East Campus to become a community, university focal point, and multimodal center raises the stakes for its urban design and architecture. It is essential that the development is designed as a high-quality, exemplary walkable center, with street-oriented urban architecture, shopfronts, urban landscaping, and on-street parking. Parking garages and parking lots should be located mid-block and should be fully concealed on all levels by a liner building with retail on the ground floor and housing or offices above. Service uses such as loading and garage entrances should be located on secondary streets, hidden from public view and out of the way of pedestrian traffic. If these service uses are located on primary streets such as US 1, they will create long-term obstacles to the community’s vision for walkability in College Park.

Require small block sizes and a complete street network.
Small block sizes are the number one factor for walkability. An ideal size for a walkable block is 220 feet by 400 feet: this allows for two 100-foot deep lots back-to-back, with an alley between, and only includes private property. Sidewalks are not included in the dimensions. Pedestrians will rarely walk if they do not feel that there is a relatively straight path between origin and destination—and a walk time no longer than five minutes. A connected street network is essential for distributing traffic and promoting walking and cycling. Streets form a city’s circulation system and its main public space. Undoubtedly projects that involve closing rights-of-way and creating superblocks will be proposed. However, rights-of-way should not be vacated. The loss of connectivity will stunt economic vitality.

Make the relationship between buildings, streets, and pedestrians part of the approval process.
Continue to evaluate new projects during the development review process for their relationships to their urban contexts, and enforce more specific standards for quality development. As redevelopment occurs, new buildings and additions to existing buildings should be positioned and architecturally equipped to form agreeable streets and public spaces. Likewise the rights-of-way themselves should have certain elements with proper dimensions. This designed ensemble of public and private components are comfortable for pedestrians and economically vital. Build-to lines, regulated front and back orientations, and street trees all lead to an improved design.

Enforce a build-to line.
The best streets take on a defined spatial form, sometimes compared to a public “room;” the buildings form the walls. When the proportion of building height to street width is sufficient to create a sensation of spatial enclosure, a stronger sense of place will result. It is recommended that the front walls (or planes) of storefronts be aligned. A build-to line tells a designer exactly where the front plane of each building should be located to form a coordinated street wall. Where buildings are set back from the right-of-way, the setback should be closely regulated as an extension of the sidewalk, or as a location for outdoor dining or retail display tables. An appropriate build-to line for this area is between zero and ten feet from the right-of-way.

Regulate fronts and backs.
Almost every building has a front and back—a public side and a private side. Great streets have street-oriented architecture in which the front of the building addresses the street with doors, windows, storefronts, and balconies facing the sidewalk. This makes the street interesting and safe.
When buildings front the street with service, or “back of house” uses, blank walls, and unlined parking garages, they compromise the safety and visual interest of the street, and have long-term negative impacts on the economic performance of the area. At East Campus, the narrow site between Paint Branch Parkway and Fraternity Row will tempt the developer to span the entire distance with one structure and turn the building’s back to the parkway or the row. This should not be allowed.

**General Recommendations**

A) Squares and urban plazas provide centers for the university neighborhood.

B) Street trees line major thoroughfares and identify the university’s presence on US 1.

C) Parking garages with liner buildings remove parking from the pedestrian view. Roof planting helps to reduce heat island.

D) Parking is located mid-block. Buildings face the street.

E) On-street parking is provided.

F) Shared parking-lot entrances reduce the interruptions to traffic movement.

G) The service alley network includes pedestrian connections to improve connectivity through the superblock.

H) New connections to the campus are created with the addition of new streets.

I) Mixed-use buildings add 24-hour vitality.

J) Terminated vistas are marked by landmark architecture, such as a tower.

K) A parkway provides a scenic drive along the river basin.

L) New street connections add pathways for pedestrians and motorists.

M) Potential transit super stop; Purple Line stop and US 1 circulator.

N) Rehabilitate historic buildings.

Note: The illustrative concept for East Campus reflects the design developed by Foulger Pratt and submitted to the Planning Department for site plan review as DSP-08030.
University of Maryland

Existing conditions: US 1 along the University of Maryland campus at Fraternity Row, looking north. Currently US 1 bisects the campus and abruptly divides Chapel Field and Fraternity Field with high speed traffic and highway-style cobra head lights.

Proposed conditions: US 1 is transformed into a walkable parkway. Pavers are added to the roadway. Street trees line the sides of the street. The sidewalk is widened and pedestrian-scaled lighting is added.
Apply on-campus civic art lessons to US 1.
The University of Maryland campus is highly regarded by the surrounding community because of the quality of its design. With a design originating in the late nineteenth century, the campus exhibits a commitment to high-quality, human-scaled architecture and walkability. New development on campus has continued this tradition for the most part. The pedestrian-friendly elements of the campus are entirely applicable to the City of College Park. The city's very name, "College Park," implies the city's role as host to the university within an aesthetically appealing environment, yet, the development of US 1 has not lived up to that role. Future development in College Park should learn from the campus. Urban design, streetscape, and architecture should reflect the high-quality design already found on the university campus. Public art and civic amenities such as bus stops, transit stations, benches, and open spaces should also be designed as civic art.

Retrofit streets to support pedestrian and bicycle movement.
Motorists driving through the heart of campus, on Campus Drive for example, are aware they have entered a university. Travel lanes are narrow and pedestrian crossings are frequent. In contrast, the segment of US 1 that crosses the campus has the design of a speedway. The design of US 1 does not change as it passes through campus, and is uniformly characterized by wide lanes, inconsequential medians, and highway-scaled lighting. Students jaywalk because pedestrian crossings are infrequent and inconvenient. This has resulted in a dangerous environment for cars and pedestrians alike.

The plan proposes adding distinctive brick pavers to US 1 to alert drivers that they have entered a pedestrian-intensive campus. Street trees mark the divide between the pedestrian realm and the auto-oriented realm. Sidewalks are widened and partitioned to create a designated path for bicyclists separate from US 1’s travel lanes. Pedestrian-scaled lighting is added for nighttime crossing. With careful landscaping and streetscape improvements, the space from the Memorial Chapel and Chapel Field to the Fraternity Fields and the houses of Fraternity Row can have the feeling of one unified space.

Permit encroaching architectural elements
The ever-present porticos of the university's main buildings are awe-inspiring, timeless architectural elements which signify academic and democratic continuity. The porticos also serve several practical purposes. They provide easy-to-find, welcoming central entrances to the university's structures. They offer shade for sitting and conversation. They provide a middle-ground between inside and outside spaces and a place to orient pedestrians before walking.

Similarly, commercial and civic architecture forms the joint between the private realm inside the building and the public realm outside, playing a critical role in establishing an area's sense of place. On traditional main streets, certain elements reach out to embrace part of the public space, providing shade and protection from sudden storms and reducing glare on storefronts. These include porticos, but also colonnades, arcades, marquees, awnings, and cantilevered balconies. Such practical elements provide a middle realm that feels both private and public, is welcoming, and gives a human-scaled touch to the geometry of commercial and civic buildings—the same way front porches do for houses. Along US 1, arcades and colonnades should be permitted to have enclosed space above the sidewalk, which helps frame the street and provides extra income that could encourage redevelopment of existing properties.

Create major and minor “quads” for city life
The quad of the campus is the centerpiece for student life, a formal public space framed by landscaping and fronted by high-quality architecture. US 1 is generally is devoid of comparable spaces, large or small, for the visitors and residents of College Park. In the city, just as on the campus, the space between buildings cannot be treated as residual space. It must be designed to encourage community life. The sector plan proposes several simple, modest green spaces and plazas, to be used for everything from public gatherings and festivals to pick-up soccer games and casual meetings between friends. Like the fields of Fraternity Row, the design of these greens and plazas can be simple. Their purpose is to facilitate events by providing unobstructed spaces. Rows or double rows of trees at the edge would allow for picnicking and sitting in the shade and can create a sense of enclosure. New and renovated buildings frame the spaces, and architectural features such as porticos, balconies, porches and arcades provide visual variety and continual surveillance.
Lower Midtown

- New green spaces provide an attractive, recognizable center at major intersections.
- Street trees encourage pedestrians and beautify the corridor.
- Parking garages with liner buildings create a "park once" environment so that patrons can walk to many destinations rather than having to drive to each one.
- Parking is located in the rear of lots and buildings face the street.
- On-street, parallel parking is added to specific urban centers.
- Shared parking-lot entrances reduce the interruptions to traffic movement and reduce curb cuts, improving walkability on US 1.
- New infill buildings front the street.
- Transit stop for university students and local residents.
- Infill buildings respect the scale and character of the neighborhood and create a transition from the commercial areas to the residential.
- Student housing and facilities are provided close to campus along the corridor.
- Priority pedestrian streets connect Rhode Island Avenue to Paint Branch Trail and US 1.
- Low-impact development is required in buffer areas with pervious parking, rain gardens, retention areas, and swales to mitigate the effect development has on Paint Branch Stream.
- A system of connected alleys and parking lots improves circulation.
- MD 193 rebuilt as diamond interchange; new development potential.
- Trails are linked to US 1.

*Please note that portions of Greenbelt Road, 48th Street, and University Boulevard rights-of-way will need to be vacated to allow property to be developed as shown.*
Upper Midtown

**General Recommendations**

- **A** Provide open space in the form of a maintained central green.
- **B** Street trees contribute to the sense of place in midtown.
- **C** Multi-story, mixed-use buildings closely aligned at street edges.
- **D** Perimeter buildings along both frontages of intersections hide parking.
- **E** On-street parking provided.
- **F** Shared parking-lot entrances reduce the interruptions to traffic movement.
- **G** Mid-block parking.
- **H** Infill buildings define the street edge and add the security of "eyes on the street."
- **I** Infill buildings create a transition to the existing single-family residences and respect their scale and character.
- **J** Mixed-use buildings replace single-use.
- **K** The architecture surrounding the green defines the street and public space.
- **L** A parallel network provides multiple options for pedestrians and motorists.
- **M** A walkable center includes residences, restaurants, businesses, shopping and gathering places.
- **N** New trail connections link US 1 and the Paint Branch trail.
- **O** Possible transit stop location.

Perspective illustrated on pages 93 to 95
Lower and Upper Midtown

Make US 1 a walkable “great street.”
As it is currently configured, US 1 is a regional thoroughfare whose primary purpose is to move traffic north and south. Instead of functioning solely as a route from one place to another, US 1 should be transformed into a place of its own. The character of US 1 must be valued as highly as its capacity to move traffic. During the charrette, residents expressed their desire to see US 1 enhanced with street trees and reconfigured as a place that is safe and inviting to pedestrians. Walking, cycling, shopping, working, and living experiences must be increased and improved to transform US 1 from a conventional strip-commercial corridor to a great street. The illustrative master plan shows new directions for the massing, frontage, and orientation of new structures. Parking is consolidated and located mid-block, behind buildings. A continuous system of sidewalks connects the entire length of US 1.

Control size and scale
Property owners and developers have proposed redevelopment for many of the sites along US 1 in midtown. The area’s proximity to Washington, D.C., I-95/I-495, and the University of Maryland ensures that even in slow economic times underutilized properties will be redeveloped to maximize the full potential of their site.

Commercial, office, and residential development should not be consumed in single, massive complexes. They should be developed at numerous, multiple mixed-use centers. Development must be encouraged around major four-way intersections first, to create walkable nodes where each new reinvestment will encourage the next. Recommendations for the locations of walkable nodes are found earlier in this chapter. An intersection that achieves redevelopment on all four sides will have the feel of a complete place and become a magnet for new investment.

It is important that traffic signals with pedestrian crosswalks are located at all walkable nodes, as well as at appropriate four-way intersections. Traffic signals and pedestrian crosswalks will have a powerful effect on the walkability of College Park.

Where traffic signals have already been approved, they should be reevaluated to ensure that they form the most effective use of community resources.

It is essential that new development respect existing neighborhoods and make appropriate transitions from larger mixed-use buildings along US 1 to residentially-scaled development closer to homes. This can be achieved with form-based regulations which reinforce and respect the community’s vision for the corridor.

Plant and maintain proper urban street trees
Trees improve property values, and establish a sense of place. Urban street trees in Midtown College Park should be planted in aligned rows, with regular spacing, using consistent species. Proper, formal tree placement shapes public space, produces shade continuous enough to make walking viable, and has a calming effect on traffic. Trees should be native species which are pollution tolerant and do not produce seeds or fruit which stain and litter the sidewalk.

Create new greens and parks along US 1
Currently pedestrians use the Paint Branch Stream Valley Park Trail and the service roads and sidewalks along Rhode Island Avenue to avoid US 1. A pedestrian-oriented US 1 would provide a third route, offering greater opportunity to support neighborhood-oriented, walkable centers along its length.

A series of greens and parks should be introduced along US 1 to serve the envisioned walkable nodes. The green spaces should be spaced at five-minute walking intervals approximately four to five blocks apart. The green spaces should be fronted with commercial storefronts or urban format residences to ensure that they are well used. The spaces will be safer if buildings front them and people frequent them.

Grow a mix of uses and destinations
Currently, the majority of lots and parcels along the corridor contain single uses. To provide a center for the community and better address transportation...
issues, US 1 needs to support a healthy mix of uses. These uses would include housing, offices, commercial spaces, civic uses, and green spaces.

Focused centers in a main street environment create interesting places for residents and destinations for visitors. If land uses are mixed, fewer automobile trips will be necessary for residents to meet their daily needs and congestion will be reduced.

Place student housing on the corridor
Student rental housing within established neighborhoods can be a nuisance to long-time residents. The excitement that students thrive on can be provided along the corridor, in the fabric of the city, and within walking distance to student complexes. Students within walking distance to campus or to a transit stop on US 1 are less likely to commute by car.

Upper Midtown
Upper Midtown

STEP 2: Curb cuts are minimized to allow the construction of an uninterrupted sidewalk. The center lane is removed. A coordinated streetscape is added to include wide sidewalks, street trees, pedestrian-scaled lighting, and parallel parking.

STEP 3: Private investment follows public investment. Sites on the west side of US 1 are redeveloped in time. The new buildings are street-oriented and adjacent to the sidewalk.
Upper Midtown

STEP 4: Multi-story, street-oriented buildings frame both sides of the street. Pedestrian activity increases.

STEP 5: End Result. A classic American main street emerges, including mixed-use buildings with a context-sensitive architectural design. The massing and scale of buildings are suited to pedestrians. The new, increased density can support increased public transit. Public transit stops are clearly marked and display easy-to-read transit routes.
Autoville and Cherry Hill Road

Require appropriate development
The land west of US 1 and south of Cherry Hill Road is an attractive location for development given its proximity to I-95/495. However, controversy over new development in the area has been tremendous. Residents are determined that when the next wave of change takes place, the mistakes of the past are not repeated.

New development in the area must respect the scale and character of existing neighborhoods, provide amenities for the community, and minimize the negative effect of cut-through traffic. A form-based code and innovative traffic-calming techniques may be essential.

Automobile-oriented strip development along Cherry Hill Road and a parallel network of roads west of US 1 that allows high-speed “cut-throughs” are not compatible with the existing residential neighborhood. It is essential that new development is built as a complete neighborhood, with an urban pattern of blocks, streets, and greens that include an appropriately-scaled mix of uses within walking distance of each other. The student and elderly housing complexes discussed for Autoville may help offset the reliance on US 1 by providing a balance of services, jobs, and housing within the same walkable area. Traffic calming features such as narrow streets, on-street parking, and offset intersections will help to ensure that the traffic through the area is predominately local.

Unify the neighborhood with a central green
A neighborhood green could provide a destination and gathering place within a five-minute walk from homes and businesses. Increased walkability provides an alternative to the auto-dominance implied by the name “Autoville.” The green would be fronted by an existing and remodelled local church. A row of two-story townhouses and live-work units fronting the south side of the green could create a transition from the four-story Mazza housing complex to the south. The green serves as the centerpiece of the neighborhood. In the future new development can front the western side of the green and complete the enclosure of the space.

Add a frontage road that parallels US 1
A frontage road allows local traffic from the neighborhoods east of US 1 to patronize local businesses without having to enter US 1. Design the new street to be pedestrian- and retail-friendly, with wide sidewalks, landscaping, and on-street parking. The median between US 1 and the frontage road should be designed as a generous linear park, with shade trees lining the streets. A double row of trees and center path provides a promenade for pedestrians. A frontage road of this sort can be created through a public-private partnership, in which private property owners dedicate the land necessary for the frontage road in exchange for special development rights for their property.

Manage parking
Balance pedestrian and vehicular access to buildings by creating a variety of parking options. Parking should be located behind buildings, with on-street parking next to the sidewalk. Insist that varied uses (retail, entertainment, civic, office, housing) share their parking supply efficiently. As the area is built out, a shift to structured parking will allow for the better use of valuable land. These practices will reduce the amount of land dedicated to parking.

Create an access management program
The existing conditions along US 1 are dominated by the automobile in part because of the abundant curb cuts which disrupt the sidewalk and place pedestrians at risk of being struck by turning cars. Reduce the number of curb cuts by consolidating the number of driveway entrances to each business from the roadway. This will create a continuous sidewalk for pedestrians and traffic will flow more efficiently.

Make Seven Springs Village a neighborhood
Seven Springs Village lacks a sense of place due to the large, isolated buildings that are arranged within vast parking lots. In the southern portion of the property, the buildings are aging and should be considered for demolition. With strategic infill, Seven Springs Village can become a complete, compact, mixed-use neighborhood. The square footage from these demolished buildings can be transferred to the northern portion of the site as street-oriented townhouses and low-scale apartment buildings, forming a more cohesive urban fabric with no additional traffic generation. The vacant southern portion of the property can be reserved as dedicated open space, extending the open space network of farmland and wetlands to the south.
The illustrative concept plans show one way that the existing high-rise buildings at Seven Springs Village can be integrated into a block system with streets and a variety of townhouses and rowhouses. Courtyards and squares should be supervised by the street-fronting windows of pedestrian-scaled residences. Along Cherry Hill Road the introduction of a cornerstore and storefronts may also be possible.

**General Recommendations**

- A Green space and new parks serve the surrounding businesses and residences.
- B Street trees create an attractive entrance to the city.
- C A square creates a central gathering space.
- D Parking is mid-block, garages are lined, and building facades address the street.
- E Civic buildings front greens.
- F A new park provides an entrance to the Paint Branch trail from Autoville.
- G The large-format structure has a continuous liner of shops and live-work units.
- H Infill buildings define the street edge and repair the urban fabric.
- I Infill buildings respect the scale and character of the neighborhood.
- J Traffic calming keeps through-traffic local.
- K Memorable corners, gateways, and meeting places create a sense of identity for the community.
- L A frontage road with on-street parking provides multiple options for travel.
- M A walkable center is created at the entrance to the Autoville neighborhood.
- N Possible future streets form the block structure for a growing neighborhood.
- O Garages added when demand is high.
Uptown

Create transit-oriented development
Transit-oriented development (TOD) is walkable, mixed-use, and generally dense development that is designed with comfortable, convenient pedestrian connections to existing, or anticipated, public transit stops. A TOD can be as modest as a block of dense development around a transit stop, or it can encompass an entire neighborhood or cluster of neighborhoods that are built within a half-mile radius of a rail station. When developed correctly, TODs allow residents and visitors to meet all of their needs without using automobiles. This allows for greater density without the traffic impacts of conventional, auto-oriented development.

With strategic infill and structured parking, the current Holiday Inn site can be retrofitted into a TOD. Housing above commercial uses can be constructed at densities that support public transportation. In the long-term, as the IKEA property redevelops, the building site and parking lot can be developed as a walkable, mixed-use community that builds upon the mixed-use development already begun in uptown. Developing uptown as a TOD will link this otherwise-isolated area of College Park to the rest of the city through a more reliable and frequent transit system.

Build multi-story buildings
In commercial areas, build multi-story buildings. Successful streets depend on the sense of spatial enclosure that is created when certain proportional relationships are achieved between the width of the street space and the height of the buildings on either side.

Multi-story buildings can also adapt better to a changing market than large, single-story, single-use buildings because of the wider range of potential tenants and the ability to include multiple tenants who provide a mix of goods and services.

Build for the long-term with a variety of types and sizes
Require developers to build for the long-term with buildings that can be adapted and reused. Places with a variety of uses and building types adapt well to economic changes and create a stronger sense of place. Buildings should be provided in a variety of types and sizes, configured for incremental growth. The mix should include civic buildings, mixed-use shopfront buildings, apartment buildings, attached rowhouses, and single-family detached houses.

Only a few types of businesses can take advantage of a large “big box” building. Should the property become vacant, the time it takes to attract a new tenant or redevelop the site can result in a long period of lost tax revenue for the municipality. Learn from the past and build for a longer time horizon. In the last few decades many buildings were built under the assumption that developers would get returns on their investments within a span of 7 to 10 years and would then abandon the properties.

When large-footprint buildings are unavoidable integrate them into the urban fabric
Large format stores are difficult to arrange within the urban fabric without detracting from the overall scale, connectivity, image, and walkability of urban neighborhoods. Yet such stores can serve as anchors for activity centers, bringing in large amounts of sales tax revenue and adding regional drawing power and an advertising presence that benefits other businesses.

Any proposed big-box retailers should be sited away from potential centers because large format buildings in the center of communities create pedestrian “dead zones” along the blank sides and backs of the structure. The planning for a complete community with a traditional, connected block structure should be required of large-format development proposals. Even if the developer is not required to construct the entire urban community, the market will, in time, make it practical to build densely.

Scrutinize large-footprint development proposals
Large-footprint buildings should be subject to intense development approval scrutiny on a site specific, case-by-case basis. Such a use should not be a pre-permitted use allowed as-of-right, but as a conditional use subject to review and approval.

Because of recent trends in retailing and outrage at the character of big-boxes from residents around the country, many big boxes are seeking alternative formats for communities of character. Smaller, more customized formats are being introduced where standard megastores are difficult to permit. This option should be investigated on a case-by-case basis.
General Recommendations

A. Proposed transit stop location with waiting area and shelter.

B. Street trees create desirable addresses and enhance the pedestrian environment.

C. Park commemorating historic Brown’s Tavern.

D. The large parking lots are retained but their visual impact is reduced with placement behind buildings.

E. On-street parking.

F. Environmentally-sensitive areas are free from development and protected.

G. Parking behind structures.

H. Infill buildings define the street edge and repair the urban fabric.

I. Infill buildings frame the roundabout.

J. Perimeter buildings define block edges.

K. Architecture frames a gateway into the main street shopping area.

L. A back door entrance is used for service trucks and deliveries.

M. Multi-story buildings include residences, restaurants, businesses, shopping and gathering places.

N. Surface parking is converted to structured parking.

O. Liner buildings front the street and hide parking from view.
General Recommendations

A. Buffers are enhanced to separate the businesses from the residents.
B. New trees are added to the Rhode Island Avenue multiway boulevard.
C. Potential civic buildings are given prominent locations.
D. Parking is located in the rear of lots and buildings face the street.
E. On-street parking in the access lane.
F. Shared and coordinated parking-lot entrances reduce interruptions to traffic movement.
G. Additions and renovations to existing buildings create a new street wall.
H. Infill buildings respect the scale and character of the neighborhood.
I. Intersections are aligned to calm traffic moving from US 1 through neighborhoods.
J. Strip centers converted to town blocks.
K. Distinguished architecture is located at the northern gateway and terminates the view north along Rhode Island Avenue.
L. Buffers between commercial uses and neighboring residential are provided.
M. The REI shopping center is maintained within a block whose edge is developed with houses and townhouses that address the street.
N. Mixed-use buildings create a center of commercial and business activity.
Hollywood Commercial District

Maximize the potential of the Rhode Island Avenue multiway boulevard.
The Hollywood section of Rhode Island Avenue is a multiway boulevard in need of investment and rediscovery. The multiway boulevard is a unique street type in its ability to accommodate higher levels of regional traffic and still function as a beloved neighborhood street. Multiway boulevards are able to serve both functions through the separation of regional, faster-moving traffic in the central through-going lanes from slow-moving local traffic, pedestrians, bicyclists, and on-street parking in the side access lanes. The central lanes and side lanes are separated by wide, landscaped medians that can be designed as linear parks, with generous landscaping and jogging paths. Finally, wide, tree-lined sidewalks encourage pedestrians to visit shopfronts, dine at outdoor cafés, or walk to their neighbors’ houses.

To reinvigorate the area, public investment is needed. New sidewalks and parallel parking should be added, and street trees should be planted in rows on the median and along the sidewalks. Private investment will follow public investment, yet regulatory reform is necessary to require the kind of development which lives up to its multiway boulevard address. Redevelopment in appropriate places should be in the form of multi-story, multi-use buildings with storefronts and mid-block parking.

Properly reinvigorated, the Hollywood area can become a destination for visitors, and a place to live, shop, and recreate for the citizens of College Park.

Provide a green for neighbors and visitors
A green at any one of the four corners of the intersection of Edgewood Drive and Rhode Island Avenue can become a highly visible and much-frequented centerpiece of Hollywood. A small structure in the park such as a gazebo can serve community functions. Parallel parking along the Rhode Island Avenue multiway boulevard should be offered instead of a large parking lot.

Share the parking and interconnect it
Create shared parking regulations. Businesses that have different peak times (a medical office and a movie theater for example) can utilize the same parking spaces and reduce the total number of spaces needed. Consolidated driveways will allow businesses to share parking spaces. Interconnecting the parking lots and assembling a network of alleys will allow motorists to circulate between nearby businesses without necessarily re-entering the traffic on Rhode Island Avenue.

Shared parking will allow the land to be used more efficiently; more of the land can be used for income-producing buildings rather than parking.

Build interesting, safe streets
Rhode Island Avenue, Edgewood Road, Narragansett Parkway, and Muskogee Street should be redesigned as great, pedestrian-oriented streets as they pass through the Hollywood Commercial District. Great streets are fronted by pedestrian-oriented buildings, with doors and windows that face the public right-of-way. Parking lots should be located behind buildings, and on-street parallel parking should be located adjacent to sidewalks. The street should be designed for pedestrians, bicyclists, and motorists alike.

On Narragansett Parkway and Muskogee Street, an option is to develop a heavily-landscaped linear park along the east and south side of the existing REI shopping center. This will help to screen the loading areas of the shops, while providing a community amenity to the neighborhood. Clear pedestrian paths and shade trees should be used along these streets to encourage pedestrian activity.

These streets should be redesigned with narrow travel lanes and wide, gracious sidewalks to improve safety for both drivers and pedestrians. Narrow travel lanes slow traffic, making the street safer: 10-foot-wide travel lanes in commercial areas, and 9-foot-wide travel lanes on less-used residential streets are appropriate. On-street parking lanes should be 7 feet wide. Sidewalks on commercial streets should be 12–15 feet wide. Sidewalks on residential streets can be 5–6 feet wide.
EXISTING CONDITIONS: The Hollywood Commercial District, corner of Nantucket Road and Rhode Island Avenue, facing north. The existing conditions include prominent power lines, narrow sidewalks, garbage bins, and widely spaced buildings with little presence on the street. The frontage road is lined only by grassy medians.

STEP 1: Wide sidewalks, pedestrian-scaled lighting, and on-street parking are added along the frontage road. Overhead utilities are relocated, allowing street trees to be planted. The grassy median is planted with shade trees.
STEP 2: Private investment follows public investment. New businesses are built with aligned facades along a build-to line. Awnings, storefronts, pedestrian-scaled signage, and tables for outdoor dining are part of the new pedestrian experience.

STEP 3: Additional street-oriented buildings add to an attractive, walkable environment for strolling pedestrians. Once side medians are planted—and a transit lane is added to the center of Rhode Island Avenue—the roadway is transformed into a classic multiway boulevard.
Hollywood Commercial District

EXISTING CONDITIONS: Hollywood Commercial District, corner of Niagara Road and Rhode Island Avenue: characterized by one-and two-story commercial uses—set back far from the street—and vast expanses of parking.

PROPOSED CONDITIONS: Redevelopment includes street-oriented, multi-story structures, appropriately scaled in relation to neighboring homes. Storefronts with awnings and wide sidewalks shaded by median street trees encourage pedestrian activity.