

Economic Development



10 • Commercial and Employment Areas

The Glenn Dale-Seabrook-Lanham communities are served by a number of commercial areas that were developed over the past several decades along arterial roads and at key intersections. This pattern of commercial development resulted from demand generated by suburban residential and employment growth. Today, these existing commercial areas are composed of a wide range of both small independent retail and service establishments and regional or national offices, restaurants, and chain stores. Many existing commercial establishments rely on both a local resident and regional auto-dependent customer base. Due to the proximity of the Capital Beltway, regional shopping destinations and services are also accessible to community residents, resulting in a highly diversified and extended trade area within which local businesses must compete. Business investment, site and streetscape improvements, and targeted redevelopment designed to form compact, attractive, and walkable commercial areas will be important for the future of the Glenn Dale-Seabrook-Lanham communities.

Several major regional and local employment areas served by arterial roads are located within or in close proximity to the plan area. The presence of aerospace, technology, office, research, government, and light industrial employers has and will continue to present significant economic benefits to the Glenn Dale-Seabrook-Lanham communities and Prince George's County. Accessibility to the Capital Beltway; regional arterial connections and improvements; MARC service; proximity to the University of Maryland; existing and future open space, park, and recreation resources; and focused attention on the quality of the surrounding natural, living, commercial, and working environments will continue to be important factors that will influence the future viability, quality, and diversity of these employment areas.

KEY FINDINGS

Commercial Areas

- Existing commercial development, such as along Lanham-Severn Road (MD 564) and Annapolis Road (MD 450), is predominantly strip-oriented and auto-dependent.

- Many commercial properties are not readily accessible by pedestrians from surrounding residential areas.
- Overall, commercial areas serving neighborhoods within the plan area do not present unique shopping identities or destinations that significantly differ from other suburban commercial centers in terms of the mix of businesses, building designs, and streetscape features.
- Sidewalk, crosswalk, pedestrian signalization, bicycle, and streetscape improvements are warranted in commercial areas.
- While several commercial centers have undergone recent façade, signage, and related site improvements, including the Eastgate and Seabrook Station centers, other commercial properties and areas require further improvement.
- The recently constructed Vista Gardens commercial center is composed of approximately 400,000 square feet of new commercial floor area that serves customers both within and outside the plan area.
- Approximately 165,000 square feet of medical and related office and commercial development have been recently constructed or planned for the Fairwoods Office Park located at the intersection of Glenn Dale Boulevard/Enterprise Road (MD 193) and Annapolis Road (MD 450).
- The Planning Board has recommended that the District Council approve a zoning map amendment (A9995) that will revise the current C-M (Commercial Miscellaneous) zoning to C-S-C on the approximately nine-acre parcel situated along Bell Station Road between MD 450 and Glenn Dale Boulevard (MD 193).
- Existing commercially zoned areas offer sufficient space for development and redevelopment opportunities.

Employment Areas

- The Washington Business Park, which covers over 390 acres, contains over four million square feet of floor area, and employs over 1,000 workers, is the largest concentration of employment within the plan area.
- Immediately outside the plan area at the intersection of Greenbelt Road (MD 193) and Cipriano Road, the NASA Goddard Space Flight Center and associated research and aeronautic-related uses form one of the major employers within Prince George's County. Today, more than 8,000 employees commute to the center and its allied uses.
- Existing employment centers within the plan area offer sufficient internal development and redevelopment opportunities.

MAJOR CHALLENGES

Commercial Areas

- Funding for streetscape and commercial area improvements is limited and will require alternative public/private sources for both design and construction.
- Based on the condition of existing commercial areas and recently completed, pending, and planned development, commercial zoning amendments should focus on facilitating redevelopment in targeted commercially zoned areas, such as in the vicinity of the Seabrook MARC station, which is designated by the 2002 Approved General Plan as a future community center.
- The approximately four-acre commercial property (formerly 84 Lumber) and adjoining Seabrook MARC station property present a unique public/private redevelopment opportunity. The Seabrook MARC station is identified as a future community center by the 2002 Prince George's County Approved General Plan.
- Long-term, mixed-use redevelopment of the property located at the northwestern corner of the intersection of Annapolis Road (MD 450) and Martin Luther King, Jr. Highway (MD 704) presents an opportunity to anchor the terminus of the Annapolis Road Corridor, as defined by the approved 2002 General Plan.

Employment Areas

- Ongoing retention, attraction, and diversification of business and employment opportunities will be essential to both reinforce and expand the local and county employment base.
- Opportunities to introduce “green” building and infrastructure improvements should be a priority as facilities are either improved or redeveloped.
- Future architectural and site planning design will be important to ensure that the quality of future development and redevelopment will reinforce the Washington Business Park as a unique business address.
- Public transit, sidewalk, trail, and bicycle connections between employment, commercial, and residential areas will be essential to reduce automobile trips.
- Opportunities to introduce mixed-use developments that are internal to or immediately adjoin employment areas, such as the Washington Business Park, will be important to provide support services within walking distance to reduce vehicle trips. The mix of uses could include accessory retail, restaurant, lodging, health, fitness, and business and employee services.

- The introduction of streetscape improvements and open spaces as part of future employment area development and redevelopment will maintain and create park-like environments.
- Adequate buffering will continue to be warranted where employment areas adjoin residential neighborhoods.
- Commuter, delivery, and related traffic with destinations within established employment areas should be diverted from residential neighborhoods.

EXISTING CONDITIONS

COMMERCIAL AND EMPLOYMENT AREAS

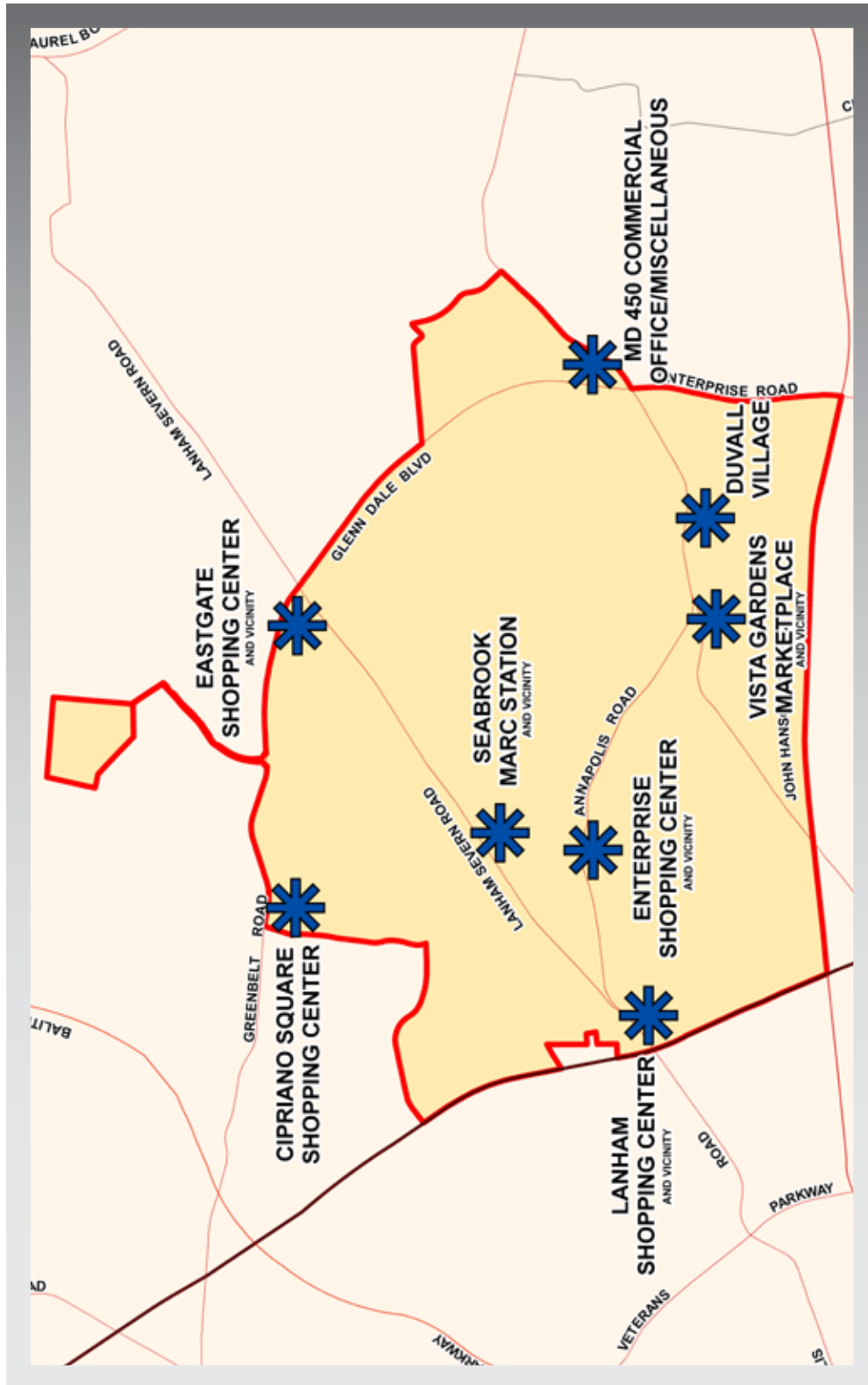
Commercial Areas

Today, eight commercially zoned areas are located within the Glenn Dale–Seabrook–Lanham plan area. Map 27 defines the locations of each of these commercial areas. Table 45 provides a profile of each commercial area in terms of current zoning and rentable building area (square footage) as of the fourth quarter of 2008. The following is a summary of key conditions from Table 45.

- Approximately 298 acres are zoned for commercial development
- Approximately 92 acres are zoned C-S-C (Commercial Shopping Center), 82 acres are zoned C-M (Commercial Miscellaneous), and 40 acres are zoned R-T (Residential Townhouse) at Vista Gardens Marketplace and vicinity¹
- Current commercial rentable building area is approximately 2,160,165 million square feet

Chapter 3 summarizes plan area population, demographic, housing, and income statistics and trends for the plan area supporting commercial market. Chapter 4 provides further details regarding current commercial area conditions.

1 See Council bills CB-65-2003 and CB-70-2003.



Map 27: Existing Commercial Areas

Table 45.			
Commercial Areas Acreage and Rentable Building Area			
Commercial Areas	Zone	Acreage	Rentable Building Area (SF)
Lanham Shopping Center and Vicinity	CSC	13.90128	98,732
	CM	28.13906	377,472
	CO	1.051553	0
	Total	43.09189	476,204
Enterprise Shopping Center and Vicinity	CO	29.83901	214,717
	CSC	24.31124	236,993
	Total	54.15025	451,710
Duvall Village	CG	14.5932	87,642
	Total	14.5932	87,642
MD 450 Commercial Office/ Miscellaneous	CM	14.20897	11,686
	CO	12.29322	91,833
	Total	26.50219	103,519
Eastgate Shopping Center and Vicinity	CSC	32.85669	140,754
	CM	13.2661	63,341
	CO	19.81936	31,501
	Total	65.94216	235,596
Seabrook MARC Station and Vicinity	CO	3.053262	44,006
	CSC	7.932233	25,450
	CM	26.87203	195,127
	CA	0.983949	3,486
	I1	0.764751	3,100
	Total	39.60622	271,169
Cipriano Square Shopping Center	CSC	13.44407	146,524
	Total	13.44407	146,524
Vista Gardens Marketplace and Vicinity	CO	0.548764	12,477
	RT	39.49337	375,324
	Total	40.04213	387,801
Total		297.37211	2,160,165

<i>Employment Areas</i>	<i>Zone</i>	<i>Acreage</i>	<i>Rentable Building Area (SF)</i>
Greenbelt Executive Center	CO	20.09987	145,059
	Total	20.09987	145,059
Washington Business Park	I1	316.9174	2,720,759
	I2	161.8325	1,648,856
	Total	478.7499	4,369,615
Total		498.84977	4,514,674
Source: ArcGIS/PG-Atlas—Prince George's County Property and Zoning layers July 9, 2009			

Employment Areas

In addition to the commercial areas that serve the Glenn Dale-Seabrook-Lanham plan area, the Washington Business Park and Greenbelt Executive Center are located within the plan area. Map 28 picks the locations of these two employment areas. The Washington Business Park, which is zoned I-1 (Light Industrial) and I-2 (Heavy Industrial), is the largest employer within the plan area. The Greenbelt Executive Center, which is zoned C-O, is also located within the plan area. Table 46 provides a profile of these important employment areas in terms of the number of properties, acreage, assessed valuation, number of buildings, and current leased and vacant floor area.

Several significant employment areas immediately adjoin the plan area, including the NASA Goddard Space Flight Center and nearby Aerospace Place, which employ over 8,000 employees. Together, these areas form one of the county's major employment areas.



Map 28: Existing Employment Areas

Table 46.
Employment Areas Acreage and Rentable Building Area

<i>Commercial Areas</i>	<i>Zone</i>	<i>Acreage</i>	<i>Rentable Building Area (SF)</i>
Greenbelt Executive Center	C-O	20.09987	145,059
	Total	20.09987	145,059
Washington Business Park	I-1	316.9174	2,720,759
	I-2	161.8325	1,648,856
	Total	478.7499	4,369,615
Total		498.84977	4,514,674

Source: M-NCPPC, Prince George's County Planning Department and Maryland Department of Taxation

COMMUNITY ISSUES AND OPPORTUNITIES

Chapter 2 defines the community participation process that guided the formulation of the 2009 Glenn Dale–Seabrook–Lanham sector plan and sectional map amendment. During the planning work sessions and public meetings, resident and business stakeholders defined a range of important issues and opportunities pertaining to commercial and employment areas that they believed should be addressed by the plan. These issues are summarized below:

General Comments

- Upgrade commercial standards.
- Incorporate green standards.
- Reuse commercial space along Aerospace Road.
- Encourage nicer restaurants and shopping to locate in the sector plan area.
- Redevelop empty business parks.
- Eliminate blight.
- Provide incentives to implement plan recommendations.

Lanham-Severn Road (MD 564) and the Seabrook MARC Station Area

- Create a greater mix of commercial uses.
- Reduce the number of auto dependent uses.
- Improve the pedestrian environment along Lanham-Severn Road (MD 564).

- Provide greater pedestrian and bike connectivity.
- Create attractive public spaces.
- Improve lighting at shopping areas.
- Improve vehicular egress onto Lanham-Severn Road (MD 564) from the shopping area.
- Enhance existing restaurants.
- Provide pedestrian refuges and crosswalks.
- Provide expanded bus service.

Vista Gardens

- Vehicular egress from shopping area is congested and difficult to maneuver.
- Provide a dedicated right-turn lane out of the shopping area.
- Trail connectivity should be a priority.
- A pedestrian overpass is needed across Martin Luther King, Jr. Highway (MD 704).
- Incorporate sidewalks within the shopping area.

Lanham Shopping Center

- Inaccessible.
- Not pedestrian friendly.
- Access points need to be changed to minimize traffic conflicts.
- Commercial uses impact adjoining residential uses.
- Consider redevelopment of properties.
- Improve signalization at the confluence of the Capital Beltway (I-495), Lanham-Severn Road (MD 564), and Annapolis Road (MD 450).
- Provide sidewalks on the south side of MD 450.
- Difficult egress from shopping area.

Enterprise Shopping Center

- Attract a better mix of stores.
- Reduce vacancies.
- Introduce an anchor store to shopping center.

- Improve compatibility of commercial and related uses.
- Provide incentives for mixed-use redevelopment.
- Provide a library/community facility.

Greenbelt Road (MD 193) Shopping Area

- Shopping areas along Greenbelt Road (MD 193) are repetitive and lack uniqueness.
- Pedestrian accommodations are needed.
- Introduce bike trails.
- Traffic circulation within shopping areas is a problem.
- Provide shopping centers with higher quality stores.
- Improve bus stops.
- No additional commercial area is needed.

Greenbelt Executive Center

- Improve connections to Greenbelt Road (MD 193) and the Woodstream community.
- Address public safety issues.

Cipriano Square Shopping Center

- Create a greater mix of uses.
- Increase patronage by NASA employees.
- Provide pedestrian improvements.
- Improve vehicular ingress and egress.
- Provide pedestrian/bike connections to neighboring residential areas.

Eastgate Shopping Center

- Improve handicap accessibility in the parking lot.
- Attract public agency/institutional use as a tenant.
- Redesign ingress/egress into shopping center.
- Increase trees and green space within the parking lots.
- Consider space needs of local cultural groups (arts, music, etc).

RECOMMENDATIONS

GOAL: Retain and attract an appropriate range of neighborhood-serving commercial uses.

POLICY:

- Promote commercial uses that adequately serve community residents and provide distinct shopping and activity destinations that are integral and compatible parts of residential neighborhoods.

STRATEGIES:

Assess current commercial zoning standards and review procedures to ensure compatibility with adopted community plans.

The Prince George's County Planning Department has initiated a comprehensive review of the current Zoning Ordinance and Subdivision Regulations. As part of this effort, the Community Planning Division, working with the Department's Development Review staff and the project's consultant team, will determine how zoning and subdivision standards and permitting processes can be revised and improved to reflect the goals, policies, and recommendations of adopted community plans. One revision may be the creation of a new zoning district, a business park district, which could be applied to the Washington Business Park.

Compile an inventory of existing businesses and commercial properties to aid marketing and retention strategies.

Compilation and maintenance of a communitywide inventory or guide to local businesses will achieve several objectives. The inventory will assist with the organization of business associations and community outreach and marketing. Identification of specific business types and locations will enable a more detailed assessment of business conditions and the identification of potential business opportunities necessary to serve the community. The inventory also will assist with further refinement of existing and future commercial zoning regulations.

Encourage the establishment of local business associations to market and support locally based business operations.

Today there are no formal business associations that represent one or more business areas within the Glenn Dale–Seabrook–Lanham plan area. Successful business organizations within the region and across the state have played important roles in supporting common community-based business objectives and in sustaining strong local economies. Support toward forming a Glenn Dale–Seabrook–Lanham business organization will build a foundation for future commercial

area revitalization that can work in partnership with county and state economic development agencies and programs. The organization also could play a key role in supporting and advocating for many of the sector plan's recommendations that are designed to improve both the commercial areas and overall community character.

Establish programs to assist existing businesses with “green building” expansions and improvements.

Defining, creating, and targeting local business support programs, including alternative forms of financing for improvements envisioned by this plan, will be critically important to supporting, retaining, and attracting unique community-oriented businesses. Partnerships between local business organizations and state and county economic development agencies will be essential. Potential programs should offer the opportunity to couple physical building and site improvement assistance with green building features that could involve environmentally- and neighborhood-sensitive site planning and construction, energy efficiency, water savings, conservation and enhancement of green infrastructure, recycled building materials, and indoor environmental quality.

Develop a farmers market that features locally and regionally grown products.

The opportunity to provide a farmers market in a highly accessible and centralized location would create a unique seasonal shopping opportunity that would support local and regional agricultural production. Ten farmers markets currently operate in Prince George's County. Defining the most appropriate site, establishing operational requirements, determining market management responsibilities, recruiting an appropriate range of vendors, and initiating marketing efforts will be necessary steps in establishing a pilot farmers market.

GOAL: Encourage redevelopment or improvements to existing buildings, sites, and streetscapes to create quality shopping and neighborhood environments.

POLICY 1:

- Support redevelopment and improvements within existing commercial centers.

STRATEGIES:

Focus commercial rezoning on specific redevelopment opportunities within existing commercial areas.

The 1993 *Approved Master Plan and Sectional Map Amendment for Glenn Dale–Seabrook–Lanham and Vicinity* defined a number of key recommendations for commercial areas and “activity centers” that remain valid today and therefore have been incorporated as part of this sector plan and sectional map amendment. The 1993 plan recommended “adequate commercial space to meet the needs of

Planning Area residents and workers.”² The 1993 plan delineated specific design recommendations for the Lanham-Severn Road and Annapolis Road commercial areas that continue to be addressed by Chapter 4 of this sector plan. The 1993 plan also discouraged “any additional commercial-miscellaneous land use along the Lanham-Severn Road corridor.”³ This 2009 plan builds on the conclusions and recommendations of the 1993 plan by recommending limited commercial rezoning and by emphasizing support for commercial revitalization within existing commercial areas, particularly the Lanham-Severn Road (MD 564)/Seabrook MARC station commercial area.

One commercial rezoning is recommended: Vista Gardens Marketplace, which is currently in the R-T (Townhouse) Zone, should be rezoned to C-S-C (Commercial Shopping Center). This will bring property zoning into alignment with the nearly built-out commercial land use that currently exists at this location.⁴

Limit the future growth of auto-oriented commercial uses.

As discussed in Chapters 4 and 8, auto-oriented strip commercial development detracts from streetscape character and contributes to traffic congestion problems along major arterials. In addition, the county’s C-M (Commercial Miscellaneous) Zone permits a variety of commercial uses that are incompatible with adjoining residential areas. The Lanham-Severn Road (MD 564) corridor contains a concentration of C-M-zoned properties that creates a strip of auto-oriented commercial uses near the Seabrook MARC station. Rezoning of these C-M properties to another commercial zone is not recommended at this time, as this would create a large number of nonconforming uses. Additional rezonings to C-M are strongly discouraged.

POLICY 2:

- Support commercial development that concentrates retail, service, office, and housing uses in compact, walkable locations accessible by transit and other alternative forms of transportation.

2 1993 *Glenn Dale–Seabrook–Lanham and Vicinity Approved Master Plan And Sectional Map Amendment* (p. 68).

3 *Ibid* (p. 70).

4 Vista Gardens Marketplace is currently zoned R-T (Townhouse) and was permitted based on text amendments (CB-65-2003 and CB-70-2003) to the current zoning regulations that enable C-S-C (Commercial Shopping Center)-permitted and special exception uses subject to specific conditions.

STRATEGIES:**Concentrate transit-oriented, mixed-use development at the Seabrook MARC station.**

The 2002 *Prince George's County Approved General Plan* defines the Seabrook MARC station as a “possible future” community center. The MARC station site, in conjunction with adjoining commercial properties (including the vacant former 84 Lumber parcel), presents a unique opportunity for the formation of a public/private partnership to focus on mixed-use transit-oriented development. This opportunity could catalyze long-term commercial revitalization for the Lanham-Severn commercial area. Mixed-use revitalization involving retail, housing, and community-related uses could be combined with the creation of a new public space and associated station, parking, sidewalk, streetscape, underground ramp, and public amenity improvements. Chapters 4 and 11 provide greater details regarding urban design and future land use concepts.

Encourage mixed-use development at the terminus of the Annapolis Road (MD 450) Corridor.

The 2002 General Plan defines Annapolis Road (MD 450) as a corridor that extends through both the Developed and Developing Tiers with a termination point at the intersection of MD 450 and Martin Luther King, Jr. Highway (MD 704). The Washington Business Park, Vista Gardens Marketplace, low- to medium-density residential development, and several vacant parcels currently form the terminus of this corridor. Future mixed-use development is recommended for a strategically located seven-acre triangular block of properties zoned R-R (Rural Residential) and bounded by MD 704, MD 450, and Lottsford-Vista Road. A conceptual urban design plan for this area is presented in Chapter 11. Further rezoning of this block should be contingent on the development of a more detailed plan for this intersection and surrounding properties which transition from the predominantly R-R and O-S (Open Space; former Glenn Dale Hospital property) zones to the industrially and commercially zoned Washington Business Park and Vista Gardens Marketplace.⁵

GOAL: Concentrate and diversify future employment opportunities within existing centers to enhance the local economic base.**POLICY:**

- Support employment and job growth within existing employment centers.

⁵ Although Vista Gardens Marketplace is currently zoned R-T, this plan recommends rezoning the shopping center property to C-S-C (Commercial Shopping Center).

STRATEGIES:**Focus future office and employment growth within the Washington Business Park and other plan area employment centers.**

The Washington Business Park and other employment areas within the sector plan area will continue to offer opportunities for development and redevelopment of compatible office and light industrial uses. No further expansion of the Washington Business Park and other employment areas within the sector plan area is anticipated or recommended.

Support the development of convenience retail, restaurant, hospitality, and service business uses within the Washington Business Park and other plan area employment centers.

The introduction of accessory or convenience retail and related services oriented to the employees within the Washington Business Park and other employment areas should be supported to reduce vehicular trips and create a true mixed-use business park environment. Revised industrial zoning standards or a new employment and business park zoning district will be considered as part of the Planning Department's comprehensive assessment of the county's zoning regulations.

Pursue opportunities to attract green businesses that will diversify and expand the local employment base and sustain local and countywide energy and environmental resources.

Prince George's County has made a significant commitment to support green building initiatives. This program promotes the reduction of environmental impacts, sensitive building design and site planning, energy efficiency, resource conservation, and healthy business environments. The improvement and expansion of existing buildings and future new construction within the Washington Business Park and at other locations should introduce green building practices. Opportunities to diversify the existing employment base and uses within the Washington Business Park through the attraction of green entrepreneurs that supply innovative products and services should be a priority.

GOAL: Create attractive, pedestrian-oriented commercial centers.**POLICY 1:**

- Support building and site design that is compatible with neighboring residential areas and establishes a unique identity for the Glenn Dale–Seabrook–Lanham area.

STRATEGY:**Create a community design manual based on the sector plan's recommended design principles and strategies.**

The 1993 Glenn Dale–Seabrook –Lanham and vicinity sector plan and sectional map amendment presented recommendations and guidelines designed to enhance both existing and future commercial area development. Those recommendations and guidelines combined with the community design recommendations from Chapter 4 of this sector plan should be compiled as the Glenn Dale–Seabrook–Lanham Community Design Manual. This advisory manual of design guidelines will be available in both electronic and print formats and will be provided to property owners contemplating new construction. The manual will assist the Planning Department with review of development applications and, in conjunction with the approved sector plan, will guide site and architectural plan approvals.

POLICY 2:

- Enhance the appearance of existing commercial areas.

STRATEGIES:**Develop programs and public/private partnerships to pursue streetscape and other commercial area improvements.**

The sector plan defines a variety of short- and long-range design and capital improvement projects that will transform commercial area streetscapes and establish green, pedestrian-friendly commercial areas. The streetscape environment along Lanham-Severn Road (MD 564) should have the highest priority for short- and long-term pedestrian and streetscape improvements. The improvements would be coupled with future road improvements and private redevelopment, particularly in the immediate vicinity of the plan's proposed Seabrook MARC station redevelopment. A detailed streetscape design and improvement plan should be prepared to serve as the basis for both supporting and coordinating short- and long-term actions.

It will be essential to define and explore the fullest possible range of alternative financing programs to support implementation of the sector plan's streetscape and commercial area improvements. Again, public/private partnerships will be critical. Specific phasing and financing strategies should be identified in concert with the preparation of a detailed design plan for streetscape and pedestrian improvements for Lanham-Severn Road.

Support ongoing and active code enforcement in commercial areas.

The Planning Department, working in partnership with the Prince George's County Department of Environmental Resources, has retained consultant services

designed to assist with code enforcement efforts in a specific commercial/industrial area. The project will examine current countywide code enforcement procedures and recommend measures, including property owner outreach methods, to improve code compliance and enforcement in commercial and employment areas. These recommendations may be applicable to the Glenn Dale–Seabrook–Lanham area.

POLICY 3:

- Improve nonauto access to commercial areas.

STRATEGIES:

Provide adequate sidewalks, bus stops, and bicycle facilities in future commercial area site planning and design improvements.

One of the highest priorities expressed by residents during the planning process was the need to improve not only the visual and physical character of commercial areas, but also pedestrian accessibility and safety. Chapters 4 and 8 of the sector plan define design and transportation improvements that can improve pedestrian accessibility and safety in commercial areas.

Provide pedestrian safety improvements along streets that lead to commercial areas.

Creating safe, comfortable connections between neighborhoods and commercial areas will continue to be a priority. Streets lined with continuous sidewalks, street trees, and pedestrian-scaled lighting encourage pedestrian activity and reduce the number of short vehicle trips made to neighborhood commercial centers. Detailed recommendations about pedestrian safety improvements are presented in Chapter 8.