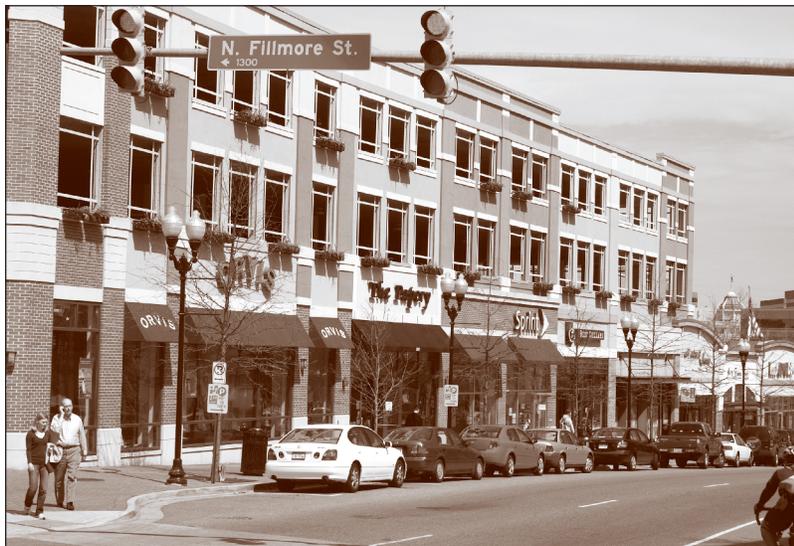


A variety of entrance features creates interest and breaks the wall plane.



- 3.3 Create unique and distinguishing entrances along the street through the use of distinctive form, detail, materials, color, ornament lighting, and signage.
- 3.4 Incorporate projections and recesses to add interest to buildings, especially to highlight entrances. Awnings and canopies made of high-quality materials, and proportional in design and placement, should be used where appropriate, especially over doors and windows. Colors should be compatible with primary building materials and with adjacent buildings.
- 3.5 Ensure that parking garages are designed and articulated to promote visual interest and avoid long, traditional, horizontal openings. Ensure that the ground floors of parking garages fronting public streets are developed with retail uses.

A parking garage with ground floor retail.



- 3.6 Incorporate building signs into the overall architectural design of buildings, appropriately located and constructed of durable high-quality materials. Ensure consistency in placement, size, material, and color in multi-tenant buildings.
- 3.7 Ensure that exterior building lighting is directed to specific locations and away from adjoining buildings.



ABOVE: A monumental sign highlights entry to an important place. BELOW: Street furnishings should be on a human scale, compatible with the architecture of their surroundings, and weather resistant.



- 3.8 Encourage the use of habitable roofs (rooftops that occupants of a building can use for gardening, socializing, and sunning) with appropriate paved surfaces and shade elements on buildings of five floors or higher.
- 3.9 Encourage the use of green roofs to reduce stormwater runoff and to create energy efficiencies.
- 3.10 Step buildings down to two or three floors when they are adjacent to, or across from, single-family residential dwellings.

4. Street Furnishings

- 4.1 Provide four monumental gateway entry signs located: (1) near the intersection of Branch Avenue and Suitland Parkway to include gateway to Prince George’s County; (2) at the intersection of Suitland Parkway and Old Silver Hill Road; (3) in the vicinity of Branch Avenue and Oxford Road; and (4) in the vicinity of the Capital Beltway and St. Barnabas Road.
- 4.2 Allow a range of gateway treatments such as sculptures, water features (fountains), buildings, open spaces, artworks, obelisks, or landscaping to identify these entrances as corridor gateways. Signs should be ground-mounted monumental signs, not higher than eight feet; constructed with any high-quality material—such as brick or stone—compatible with the building materials that predominate; and accented with plants, flowering material, and lighting.
- 4.3 Provide pedestrian-oriented street lighting that relates to human scale and is contextually compatible with the architectural style of the entire development. Lighting variations should be used where special effects are desired to enhance overall visibility.
- 4.4 Create pedestrian comfort, incorporate street and site amenities in plazas, storefront walkways, wide sidewalks, parks, and open spaces. Bus shelters should be designed to complement building style and material. Street furniture should include but not be limited to bicycle racks, bus shelters, benches, trash receptacles, sculpture, and fountains.



4.5 Plant street trees on both sides of the street to soften and humanize the street edge (subject to regulations and approval of the Department of Public Works and Transportation (DPW&T)). Trees should be planted in tree grates or tree boxes along walkways on major pedestrian corridors. Otherwise they should be planted in landscape strips between road curbs and sidewalks. Trees should be planted in medians that are wider than six feet.

ABOVE: Trees define the street edge, provide shade and soften the streetscape.
RIGHT: Public plazas should incorporate design elements such as fountains, public art or sculpture.
BOTTOM: Pavements of varying texture, color and pattern guide movement and define functional areas.



5. *Open Space and Utilities*

- 5.1 Provide pockets of accessible and usable open spaces and urban plazas throughout the mixed-use area, using CPTED principles. Plazas should incorporate design elements such as fountains, public art or sculpture, and other architectural and landscape elements to create safe resting and gathering places.
- 5.2 Provide mid-block plazas and open spaces to break the continuity of long buildings and to enhance pedestrian movement.
- 5.3 Incorporate pavements of varied physical texture, color, and pattern to guide movement and define functional areas.
- 5.4 Explore the placing of electrical cables underground—or their relocation to the rear—to avoid the visual clutter of vertical poles and horizontal cables.





IMMEDIATELY ABOVE: Naylor Road Metro area as it is at present.
TOP: Imagine the area looking like this!

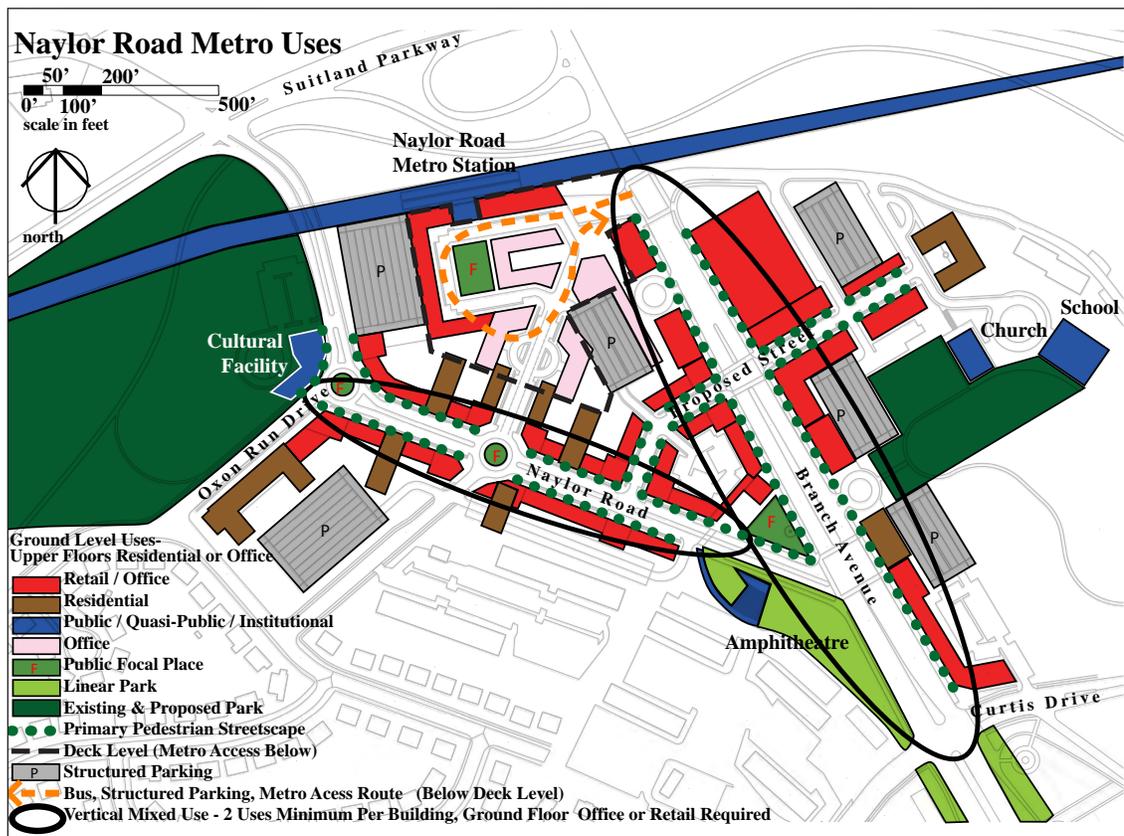
POLICY 3

Redevelop the Naylor Road Metro Station area using transit-oriented development principles and practice.

STRATEGIES

1. Provide residential units with high-quality design and luxurious amenities such as architectural materials and treatments that include security systems, controlled access, swimming pools, club houses, exercise rooms, and upgraded appliances to attract new urban population.
2. Provide a vertical mix of uses with ground floor retail at designated areas.
3. Establish Naylor Road as a main street with continuous retail facades facing the street, bordered by a 20-foot-wide sidewalk to provide room for outdoor dining, extensive plantings on tree grates or tree boxes, and street furnishings.

Recommended uses and redevelopment concept for the Naylor Road Metro area. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



4. Provide on-street parking, sidewalk extensions, and lane-width reductions to shorten pedestrian crossing points at intersections on Branch Avenue and Naylor Road.
5. Design and frame Branch Avenue from Curtis Drive to Suitland Parkway as an “urban street.” Establish a build-to line (BTL) that is a minimum of 20 feet and a maximum of 25 feet between the back of the curb and building wall, to accommodate a storefront walk for window shopping, outdoor café, modulation of wall plane and pedestrian movement. Plant street trees on tree grates, in tree pits, or using other innovative urban street tree planting techniques.
6. Provide a minimum eight-foot-wide sidewalk within the edge area on both sides of Branch Avenue, between Curtis Drive and Colebrooke Drive, to incorporate outdoor seating and plantings.
7. Allow for development of three to eight stories within the edge area, with lower-scale buildings used as transitions to existing neighborhoods.
8. Design building heights for the core area (Naylor Road Metro train track to Curtis Drive) from 4 to 12 stories, except for public and quasi-public buildings (e.g., schools and churches), restricted to the east of Branch Avenue. Require 4 to 8 stories along the perimeter of Branch Avenue and Naylor Road ascending toward the Metro station, and 8 to 12 stories at the Metro station and east of Branch Avenue closer to the Metro track. Building heights shall step down as they approach residential developments.
9. Provide a landmark open space plaza at the intersection of Naylor Road and Branch Avenue. This should incorporate design elements such as fountains, public art or sculpture, benches, and bike racks.
10. Provide pedestrian connections between abutting residential communities, new development, and the Metro station.

IMMEDIATELY BELOW: Iverson Mall at present. BOTTOM: Imagine Iverson Mall looking like this!

POLICY 4

Redevelop the existing Iverson Mall site as part of the Iverson-Marlow Heights mixed-use center with pedestrian-oriented development principles and practice.

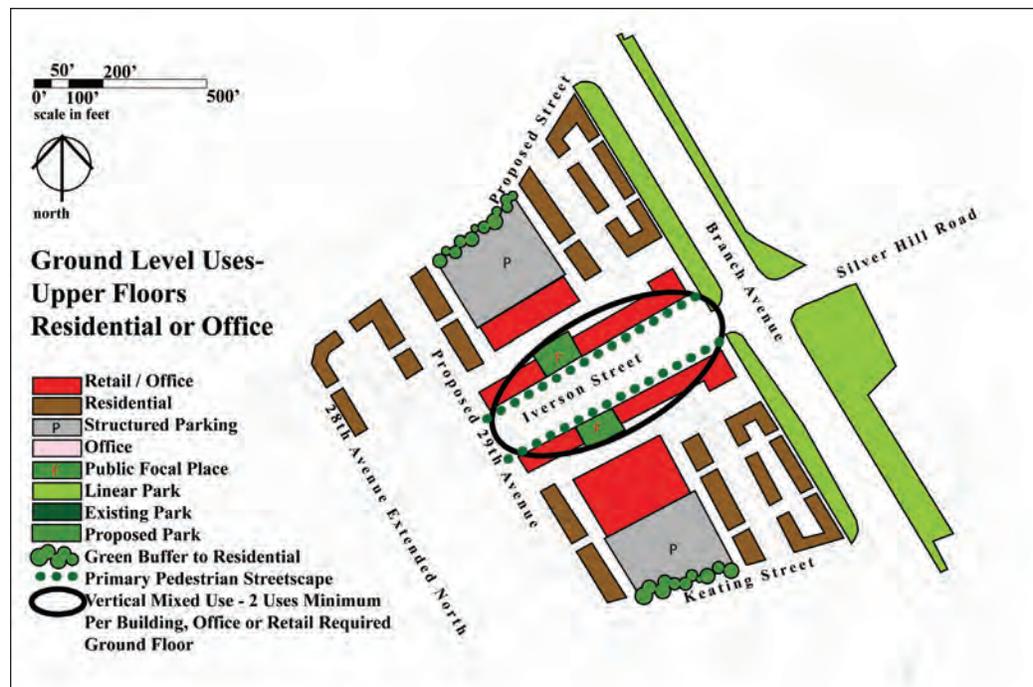
STRATEGIES

1. Develop a high-quality, medium-density residential neighborhood with neighborhood-oriented retail and restaurant facilities, and incorporate vertical mixed-use development along Iverson Street with residences or offices on upper floors and continuous ground-floor retail.



2. Locate retail/restaurant buildings at both corners of Iverson Street and Branch Avenue.
3. Require building heights from three to eight stories.
4. Encourage large, one-story retail, including a proposed 50,000 gross-square-foot grocery store (or any other big box retailer) with rooftop parking, behind the mixed-use development facing Iverson Street.
5. Incorporate active, public, open spaces in locations visible to large retail entrances.
6. Design internal streets with on-street parking, sidewalks, street trees, and site furnishings.
7. Integrate the Branch Avenue linear park into the design of this development to allow for cafés with outdoor seating, play areas, plantings, and eight- to ten-foot wide sidewalks on both sides of Branch Avenue.

Iverson Mall recommended uses and redevelopment concept. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



POLICY 5

Redevelop the existing Marlow Heights Shopping Center site as part of the Iverson-Marlow Heights mixed-use center with pedestrian-oriented development principles and practice.

STRATEGIES

1. Develop a new internal street that runs north-south along the front of the existing shopping center storefronts to allow for incremental infill development while maintaining existing operations.
2. Create a major east-west shopping main street that connects to the deepest portion of the site and is bordered with a continuous retail edge, wide streetscapes, and vertical mixed-use buildings.

RIGHT: Marlow Heights as it is today.
 BELOW: Imagine this possibility at Marlow Heights Shopping Center!



3. Establish an open-space connection between the Branch Avenue linear park and the Marlow Heights park that crosses internal streets via crosswalks. The open space will take the form of a town green.
4. Locate a new library at an entry plaza adjacent to the town green and the Branch Avenue linear park.
5. Maintain an open character for the town green with views to Branch Avenue and Macy's existing north entrance.

Recommended uses and development concept for Marlow Heights Shopping Center. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



6. Require a range of building heights from three stories at the project's edge to eight stories along the major east-west shopping street.
7. Integrate the Branch Avenue linear park into the design of this development to allow for cafés with outdoor seating, play areas, plantings, and an eight-to ten-foot-wide sidewalk on both sides of Branch Avenue.

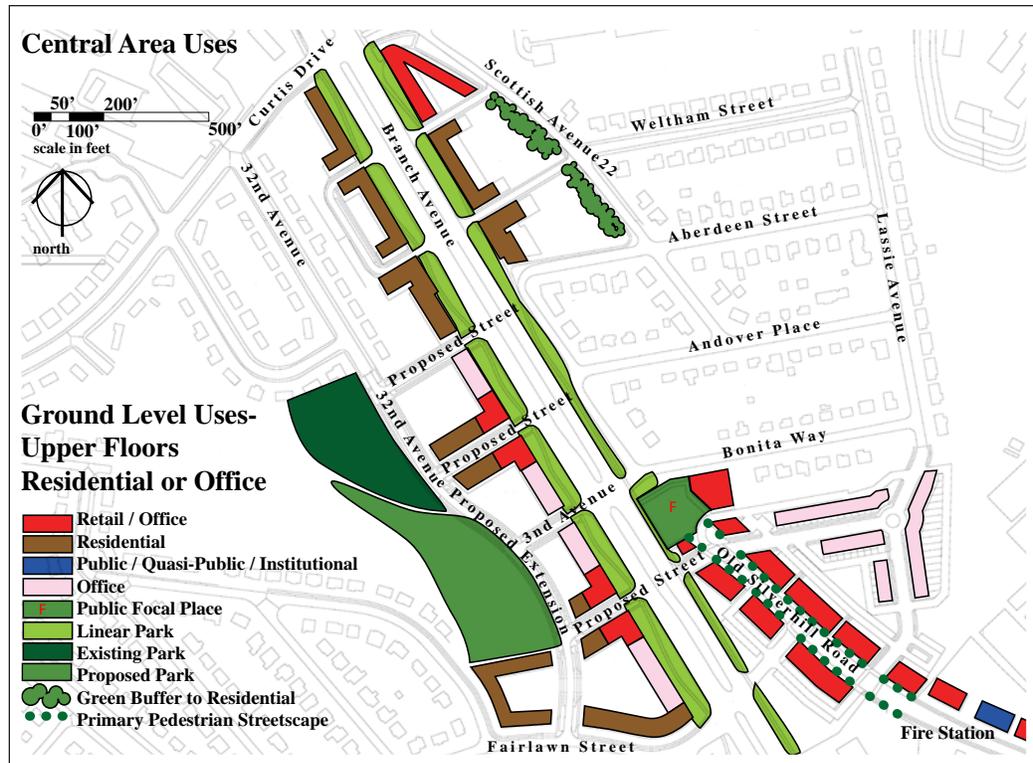
POLICY 6

Redevelop the mixed-use areas within Old Silver Hill Road and Branch Avenue, the Victory International Ministries International, Inc., property, and St. Barnabas Road with pedestrian-oriented development principles and practice.

STRATEGIES

1. Create a small-scale commercial main street along Old Silver Hill Road with wide storefront pedestrian space to encourage window shopping. Building height should range between two to four stories.
2. Discourage the extension of Old Silver Hill Road from Bonita Street and create a small public green on the existing right-of-way parcel.
3. Require a building-height range of four to six stories at the Victory International Ministries International, Inc., property.
4. Require a range of building heights from two to four stories within the mixed-use area along St. Barnabas Road.

Recommended uses and redevelopment concept for the edge area. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.



POLICY 7

Enhance the functionality and visual appearance of Silver Hill Road and St. Barnabas Road commercial and residential neighborhoods.

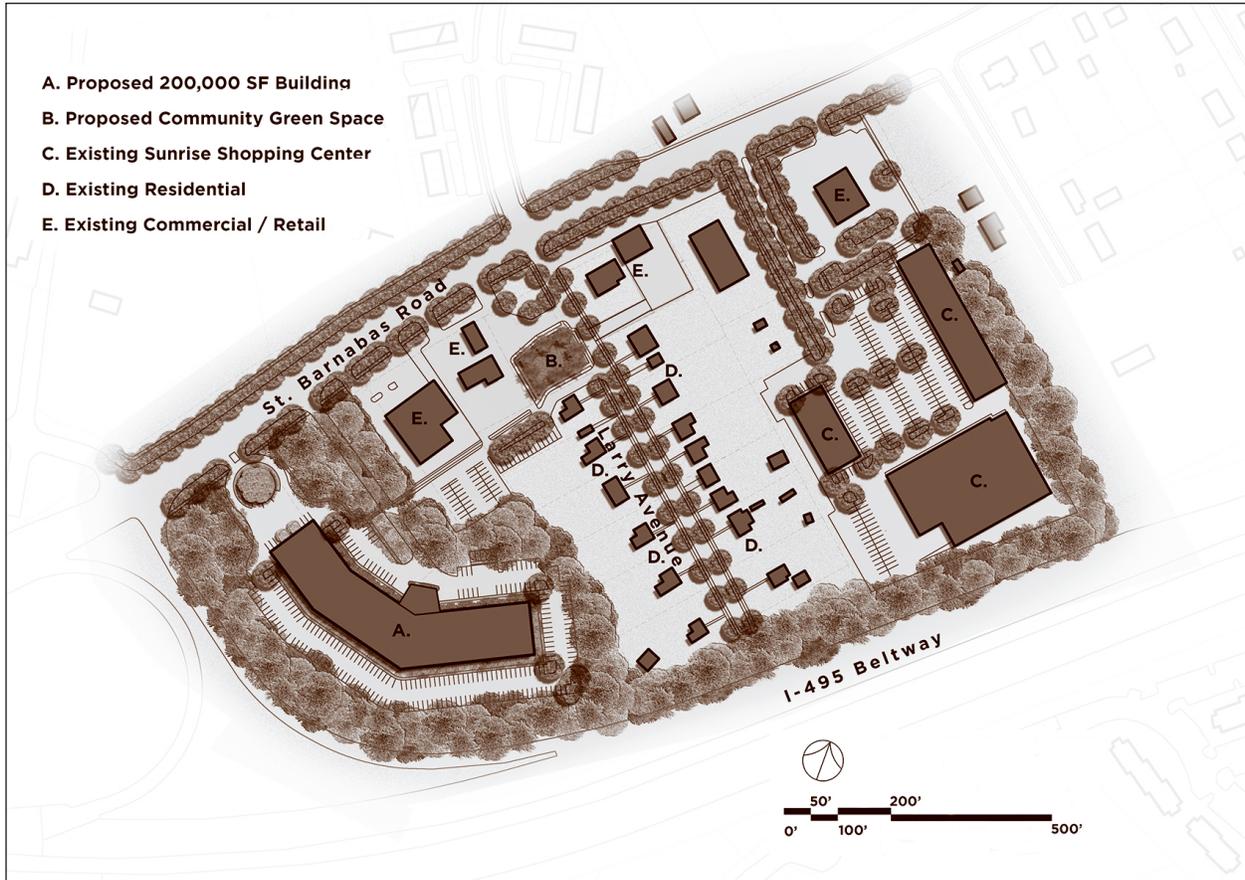
STRATEGIES

1. Encourage the redevelopment of residential properties south of the intersection of Silver Hill Road and Suitland Parkway within walking distance of the Suitland Metro Station using a grid or curvilinear street pattern to increase connectivity and accessibility to the transit station.
2. Locate high-quality, high-density housing within a quarter mile of the transit station and decrease density as development approaches adjoining parkland and the existing townhouse development.
3. Revitalize neighborhood commercial retail in the vicinity of Silver Hill Road and the St. Barnabas Road intersection through façade renovation, parking lot screening, street tree planting, sidewalk widening, pedestrian-scale lighting, and property maintenance.
4. Reduce the visual clutter of auto-related uses on St. Barnabas Road through façade and streetscape improvements. Minimize curb cuts and encourage shared driveways. Repair, widen, and repave sidewalks and crosswalks with contrasting pavers. Screen unsightly views with plant materials and low walls. Provide pedestrian lighting with attractive banners.
5. Protect the existing residential neighborhoods and the St. Barnabas Episcopal Church historic site, from Temple Hill Road to the Capital Beltway, through property maintenance and streetscape improvements such as street tree planting, traffic-calming devices, distinct pedestrian lighting, and pedestrian-zone signs.



ABOVE: St. Barnabas Road at present.
RIGHT: Streetscape improvement concept for St. Barnabas Road.

6. Provide streetscape improvements within the Sunrise Shopping Center through street tree planting, contrasting sidewalk pavers, consistent signage, and general maintenance.
7. Design future development of the vacant land within the Sunrise Shopping Center area adjacent to the Capital Beltway, to complement the existing retail and office development and buffer the adjacent residential neighborhood.



Improvement concept for the Sunrise Shopping Center area. This illustration portrays only one of many possible long-range redevelopment scenarios that may result from implementation of the recommended land use concept for this area.

Infrastructure to Support the Plan

Improved and upgraded public facilities are necessary, not only to provide adequate services to the existing community, but also to help serve the new mixed-use development planned along the corridor and the revitalized commercial development along the major roadways. The recommended improvements in the plan are comprehensive and include: improvements to the area's parks and recreation network, an enhanced roadway network that features an attractive and safe pedestrian system supporting and encouraging use of transit, new and upgraded schools, a new library, and an improved fire station. These improvements to the public infrastructure are critical to providing a solid platform from which new land uses can grow. They are also critical to delivering the changes that are desired in the Branch Avenue Corridor sector plan area.

Parks and Recreation

GOAL 1

Provide a variety of recreational facilities and opportunities, including new facilities that are designed for urban areas and contribute to creating an active and healthy community.

POLICY

Ensure that parks, open space, and urban recreation are available to meet the needs of the community through public acquisition, private dedication, or construction.

STRATEGIES

1. Expand and develop the Branch Avenue Neighborhood Playground by acquiring the county-owned five-acre property adjacent to the park.
2. Investigate acquiring 20 acres along Beech Road, near the edge of the Branch Avenue Corridor sector plan area, for parkland.
3. Investigate acquiring 15 acres along Brinkley Road near the Capital Beltway for parkland.
4. Explore new approaches to provision of recreational areas and identification of their sites in urban space, particularly as part of new mixed-use development.
5. Develop guidelines for provision of recreational areas that are adequate for the urban areas included in the sector plan area's new mixed-use development, and determine whether urban plazas, pocket parks and streetscape areas should count as open spaces.

GOAL 2

Conserve the stream valleys in the sector plan area: Henson Creek, Barnaby Run, and Oxon Run.

POLICY

Continue to identify and pursue acquisition of additional developable parcels of land that can be used as active or passive parkland within the Oxon Run, Barnaby Run, and Henson Creek stream valleys.

STRATEGY

1. Seek to acquire 11 acres along Old Branch Avenue adjacent to the Henson Creek Stream Valley Park.

2. Work with local communities to develop plans for possible recreational facilities in the stream valley parks.

GOAL 3

Ensure that park facilities and recreational programs are diverse, comprehensive, and flexible to meet the needs of a revitalized Branch Avenue Corridor.

POLICY 1

Public parkland and recreational facilities should further and strengthen the Branch Avenue Corridor sector plan's land-use, growth, and economic development priorities.

STRATEGIES

1. Wherever possible, acquire and adapt existing buildings or public facilities for recreational purposes as a means of redevelopment or economic revitalization.
2. Coordinate parkland acquisition and facility planning with the *Approved Countywide Green Infrastructure Plan* and the forthcoming Countywide Master Plan of Transportation.
3. As part of the Branch Avenue Corridor sector plan revitalization and redevelopment efforts, look for opportunities for recreational facilities to be built as part of development projects, particularly in the mixed-use areas.
4. Seek opportunities for co-locating recreational facilities in either single buildings or single properties of compatible and/or complementary facilities in future capital programming and planning efforts, such as combining park community centers and public schools or libraries.
5. Identify publicly owned properties that have been or will be declared surplus by other government agencies so that they may be acquired to meet parkland need requirements.
6. Identify land acquisition, facility development, and recreational programming that can be funded through both nonpublic sources—such as private donations or grants—and joint public/private partnerships.

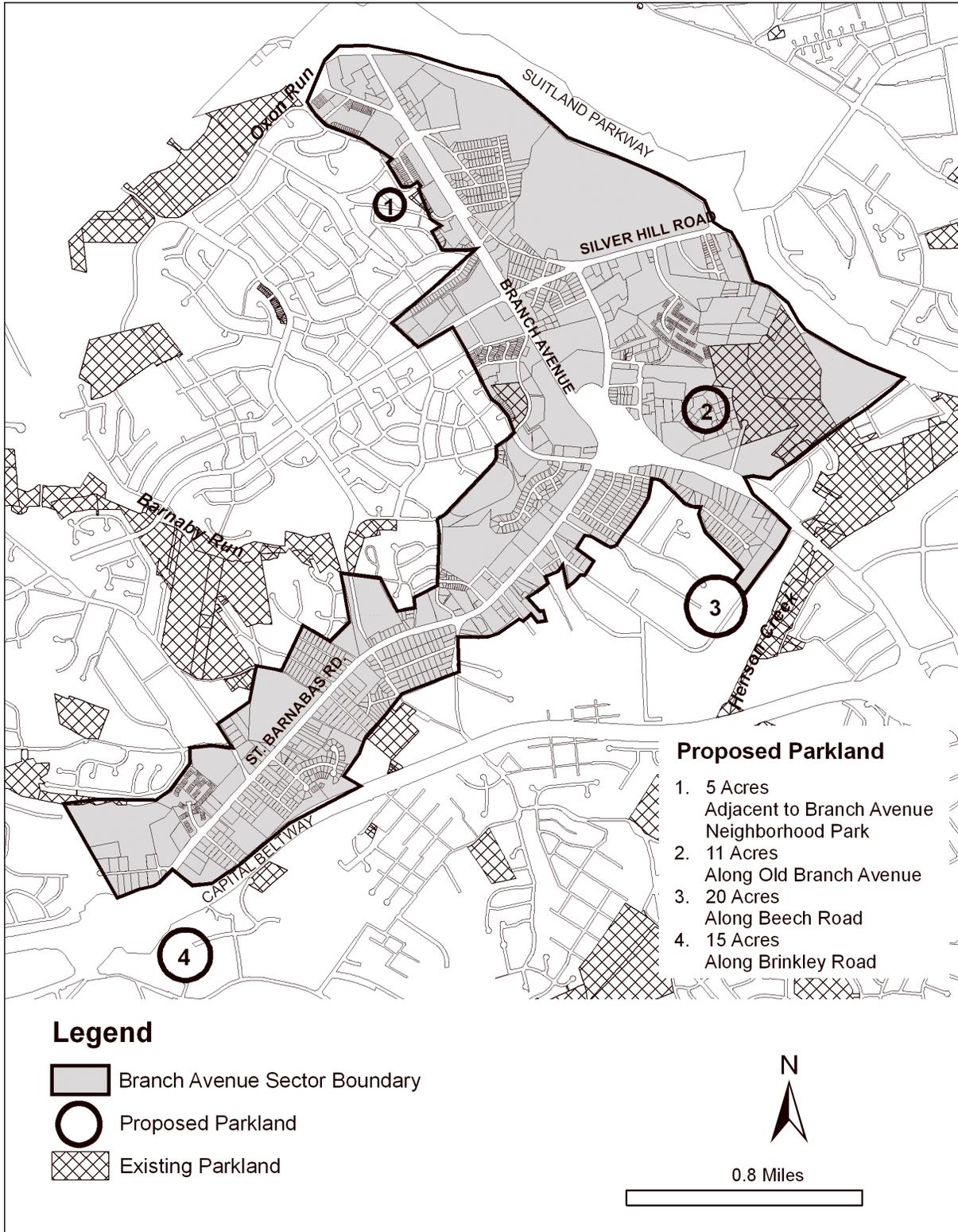
POLICY 2

Develop a variety of park and recreational facilities and programs to address the needs of the community.

STRATEGIES

1. Work with local groups, including recreation councils, the boys and girls clubs, local educators, apartment managers, and civic organizations to make recommendations for the development of new and expansion of existing recreation programs, particularly for youth and seniors.
2. Develop targeted outreach programs and explore various methods of increasing the recreation participation rate for youth in the community.
3. Complete upgrading and expansion of the Hillcrest Heights and Marlow Heights Community Centers.

Map 11: Existing and Proposed Parkland



4. Work with members of the community and representatives from local, state, and federal government to develop creative solutions for meeting park, recreation, and environmental stewardship goals.

POLICY 3

Utilize parks and community open spaces to develop a well-connected community.

STRATEGY

1. Establish a linear park to provide additional open space and pedestrian/bike trails along the Branch Avenue Corridor.
2. Extend the Henson Creek Trail from Temple Hills Road to the Branch Avenue Metro Station and continue the trail from Branch Avenue Metro to Suitland Community Center via the Suitland Parkway Trail and the Suitland Bog.
3. Explore a trail alignment from Barnaby Run Stream Valley Park to Marlow Heights Community Center and the proposed future mixed-use center.

Schools

GOAL

Ensure that the public schools in the Branch Avenue Corridor sector plan area and surrounding communities are not overcrowded, feature cutting-edge technology and quality instructional opportunities, and serve as active centers for their communities.

POLICY 1

Develop a variety of urban-school models for use in the Branch Avenue sector plan area and that can be part of new mixed-use development.

STRATEGIES

1. Create a working group consisting of representatives of Prince George's County Public Schools (PGCPS), the Maryland-National Capital Park and Planning Commission (M-NCPPC), the County Council, and county agencies to address current and future demand for schools in centers and corridors and other urban communities.
2. Research, analyze, and select several urban school models that can be used within the Branch Avenue Corridor sector plan area and provide guidelines for site acquisition, design, and construction of urban schools in Prince George's County.
3. Identify locations for new schools that conveniently serve the new residential development.
4. Consider locating an elementary school within one of the new mixed-use centers along the corridor.

POLICY 2

Construct the appropriate number of schools within the sector plan area to achieve a school system that operates at 100 percent of capacity or less at every school based on projected buildout of the area.

STRATEGIES

1. Renovate Benjamin Stoddert Middle School and increase capacity to 1,000 seats.
2. As development occurs, use an urban-school model to construct a new elementary school at the Marlow Heights Mixed-Use Center.

Public Safety Facilities

GOAL

Provide enough public safety officers and adequate public safety facilities that are modern, attractive, and well located to serve existing community and future development.

FIRE

POLICY

Ensure that fire and rescue facilities in the corridor are designed and located to ensure a quick response time and to serve a diverse built environment.

STRATEGY

1. Add a floating symbol to the sector plan map for a Fire/EMS station located in the vicinity of the St. Barnabas Road/Capital Beltway interchange.
2. Renovate and enhance the Silver Hill Fire Station to modernize the facility and provide adequate space for offices and equipment.
3. Upgrade the site and the building's appearance to contribute to the revitalization of the neighborhood.

POLICE

POLICY

Provide for police facilities in locations that meet the needs of the communities they serve.

STRATEGIES

1. Construct a new District VII police station outside the Beltway to reduce the size of the District IV patrol area and to concentrate resources closer to the corridor.
2. Consider the feasibility of locating a substation along the corridor in one of the mixed-use centers as development occurs.

Libraries

GOAL

Ensure that the area is well served by an attractive modern library facility that serves as a communitywide asset in the new mixed-use development along the corridor.

POLICY

Provide a new library as a focal point for the community that addresses current and future demand for a meeting space, computers, and other multimedia products and services.

STRATEGY

1. Add a floating symbol to the sector plan map for a library to be constructed as part of a new community mixed-use center on Branch Avenue. The facility should be built as the center develops and priority consideration should be given to placing the library at the Marlow Heights Shopping Center.
2. Consider utilizing the current Hillcrest Heights Library site for a public use.

Map 12: Recommended Public Facilities

