

Transportation

GOAL

Provide a transportation infrastructure that forms a comprehensive multimodal network of roads, bus- and rail-transit facilities, sidewalks, and bike trails that is safe, efficient, accessible, convenient, and aesthetically pleasing. Ensure that the transportation system is integrated with the plan's land use recommendations to better serve the existing residential neighborhoods, attract new residents, high quality businesses, and jobs, and effectively contribute to the orderly revitalization and redevelopment of parts of the sector plan area.

POLICY 1

Encourage all new development to implement transportation enhancement improvements to promote an aesthetically pleasing and integrated multi-modal transportation network that facilitates the safe and orderly movement of traffic and encourages greater usage of transit and other non-motorized travel options along both the Branch Avenue and St. Barnabas Corridors.

STRATEGIES

1. Formulate and designate the establishment of the Branch Avenue Corridor sector plan area as a Transportation Policy Exception Area (BAC-TPEA). With this designation and under limited circumstances, BAC-TPEA may allow for exceptions to the county's transportation adequacy test in specifically defined areas. The exceptions would provide flexibility for managing congestion in order to encourage a wide range of planning strategies, including parking management, vehicle trip reduction measures, greater support for mass transit usage, and timely implementation of the needed multimodal transportation network enhancements.
2. Review, identify, and secure joint public and private funding mechanisms that will assist in planning, design, and timely construction and implementation of the following multimodal transportation network enhancements that are critical in achieving the desired transformation of the Branch Avenue Corridor sector plan area:
 - Construction of recommended urban roundabouts along St. Barnabas Road
 - Expansion or provision of shuttle-bus services
 - Street-tree planting
 - Provision of street furniture
 - Pedestrian-scale street lighting
 - Traffic-signal installation
 - Traffic-speed or red-light enforcement cameras
 - Bicycle and pedestrian amenities that improve transit accessibility
 - Undergrounding utilities

POLICY 2

Ensure that roadway functional designations are appropriate, and create new roadway design types to provide a safe and efficient transportation network.

STRATEGIES

1. Downgrade Branch Avenue (MD 5) from an expressway to a six-lane divided arterial facility.
2. Continue the designation of St. Barnabas Road (MD 414), Silver Hill Road (MD 458), and Naylor Road (MD 637) as arterials.

3. Designate Hagan Road as a major collector.
4. Extend 23rd Parkway to intersect with St. Barnabas Road, directly opposite Hagan Road, as a collector highway.
5. Designate Old Silver Hill Road (from St. Barnabas Road to Branch Avenue), Iverson Street (Branch Avenue to Owens Road), Wheeler Road (St. Barnabas Road to the D.C. border), and Owens Road (Wheeler Road to the D.C. border) as collector roadways.

Table 8: Roadways	Lanes	Roadway Functional Classification	Right of Way (feet)
A-69: Branch Avenue (MD 5)	6	Arterial	120–150
A-40: Silver Hill Road (MD 458)	6	Arterial	120–150
A-43: Naylor Road (MD 637)	4	Arterial	120
A-45: St. Barnabas Road (MD 414)	4	Arterial	120
MC-500: Hagan Road	4	Major Collector	90
C-701: Owens Road	4	Collector	80
C-702: Iverson Street	4	Collector	80
C-703: Wheeler Road	4	Collector	80
C-704: 23rd Parkway	4	Collector	80
C-728: Old Silver Hill Road	4	Collector	80

POLICY 3

Require all development to improve pedestrian travel between existing and planned residential and commercial activities, as well as provide a safe, direct, and well-maintained bicycle trail network that links residents with employment centers, schools, parks, shopping areas, and transit stations.

STRATEGIES

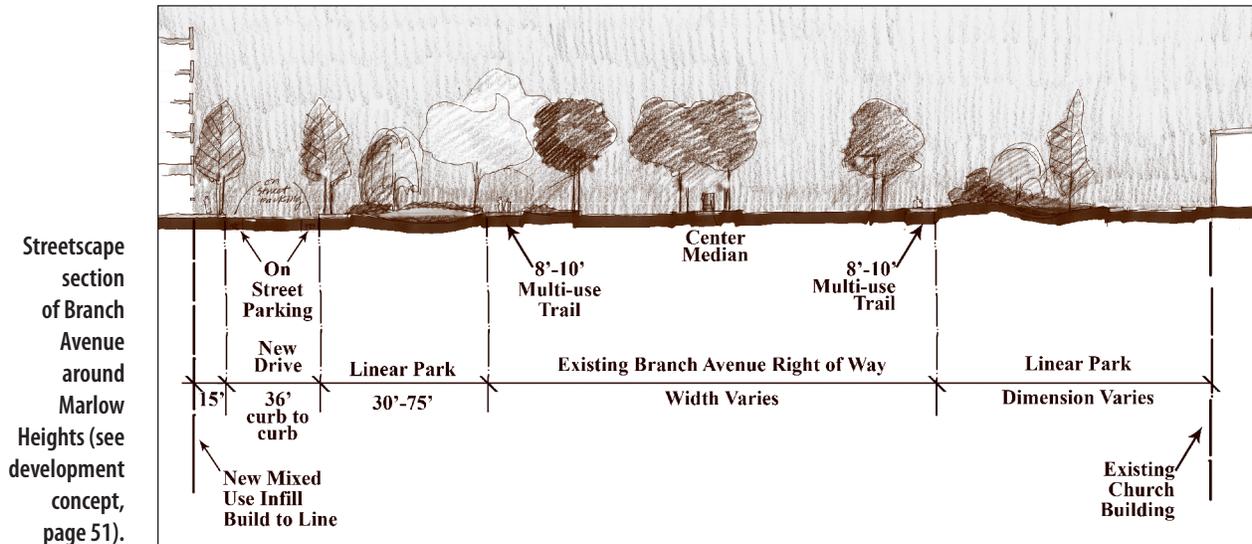
1. To promote multimodal travel, establish two new road design types to create a sense of place and a safer and more inviting environment along major roadways:

1.1. Major Urban Boulevard

Explore the feasibility of transforming Branch Avenue, Silver Hill Road, and St. Barnabas Road between Branch Avenue and Silver Hill Road into attractive and walkable major urban boulevards that support a diverse mix of pedestrian-oriented retail, office, and educational/entertainment uses. As a minimum, the desired elements to be included along or within the limits of rights-of-way are:

- Lower posted speed (35 MPH).
- Landscaped medians.
- Street trees.

- Adequate pedestrian zones with wide sidewalks, street furniture, space for seating, pedestrian-scale lighting, and bus stops with all-weather shelters and seats.
- On-street bicycle lanes.
- Off-peak on-street parking.
- High-visibility crosswalks at every intersection, with pedestrian count-down signals.
- Cameras to capture speeders and those running traffic lights.
- Consolidated commercial driveways.
- Curb extensions.
- Pedestrian-refuge islands in medians to reduce pedestrian crossing distances.



1.2. Minor Urban Boulevard

Explore transformation of St. Barnabas Road (between Branch Avenue and Temple Hill Road), Wheeler Road (to the Capital Beltway), Naylor Road, Iverson Street (Branch Avenue to 23rd Parkway), and Old Silver Hill Road into walkable roadways with commercial traffic limited to local deliveries. Minimum desired elements along or within rights-of-way limits are:

- Slower posted speed (25–30 MPH)
 - On-street parking
 - Wide sidewalks
 - Street furniture and landscaping
 - Pedestrian-scale lighting
 - Bus stops with shelters
 - Bike lanes
 - High-visibility crosswalks and provision of possible mid-block crosswalks
2. Explore the feasibility of converting the intersections of St. Barnabas Road with Wheeler Road, Temple Hill/Raleigh Road, and 23rd Parkway into modern roundabouts—or other traffic calming and control measures—to improve safety with:
 - Pedestrian crossings at least 25 feet from the roundabout entry points
 - Speed reduction
 - Enhanced aesthetics through appropriate landscaping on the center islands
 - Operational functionality and traffic mobility during emergency events

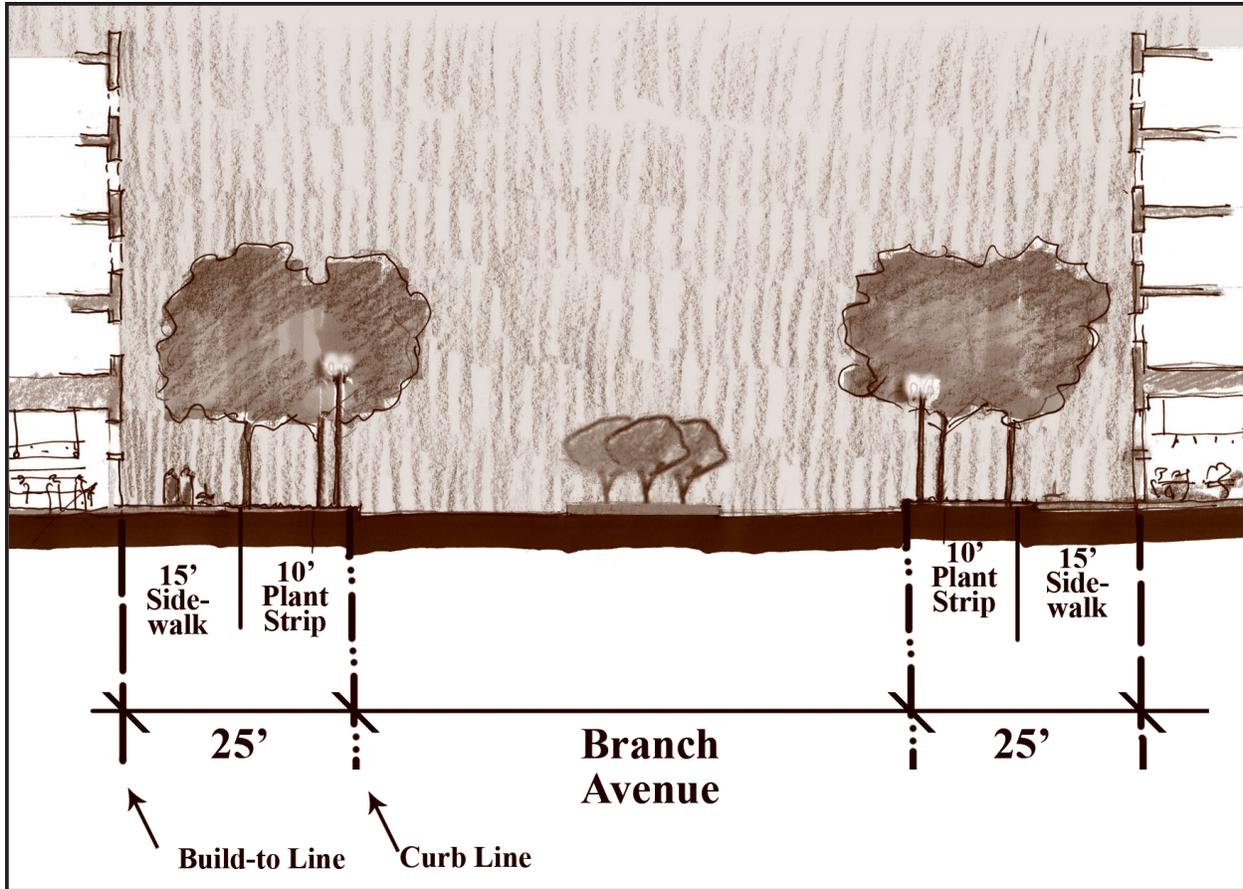
POLICY 4

Encourage designs for major residential streets and entrances that discourage through-traffic movement and unsafe speeds.

STRATEGIES

Section of Branch Avenue within the Naylor Road Metro core area (see the redevelopment concept on page 49).

1. Provide additional capacity-related improvements throughout the area on a case-by-case basis.
2. Reconfigure the signalized intersection of St. Barnabas Road, 28th Avenue, and the on-ramp to Branch Avenue to improve access to and from Danville Drive.



3. Install traffic signals for the following locations, when warranted, to help make these areas pedestrian and bicyclist friendly:
 - Branch Avenue and Ourisman Drive
 - Branch Avenue and Colebrook Drive
 - Branch Avenue and Bonita Street
 - Iverson Street and the new roadway south of Branch Avenue
4. Explore the feasibility of installing additional traffic signals along Branch Avenue from Silver Hill Road to St. Barnabas Road, and along Silver Hill Road between St. Barnabas Road and Suitland Parkway (at Silver Park Drive), to serve both the existing residential development and the Smithsonian Center.

POLICY 5

Require all new development to provide effective on-site travel demand management (TDM) strategies, such as parking supply limitation, transit-ridership incentives and programs, flexible working hours, and telecommuting.

STRATEGY

Support and encourage the use of travel demand management techniques for all new development or redevelopment projects that can reduce peak-period commuter traffic vehicle trips. Among measures that can reduce peak-period auto traffic are:

- Transit-, bicycle-, and pedestrian-friendly mixed-use development.
- Modified or flexible work hours.
- Telework/telecommuting and provision of telework centers.
- Aggressive promotion of transit ridership incentives and programs such as Metro pass and U-Pass.
- Parking supply limitation and provision of preferential parking for carpooling or vanpooling.
- Increased transit service.

POLICY 6

Recognize the importance of a timely transit service that would provide an important and essential catalyst for attracting new mixed-use development and other revitalization and redevelopment projects.

STRATEGY

Support and promote stronger transit usage within the area by recommending provision of frequent and reliable transit service along Branch Avenue, St. Barnabas Road, and Silver Hill Road, with connections to Suitland Metro Station and Naylor Road Metro Station:

- Explore the feasibility of providing a pair of shuttle-bus services with headways (the time interval between two consecutive buses passing a specific location) no more than 15 minutes along St. Barnabas Road, Branch Avenue, and Silver Hill Road to the Suitland Metro Station; and along Iverson Street, Old Silver Hill Road, Branch Avenue, and Naylor Road to the Naylor Road Metro Station. Provide a super station and transfer point at the intersection of Silver Hill Road, Iverson Street, and Branch Avenue.
- Consider replacing the shuttle-bus services with a light-transit service that could provide an extension of the proposed rail transit between Northern Virginia, National Harbor, Oxon Hill Road, the St. Barnabas Road and Branch Avenue Corridors, and the Suitland Metro Station. This recommendation recognizes that the facility could be at-grade light-rail transit (electrified with catenaries), or at-grade streetcar transit, which could include an extension from Suitland Metro Station to Joint Base Andrews and the proposed Westphalia Town Center.

POLICY 7

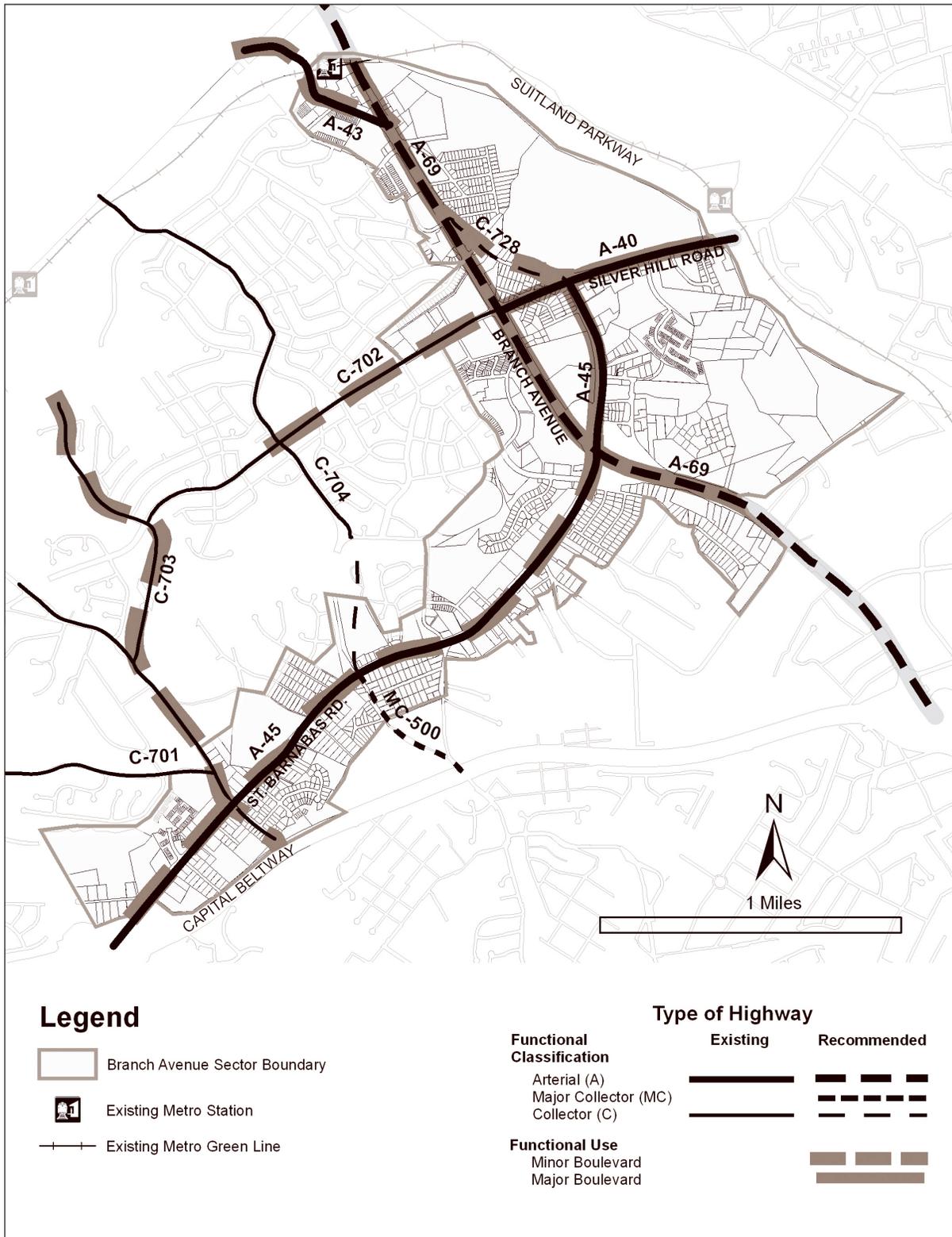
Incorporate creative parking and access solutions that satisfy the demand associated with new mixed-use residential/office/retail land uses.

STRATEGIES

1. Create inter-modal access to the Naylor Road Metro for pedestrians and bikers to alleviate some of the need for additional parking in the area.
2. Allow shared parking in centers of major activity in the corridor in order to reduce the need for individual lots, thus creating additional land for development.

3. Allow on-street parking to serve as a pedestrian buffer from the road and as a form of traffic calming.
4. Bring established car-sharing programs into the corridor and create special car-sharing parking spaces, primarily close to the Metro.
5. Reduce maximum parking requirements to encourage more people to walk within the corridor.
6. Install clear, safe, and well-lit pedestrian pathways that are no more than a five-minute walk to parking destinations.
7. Implement a transit-pass or similar program to create incentives for residents and tenants to use mass transit.
8. Consider time restrictions for on-street parking in commercial and retail blocks and a “peak period” permit system that does not limit the time that residents are allowed to park in residential areas.
9. Utilize street-grid systems to create compact blocks and easy connectivity to all mixed-use centers within the corridor.
10. Encourage parking behind, beside, or beneath buildings along the street, instead of between sidewalks and buildings.
11. Consider multiple uses when constructing parking structures, including short-term turnover for retail, longer term for employment, and parking for evening and nighttime uses.
12. Consider establishment of a parking district to encourage development of shared-parking structures.

Map 13: Transportation



Trails, Bikeways and Pedestrian Facilities

GOAL

Provide a continuous network of sidewalks, bikeways, and trails that provides opportunities for residents to reduce automobile trips and encourages them to walk or bicycle.

POLICY 1

Incorporate appropriate pedestrian, bicycle, transit-oriented design, and transit-supporting design features in all new development in centers and corridor nodes.

STRATEGIES

1. Utilize pedestrian amenities and safety features through all road improvement projects or property frontage improvements, including pedestrian refuges, contrasting crosswalks, in-pavement lighting at crosswalks, curb extensions, mid-block crossings, raised crosswalks, and other traffic-calming techniques.
2. Provide continuous sidewalks along both sides of all roads within the study area. These sidewalks should be a minimum of six feet wide along major roadways.
3. Improve pedestrian crossings and connections at Branch Avenue, St. Barnabas Road, Silver Hill Road, and Iverson Street. Priority should be given to creating safe at-grade crossings that will contribute to the retail main-street environment. If development intensifies, consideration should be given to assessing the appropriateness of pedestrian overpasses.

Contrasting pavers and use of bollards to define pedestrian crosswalk.



4. Road improvement projects and road restriping or resurfacing should be in conformance with the current 1999 American Association of State Highway and Transportation Officials (AASHTO) *Guide for the Development of Bicycle Facilities* or any subsequent updated version. Designated bike lanes are recommended along Iverson Street and Silver Hill Road. Bike lanes should also be considered along St. Barnabas Road if sufficient right-of-way exists and they are compatible with on-street parking and the linear park design.

POLICY 2

Provide adequate pedestrian and bicycle linkages to schools, parks, recreation areas, commercial areas, and employment centers.

STRATEGY

Give high priority to the funding and construction of major trails providing critical linkages through the sector plan area:

Suitland Parkway Trail

Extend the Suitland Parkway Trail to the Branch Avenue Metro Station as recommended in the *Approved Master Plan and Sectional Map Amendment for the Heights and Vicinity (Planning Area 76A)*. This trail will provide access to the existing Suitland Parkway Trail in Washington, D.C. and to the Naylor Road and Suitland Metro Stations. It will also connect to the planned Henson Creek Trail extension in the vicinity of the Branch Avenue Metro Station and the Town Center at Camp Springs.

In addition to their recreational uses, trails can serve as transportation connections, as at West Hyattsville Metro Station.



Oxon Run Trail

Provide a multiuse stream valley trail along this M-NCPPC stream valley. This trail will provide access to the Naylor Road Metro Station and Hillcrest Heights Community Center.

Barnaby Run Trail

Provide a multiuse stream valley trail along Barnaby Run to provide a connection for the facilities located in this park—which include the North Barnaby Park and Aquatic Facility—to the Hillcrest Heights Elementary School, Hillcrest Heights Community Center, and the proposed Marlow Heights mixed-use development.

Branch Avenue Linear Park

Design and construct a linear park to provide an attractive and safe pedestrian network. Consideration should be given to designing a side path or wide sidewalks in conjunction with designated bike lanes.

Iverson Street/Silver Hill Road Sidewalks and Bike Lanes

Provide sidewalks at least six feet wide, pedestrian-friendly streetscapes, and designated bike lanes along both of these major roads. Pedestrian amenities and safety features should also be included as part of any frontage or road improvement project, as these roads provide access to the Suitland Metro Station and serve as the commercial main street for these neighborhoods.

St. Barnabas Road Sidewalks and Bike Lanes

Provide continuous standard or wide sidewalks with designated bike lanes. Pedestrian amenities and safety features should also be included as part of any frontage or road improvement project. Work with local businesses to combine access points in order to improve safety for pedestrians, bicyclists, and vehicles.

Sidewalks contribute to neighborhood stability and cohesion.

POLICY 3

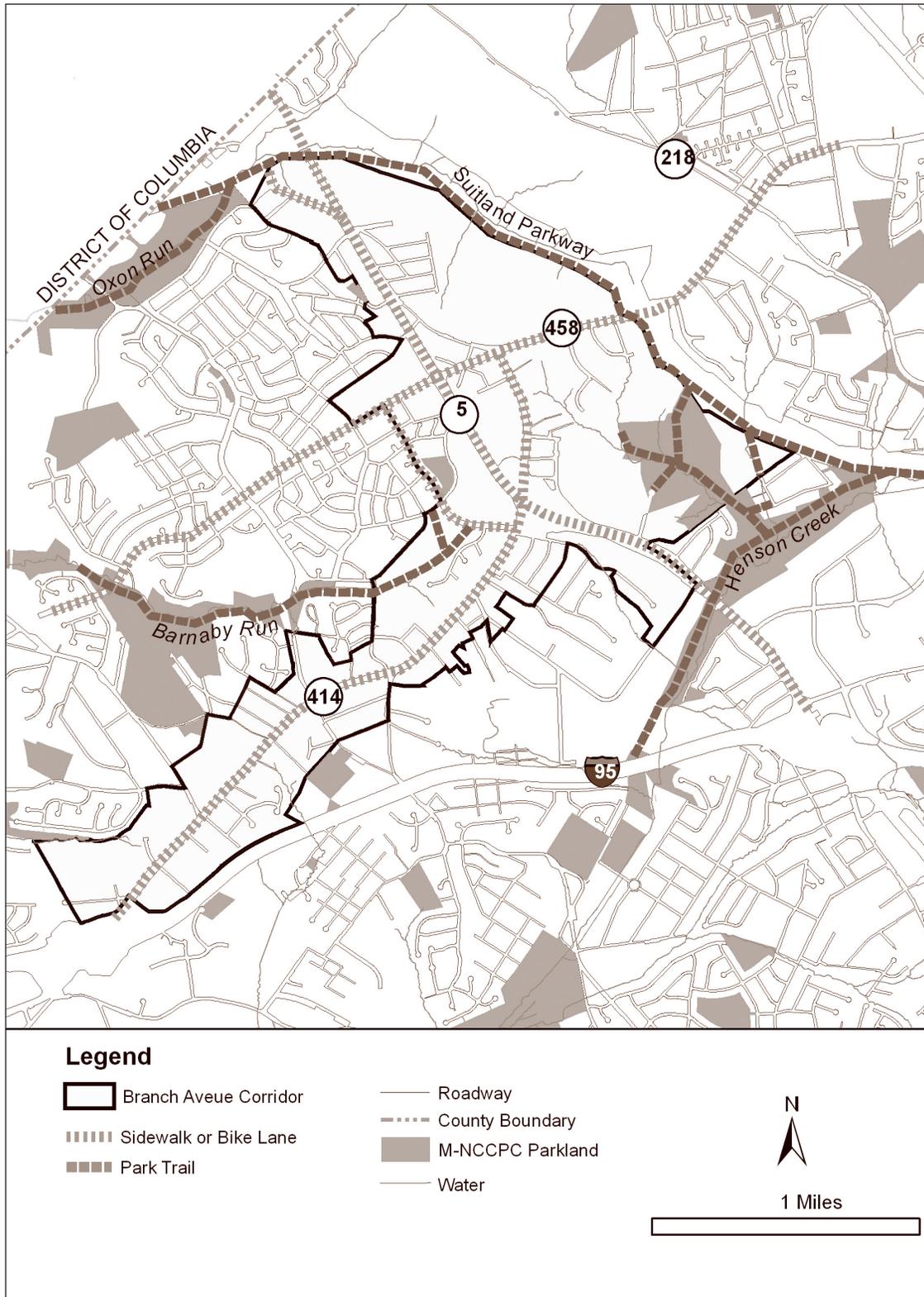
Efforts should be made to implement sidewalk construction in already developed neighborhoods.

STRATEGIES

1. Inventory sidewalks in the established neighborhoods and assess the condition and adequacy of linkages. Prepare a plan for improvements to ensure that the neighborhoods are served by a continuous system of sidewalks in good condition.
2. Investigate methods to adequately fund a program to build new and repair existing sidewalks and retrofit the Branch Avenue Corridor sector plan area so that the methods could be used in other older communities.



Map 14: Bicycle, Pedestrian and Trail Facilities



Quality of Life

Overall community health and the pleasure of living in a community are greatly affected by its physical conditions, appearance and safety. As an older developed community, the Branch Avenue Corridor sector plan area suffers from limited investment as well as the poor and uncoordinated development practices initiated in the past. The Branch Avenue Corridor sector plan area needs revitalization that builds on its strengths and addresses its challenges. At the same time, the area has many environmental assets worthy of preservation and enhancement. Measures taken to create wellness in the corridor are addressed through policies and strategies related to revival of the physical, social, and economic vitality of the community as well as the championing of its environmental resources.

Environmental Resources

GOAL 1

Preserve, enhance, and where appropriate, restore environmentally sensitive features in the BAC sector plan's green infrastructure network.

POLICY 1

Implement the sector plan's Developed-Tier pattern with new development in the centers while protecting sensitive environment features that meet the full intent of environmental policies and regulations.

STRATEGIES

1. Minimize the negative environmental impacts of all development proposals involving the primary corridors of Henson Creek and Oxon Run to ensure the highest possible level of environmental quality and ecological health.
2. Restore and enhance environmental features and habitats, and maintain or create important connections in approving all development proposals in the secondary corridor of Barnaby Run.
3. Ensure that regulated areas designated in the sector plan's green infrastructure and unique habitats network are preserved, restored, or enhanced by development proposals throughout the development review process.
4. Carefully evaluate land development proposals in the vicinity of any identified special conservation area—including the Suitland Bog, which is in close proximity to the sector plan area—to ensure that the area is not impacted and that green infrastructure network connections are either maintained or restored.
5. Target public land acquisition programs to acquire and/or protect land within the designated green infrastructure network in order to preserve, enhance, or restore essential features and special habitat areas.
6. Utilize ecologically sound and environmentally sensitive designs and engineering techniques to maximize the protection of sensitive features.

POLICY 2

Encourage and support development and redevelopment projects on the Smithsonian Center property that enhance the environmental and ecological health of the sites, surrounding natural systems, and nearby communities.

STRATEGIES

1. Support Leadership in Energy and Environmental Design (LEED) certification for all new building construction at the Smithsonian Center.
2. Identify locations for stormwater infiltration, bioretention, or rain gardens on site and seek funding for construction, where possible.
3. Plan for and design stormwater micro-management techniques including: underground stormwater storage facilities; vegetated tree islands or trenches along drives and in surface parking areas; depressed planting islands to serve as stormwater infiltration areas; and disconnected paved areas to help manage stormwater, where possible.
4. Assist the Smithsonian Center's efforts to address nearby flooding.

**On-street stormwater
and drainage control.**



GOAL 2

Restore and enhance water quality in areas that have been degraded and preserve water quality in areas that have not been degraded.

POLICY

Focus special efforts on restoring and enhancing water quality in all three stream corridors: Henson Creek, Oxon Run, and Barnaby Run.

STRATEGIES

1. Utilize existing stream corridor assessments, or require new assessments as part of the development-review process, and include them with the submission of natural resource inventories as development is proposed for each site. Mitigate identified sites from these assessments during the land development process.
2. Identify opportunities for highly visible, ecologically significant restoration projects within the primary corridors. Target mitigation efforts to include expanded vegetative buffers along streams, wetlands, and stream headwaters.
3. Establish maximum impervious surface percentages in urbanized areas during the evaluation of development proposals, particularly when development occurs adjacent to stream corridors and wetlands.
4. Implement conservation landscaping techniques that reduce water consumption and the need for fertilizers or chemical applications.
5. Require the use of native plant materials for all plantings, including landscaping, street trees, and afforestation/reforestation.
6. Reduce the area of impervious cover in development or redevelopment projects through use of:
 - Parking areas that minimize stall size, aisle width, access roads, and parking space requirements.
 - Shared parking and travel aisles between uses where possible.
 - Innovative methods or technologies such as: disconnected paved surfaces; porous pavement and concrete; turf blocks; and water detention and infiltration facilities such as bioretention and rain gardens.
7. Establish new and enhance existing vegetated buffers adjacent to streams.
8. Implement the recommendations of the *Approved Countywide Green Infrastructure Plan* (**See Map 15, page 94**) in all development to address the relationship of planned growth to water resources for both waste disposal and safe drinking water and include an analysis of water-resource protection areas, groundwater resources, water quality standards, total maximum daily load (TMDL) standards, and waste and stormwater management.
9. Address existing flooding concerns in all new development and redevelopment projects.
10. Encourage all development proposals to apply some environmentally sensitive design (ESD) to stormwater techniques such as green roofs; rain gardens; bioretention and infiltration areas; innovative stormwater outfalls; underground stormwater



Environmentally-sensitive rain gardens serve to control stormwater.

management; green streets; cisterns; rain barrels; grass swales; and stream stabilization.

11. Implement the following best management practices in all stream corridor watersheds:
 - Protect and restore water quality and natural resources and provide wider stream buffers than those required along streams in the Oxon Run and Henson Creek watersheds.
 - Require stream stabilization projects as mitigation for impacts to regulated features.
 - Develop a comprehensive plan for the management of stormwater volumes in the Oxon Run watershed.

GOAL 3

Reduce energy consumption, light pollution, and air pollution from new development and noise impacts on new development.

POLICY 1

Promote the use of environmentally sensitive design building techniques and reduce overall energy consumption in all development and redevelopment.

STRATEGIES

1. Require the use of at least three green building techniques in all new development, including but not limited to:
 - Reuse of gray water
 - Low VOC (volatile organic compounds) materials
 - Recycled and/or sustainable building materials
 - Green roofs
 - Renewable/alternative energy sources such as wind, solar, and hydrogen
2. Support and utilize a countywide green building program that provides incentives for reducing overall impacts of buildings on the environment and for encouraging cleaner, healthier buildings to support the health and wellness of county residents and workers.
3. Encourage the use of green building techniques that reduce energy consumption. New building designs should strive to incorporate the latest environmental technologies in project buildings and site designs. As redevelopment occurs, the existing buildings should be reused and redesigned to incorporate energy- and building-material efficiencies.
4. Provide for safe and environmentally-responsible disposal of scrap building materials and renovation refuse.
5. Reduce energy consumption through the use of more effective and energy-efficient outdoor lighting.

POLICY 2

Reduce light pollution and intrusion into residential communities and environmentally sensitive areas.

STRATEGIES

1. Require a detailed lighting plan to be submitted for all service stations, vehicle dealerships, outdoor recreation/sports facilities, and similar uses.
2. Require the use of alternative-lighting technologies for athletic fields, shopping centers, gas stations, and vehicle sales establishments. These technologies should limit light intrusion onto adjacent properties and provide safe and even lighting levels.
3. Require the use of full cut-off optic light fixtures for all outdoor lighting except in cases where safety would be compromised.

POLICY 3

Reduce air pollution to support community health and wellness by reducing motor vehicle trips and promoting non motorized alternatives.

STRATEGIES

1. Design development and redevelopment projects in ways that will minimize the need for motor vehicle trips, and prevent conditions that may create local air pollution nuisances, by promoting transit-oriented mixed-use development that includes employment, retail, and residential uses.

2. Provide an improved, continuous network of sidewalks and bikeways to facilitate walking and to reduce vehicle trips.
3. Plant street trees and vegetated median strips to create inviting walkways and reduce air pollution.
4. Enhance bus services by including new routes, increasing bus frequency, improving pedestrian access to transit stops, and ensuring that all bus shelters are well maintained and safe.
5. Provide shuttle buses.

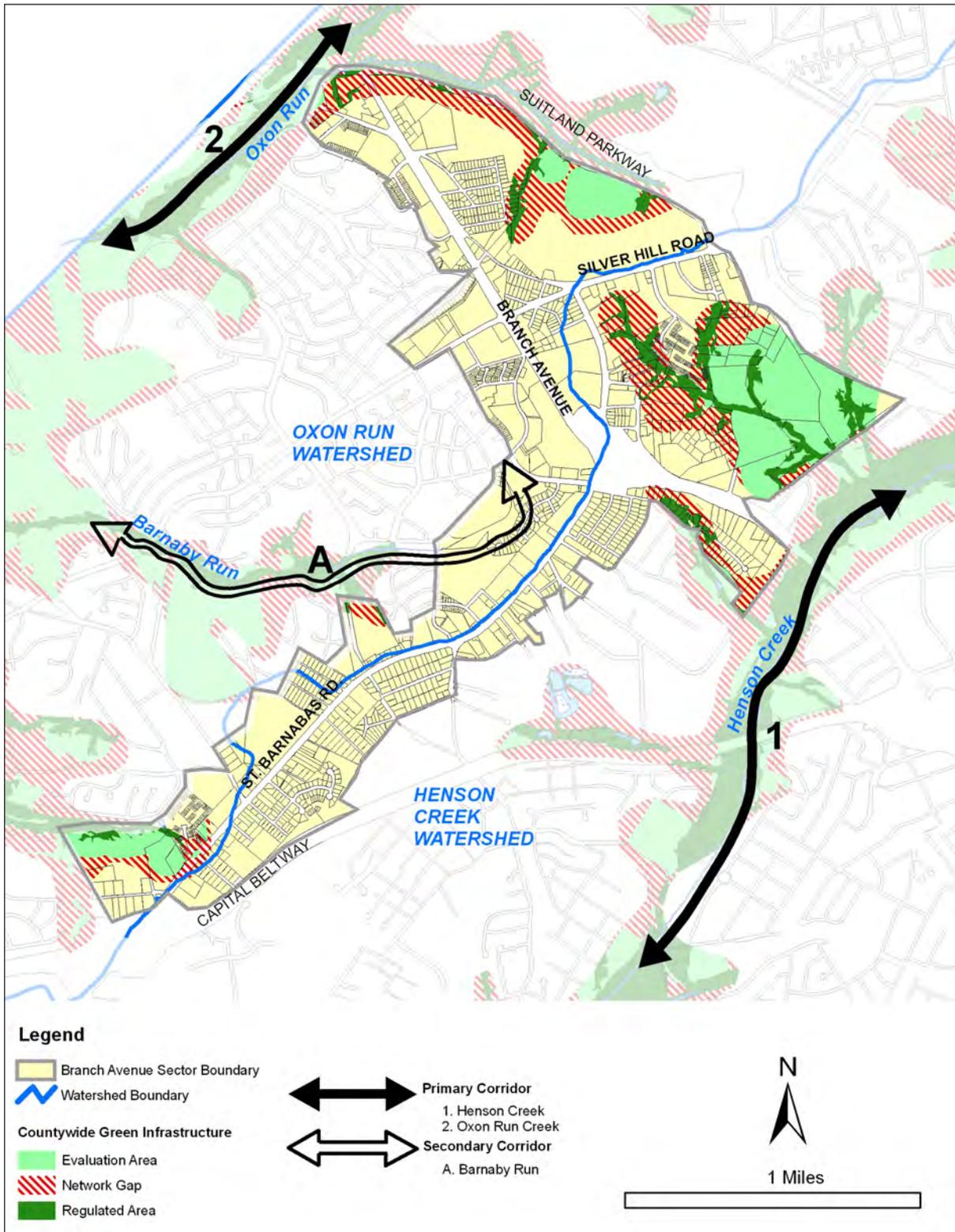
POLICY 4

Reduce adverse noise impacts to meet State of Maryland noise standards.

STRATEGIES

1. Evaluate development and redevelopment proposals using Phase I noise studies and noise models.
2. Provide approved attenuation measures when noise issues are identified.
3. Provide adequate setbacks or buffers for projects adjacent to major noise generators.

Map 15: Green Infrastructure Network, Primary and Secondary Environmental Corridors



Revitalization

GOALS

- Establish a strong, positive, physical identity for the corridor that promotes and defines a sense of place.
- Inspire a sense of place with which community members can identify.
- Attract better amenities to meet the community's needs and desires.

POLICY

Create a revitalization overlay area to promote quality development that contributes to a sense of place, promotes a balanced mix of uses conducive to economic development and vitality, and encourages transit oriented development.

STRATEGIES

1. Designate staff from the Redevelopment Authority, Economic Development Corporation, Department of Public Works and Transportation, Department of Environmental Resources, the Prince George's Planning Department, and other appropriate county, state and federal agencies to a revitalization work group tasked with creating and implementing a revitalization program for this area.
2. Create regulations that adequately address community safety and security issues:
 - Limit uses that negatively impact the sector plan area, such as liquor stores/ establishments in close proximity to each other. Consider creating a special exception for approval of such establishments.
 - Limit the number of liquor license holders in the area.
 - Explore opportunities to change liquor license policies and regulations to better control the number and status of license holders whose businesses are a source or venue for crime.
 - Require safety plans for all businesses and multifamily residential complexes.
3. Work with the Board of License Commissioners to educate the public about regulations for notification of hearings, hearing requirements, and citizens' opportunities to participate/testify at hearings.
4. Actively enforce noise ordinances. Review effectiveness of noise ordinances and recommend improvements as necessary.
5. Require all new development to meet master plan guidelines through the detailed site plan process.
6. Target staffing efforts to actively enforce property standards and ensure that use and occupancy permits are up to date for all commercial development and multifamily residential development in the sector plan area.
7. Explore intensifying police patrols in areas of high crime, particularly around the Naylor Road Metro Station.
8. Undertake short-term improvements, including developing and implementing a lighting plan for areas of high crime and the streetscape along St. Barnabas Road.

9. Create a plan of action and develop a funding strategy to address the deteriorated physical conditions and criminal activity of the Lynn Hill condominium complex. Work toward this end with residents, the management, and staff from appropriate county agencies, including the County Executive's Common Ownership Division, Police Department, Department of Environmental Resources, Housing and Community Development, Redevelopment Authority, and Prince George's County Planning Department.

Public Safety

GOALS

- Create a safe and attractive community that encourages community interaction.
- Promote a sense of security throughout the corridor that invites social and recreational activities conducive to a healthy lifestyle for all ages and provides a strong foundation for community ownership.

POLICY 1

Focus and prioritize county and community resources to initiate at least one project annually that addresses each of the three major Crime Prevention Through Environmental Design (CPTED) principles of improved surveillance, access control, and maintenance.

STRATEGIES

1. Design and launch a (long-term) "take back the community" campaign that is well publicized, focused on what the community wants to become, and led by a group of key community stakeholders and county officials.
2. Install surveillance cameras in strategic locations on public and private property.
3. Increase and improve lighting around businesses.
4. Use (CPTED) improvements to create more eyes on the street by encouraging residents and customers to notify business owners and police of suspicious behaviors around the corridor.
5. Design and promote a neighborhood watch/adopt-a-block approach to public safety in commercial areas, which could be used in combination with the take-back-the-community campaign.
6. Enforce no-trespassing measures on private property.
7. Work with key businesses to identify and implement ways to control and/or limit access to their properties/parking lots with controlled/gated entrances, blocked entrances after hours, paid parking with validation (proof of purchase for legitimate customers), prominently located surveillance cameras, etc.
8. Create crosswalks with pedestrian-oriented streetlights at key intersections and use streetscape measures to discourage and prevent, to the extent possible, mid-block crossings.

9. Where appropriate, use traffic-calming measures on roadways to complicate “escape routes” for criminals looking to make quick getaways.
10. Facilitate an annual clean-up campaign and work with the local community center and boys and girls clubs to get area teens involved in the effort.
11. Work with local schools to promote anti-litter, environmental-preservation, and community-pride/ownership themes in their educational programming.
12. Implement a code enforcement education program for commercial areas in the corridor.
13. Assess current property maintenance regulations to improve their effectiveness.
14. Explore opportunities to involve residents/civic associations in the code enforcement inspection process.

POLICY 2

Improve crime-reduction opportunities through collaboration and communication between residents, businesses, and property owners.

STRATEGIES

1. Create a community-led crime prevention campaign that educates and motivates citizens to get involved.
2. Promote business collaboration and partnership to address crime and security issues associated with their properties and encourage these partnerships to establish a business association to address these issues.
3. Expand the Branch Avenue Corridor Public Safety Group to ensure that it includes representatives from all neighborhoods, including more representatives from the business sector and multifamily developments. Utilize the group to monitor conditions and collaborate with police and other officials to prioritize community crime issues and assess success of the initiatives undertaken.
4. Work with local businesses to coordinate creation of safer commercial areas. Investigate the possibility and level of political and business support for the creation of a business improvement district (BID) to generate funds for additional patrol and public safety measures. Enhance service levels in and the appearance of the commercial areas (i.e., street sweeping, landscaping, and landscape maintenance).

Community Involvement

The strength and success of any community is largely dependent on the ability of stakeholders in an area to come together to improve their community. In order to be effective, community members need information, resources and support. This plan, like the Heights and Vicinity Master Plan that preceded it, is based on creating a strong partnership between the public and private sectors that will enable them to work together on bringing the plan's vision to reality.

GOAL

Strengthen and expand local community organizations to make them more effective in their community improvement activities.

POLICY

Provide the information, tools and support necessary for the community to be actively involved in developing and implementing community improvement projects, including sector plan recommendations.

STRATEGIES

1. Provide technical assistance to civic associations to help them market their organizations and expand and strengthen their membership.
2. Establish a point of contact within the Prince George's Planning Department as a resource to assist the community in accessing information and resources within local government.
3. Encourage community-wide collaboration to facilitate groups working together on joint problems.
4. Provide assistance to community stakeholders in finding financial and technical support for community improvement projects.
5. Develop an information package for community leaders that includes pertinent information on how to effectively participate in the local government decision making process for resource allocation and priority setting.
6. Provide technical assistance to civic and business associations in developing mechanisms to keep each other informed and in connecting to groups and leaders outside the community.