

Brandywine Revitalization and Preservation Study



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT



FEBRUARY 2012

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Abstract

TITLE: Brandywine Revitalization and Preservation Study

AUTHOR: The Maryland-National Capital Park and Planning Commission

SUBJECT: Revitalization and Preservation Strategies for a Community in Brandywine, MD

DATE: November 2011

SOURCE OF COPIES: The Maryland-National Capital Park and Planning Commission
14741 Governor Oden Bowie Drive, Upper Marlboro, Maryland 20772

SERIES NUMBER: XXXXXXXXXX

NUMBER OF PAGES: 77

ABSTRACT: This study concerns revitalization of an older community in southern Prince George's County, located between rapidly developing areas adjacent to MD 5/US 301, and the county's designated Rural Tier. The Brandywine Revitalization and Preservation study area straddles both the Subregion 5 and Subregion 6 master plans, approved in 2009, and responds to recommendations in those plans that a planning study focus on revitalization in this community. While this older Brandywine community has attributes of a small town and a cluster of historic resources, it lacks other characteristics that would distinguish it as such. The threat is that without a definition of the desired community character and strategies for achieving it, new development, when it arrives in old Brandywine, will subsume it into the suburban fabric of the greater community. The strategies and illustrations in this study are intended to be used as an action plan for community stakeholders to improve the look and function of the public realm, focusing on improving the Brandywine Road streetscape, pedestrian circulation and safety.

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The Commission has three major functions:

- The preparation, adoption, and, from time to time, amendment or extension of the General Plan for the physical development of the Maryland-Washington Regional District;
- The acquisition, development, operation, and maintenance of a public park system; and
- In Prince George's County only, the operation of the entire county public recreation program.

The Commission operates in each county through a Planning Board appointed by and responsible to the county government. All local plans, recommendations on zoning amendments, administration of subdivision regulations, and general administration of parks are responsibilities of the Planning Boards.

The Prince George's County Department of Planning (M-NCPPC):

- Our mission is to help preserve, protect and manage the county's resources by providing the highest quality planning services and growth management guidance and by facilitating effective intergovernmental and citizen involvement through education and technical assistance.
- Our vision is to be a model planning department of responsive and respected staff who provide superior planning and technical services and work cooperatively with decision-makers, citizens and other agencies to continuously improve development quality and the environment and act as a catalyst for positive change.

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Contents

Study

Foreword	vii
1: Background, Purpose, and Process	1
Background	1
Purpose.....	1
Process.....	2
2. Existing Conditions	3
Planning Context	3
Historic Context.....	5
Land Use, Zoning, and Development.....	6
Market Conditions	10
Community Character and Identity.....	12
Transportation	14
3. Planning Principles & Revitalization Strategies	17
Historic Preservation-Based Revitalization	17
Development of Character Areas	20
Market-Based Revitalization Strategies.....	20
Design Concepts	24
4. Recommendations	31
Transportation Enhancements	31
Design Guidelines	43
Design Guidelines (New Construction).....	45
Open Space	52
Wayfinding & Signage.....	53
5. Community Implementation Strategies	57
Communication/Coordination.....	57
Priority Actions and Catalytic Projects.....	58
Funding Sources	63
6. Appendices	67
Appendix A - Key Community Opportunities and Issues	67
Appendix B - Demographic Tapestry Description on the Brandywine Study Area	68
Appendix C - Future Land Use Concept.....	69
Acknowledgements	73

Maps

Map 1. Brandywine Revitalization and Study Area	3
Map 2. Regional Context	4
Map 3. Historic Map of Study Area	5
Map 4. Historic Sites.....	6
Map 5. Adjacent Development.....	7
Map 6. Future Land Use	8
Map 7. Approved Zoning.....	9
Map 8. Census Designated Place.....	11
Map 9. Total Retail Trade	11
Map 10. Missouri Avenue	15
Map 11. Afternoon Peak Traffic Levels	15
Map 12. Overall Traffic Levels.....	15
Map 13. Character Areas.....	21
Map 14. Concept Design	24
Map 15. Concept Design - Character Area B	26
Map 16. Concept Design - Character Area C.....	27
Map 17. Concept Design - Character Area D.....	28
Map 18. Concept Design - Character Area D (continued)	29
Map 19. Right-of-Way Needed for Recommended Roadway Improvements	34
Map 20. Right-of-Way Needed for Recommended Roadway Improvements	35
Map 21. Right-of-Way Needed for Recommended Roadway Improvements	36
Map 22. Right-of-Way Needed for Recommended Roadway Improvements	37
Map 23. Right-of-Way Needed for Recommended Roadway Improvements	38
Map 24. Right-of-Way Needed for Recommended Roadway Improvements	39
Map 25. Right-of-Way Needed for Recommended Roadway Improvements	40
Map 26. Right-of-Way Needed for Recommended Roadway Improvements	41
Map 27. Right-of-Way Needed for Recommended Roadway Improvements	42
Map 28. Future Development Opportunities	70

Tables

Table 1. Retail Voids or Surpluses.....	12
Table 2. Intersection of Brandywine Road and Missouri Avenue	15
Table 3. Intersection of Brandywine Road and Cherry Tree Crossing	15
Table 4. Projected Retail Voids	23
Table 5. Demographic Tapestry	68
Table 6. Future Development/Redevelopment in Future Land Use Sketch	71

Foreword

The Prince George’s County Planning Board of The Maryland-National Capital Park and Planning Commission (M-NCPPC) is pleased to announce the completion of the Brandywine Revitalization and Preservation Study. This study grew out of recommendations in the 2009 approved Subregion 5 and Subregion 6 master plans calling for strategies to preserve the character of existing rural communities in southern Prince George’s County. These small communities typically developed at crossroads and have provided small-scale services and enterprises that have sustained the rural lifestyle of south county residents for many years.

The study area for the Brandywine Revitalization and Preservation Study lies between the expansive forests, farms, and sparse residential development on 5+ acre lots in Aquasco and Baden to the east, and the quickly developing greater Brandywine community to the west. In response to the residents’ aspirations to preserve their community’s rural character, the Prince George’s County Planning Department was asked to develop economic revitalization strategies and design solutions that meet this goal.

It is anticipated that the community will play a major role in implementing the strategies and recommendations in this study over the next decade and beyond. The study will serve as a framework for pursuing resources, including grants, to immediately focus on its identified priorities, which include improving the pedestrian connections and streetscape along Brandywine Road. The recommended organizational structure and activities should strengthen the community’s influence in civic, political, and economic venues. The community can use the illustrations in the study to promote attractive and compatible development, either by working directly with developers and businesses, or through the development review process for various development applications including subdivisions, zoning, and site plans.

What makes rural communities unique and worthy of preservation is also what presents challenges to their economic viability and preservation. The objectives of the Brandywine Revitalization and Preservation Study are to both revitalize and preserve the best that the community has to offer. The study shows how these two objectives can be accomplished through careful planning and steady, consistent, implementation over time. The Prince George’s County Planning Board looks forward to working with the Brandywine community and governmental agencies to implement the recommendations provided in the study.

Sincerely,

Elizabeth M. Hewlett, Chairman
Prince George’s County Planning Board

1. Background, Purpose, & Process

BACKGROUND

- The Maryland-National Capital Park and Planning Commission (M-NCPPC) engaged The Lakota Group (planning and design), TranSystems (transportation planning) and the Community Land Use and Economics Group (economic analysis, business development planning, and implementation) to prepare a Revitalization and Preservation Study for a community in Brandywine, Maryland. This study was recommended in the 2009 *Approved Subregion 5 Master Plan and Sectional Map Amendment*, prepared by the M-NCPPC, to “consider ways to improve the long-term livability and viability” of the study area. The study assesses the current physical character and economic conditions in the study area to create a set of practical, achievable strategies and initiatives for its long-term revitalization. Specific recommendations are provided in the study to enhance the community’s overall design character, streetscape, and public spaces; preserve and re-use significant historic resources, improve transportation system and roadway design; and, determine ways in which sensitive and appropriate new development can encourage revitalization of existing businesses.

More specifically, the Brandywine Revitalization and Preservation Study addresses:

- Concepts to mitigate transportation and traffic issues, improve the pedestrian environment, and the landscape/streetscape along MD 381.
- Physical property conditions, including the condition of historic resources and design

guidelines for future renovations, and new construction.

- Revitalization strategies using an historic preservation-based economic development approach.

PURPOSE

The Brandywine Revitalization and Preservation Study will be used by the county, M-NCPPC, community leaders, property and business owners, and developers as a guide for planning and revitalization decisions in the Brandywine study area over the next ten to fifteen years. The study provides a vision and consensus regarding the future of this part of the Brandywine community and should serve the following aims:

- **Inventory of Existing Conditions:** The study includes an inventory of existing land use, transportation, historic preservation, physical, and real estate market conditions; which provides a baseline of information about the study area’s revitalization needs and potential.
- **Revitalization Framework:** Future revitalization and development projects can be reviewed for their appropriateness in relation to the strategies and recommendations provided in this study.
- **Public Investment Guide:** Public investment and enhancement initiatives can be prioritized based on recommendations made in this study. Existing conditions, future land use, and transportation needs data can also be used to seek project funding at the regional, state, and federal levels.
- **Private Investment Guide:** Property owners, developers, and investors interested in

undertaking specific projects in Brandywine will be able to use this study to gain insight into the community's revitalization context and direction.

- Envisioned Future: The study will inform current and future residents and decision-makers about the vision for this small community in southern Prince George's County.

PROCESS

The Brandywine Revitalization and Preservation Study process began in July 2010 and included the following phases:

- Area Analysis: The first phase involved a review of relevant planning studies and an analysis of Brandywine's land use, physical conditions, historic preservation, as well as economic and transportation issues. The phase also included a project kick-off meeting with M-NCPPC staff, on-site fieldwork, and a community listening session in July, 2010.
- Community Visioning: The second phase of the planning process, the "visioning phase" was

conducted to generate preliminary strategies and concepts for improving and enhancing the study area's physical character, transportation and roadway design, business environment, and its historic architectural resources. Branding the community as a "Village" and identity concepts were also explored. A community workshop was held in October, 2010 to review the results of the area analysis as well as solicit community input regarding preliminary strategies and concepts. Appendix A (*see page 67*) identifies the key community opportunities and constraints that are summarized from the analysis and visioning exercises.

- Revitalization and Preservation Strategies: The third and final phase involved the development of the formal document which describes the preferred planning and revitalization goals and strategies related to transportation, roadway design and streetscape improvements, historic preservation, economic development, building design, and implementation.

2. Existing Conditions

PLANNING CONTEXT

The Brandywine study area is located along 1.9 miles of Brandywine Road (MD 381), from Timothy Branch on the west, to Old Indian Head Road on the east. The land use context for this study area reveals many of the challenges faced by a community that strives to preserve its rural and historic heritage amidst development pressures. The study area is mostly located within the Subregion 5 master plan area, at its border with the Subregion 6 master plan area. (The boundary between the two planning subregions is the CSX railroad track.) Both of these master plans and corresponding zoning elements (Sectional Map Amendments) were approved by the District Council in 2009. The study area is also located at the edge of two significant land use policy areas of the county: the Developing Tier to the west

and the Rural Tier to the east. As such, the study area is poised to become the gateway from more populous areas west of the study area to the Rural Tier in southern Prince George's County.

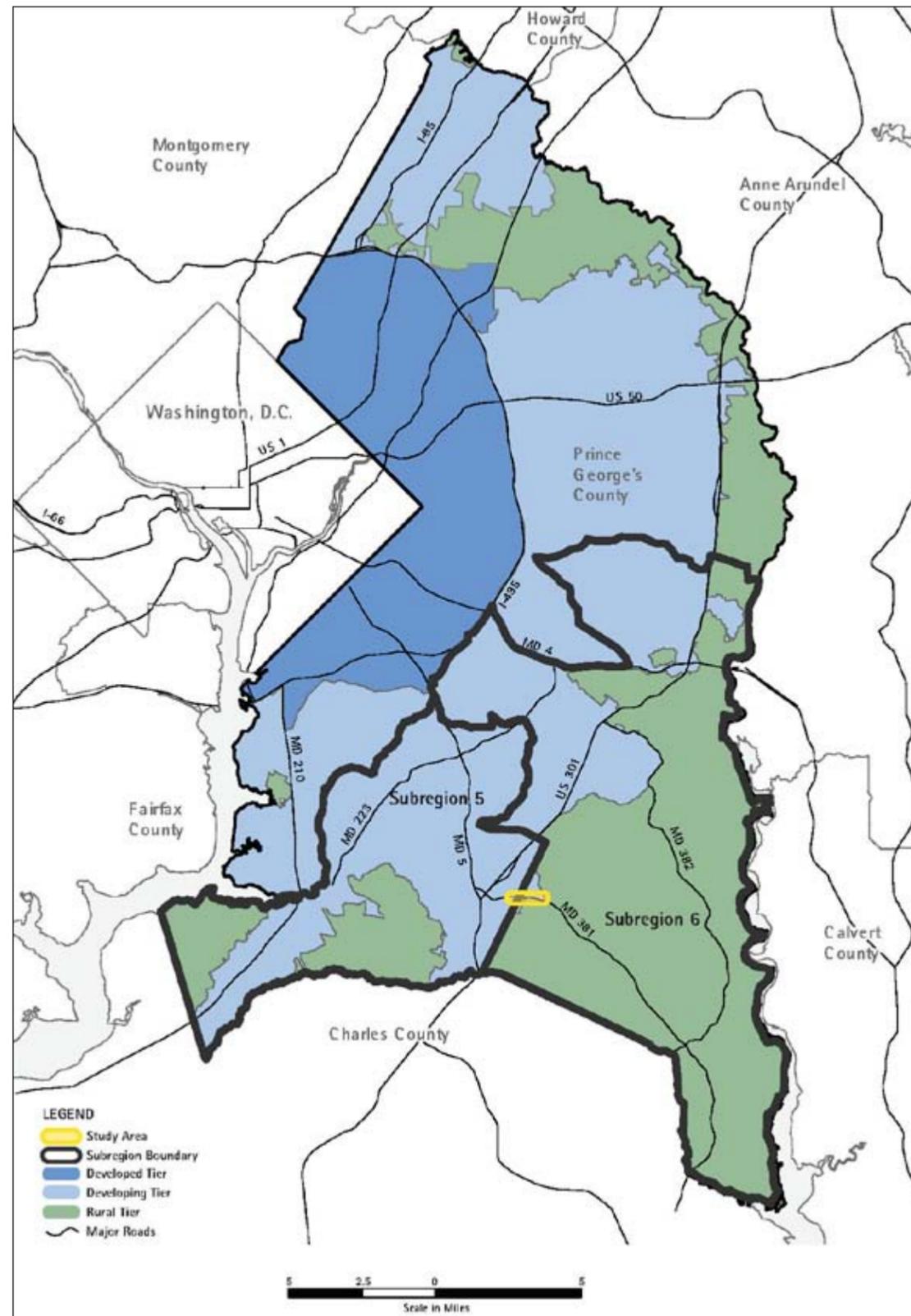
Less than one mile west of the study area, Brandywine Road (MD 381) connects to both U.S. 301 and MD 5 (Branch Avenue), just north of where they merge. These two regional routes connect southern Prince George's County to Washington D.C. and Baltimore to the north and to the growing communities of Waldorf and La Plata in Charles County to the south. The Maryland Transit Administration has recommended Bus Rapid Transit or Light Rail commuter transit service between the Branch Avenue Metro Station and Charles County, creating the potential for future Transit Oriented Development at specific locations along MD 5.

Map 1. Brandywine Revitalization and Preservation Study Area



Brandywine study area focuses on a 1.9 mile stretch along Brandywine Road, MD 381 (highlighted).

Map 2. Regional Context



The study area is located in southern Prince George's County, between two land use policy areas: the Developing Tier and the Rural Tier.

HISTORIC CONTEXT

The story of the village of Brandywine begins as a crossroads between an old stagecoach road (now MD 381) and Old Indian Head Road during the early 18th century. The first post office and store were established by 1846, one mile east of the present community. Brandywine later developed as an important railroad hub along the Pope's Creek Line of the Baltimore and Potomac Railroad and began attracting its first permanent settlers, including William Holliday Early, a farmer and merchant, just before the Civil War. William H. Early would later come to own almost 3,000 acres of land in Brandywine including the majority of land that was later platted for the community's first subdivision lots.¹ Early would later commission a plat map for "Brandywine City," which envisioned more than 50 blocks of residential development with a schoolhouse and stores. He would also construct a general store in 1872 along Brandywine Road and adjacent to the new railroad line. According to tradition, Early named the fledging settlement after the Battle of Brandywine that occurred in Pennsylvania during the Revolutionary War. The population growth that Early anticipated did not come to pass as passenger service through Brandywine never materialized, despite the construction of a second rail line through the community.² In 1882, Brandywine's population was 250 residents; by the turn of the 20th century that number had declined to 60.

The Earlys were one of the most prominent local families in Brandywine and were largely responsible

Map 3. Historic Map of Study Area



Courtesy of the Prince George's County Historical Society

¹ William W. Early House. Maryland Historical Trust: State Historic Sites Inventory Form. 1981.

² 85A-032, Brandywine Survey Area

for its growth and development. Several of Brandywine's significant historic resources were constructed by one family member or another. After William H. Early's death in 1890, his real estate holdings were divided among his survivors. His grandson, William H. Early, inherited 23 acres and the house that his deceased father had built in the 1870s. William replaced the house in 1908 with a larger high-style Queen Anne dwelling that served as his office as well as residence. Another grandson, William Berry Early, constructed a modest Queen Anne dwelling in 1896, which he would later remodel and expand in 1910. A granddaughter, Marion Early Bean, built a distinctive Queen Anne/American Foursquare house along Cherry Tree Crossing Road where other Early family members would build houses on lots located near William H. Early's first tract of land. During the early 20th century, other properties would be developed for a local bank, a chapel, and a brick schoolhouse to serve the local community. In succeeding decades, numerous buildings and houses were built in styles ranging from the American Foursquare to Craftsman bungalows to a Mid-Century Modern firehouse. Today, Brandywine retains much of its rural setting and its historic resources reflect its long history within Prince George's County. A primary challenge going forward is to retain and enhance Brandywine's unique setting and character amidst growth and development in the surrounding area.

In 1974, M-NCPPC conducted a historic resources survey and inventory for the village of Brandywine. In succeeding years, M-NCPPC and the Prince George's County Historic Preservation Commission completed several survey updates in 1985, 1998, and 2007. The 1985 survey update inventoried 17 buildings that would potentially contribute to a National Register Historic District centered along Brandywine Road from Missouri Avenue to Cherry Tree Crossing. The 17 historic resources included notable historic resources such as the William A. and William B. Early houses, the Old Bank of Brandywine, the Brandywine Hotel, and the Chapel of the Incarnation. However, in 1985, the Maryland Historical Trust did not recommend National Register listing citing concerns that the proposed district lacked sufficient architectural and historical integrity.

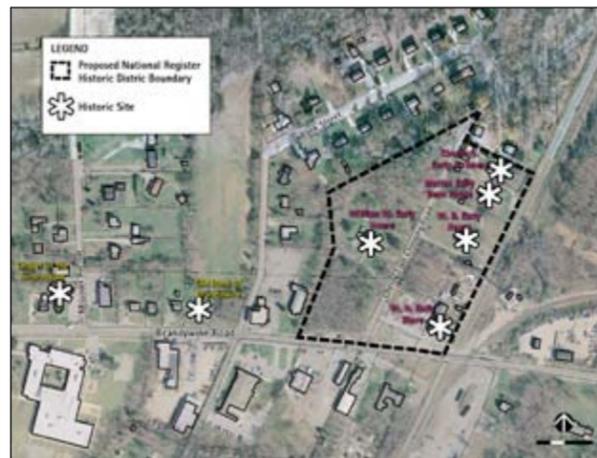
In 2007, a new survey concluded that a smaller National Register Historic District may be more

feasible if focused on five properties associated with the Early family along Cherry Tree Crossing Road. The Early family National Register Historic District was proposed and supported by the affected property owners and reviewed by the county Historic Preservation Commission on July 19, 2011. Both the county Historic Preservation Commission and the County Executive recommended the listing of the historic district in the National Register of Historic Places. Formal listing by the National Park Service is anticipated by early 2012. The five properties to comprise the Early Family National Register Historic District include:

- William H. Early Store, 14134 Brandywine Road (Historic Site)
- William Berry Early House, 13904 Cherry Tree Crossing Road (Historic Site)
- William W. Early House, 13907 Cherry Tree Crossing Road (Historic Site)
- Marian Early Bean House, 13902 Cherry Tree Crossing Road (Historic Resource)
- Charles S. Early, Jr. House, 13900 Cherry Tree Crossing Road (Documented Property)

Other than Early family buildings, there are two

Map 4. Historic Sites



Cluster of Historic Sites and Resources in the Brandywine Study Area.

additional significant historic resources within Brandywine. The Chapel of the Incarnation, at 14070 Brandywine Road, and the Old Bank of Brandywine, at 14110 Brandywine Road, are both listed in the National Register of Historic Places and designated as County Historic Sites. The

majority of the historic residential buildings in Brandywine are in good condition. The Old Bank of Brandywine, however, is in need of maintenance and rehabilitation.

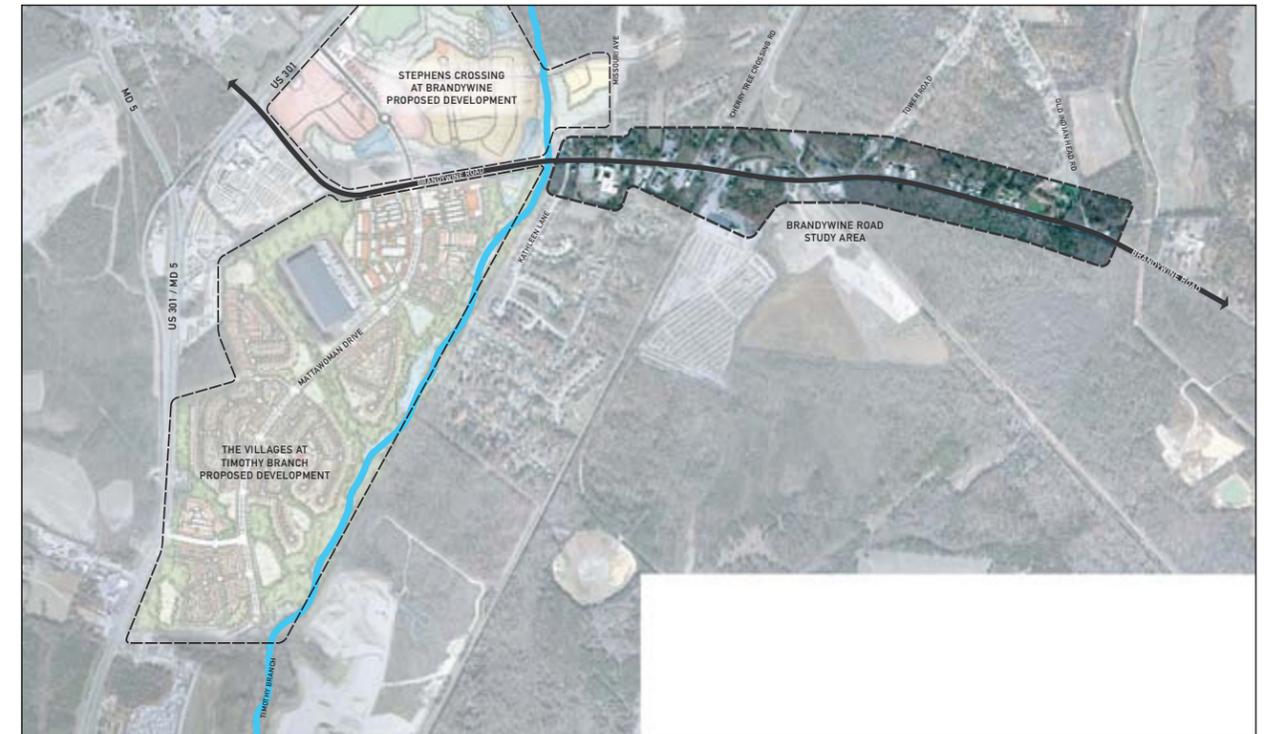
LAND USE, ZONING, AND DEVELOPMENT

Three major developments, existing and proposed, will exert influence on the future character of the study area. First, the new Brandywine Crossing shopping center, located along the east side of US 301/MD 5 at its intersection with Timothy Branch Drive, is home to Safeway, Costco, Target, several other “big box” retailers, as well as a component of walkable “Main Street” style shops. Brandywine Crossing contains room for expansion, with a multi-plex movie theater currently under review. Two large mixed-use developments are proposed, both abutting Brandywine Road immediately to the west of the study area: the Villages at Timothy Branch and Stephen’s Crossing.

The first proposed development, called the Villages at Timothy Branch, is on approximately 334 acres. It is located south of Brandywine Road and extends south to the Brandywine Crossing shopping center, on the east side of US 301/MD 5. The Villages at Timothy Branch development is centered on a future extension of Mattawoman Drive that will extend to the Brandywine Crossing Shopping Center. It includes just over 1,000 residential dwelling units. Additionally, the project proposes about 85,000 square feet of commercial retail and almost 100,000 square feet of office development clustered around the intersection of Brandywine Road and Mattawoman Drive, adjacent to the core study area.

The second proposed development is Stephen’s Crossing, located along the north side of Brandywine Road at its intersection with Mattawoman Drive. It consists of approximately 170 acres and proposes to build 1,000 residential units, 200,000 square feet of commercial and anywhere from 80,000 to 200,000 square feet of office, with the development built in phases, over time. As part of this development, Mattawoman Drive is proposed to be extended to the north, from Brandywine Road to cross over US 301. Additionally, a new roadway called Cattail Way is shown parallel to Brandywine Road creating a connection from Mattawoman Drive to Missouri Avenue, adjacent to the future Brandywine

Map 5. Adjacent Development



Adjacent to the study area, large, new developments are pending.

Community Park.

The majority of the remaining land uses around the study area are a mix of agriculture, rural residential, woodlands, and open space. South of the study area, the U.S. Air Force operates radar and communications towers supporting Joint Base Andrews Naval Air Facility.

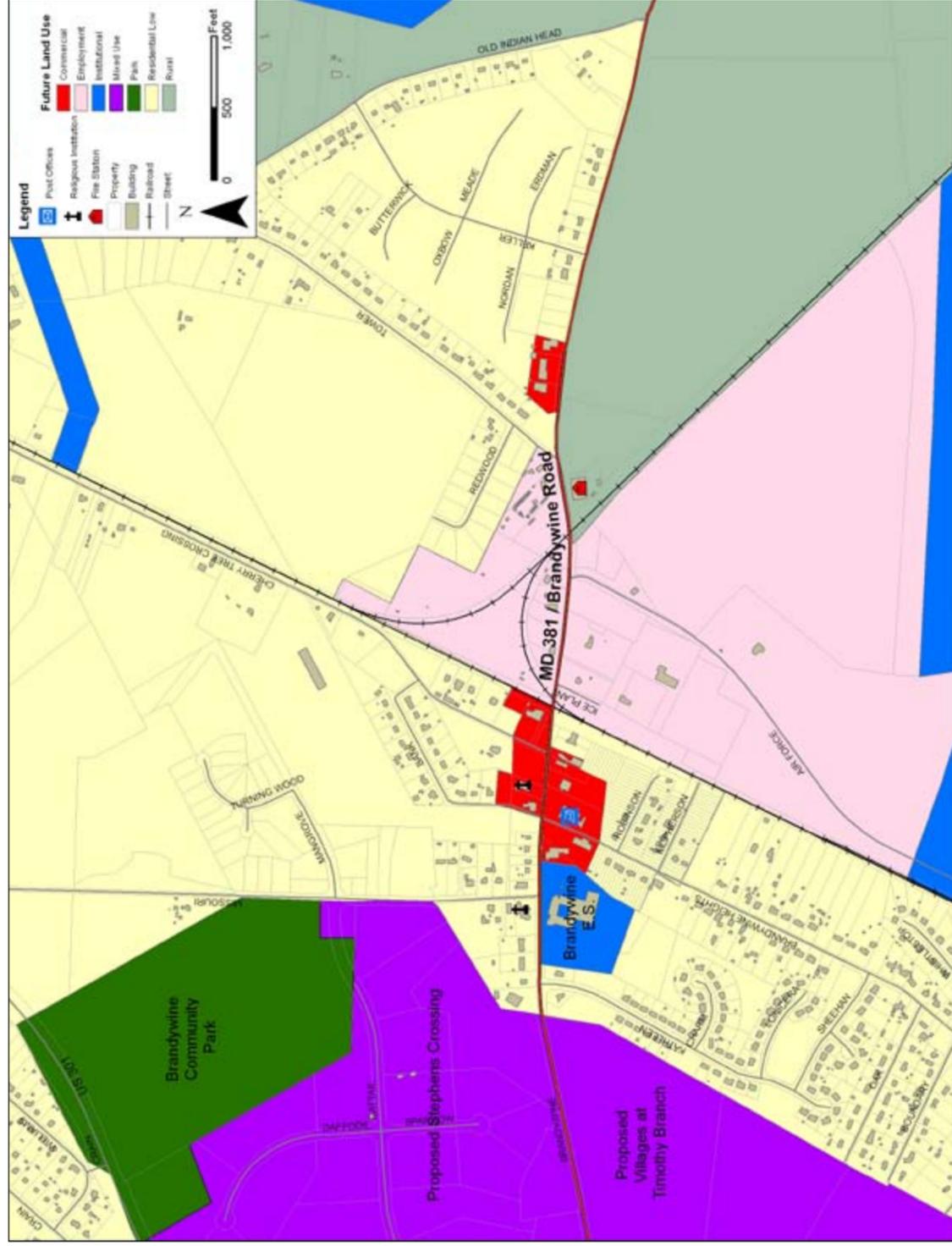
Within the study area, the existing land uses are a mix of residential, institutional, light industrial and commercial. The residential uses are generally located on the west and east edges of the study area and are comprised of single-family houses and lots in the Rural Residential (R-R) Zone. The institutional uses include the Brandywine Elementary School, the Brandywine Post Office, and Brandywine Volunteer Fire Department. Quasi-institutional uses include the Chapel of the Incarnation, the Brandywine Bible Church, and Top Banana, a grocery delivery service. There are several auto salvage yards along Brandywine Road located in the I-1 and I-2 industrial zones, east of the railroad tracks. Limited commercial and service uses are generally clustered between Bank Street and Ice Plant Road within the C-S-C (Commercial Shopping Center) zoning district. This cluster includes the

Scoshie’s Antiques and Collectables in the historic W. B. Early Store building, Brandywine Liquors, Brandywine Installations, and Webb’s Grocery.

The land uses within the study area appear to be consistent with the goals of the community as expressed during the community workshops held during the preparation of this study. Undeveloped R-R zoned land allows for residential uses similar in scale to the existing homes. The C-S-C Zone provides opportunities for some increased vitality of retail and commercial uses. Over time, mixed-use developments or slightly denser residential may be compatible along this corridor, which could be accomplished through mixed-use or comprehensive design zoning. Rural village zoning may be sought, if such zoning becomes available in the future.

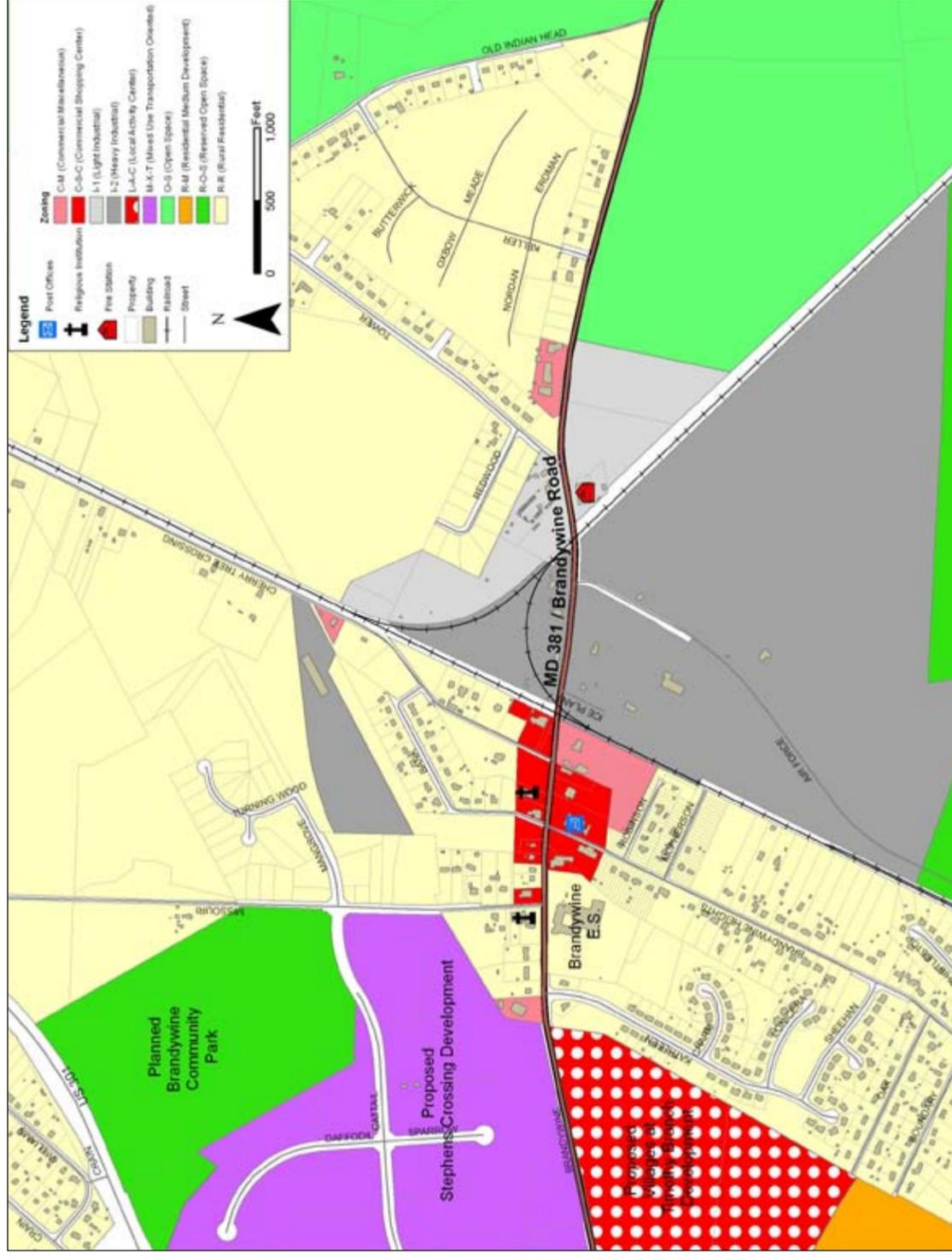
Development in the industrial zones, particularly the auto salvage yards, presents a land use conflict in terms of the truck traffic generated and negative visual impact. As new industrial uses are developed in the industrial zones east of the railroad tracks, they may exacerbate the existing land use conflicts. As the community develops and further defines its character, the impacts of incompatible adjacent industrial land uses may need to be specifically

Map 6. Future Land Use (2009 Subregions 5 and 6 Master Plans), Community Amenities, Rural Tier Policy Area, Proposed Development



Future land use in the study area (Subregions 5 and 6 approved master plans, 2009).

Map 7. Approved Zoning from the 2009 Approved Subregion 5 and Subregion 6 Sectional Map Amendments.



Approved zoning in the study area (2009).

addressed with greater cooperation from the business operators, property owners and careful code enforcement. Fortunately, the industrial uses are somewhat confined by the railroad tracks that create a barrier from residential uses to the west.

MARKET CONDITIONS

Business Inventory and Context

Most villages or town centers, even in very small towns, grow to become the primary retail area for the town or neighborhood around it. Typically starting with a few commercial enterprises, over time, these areas develop into a town center or downtown form. Brandywine is different: it was never a traditional center, but instead the consumer needs of its residents have been met by the retail options available at nearby shopping centers, including those in Waldorf and, more recently, Brandywine Crossing.

Commercial areas frequently include a broad range of activities and types of businesses. In Brandywine, a handful of institutional uses have clustered on Brandywine Road: a church, a school, a post office, and a bank. But the other commercial uses on Brandywine Road, especially retail uses, could be characterized as ‘incidental’; they are sparse and, as a group, do not have any particular focus with regard to goods and services or target markets. Retail offerings are limited to single stores selling antiques, liquor, and take-out food. The remainder of the two dozen commercial enterprises on Brandywine Road is a mix of construction and light-industrial (e.g., builders, electricians, automotive parts and repair, printers), along with a couple of offices.

Among the limited commercial activity currently taking place on Brandywine Road, retail represents the smallest cluster. However, anticipated changes in demand for industrial land and housing will have a long-term impact on how the commercial uses on Brandywine Road evolve, and there will likely be additional demand for neighborhood retail. (The county’s 2009 Subregion 5 Master Plan notes an over-supply of industrial land leading to the rezoning of land now slated to become the Villages at Timothy Branch.)

West of the study area, mixed-use development projects planned for the designated “Brandywine Community Center” are currently on hold as the economy has stalled. However, given the area’s

relative proximity to Washington, D.C. and Northern Virginia employment centers, the development delays are likely to be temporary. When the projects proceed, they could add 200,000 to 335,000 square feet of new retail space.

Demographic Characteristics

Unincorporated Brandywine, as defined by the U.S. Census, contains about 503 households (1,451 persons) with a 2010 median household income of \$73,622 and a median age of Brandywine residents of 38.7 years. In comparison with the rest of Prince George’s County, Brandywine households are doing modestly better they earn about 3 percent more than other households in the county, which has an overall median household income of \$71,696. At the same time, Brandywine residents are slightly older than the median age for Prince George’s County of 35.2 years. The population of Brandywine is about 47 percent African American, lower than the county’s 64 percent African American composition.

The most striking characteristic of Brandywine households is their relative consistency—not necessarily by race or ethnicity, but by lifestyle. This is indicated by a number of demographic data points, including the very narrow difference between median household income (\$73,622) and average household income (\$74,229) in Brandywine. This suggests that households are largely families.

Brandywine’s tapestry profile categorizes households into just two of 66 household profiles. This is a remarkably tightly-defined profile in comparison to many communities where households may be distributed among five or more tapestry segments. Detailed information on the tapestry characteristics of the Brandywine study area are presented in Appendix B, *Demographic Tapestry Description of the Brandywine Study Area*, (see page 68).

Sales Void

In tightly defined radii around Brandywine, buying power and consumer spending are relatively balanced. That is, the amount of money households have available to spend aligns relatively closely with the retail sales being captured in the same geography. This contrasts with most suburban and exurban communities today, which are over-built with unsustainable retail space. Around Brandywine, national retailers have clearly responded to this local and desirable consumer market, as evidenced by the development of Brandywine

Crossing, which includes retailers like Target and Costco, both aimed closely at Pleasant-Ville households.

For retail trade overall, the one-mile radius from Brandywine (intersection of Brandywine Road and

Map 8. Census Designated Place



Map of Brandywine “Census Designated Place” (source: ESRI) shows that it is larger than the study area.

Cherry Tree Crossing), there is a net sales surplus of \$1.6 million. This can be attributed to a very small number of households and a very limited amount of retail. The balance shifts, though negligibly, to a sales void (i.e. leakage) of \$0.5 million for the three-mile radius around Brandywine. As the trade area increases to five miles, the sales surplus increases to \$148 million as, presumably, customers from more rural areas travel in to make purchases at the several shopping centers contained within that radius.

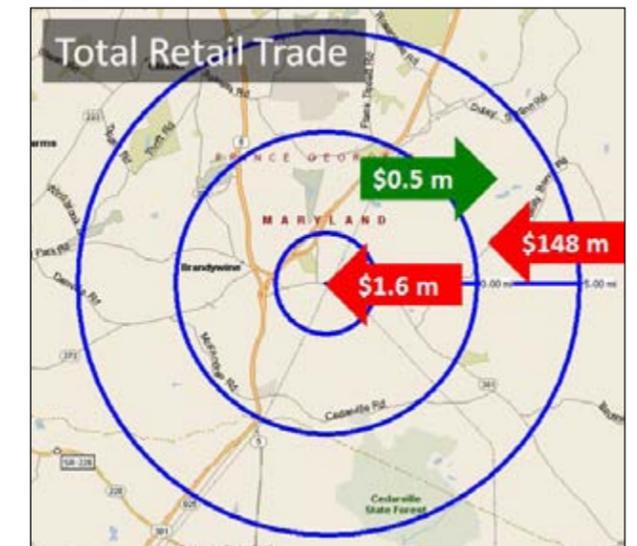
Within the broad definition of retail trade, several categories of products or services are more appropriate for traditional neighborhoods and rural corridors like Brandywine Road than other categories. For example, restaurants or florists are more compatible retail formats than retail car dealers. A representative sample of retail voids or surpluses is shown in Table 1 (see page 12). (Note that a negative number indicates a sales surplus.

This may at first seem counter-intuitive. It simply means that when local retail sales are subtracted from local buying power, it results in a negative number—i.e., the actual retail sales exceed the local capacity, indicating shoppers are coming into the area from elsewhere.)

Within a mile of Brandywine Road and Cherry Tree Crossing, most neighborhood-appropriate retail categories show a sales void, a logical finding, since there are very few retail establishments. As the radius expands to three and five miles, the trade area includes nearby shopping centers on US 301. Several categories still indicate a sales void, with some of the greatest retail opportunities in the categories of grocery stores and restaurants.

Auto-related industries are not represented. Sales void analysis is a useful analytic tool for understanding the economics of retail goods and services in a geographically discreet area. The tool is not applicable

Map 9. Total Retail Trade



Total retail trade includes sales of Food & Drink. For the three-mile radius, sales void of \$0.5 million on \$63.5 million in total retail sales. For the five-mile radius, sales surplus of \$148 million on \$673 million in total retail sales.

in the same way to other kinds of industries. For example, the largest business in Brandywine, the storing and selling of salvaged vehicle parts, is not reflected in this retail void analysis because the customers for auto salvage/junk yards do not need to live in proximity to the business in order for the business to be supportable.

Commercial Opportunities

For most traditional business districts, even “four corners” commercial nodes that exist at other intersections along Brandywine Road outside the study area, modest density is functionally important to the economic performance and sustainability. Customers arrive at the place by car or on foot and then they may patronize several businesses in a single stop. Commercial density, the nearness of one retail business to another, allows that sequencing of shopping stops. Without such proximity, each business functions as a destination, a one-stop event where the customer comes and goes. In these instances the customer’s purchasing potential is not fully captured and multiple stops contribute to increased auto traffic.

At two public meetings held in Brandywine for this project, community members expressed a desire to retain Brandywine Road’s rural character and not intensify commercial development. There are, however, several retail opportunities, which are presented by the sales leakages within a three-mile radius of Brandywine’s center. Furthermore, when Villages at Timothy Branch and Stephen’s Crossing are developed, they will bring additional retail buying power proximate to the study area.

Given the economic support for potentially compatible businesses like restaurants and neighborhood grocery stores, if there is community support, there appears to be a

potential to use these market opportunities to actually improve the appearance and function of Brandywine Road. For example:

- Transitioning some under-used industrial parcels to more attractive—and more profitable—retail or restaurant uses;
- Creating walkable, neighborhood-serving retail amenities (such as a café or small restaurant) for Brandywine residents;
- Enhancing small-scale, rural-character by developing modest commercial buildings that establish more clearly the entry points and center of Brandywine.

COMMUNITY CHARACTER AND IDENTITY

Within the study area the roadway character and the adjacent buildings largely define the overall community and corridor character. Brandywine Road is typically two-lane with large gravel shoulders in some areas. The road condition is in need of improvement and there is a noticeable amount of truck traffic on the road. The character of the road is very utilitarian, with limited aesthetic appeal. There are no decorative elements to the road, and the only character is generated through some of the unique buildings, natural features, and landscapes visible from the road. Additionally, the existing roadway detracts from the character created by these elements.

Most of the buildings in the study area are set back a minimum of 15 feet from the roadway, with some

Table 1. Retail Voids or Surpluses

Product category	NAICS	1-mile radius	3-mile radius	5-mile radius
Furniture & home furnishings	442	\$202,730.00	\$1,346,841.00	-\$963,843.00
Lawn & garden equipment	4442	\$22,567.00	-\$186,636.00	-\$308,155.00
Grocery stores	4451	\$292,753.00	\$6,320,687.00	\$66,444,561.00
Health & personal care	446	\$244,208.00	\$1,524,602.00	\$10,990,529.00
Clothing & clothing accessories	448	\$391,612.00	\$2,790,338.00	\$16,687,361.00
Sporting goods, hobbies, books	451	\$121,682.00	\$661,055.00	\$5,608,697.00
General merchandise	452	-\$3,833,136.00	-\$13,513,630.00	-\$17,038,751.00
Florists	4531	\$21,267.00	\$145,755.00	\$697,136.00
Used merchandise stores	4533	-\$23,478.00	\$1,798.00	\$194,722.00
Full-service restaurants	7221	\$644,201.00	\$4,558,624.00	\$28,390,474.00

*NAICS: North American Industry Classification System



Brandywine Road lacks definition and character along portions that run through the study area.

approaching 50 feet back. This creates an open, rural character along the roadway. There are some exceptions where large metal screening fences have been placed close to the roadway to eliminate views into the automotive salvage yards. These fences and their uses create more of an industrial character in some areas which is a detriment to the established rural character.

Several of the historic resources of this area are not



Existing solid metal fences along the corridor indicate an industrial character.



The Old Bank of Brandywine could be a community amenity if the site and building were improved and maintained.

located directly on the roadway; or in case of the Old Bank of Brandywine, are not kept up and highlighted in a way that adds to area’s historic character.

The proposed National Register and local historic district, which would abut Brandywine Road both to the east and west of Cherry Tree Crossing Road, could create a larger impact by highlighting the historic character and resources of the community.



Sidepaths are present, but disconnected along Brandywine Road.

There are limited and disconnected sidepaths or sidewalks in the study area, mostly on the south side of Brandywine Road, from Katherine Lane to Brandywine Heights Road. The absence of pedestrian features or bicycle paths, bike stands, pocket parks, or public open spaces where people can sit is noticeable. This deficiency contributes to the automobile-centered character of the study area. Pedestrian or bicycle features or other public amenities are important in creating a place where people are comfortable parking their cars and walking around the community.



Existing railroad crossings are not well-marked.

The two railroad crossings on Brandywine Road create a safety concern as the roadway is not well-marked to show where cars should wait for a passing

train, and there is no arm to stop traffic when a train is approaching the intersection. Additionally, the rights-of-way create views into the adjacent industrial uses that are a challenge to screen.



The MD 381 bridge over Timothy Branch provides an opportunity to create a defined entry and establish community identity.

Establishing a visible community identity within the study area is an important early revitalization strategy. Presently, there are no elements, features or signs that announce who or where this community is located or what it represents. However, opportunities to create gateways exist at both extents of the study area. On the west side of the study area, an opportunity to establish community identity exists at the bridge over Timothy Branch. Although it is presently a narrow crossing, appears as little more than a pair of guardrails, and the stream has a heavy amount of vegetation along its banks preventing it from being seen from the roadway, this location and natural feature could be capitalized on to create a sense of arrival into the community. On the east side of the study area, there is presently a gentle transition into the county's most rural areas farther east. Consequently, there is no strong or obvious gateway. However, just east of Tower Road, is a logical point for creating an eastern gateway between the clearly rural part of Prince George's County and the part of the Brandywine community that is on the edge of rapidly developing parts of the county.

TRANSPORTATION

An assessment of existing transportation conditions to determine what enhancements are necessary was an important part of the *Brandywine Revitalization*

and *Preservation Study*. A separate transportation study was initiated by M-NCPPC and conducted by Daniel Consultants, Inc. with Williams Associates-Engineers (July 26, 2010).

Information from this report, as well as findings of the field condition survey conducted by TranSystems in September 2010, and analysis of two traffic impact studies prepared by Lenhart Traffic Consulting, Inc., for Villages at Timothy Branch (07/13/2009) and Stephens Crossing (03/03/2010) is reflected below. This information was used to assess traffic counts to determine if there were any traffic "hot spots" currently and what could be expected with forecasted traffic for planned developments. In response to community concerns, truck traffic management strategies, school zone safety, pedestrian access and circulation, and parking needs were also analyzed.

Roadway Network and Traffic Conditions

Brandywine Road (MD 381) is a state-maintained collector roadway, which serves the study area and the commercial core of Brandywine, as well as commuters traveling from points south (rural Prince George's County and southern Maryland counties: Charles, Calvert and St. Mary's). For most of its length in the study area, Brandywine Road has one 12-foot wide lane in each direction. The annual average daily traffic (ADT) is 10,452 vehicles/day (2009). In the summer, the traffic is somewhat lower with ADT at 9,818 vehicles/day (2010). Approximately 10 percent of vehicles are trucks or buses; 3.5 percent of the vehicles overall are heavy trucks with more than three axles. The posted speed limit through most of the study area is 30 mph although the speed limit increases to 40 mph in the western portion of the study area, just west of Timothy Branch.

All major side streets (Missouri Avenue, Cherry Tree Crossing, Tower Road, and Old Indian Head Road) have truck traffic restrictions where no thru truck traffic is allowed. Two of these intersections were examined for their level of service (LOS).³

Two intersections were examined, Missouri Avenue and Cherry Tree Crossing Road. At the

³ - Level of service (LOS) is a measure used by traffic engineers to determine the operational conditions of traffic. When applied to intersections, LOS is defined in terms of control delay. LOS uses the letters A (free flow of traffic, no delay) through F (forced or breakdown of flow) to describe traffic flow.

Map 10. Missouri Avenue



Missouri Avenue is classified as a Primary Roadway and forms a "T" intersection with Brandywine Road, which is classified as a Collector Roadway.

eastbound approach to Missouri Avenue, the LOS for Brandywine Road is "B" (reasonably free flow, little delay) at the AM peak, and "A" (free flow of traffic, no delay) at the PM peak. For the westbound approach, the LOS is "A" for both the AM and PM peak. At the intersection, southbound Missouri Avenue is "C" (stable flow, low to moderate delay) at the AM peak and "F" (forced or breakdown of flow) at the PM peak. Although the southbound traffic experienced delays when the intersection was studied, from site visits and conversations with stakeholders, it appears that delays are sporadic. Other than this issue, the overall intersection was shown to operate within acceptable utilization levels.

At Cherry Tree Crossing Road, the LOS for Brandywine Road at both the eastbound and westbound approaches is "A" for both AM and PM peaks. The intersection approach for southbound Cherry Tree Crossing is "C" in the AM peak and "B" in the PM peak. The overall intersection was shown to operate within acceptable intersection delays.

Pedestrian Circulation and Sidepath Connectivity

The pedestrian network connectivity between the residential areas to the south of Brandywine Road and the major local commercial destinations along Brandywine Road were examined. The existing sidepath along the south side of Brandywine Road extends from Kathleen Lane to the east property limit of the Brandywine Elementary School. There is no sidepath along the north side of Brandywine Road. The majority of the residential area to the south is linked to Brandywine Road with sidepaths

Map 11. Afternoon Peak Traffic Levels



A failing ("F") Level of Service (LOS) was found in the southbound lane of Missouri Avenue during the afternoon peak commuting time.

Table 2. Intersection of Brandywine Road and Missouri Avenue

Approach	Seconds/Vehicle Delay (Level of Service)	
	AM Peak	PM Peak
EB MD 381	10.1 (B)	7.8 (A)
WB MD 381	0.0 (A)	0.0 (A)
SB Missouri Ave	18.7 (C)	86.5 (F)

Map 12. Overall Traffic Levels



Overall, traffic movements along Brandywine Road at Cherry Tree Crossing operate at acceptable levels.

Table 3. Brandywine Road and Cherry Tree Crossing Road

Approach	Seconds/Vehicle Delay (Level of Service)	
	AM Peak	PM Peak
EB MD 381	1.6 (A)	0.5 (A)
WB MD 381	0.0 (A)	0.0 (A)
SB Cherry Tree Crossing	20.8 (C)	11.3 (B)

except along Brandywine Heights Road where a missing pedestrian link was identified. It was concluded that, at a minimum, the sidepath on the south side of MD 381 should be extended to Cherry Tree Crossing Road to complete connections between the Brandywine Elementary School, the southern residential area, and key local commercial destinations. Additional pedestrian amenities and sidewalk connections should also be considered, such as a sidepath along Missouri Avenue between Brandywine Road and the future Brandywine Community Park.

Roadway Conditions

Based on field observations, there are roadway conditions along Brandywine Road that need improvement. The following series of images convey these observations and corresponding recommended improvements:



Along Brandywine Road (MD 381), the only pedestrian crosswalk within the study area is located at the Brandywine Elementary School and does not have curb ramps for ADA accessibility. It connects, somewhat, to a (dirt) sidepath on the south side of Brandywine Road. However, there is neither sidepath nor shoulder on the opposite side of the street.



Pavement cracks including edge of pavement raveling, and longitudinal and transverse cracking.



Faded road markings and missing or worn out stop bar markings at stop-controlled intersection approaches.



Missing lane delineation in some locations due to worn off lane edge line and no curbs creating no separation of the travel lane from adjacent properties, and dirt accumulation on the roadway surface due to truck travel from sand and gravel mining operations.



Inadequate sight distance based on untrimmed vegetation at certain intersections and large billboard signs obstructing the driver's sight at intersections.

3. Planning Principles & Revitalization Strategies

Historic Preservation-Based Revitalization

Brandywine’s unique historic resources, long-time local businesses, and semi-rural physical setting represent important assets and distinguishing characteristics that set it apart from other suburban communities in southern Prince George’s County. In particular, Brandywine’s historic architectural assets, such as the Early family houses and the Old Bank of Brandywine, not only tell the story about this 19th century railroad community but they also serve as centerpieces in identifying the community’s visual identity. The Brandywine community has an opportunity to capitalize on its assets by leveraging them to enhance the community’s visual character and economic vitality. This historic preservation-based approach to community economic development also strives to address planning and revitalization issues comprehensively.

Maintaining Sense of Place and Authenticity

This study provides strategies and recommendations in which Brandywine’s sense of place can be strengthened through improvements to both the physical and economic environments. Preserving historic resources, maintaining local businesses, and enhancing streetscapes and public spaces are essential elements in developing a community’s “sense of place” and “authenticity.” A community’s sense of place not only sets it apart from others but it also provides it with a competitive advantage in attracting new investment and achieving revitalization objectives. Achieving authenticity and sense of place can also be accomplished more specifically in the following ways:

Implementing streetscape and public improvements

that are compatible and consistent with the existing form, scale, and materials found in the existing environment.

Building improvements that sensitively rehabilitate façades and storefronts to their approximate original appearance. Historic buildings provide a tangible link to a community’s past that all people can experience.

Retaining and attracting unique stores and business establishments that offer high quality, distinctive merchandise and services to distinguish communities like Brandywine from malls and other shopping destinations.

Encouraging Rehabilitation and Adaptive Use

The history and economic vitality of Brandywine can be communicated to residents, shoppers, and visitors alike through its visual appearance. Therefore, preserving and enhancing Brandywine’s physical environment requires that important historic resources be rehabilitated, reused, and maintained to serve the different needs of the community. Most historic buildings can be adapted for new uses, which serve to stabilize and increase local property values, reuse existing infrastructure and reduce sprawl. The benefits of historic building rehabilitation are significant and may contribute to Brandywine’s revitalization in the following ways:

- Encourage investment in a community’s building stock and infrastructure.
- Provide a focus for business and cultural development.
- Create jobs in new businesses and building rehabilitation activity.
- Stabilize and improve property values.



Historic photos can aid in thoughtful rehabilitation, as shown in this example from Calumet, Michigan.

Historic Preservation Incentives and Tools

Since historic districts and historic communities are most commonly made up of privately owned buildings, building rehabilitation and community revitalization cannot occur without the support and involvement of the building owners, businesses, and stakeholders. Encouraging the involvement of local stakeholders in facilitating access and use of available financial incentives are critical to achieving long-term community revitalization. Incentives such as the State of Maryland and Federal historic preservation tax credit programs and the Prince George's County Historic Property Grant Program are three financial tools that can assist property owners and underwrite the costs of building improvement and rehabilitation expenses. New incentive programs may also be needed to encourage appropriate awnings and signage, stabilize distressed historic resources, and facilitate the retention and attraction of retail and service businesses.

The development of design guidelines is another important preservation tool to help educate local stakeholders regarding appropriate methods and techniques for restoring or rehabilitating storefronts and façades, replacing deteriorated building materials, designing new awnings and signage, reusing historic windows, and constructing new additions.

The physical setting and historic character of the Brandywine study area differentiates it from the surrounding highway-style commercial development. In addition to enhancing Brandywine's physical character, undertaking community-based retail development can also set it apart from other commercial strip development, providing Brandywine with a distinct strategic advantage.

Subdivision developments surrounding Brandywine have been planned but not constructed and their retail offerings have not been determined. Some subdivisions will incorporate new independent businesses, such as cafés, groceries, restaurants, gyms, or other community-oriented establishments, in the hopes of setting the developers' products apart from others in the Brandywine area and providing them an advantage in the marketplace of home sellers.

Economic enhancements to Brandywine itself are a separate but related issue. Several existing retail uses on Brandywine Road do not currently serve to distinguish the community as a special, appealing place. While the scale, development pattern, and setting of Brandywine connotes a semi-rural environment, the current appearance of the buildings and streetscape do not present a high-quality community appearance overall nor promote it as an economic center. Developing even one or two new businesses on Brandywine Road could create a rural-scaled economic center and establish an economic identity for Brandywine.



New retail can be appropriately designed and scaled to the existing historic framework.

Supporting Small Business Development & Alternatives

Retail development in Brandywine can take two mutually compatible approaches: one is to incorporate neighborhood-serving retail as amenities in the Timothy Branch/Stephen's Crossing developments. A second is to develop additional small-scale retail on Brandywine Road. For the first solution, the Brandywine community may be able to influence retail amenities in the new developments. However, Brandywine residents have more direct

ability to influence new retail development on Brandywine Road.

To date, Brandywine residents have expressed limited interest in new retail on Brandywine Road. However, it is possible that residents have not seen attractive models for new retail and that they might find some new businesses desirable, if those businesses were compatible and community-based.

"Community-owned businesses" provide useful models and tools for appropriately-scaled business development in a rural setting. Community-owned businesses can take many forms, including traditional non-profit cooperatives, community corporations, or small owner/investor groups. Any of these can be used as a mechanism to develop a community-based, community-serving business; and thereby fill a community need.

In tiny Bonaparte, Iowa (pop. 458), community members organized in 1986 to establish a new grocery store, Township Stores. The business still operates today. Closer to home, in Greenbelt, Maryland, a community-led effort established the New Deal Café in 1995 as a restaurant, performance, and art space in downtown Greenbelt. The purpose of the venture was to create a community gathering space that supports the arts. The New Deal is run as a cooperative where community members/investors own equal shares in the business and serve as its management board, which in turn hires a professional restaurant manager. Today, the café has over 400 members.



The New Deal Café, Greenbelt, MD, provides a restaurant with community space for performance and arts.

There are many examples of community-owned (or community-capitalized) businesses around the country, from cooperative groceries to restaurants and from art galleries to bicycle repair shops. Several financing tools also exist for capitalizing and launching community-owned businesses and alternative retail solutions. Traditional cooperatives are member-financed organizations where each member owns one share in the business (and all shares are equally valued). Some community businesses are organized as for-profit corporations where community members/investors can purchase multiple shares and thereby own different stakes in a business. Some communities have established community investment funds, capitalized by area residents and organized to make equity investments in local entrepreneurs and community-based retail ventures.

Grass-Roots Organization and Involvement

Consensus, cooperation, and partnerships between local stakeholder groups are critical to achieving a community's long-term revitalization vision. In turn, the process that brings together diverse groups, the public sector and individual citizens, to build consensus and cooperation is just as important. Therefore, a formal organizational entity should be established to forge partnerships and encourage community participation, as well as implement a pro-active, coordinated approach to achieving the community's long-term vision. An organizational entity can also provide ongoing advocacy for the community's preservation, enhancement, and revitalization. Volunteer committees, composed of residents, business and property owners, among others, and managed and coordinated by the organizational entity can also play a role in the revitalization process by taking on, managing and completing revitalization initiatives, such as the design and installation of wayfinding signs, producing and coordinating festivals and special events, or operating a seasonal farmers market. This organizational structure also helps to establish an effective communication network within the community and spread the work load and build cooperation among a number of volunteers and stakeholders. A grass-roots approach as described above builds community ownership and self-reliance in the revitalization process, which can help ensure



Community involvement is critical to long-term revitalization efforts.

that planning and revitalization initiatives are implemented now and into the future.

Development of Character Areas

As part of the future planning and revitalization strategy for Brandywine, the whole of the study area should not be addressed in the same fashion. As previously noted, there are different conditions and characters throughout the study area, and each should be addressed with sensitivity to those conditions.

Based on the existing land-uses, zoning categories, and stakeholder input, the study area has been divided into four different character areas:

Character Area A:

While not, technically, part of the study area, the area along Brandywine Road from US 301/MD 5 to the bridge over Timothy Branch is the approach to the study area from the more populous areas of the county to the west and is a critical component in the community's future. As previously discussed, major mixed-use development is proposed for this character area, which will have a tremendous impact on the existing community because the area is, at present, largely undeveloped. The proposed developments will create a new front door from the west and contribute to increased activity in the area.

Character Area B:

This area is the community core, located from Timothy Branch on the west to the westernmost railroad crossing on the east. All of the historic resources in the Brandywine study area are

within Character Area B, as well as the key civic uses, including Brandywine Elementary School, the Brandywine Post Office, the Chapel of the Incarnation, Brandywine Bible Church, and a grocery delivery service. The commercial businesses include an antiques store, a gas station, convenience store, carry-out establishments, and several businesses. Residences also front on Brandywine Road in Character Area B. The frontage along Brandywine Road in the core area is addressed throughout this study as Character Area B.

Character Area C:

This transitional zone, from the westernmost railroad crossing on the west to Tower Road on the east, is outside of the community core, but includes the Volunteer Fire Department, a civic use. It also includes the majority of the industrial uses within the community. The overall intensity is less than the core.

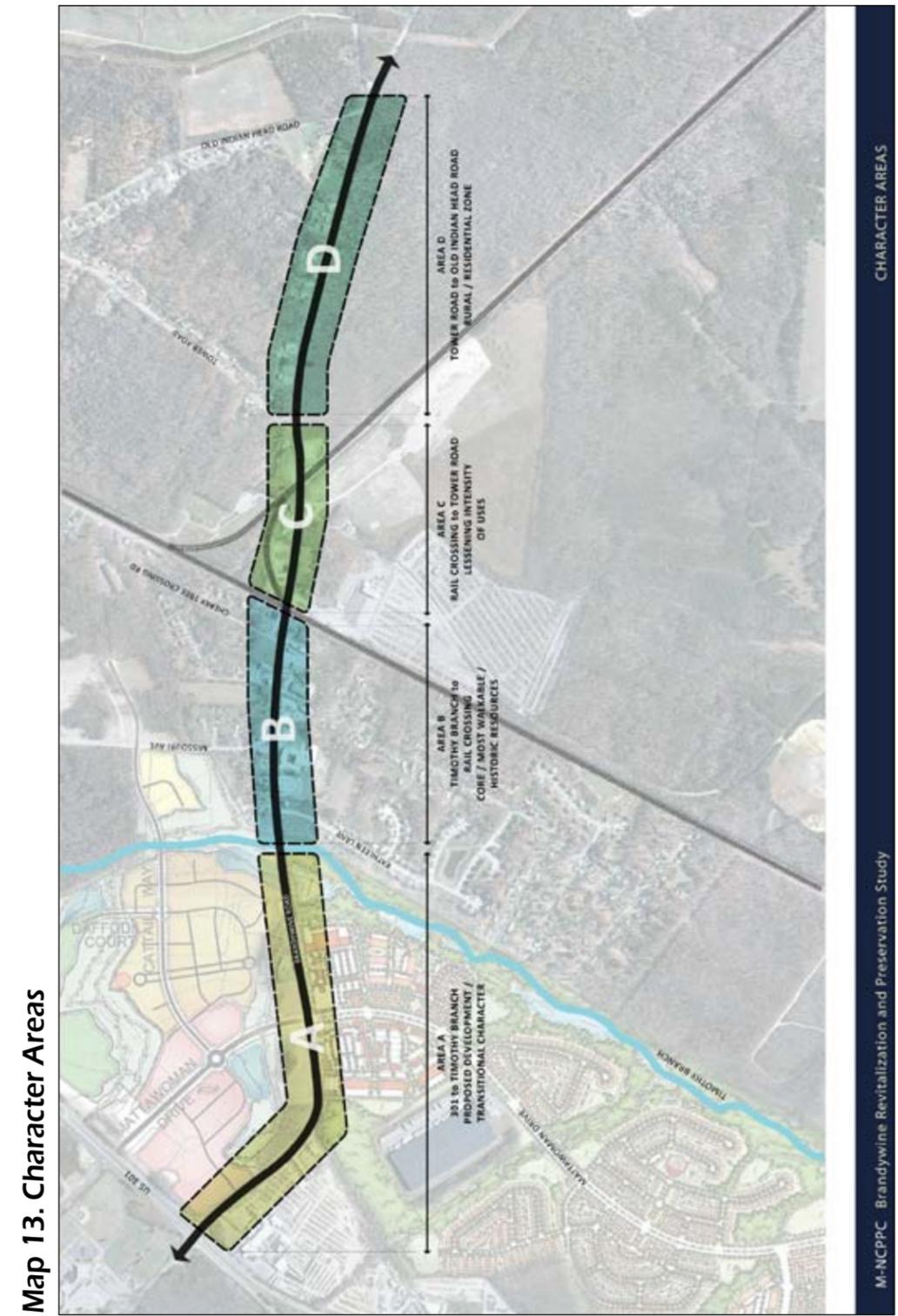
Character Area D:

Character Area D, is from Tower Road on the west to Old Indian Head Road on the east. Land use is comprised of several commercial businesses on the north side of MD 381, less than a dozen residences, and open space. Diminishing land use intensities in this Character Area accurately implies that the prevailing character further east along Brandywine Road is distinctly more rural.

Market-Based Revitalization Strategies

For the historic and rural Brandywine village to establish itself as a vibrant place, its revitalization should be guided by market-based planning strategies that encompass all aspects of the revitalization process, including physical improvements, building rehabilitation, business and real estate development, and marketing. Market analysis serves as a foundation to define these strategies, which then serve as a framework for a comprehensive program of revitalization and development activities.

Small communities like Brandywine village are economic ecosystems in which many factors, such as physical infrastructure, the markets served by the community's businesses, public perceptions of the community, financial incentives, and others, are tightly interrelated.



Map 13. Character Areas

CHARACTER AREAS

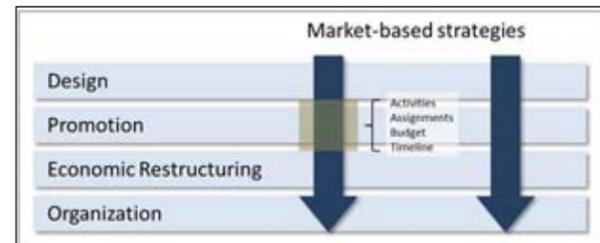
M-NCPPC Brandywine Revitalization and Preservation Study

To customize specific recommendations, the study area is divided into four Character Areas.

The four “character areas” described above have been expanded into four planning and market-based strategies. These strategies (*see illustration on page 21*) can serve as a guide for new development in the study area. With full implementation, consistent with these strategic recommendations, the character of the study area will evolve as that of a rural village.

Character Area A:

The land north and south of Character Area A will be developed as planned communities (Villages



Multiple aspects of the revitalization process are recommended as planning strategies.

at Timothy Branch and Stephen’s Crossing) that include retail and office amenities. These developments should be encouraged to treat their frontages along Brandywine Road in a way that is sensitive to the character goals of the community by transitioning from a more commercial suburban character along US 301/MD 5 to a rural community character closer to Timothy Branch. The strategy for this character area is for the Brandywine community organization to be actively engaged and provide input on the design of the Villages at Timothy Branch and Stephen’s Crossing frontages and on the desired retail amenities within these new developments. The community organization should register as a Party of Record for the development applications associated with these developments and any new development applications in the study area, and respond in writing or verbally at public hearings associated with them.

Character Area B:

Character Area B should be developed as a convenience-oriented retail area with rural character. It should include community-serving businesses, a farmers market, a community gathering space, and community institutions. Businesses that support 24-hour services or attract large numbers of vehicles are not appropriate. The planning strategy for this character area should be to provide design guidance for new and infill development. Within this area,

the character of improvements should provide for increased pedestrian and bicycle use, both through sidepaths and trails, but also by attracting people to the pedestrian-scaled amenities that will be located here.

Character Area C:

The area east of Cherry Tree Crossing Road, east of the railroad tracks will serve as a transitional area to the increasingly rural areas further east. The market-based strategy for this area is to preserve existing uses and not encourage additional industrial or retail. Natural screening of the industrial areas is recommended so industrial operations cannot be viewed from character areas B and D.

Character Area D:

The strategy within Character Area D is to preserve the existing rural character consisting of expanses of open space and residential uses. There should be no expansion of retail, commercial, or industrial development along Brandywine Road, beyond what exists. Future road improvements should be subtle and either a shared use path or bicycle lanes should be implemented to connect to regional bike trails.

Enhancing the Commercial Environment

The business mix for the study area should grow out of the needs of the residential community surrounding it. Retail demand by residents is expected to grow substantially over the next ten years, as Stephen’s Crossing and the Villages at Timothy Branch are built out. These two developments (not counting other residential projects in the vicinity) will add 2,000 households (approximately 1,000 households each) to the 503 households currently in the Brandywine study area. Buying power within a one-mile radius will grow more than five-fold and that will create several significant opportunities for new infill business development in Character Area B.

Up to nine new commercial structures, for a total of up to an additional 50,000 square feet of commercial space, may be viable in the study area. As envisioned in the Future Land Use Concept described in Appendix C, these structures will establish a rural village and they present an opportunity to create a neighborhood-serving retail cluster. The potential new business types that are the most compatible with this vision include:

- Two additional, family-friendly restaurants.
- Grocery store, possibly a small cooperative.

- Florist.
- Barber shop/hair salon.
- Cleaners.
- Upper-story bed and breakfast style accommodations.

As shown in the table below, there are projected retail voids in several product categories. These voids are based on the current supply of retail in Brandywine. The magnitude of these voids may be reduced if additional retail is developed at Stephen’s Crossing, Timothy Branch, or on US 301. However, additional Brandywine residents will still bring new retail opportunities to the area.

Business Attraction/Development

If the community embraces the goal of adding design and context-sensitive retail infill and establishing a small retail community center, the goal will face development financing obstacles and business capitalization challenges. The community-based organization should develop and follow-up on potential strategies for accomplishing this redevelopment by attracting businesses and developers and working with existing property owners to rehabilitate their buildings or redevelop their sites. There are several possible strategies that can be used.

One strategy is that joint ventures be established between the owners of the developable commercial properties in the study area and the developers of Stephen’s Crossing and Village’s at Timothy Branch. The developers currently plan to build retail within their projects, but the nature and design of the

retail has not been established. Typically, retail in residential subdivisions is built and subsidized by the developer as an amenity to the project. (The retail amenities add value to the homes, even though the retail itself may be subsidized.) Instead, it is worth exploring joint venture opportunities with local property owners, and with the community, where the developer(s) instead builds retail amenities in Brandywine village.

Another strategy is to establish a business development task group within the community-based organization to study the feasibility of a cooperatively-owned restaurant and/or grocery store. (The New Deal Café is noted as an example in Section 3 of this report. Additional resources on community-owned businesses can be found at http://en.wikipedia.org/wiki/New_Deal_Cafe)

Similarly, the community organization should consider exploring options for bed-and-breakfast style accommodations in Brandywine. A self-service model has been used in some communities to create small-scale, local lodging options. Additional convenience-based businesses should be encouraged to locate in new retail structures (e.g., restaurant, florist, cleaner, etc.).

Potential Challenges

If the Brandywine community embraces the strategy to moderately grow the village core into a more fully developed retail zone, it will still face several challenges. Big-box-style retail on US 301 already has a stronghold on existing consumer spending in Brandywine, and new retail development on

Table 4. Projected Retail Voids

Product category	NAICS	1-mile buying power: 2010	1-mile buying power: 2020	Surplus/Leakage: 2010	Surplus/Leakage: 2020
Furniture & home furnishings	442	\$340,035	\$2,158,404	\$202,730	\$2,021,099
Lawn & garden equipment	4442	\$22,567	\$143,246	\$22,567	\$143,246
Grocery stores	4451	\$1,584,898	\$10,060,288	\$292,753	\$8,768,143
Health & personal care	446	\$244,208	\$1,550,133	\$244,208	\$1,550,133
Clothing & clothing accessories	448	\$431,103	\$2,736,467	\$391,612	\$2,696,976
Sporting goods, hobbies, books	451	\$121,682	\$772,388	\$121,682	\$772,388
General merchandise	452	\$1,005,301	\$6,381,242	(\$3,833,136)	\$1,542,805
Florists	4531	\$21,267	\$134,994	\$21,267	\$134,994
Used merchandise stores	4533	\$7,333	\$46,547	(\$23,478)	\$15,736
Full-service restaurants	7221	\$702,936	\$4,461,952	\$644,201	\$4,403,217

Buying power and sales surplus/leakage for 1-mile radius from Brandywine in 2010 and 2020; all in 2010 dollars. Positive numbers reflect retail “voids” (or “leakage”).

*NAICS: North American Industry Classification System

US 301 will likely capture much of the additional spending brought into the area from new residential development. In addition, new commercial buildings built in the study area may be of sufficient size to accommodate some chain stores (e.g., a drug store), but the required parking quantities or configurations associated with that type of use might not be compatible with the community character of Brandywine Road. Additionally, the development of new infill storefronts for the small-scaled businesses listed in Table 4 (see page 25) is costly compared to greenfield development. A development subsidy or other financial support will likely be necessary for implementation.

In addition, the post office currently serves as a business anchor to the existing commercial cluster on Brandywine Road. It attracts regular customer traffic throughout the week. That customer traffic has a beneficial effect on other nearby businesses as visitors to the post office patronize nearby stores. The Brandywine Post Office is not currently threatened with closures by the U.S. Postal Service. However, the Postal Service continues to reorganize its operations and its business model, and as part of that reorganization process, the Postal Service has closed thousands of small rural post offices. In the event that future closures affect Brandywine, the community may look to recruit a mailing services franchise, such as the United Parcel Service Store.

Design Concepts

Two conceptual illustrations have been developed as part of this planning process to show potential improvements along Brandywine Road. The first is the Community Design Concept, which focuses on improvements to the rights-of-way along Brandywine Road and other public spaces. The second, the Future Land Use Concept, complements the Community Design Concept by showing how new infill development can be sited and integrated within Brandywine's historic setting as a way to advance the planning and revitalization goals presented in this document. Due to the long-term nature of the Future Land Use Concept, it is discussed and illustrated in Appendix C (page 71).

The Community Design Concept identifies improvements and enhancements that can be made in the public realm. Building on the recommended Transportation Enhancements described in the next section, the Community Design Concept

envisions cohesive improvements in the study area to help establish community character through enhancements of the public roadway. Descriptions of the key elements of the Community Design Concept are listed below, followed by the Community Design Concept illustrations that show how they would look when implemented in the study area.

Corner Lot at Brandywine Road and Cherry Tree Crossing Road

The cleared, undeveloped lot located at the key intersection of Brandywine Road and Cherry Tree Crossing Road presents an immediate opportunity for use as community open space and parking in the near term. With the retention of an existing tree buffer between this lot and the adjacent National Register historic site, this lot would be oriented to the corner of Brandywine Road and Cherry Tree Crossing Road. The near term use of this property could be a seasonal farmers' market. This use would reinforce the rural character sought by the community. Providing the opportunity to merchandize products that are produced in the rural areas of Prince George's County, due east of the

Map 14. Concept Design



Design concept for the northwest corner of Brandywine Road and Cherry Tree Crossing Road.

study area, would also support the rural economy in southern Prince George's County.

Bridge Over Timothy Branch

During the public workshops and outreach portions of this project, the community identified the bridge over the Timothy Branch as a key gateway from the west into the community. The bridge is intentionally narrow to slow traffic and announce to visitors they are entering a rural area.

Further discussions and input during the visual preference survey indicated that there is support for creating and incorporating a decorative feature with the bridge, adding gateway and identity signage features, clearing vegetation to help expose the creek as an environmental feature, and creating a separate bridge to accommodate pedestrians and bicyclists. The pedestrian/bicycle bridge would help connect the study area to the proposed regional trail on the west side of Timothy Branch as well as future developments and retail opportunities. (See Map 15, on page 26)

Streetscape/Landscape

East of the Timothy Branch, the rural character of the roadway should be enhanced through consistent landscape and streetscape with limited tree plantings and decorative pedestrian-scaled light fixtures. As recommended in the Transportation Enhancements section, the roadway should be improved with continuous curb and gutter, which would better define the roadway, mitigate pooling of water, and create wider grassy areas between the road and the sidepaths. Additionally, access management strategies should be implemented to reduce the quantity and width of the curb cuts, including implementation of shared curb cuts where possible.

Sidepaths and Cross-walks

At Brandywine Elementary School, appropriate signage, cross-walk markings, and sidepath connections at the current cross-walk should be made to create a safe walking environment for school age children. A new sidepath is shown on the north side connecting east to Missouri Avenue, Bank Street and Cherry Tree Crossing Road to provide connections to the neighborhoods to the north.

The sidepath on the south side is shown as a wide shared use path as recommended for Brandywine Road in both the Subregion 5 and 6 master plans.

It extends into areas that have been noted as gaps in the pedestrian sidepath network. Another decorative pedestrian crosswalk across Brandywine Road is shown on the east side of the Bank Street/Brandywine Heights Road intersection as well as at the crossing point before the railroad crossing in front of the W. H. Early Store. (See Maps 15 & 16 on page 26 & 27)

Webb's Grocery Frontage

The existing gas pump at Webb's Grocery presents some challenges, as it is located close to the roadway. The plan shows two options for this site. The first option accommodates access to both sides of the gas pump and provides for pedestrian circulation through a striped lane/shoulder. This solution does not provide any additional separation between vehicular and pedestrian traffic, although it is an improvement over existing conditions. The second option envisions the removal of the pump at some point in the future with the curb cut reduced allowing for a dedicated sidepath or shared use path with landscaping. (See Map 16 on page 27)

Shared-Use Path

East of the railroad crossing, only the shared-use path on the south side of the road is shown. As defined previously in this report, the area from the western-most railroad crossing to Tower Road is Character Area C, and requires less pedestrian amenities since there is a reduced intensity of commercial and civic uses. Additionally, the plan does not show the continuation of pedestrian-scaled decorative lighting through this zone. A rural landscape and streetscape treatment that should be applied with limited use of street trees is depicted. (See Maps 17 & 18 on pages 28 and 29)

Map 15. Concept Design - Character Area B



Community Design Concept showing improved bridge over Timothy Branch and right-of-way improvements.

Map 16. Concept Design - Character Areas B and C



Concept showing two options for improving Webb's Grocery Store frontage and other improvements.

4. Recommendations

The following specific recommendations and implementation actions are based upon the observations and analysis included in previous sections of this study. The recommendations and implementation actions are summarized according to transportation and design with historic preservation as a guiding principle. Business and organizational development are addressed in the final section on community implementation strategies.

TRANSPORTATION ENHANCEMENTS

As identified in Section 2, Existing Conditions, there are opportunities along Brandywine Road to improve the existing infrastructure to provide a better environment for pedestrians, bicyclists, and vehicle traffic. Priority is given to implementation of improvements that are possible before additional right-of-way acquisition is necessary, or with the least impact on existing private property fronting on MD 381. However, it is understood that with the existing variable rights-of-way along this road, most improvements cannot be accomplished without the participation or cooperation from property owners of land fronting on the roadway. Easements will be considered where acquisition of rights-of-way is not feasible. The following recommendations address potential opportunities.

Improve Roadway Network and Traffic Conditions

To facilitate revitalization, the following recommendations have been developed in order to best address the roadway network and traffic conditions:

- Establish an effective speed enforcement program.

- Develop regulations restricting thru-truck traffic on Brandywine Road during peak hours and/or restricting heavy vehicles with certain gross weight, number of axles, length and cargo type during certain times of day.
- Install 20 mph speed limit sign with a plaque “When Children are Present” at approaches to school zone area.
- Investigate parking demand within Brandywine commercial/historic core and provide parallel parking spaces along Brandywine Road, if feasible.
- Install traffic calming features, such as raised walkways at pedestrian crosswalks, center island medians and curb extensions; these should be tested using micro-simulation models to evaluate their feasibility, impact on the existing roadway capacity, and effect on emergency response times.
- Conduct a traffic signal warrant study to evaluate the need of a traffic signal (based on the proximity to a school crossing) at Brandywine Road (MD 381) and Missouri Avenue, particularly during PM rush hours.
- Install bicycle warning signs to make existing traffic aware of current on-road bicycle use.

Improve Roadway Conditions

The following recommendations should be considered to improve the condition and visual appearance of Brandywine Road:

- Repair pavement cracks, potholes, and other deteriorating sections of the roadway. A new layer of asphalt may be an appropriate solution.

- To define the roadway's edge and create better nighttime visibility, new retro-reflective pavement markings and raised markers should be installed.
- To encourage proper storm runoff, curbs and gutters, rain gardens, or drainage swales should be installed.
- To improve vehicle and pedestrian safety conditions at railroad crossings: crossing gates, signage, and markings should be installed or repaired. Rumble strips should be evaluated.
- Intersection sight distances should be enhanced by pruning vegetation and removing obstructions, such as commercial signage from the sight triangles.

Improve Pedestrian Circulation and Sidepath Connectivity

There are several improvements that could be made to address the pedestrian circulation and sidepath connectivity, as noted in the Existing Conditions section. Recommendations concerning lighting and ramp connections can be implemented in the near term. However, before these improvements can be implemented, there are other roadway issues that need to be addressed. In regard to sidepath connectivity, there are not adequate rights-of-way along Brandywine Heights Road to install a sidepath. There is a general need for improvement of the crosswalk-sidepath connections. To implement these improvements, rights-of-way or an easement from private property owners would need to be obtained. In addition, installing new sidepaths where they are missing along Brandywine Road would require the removal of on-street parking, new driveway access, utility relocation and property acquisition or easements. At such time as the community is prepared to pursue implementing these more complicated recommendations, consideration should be given to the following specific improvements:

- Complete the sidepath link on the south side of Brandywine Road between Brandywine Elementary School and Cherry Tree Crossing Road or the railroad tracks.
- Extend the existing sidepath along Brandywine Heights Road to Brandywine Road in order to connect the Brandywine Heights neighborhood with the school and local destinations, including Webb's Grocery, Brandywine Liquors, the

Brandywine Post Office, Brandywine Bible Church, and other sites.

- Provide pedestrian crossings at major intersections; include crosswalk markings and/or decorative crosswalks. Consideration should be given to raised intersections.
- Provide a new sidepath on the north side of Brandywine Road.
- Provide ADA-compliant curb ramps on the south side of Brandywine Road at the existing crosswalk at Brandywine Elementary School.
- Connect the ADA-compliant curb ramp on the north side of Brandywine Road (opposite the Elementary School) to a new sidepath on the north side of Brandywine Road.
- Provide adequate full cut-off lighting, appropriate for both vehicular traffic and pedestrian safety, along Brandywine Road in Character Area B (core area).
- To connect the village to new development in Character Area A, a separate sidepath crossing the Timothy Branch creek should be constructed. If this is not feasible, bridge replacement should be evaluated as there is not sufficient width on the bridge to accommodate vehicular and pedestrian/bicycle traffic.
- To connect the village to the future Brandywine Community Park on Missouri Avenue and to future development west of Missouri Avenue, a separate sidepath north of Brandywine Road, along the west side of Missouri Avenue, should be constructed.

Planned Improvements & Potential Traffic Volume Impacts

Future increases in traffic volume within the Brandywine study area is anticipated due to an annual area growth rate of 1.2 to 1.8 percent. Additional trips will also be generated by newly approved mixed-use developments in the vicinity, such as The Villages at Timothy Branch and Stephen's Crossing. As mentioned previously, the Stephen's Crossing project includes up to 200,000 square feet of office space, 250,000 square feet of retail, and approximately 1,000 residential units. The Villages at Timothy Branch development consists of approximately 1,000 residential units and about 300,000 square feet of commercial

(office, flex, retail) space. The projected number of trips generated by these developments requires additional roadway improvements to minimize traffic impact. The following mitigation measures related to the Brandywine Road study area have been recommended by Lenhart Traffic Consulting, Inc., as part of the Traffic Impact Analysis:

- Signalize the intersection of Brandywine Road with Mattawoman Drive (A-63), if warranted.
- Construct a left-turn lane along westbound Brandywine Road at Mattawoman Drive (A-63).
- Construct a right-turn lane along westbound Brandywine Road and a left-turn lane along eastbound Brandywine Road at the intersection with A-63 (upon completion of A-63 extension). Other measures involve off-site improvements involving the widening and realignment of US 301 at the intersection with Brandywine Road, signalization (if warranted), and construction of dedicated turning lanes at the intersection of US 301 with A-63.

Historic Road Designation and Easement

The 2009 *Approved Subregion 6 Master Plan* identifies Brandywine Road as having a Historic Roadway designation. Over time, as revitalization activities and roadway improvement occurs, appropriate streetscape enhancements should be introduced to reinforce the community's historic character. However, there are some challenges to implementing consistent streetscape as well as consistent pedestrian and bicycle facilities and amenities.

At some locations the existing property lines allow for a 66-foot right-of-way, in others the property lines extend to the centerline of Brandywine Road. The inconsistent conditions of public and private ownership along the roadway create issues relating to the potential implementation of a consistent streetscape or landscape character.

The county should consider a blanket easement to accompany the roadway that will help designate appropriate space to provide for public improvements that reinforce and promote Brandywine's historic brand image and character. This easement should extend a minimum 33 feet on each side of the centerline of the road, replicating a 66-foot right-of-way. In certain locations, this easement may need to be increased to 40-feet

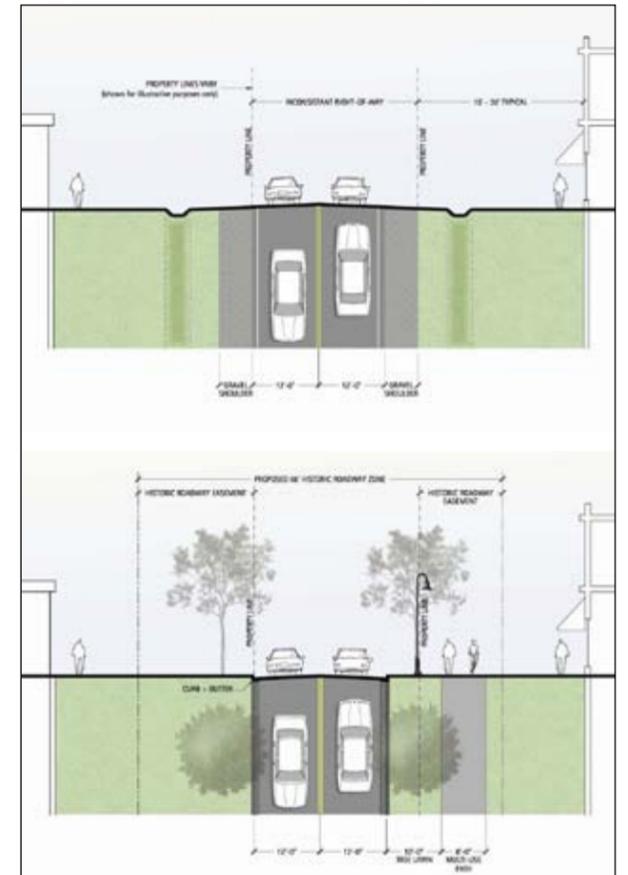


Illustration of a typical roadway section on MD 381 and a section with a historic roadway easement.

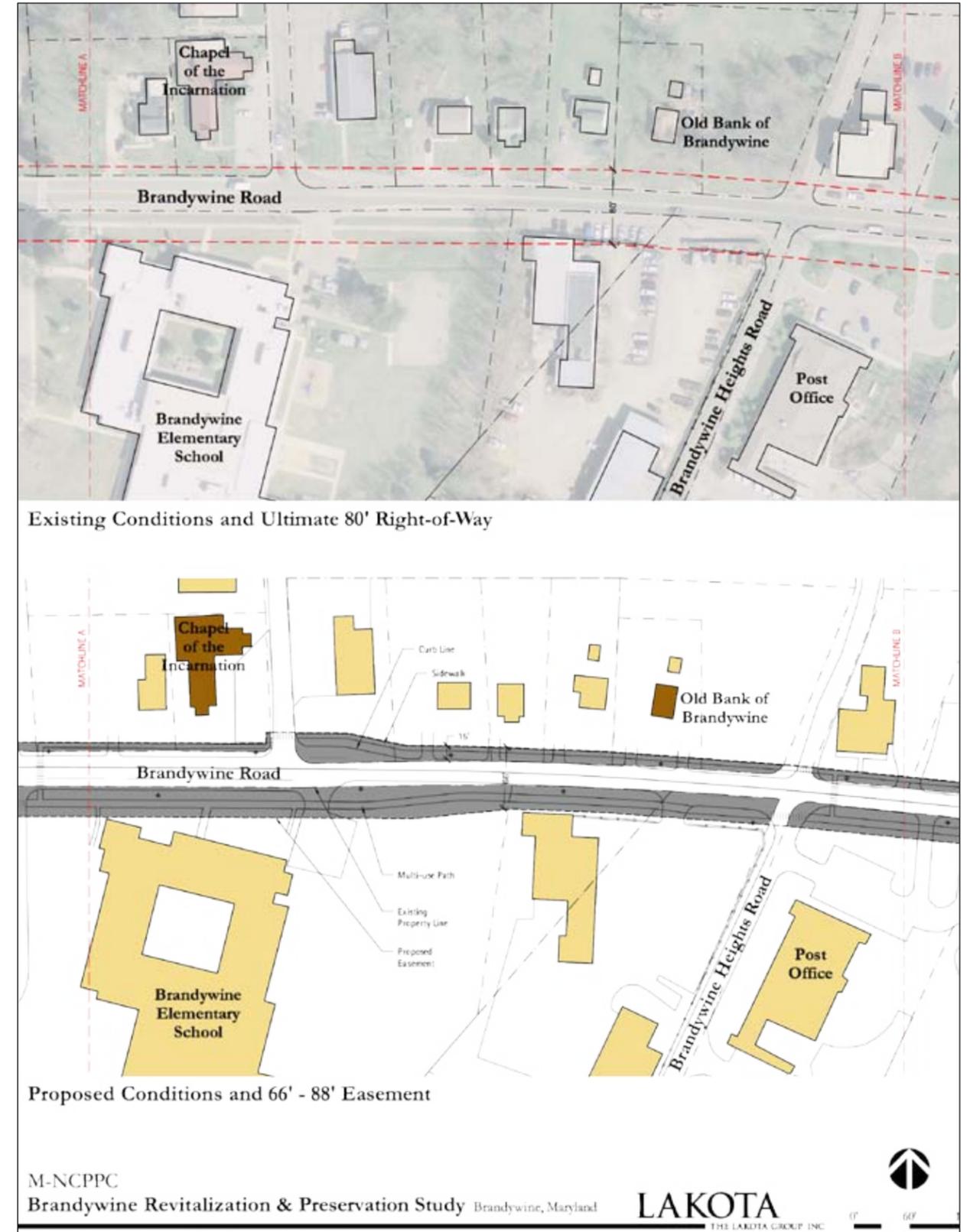
on each side of the centerline to accommodate turning lanes. Within a historic road easement, a continuous eight-foot minimum width, shared use path should be installed on the south side of the road from Mattawoman Drive on the west to Air Force Road on the east. The following illustrations depict various additional rights-of-way or easements needed to implement roadway improvements along Brandywine Road for both the existing 80-foot ultimate right-of-way and the 66-foot right-of-way recommended in this study.

Map 19. Right-of-Way Needed for Recommended Roadway Improvements



Current Ultimate Rights-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area A and B).

Map 20. Right-of-Way Needed for Recommended Roadway Improvements



Current Ultimate Rights-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area B).

Map 21. Right-of-Way Needed for Recommended Roadway Improvements



Existing Conditions and Ultimate 80' Right-of-Way



Proposed Conditions and 66' Easement

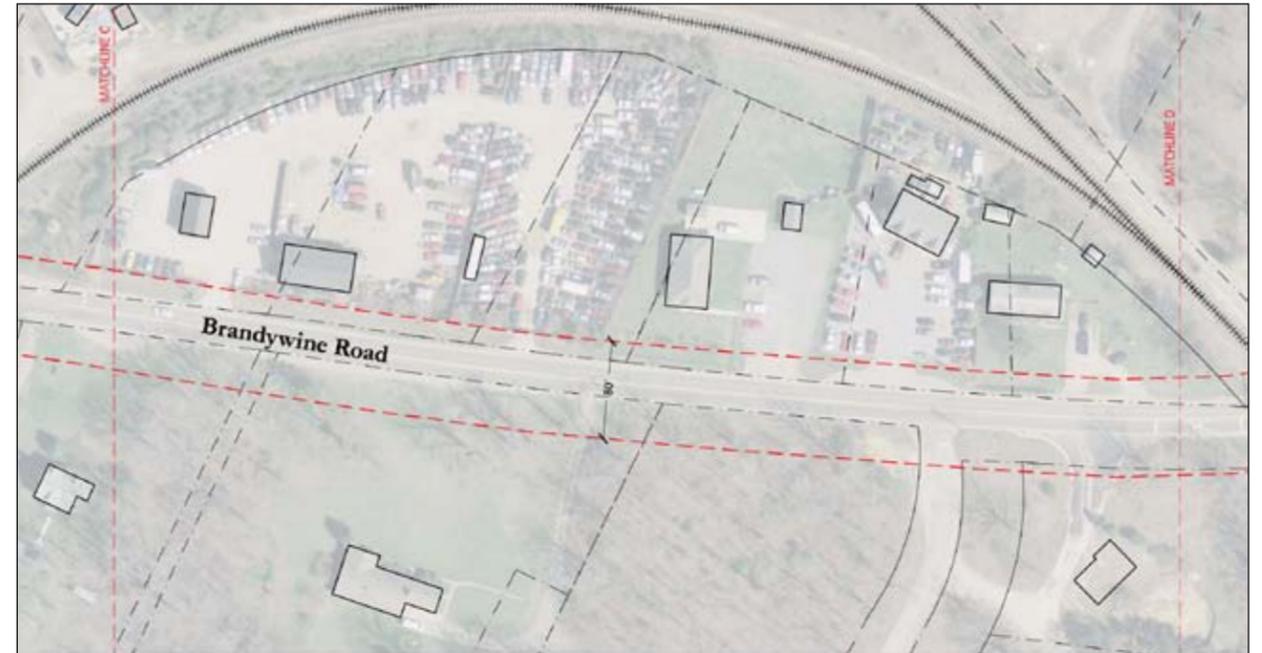
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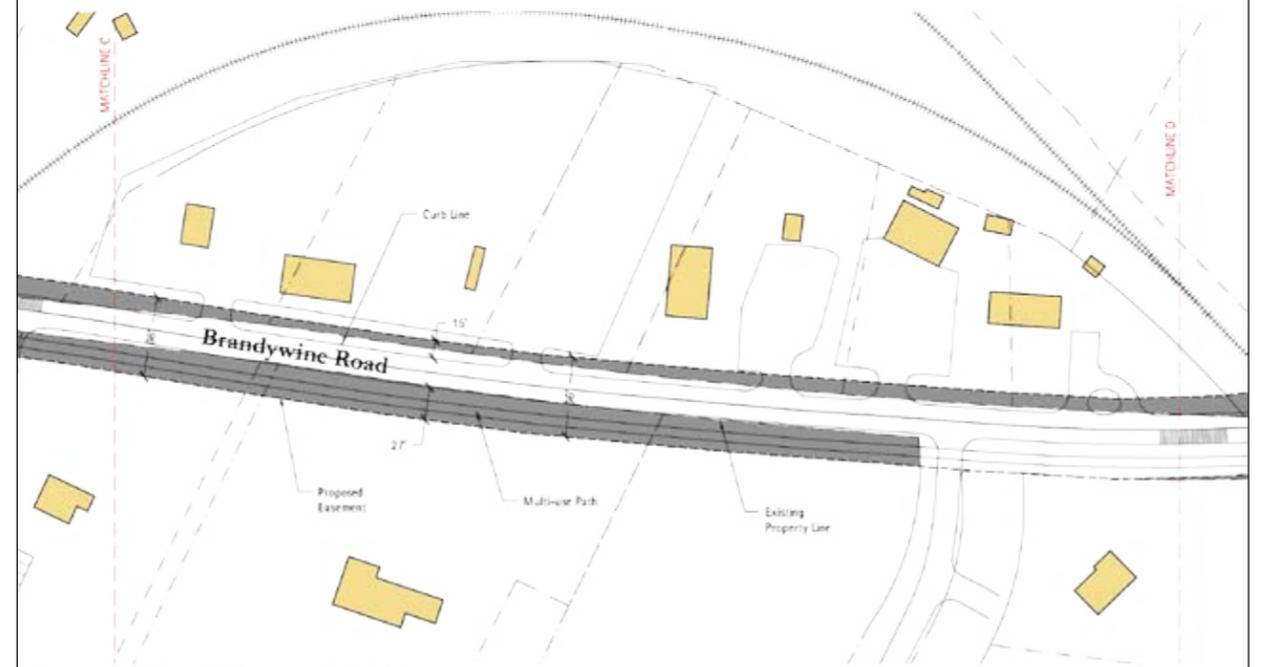


Current Ultimate Rights-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area B and C).

Map 22. Right-of-Way Needed for Recommended Roadway Improvements



Existing Conditions and Ultimate 80' Right-of-Way



Proposed Conditions and 66' Easement

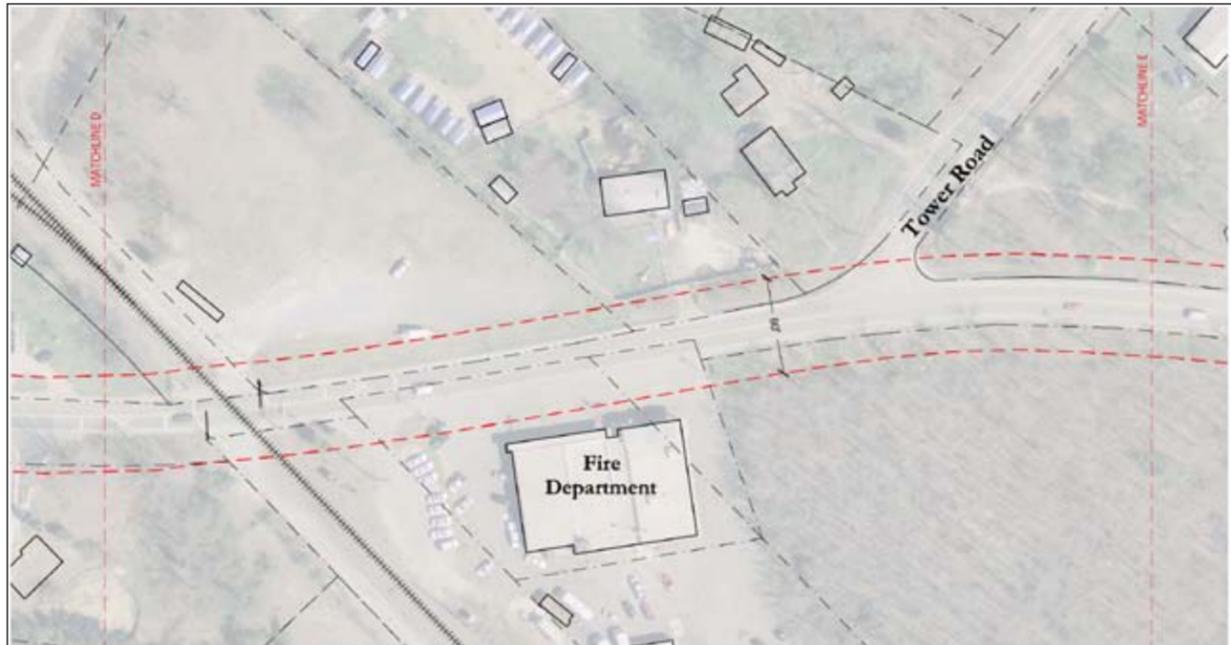
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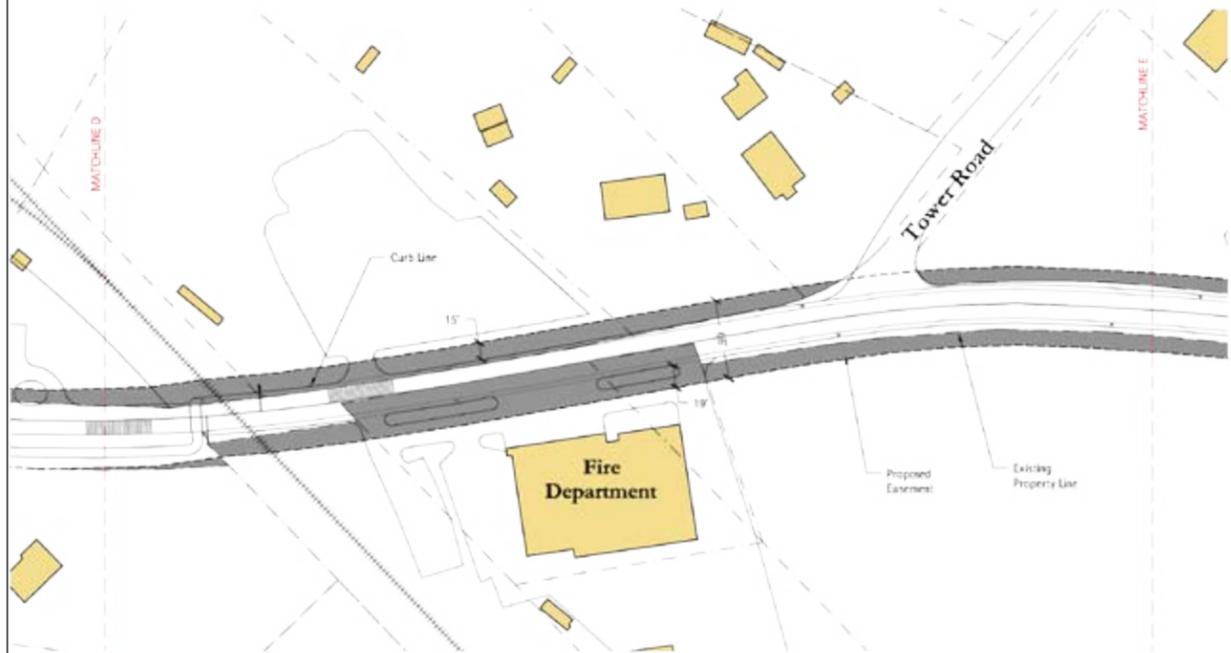


Current Ultimate Rights-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area C).

Map 23. Right-of-Way Needed for Recommended Roadway Improvements



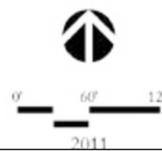
Existing Conditions and Ultimate 80' Right-of-Way



Proposed Conditions and 66' Easement

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Easement and Right-of-way Impacts

Current Ultimate Rights-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area C and D).

Map 24. Right-of-Way Needed for Recommended Roadway Improvements



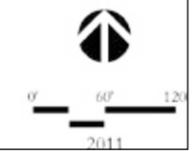
Existing Conditions and Ultimate 80' Right-of-Way



Proposed Conditions and 66' Easement

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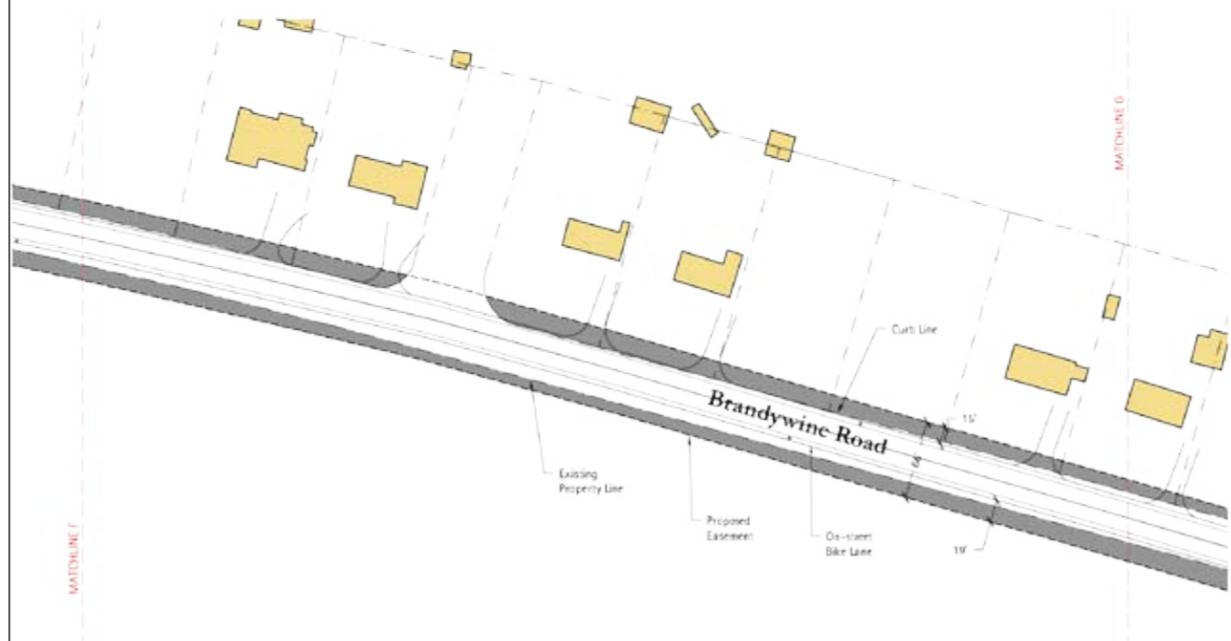
Easement and Right-of-way Impacts

Current Ultimate Rights-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area D).

Map 25. Right-of-Way Needed for Recommended Roadway Improvements



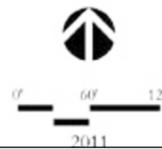
Existing Conditions and Ultimate 80' Right-of-Way



Proposed Conditions and 66' Easement

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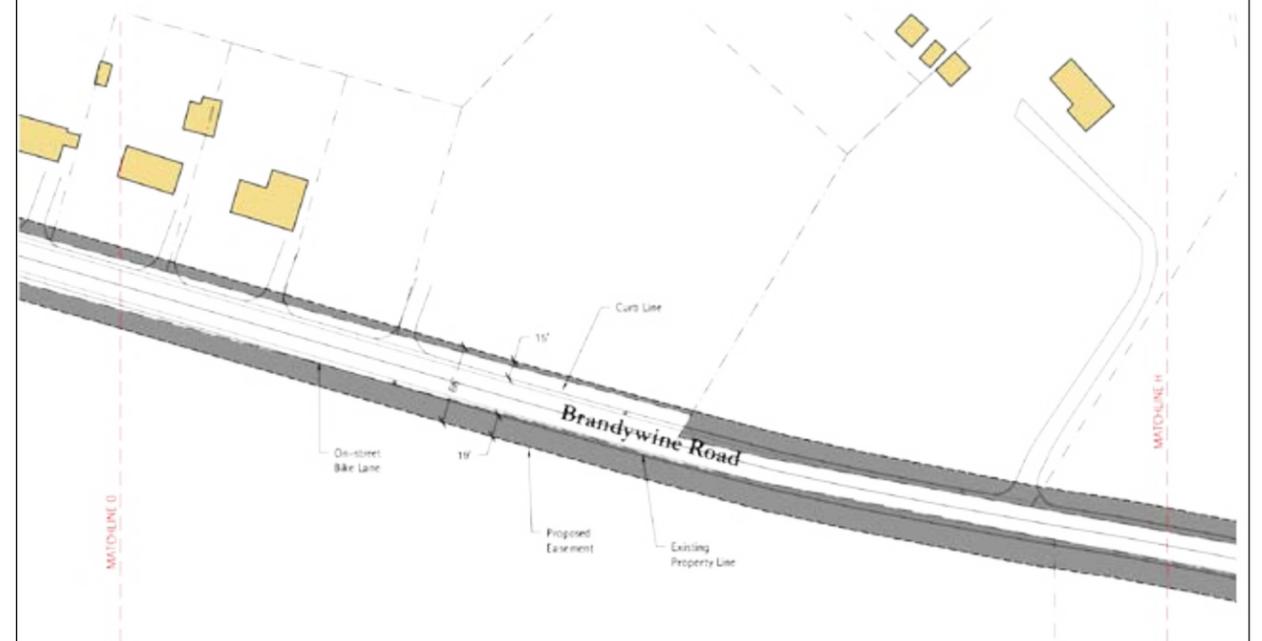
Easement and Right-of-way Impacts

Current Ultimate Rights-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area D).

Map 26. Right-of-Way Needed for Recommended Roadway Improvements



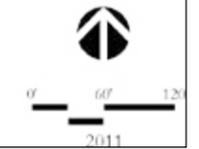
Existing Conditions and Ultimate 80' Right-of-Way



Proposed Conditions and 66' Easement

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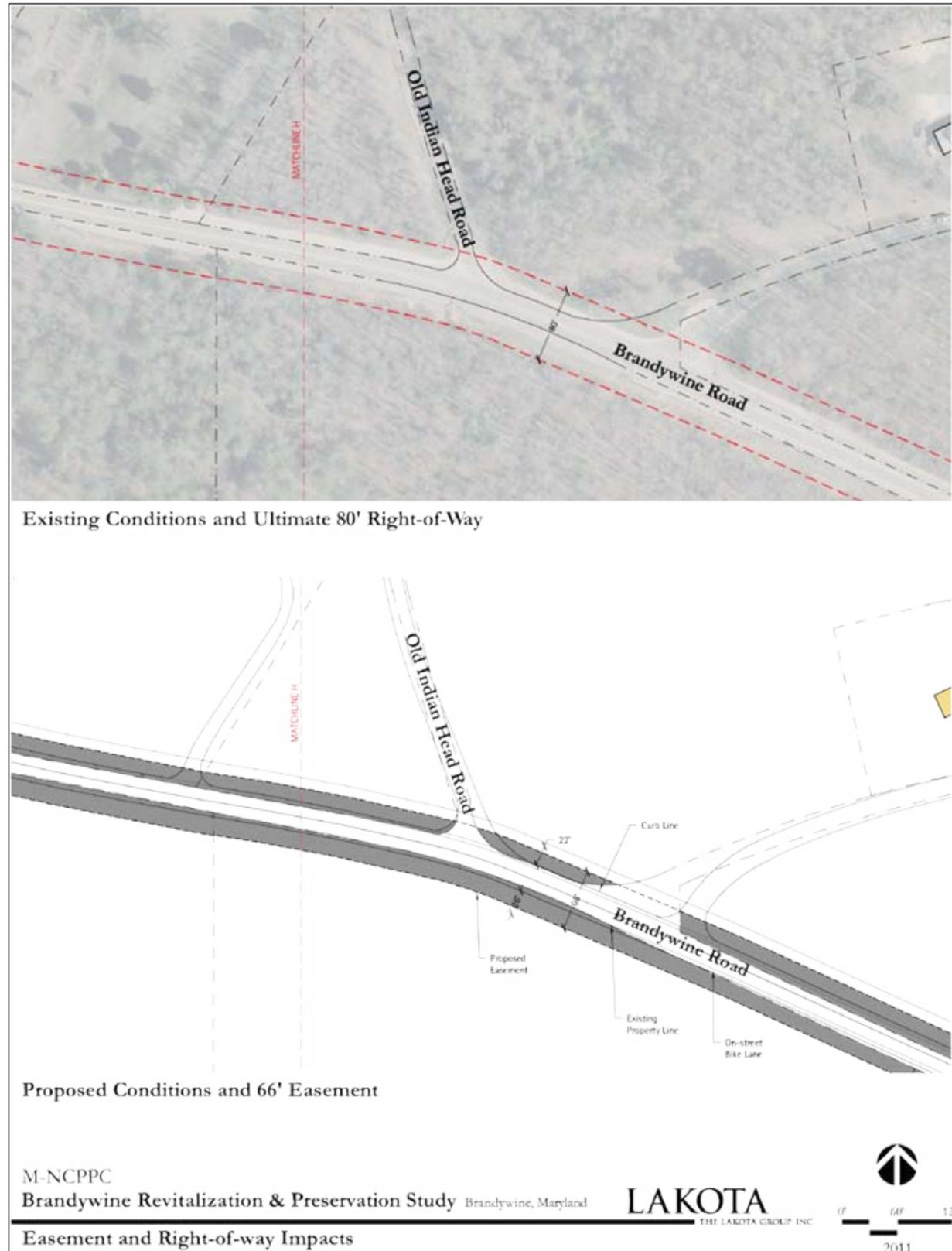
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Easement and Right-of-way Impacts

Current Ultimate Rights-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area D).

Map 27. Right-of-Way Needed for Recommended Roadway Improvements



Current Ultimate Right-of-Way Compared with Proposed Historic Roadway Easement and Improvements (Character Area D).

Streetscape/Landscape

An attractive and effective streetscape environment will enhance Brandywine Road's visual appeal and continuity. Developers should incorporate the streetscape design into future development, including standards for street trees, street furniture and other streetscape elements. This will help unify the appearance of Brandywine Road and the surrounding area.

- The 2009 *Approved Subregion 5 Master Plan* recommends a dual-route bike path for Brandywine Road. East of Air Force Road this bike path should be addressed on the roadway through four-foot paved shoulders.
- Deciduous shade trees should be planted in the parkway at a spacing of 50 to 100 feet on center. Trees should be placed in a fashion that they do not block critical sight lines or impede safety.
- Street lighting should be incorporated as decorative lighting elements staggered on opposite sides of the road with 100-foot spacing. The intent of roadway lighting is to create and reinforce the historic character of the area and not to meet specific illumination levels or footcandle amounts.
- Streetscape furnishings should be located where they will least impede pedestrian movement and snow removal.



Consistent sidepaths, a landscaped parkway, and street trees should be part of any future streetscape improvements.

- Decorative benches, trash receptacles, and bike racks should be provided at high-activity pedestrian areas, such as the key intersections.

- Decorative paving such as brick, clay pavers, stone, or stamped concrete should be considered for pedestrian crossings.
- In general, all streetscape furnishings along Brandywine Road should use a consistent family of streetscape elements to connect and unify the corridor.
- All streetscape furnishings should be constructed of durable, vandal-resistant, low-maintenance, high-quality materials and conform to ADA and local code requirements as appropriate.
- New streetscape furnishings should be located throughout the area's public and private streetscapes and clustered in high-traffic areas.



Streetscape improvements should be complementary to the rural character of the community.

DESIGN GUIDELINES

In realizing the long-range revitalization of Brandywine, the quality of future building rehabilitation and new development could vary greatly. There are limited tools to shape rehabilitation activity and new development design beyond what is regulated by the established zoning regulations. The following general design guidelines or standards have been developed as a potential tool to reinforce and strengthen the historic rural character of Brandywine. They are intended for use on new or rehabilitated mixed-use, commercial, civic, institutional and open space development fronting Brandywine Road within the study area and should be applied as appropriate. Project-specific requirements or land use will dictate the appropriate standards to consider when developing, renovating or improving an area property.

While the focus of these guidelines is Brandywine Road east of Timothy Branch, if desired by the community or Prince George's County, they can be applied, to the extent feasible, to the proposed development to the west, between US 301/MD 5 and Timothy Branch. A more comprehensive set of design guidelines or a form-based zoning approach should be considered for the Brandywine study area.

Existing/Historic Buildings

Much can be understood about a community's history, visual environment and sense of place by understanding its architecture and built character. Brandywine is no exception with its rural, hamlet setting due in large part to the casual placement of its residential and commercial buildings along Brandywine and Cherry Tree Crossing Roads, considered the community's historic core. Although there is a diversity of architectural styles and building forms throughout Brandywine, it is perhaps the vernacular Colonial Revival structures, such as Early Store and the old Post Office building, and the high-style Queen Anne residences of the Early family along Cherry Tree Crossing Road, that best defines Brandywine's historic built character. These buildings and others were mostly one to two stories in height and constructed with wood siding, double-hung windows, porches, and gabled and hipped roofs. These common and predominate design features are evident in other buildings along Brandywine Road and unify the community's overall built character despite other 20th century development and buildings.

Brandywine's architectural and historic heritage is a significant asset and contributes to the community's



Historic buildings, such as the William W. Early House, are assets that contribute to the community's character.

character and quality of life. It also serves as a tangible link to the community's past. Maintaining the appearance and integrity of the community's important historic resources should be an important goal for the citizens of Brandywine.

The following guidelines provide specific information for the appropriate maintenance, rehabilitation, and new improvements that enhance the character and appearance of Brandywine's important historic resources. The guidelines follow the National Park Service's Secretary of the Interior's Standards for Rehabilitation (see page 46), which outline appropriate procedures for the proper rehabilitation and maintenance of historic buildings.

Maintenance, Rehabilitation, and New Improvement Guidelines

- Existing character and historic building materials should be retained, preserved and rehabilitated whenever feasible. In general, the removal and alteration of existing materials should be discouraged.
- Buildings with wood siding should be maintained by cleaning and repainting when peeling or cracking paint is observed. In general, wood siding used on historic buildings was fabricated with hardwood species that are naturally resistant to rot. Rotting sections of wood siding should be replaced in small sections by piecing in new wood replacement plugs or splices. Synthetic siding, such as aluminum and vinyl, should be removed if it conceals the original wood siding beneath.



Wood siding should be maintained through cleaning and repainting.

Masonry should be cleaned by the gentlest means possible. Sandblasting, chemicals, and high water

pressure cleaning should be avoided for brick, stone, and stucco materials. Mild detergent cleaners can be used for most masonry cleaning. Removing paint layers usually requires professionals. Repointing masonry joints should be done using mortar that matches the original in composition, color, width, and profile. Hard mortars and Portland cement are generally discouraged in masonry repointing.



Masonry should be cleaned using the gentlest means possible.

Original windows should be retained and preserved in their original location, opening and design, and with their original materials and fenestration. In many cases, historic windows can be repaired by replacing broken panes, filling rotted sections with epoxies, and replacing sash cords and weights. Compatible storm windows and weather-stripping can be installed to prevent air leakage. If windows must be replaced due to significant deterioration, new windows that match the original in size, proportion, type, and design should be required.

Maintain and repair the original shape, pitch, and features of roofs including chimneys and dormers. If possible, the original roof material should be used in repair and replacement projects. If repair is no longer practical, re-roof using materials that match the original in material, color, pattern, and profile. Ensure that proper water-tight flashing is installed at junctions between roofs and walls, chimneys, skylights, and vents. In addition, original soffits and gutters should be maintained or replaced with materials that match the size, profile, and material of the original.

Maintain and repair all components of a historic porch including its original design, materials, and

detailing. If the replacement of porch features is required, replace only the deteriorated or damaged component of the porch to closely match the original in scale, dimension, style, design, material, and with the same details whenever possible.



This installed ramp does not match the color and style of the existing building.

Install ADA-compliant access ramps at rear or secondary building elevations. Ramps should match the existing building's materials, style, and scale.

New building additions should be designed and built to have minimal impact on the building's overall character. Rear elevations are the most appropriate locations for new additions and should be designed to be consistent with the original building's roof shape, building materials, window and door design, location and dimensions, and the overall proportion and form. The new addition should be of a compatible scale with the original building and not overpower its massing. Subtle differences between the addition and the original building should be considered in order to make the addition readily distinguishable.

New signage and awnings should be compatible with design and style of the historic building. Perpendicular signs, window lettering, and fabric awnings installed over the storefront should be considered.

Design Guidelines (New Construction)

General

- Buildings should be oriented toward Brandywine Road and secondary streets, sidepaths, and public plazas/open spaces to maintain an active and inviting pedestrian environment.
- Commercial buildings located on corner lots should be designed with two front façades.

The Secretary of the Interior's Standards for Rehabilitation

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

- Building façades and storefronts should be designed and proportioned to be human-scaled and compatible with neighboring buildings and streetscape character.
- New buildings should also be designed with a mass and scale that is consistent with neighboring buildings and avoid monotony in color and form. Façades should be articulated creating visual interest in the building by avoiding blank façades.
- Standardized, corporate franchise design, non-regional architecture, and design features used primarily for advertising purposes should be discouraged.



Buildings should be oriented to Brandywine Road.

Building Placement

New buildings should be placed a distance away from Brandywine Road in a manner that promotes a consistent streetwall and maintains Brandywine's rural character. Current zoning requires a ten-foot front yard setback in commercial districts and a 25-foot front yard setback in the R-R (Rural Residential) district. Most existing development within the study area is placed between 15 and 30 feet from the edge of the road. In order to create a consistent streetwall and pedestrian zone, all front building façades should be placed within this 15 to 30 foot range.



Buildings should be set between 15 to 30 feet from the road to promote a consistent streetwall.

Building Height

Consistent building heights are critical to maintaining the community's rural, historic character. Buildings directly adjacent to Brandywine Road should not exceed 35 feet in height. Buildings taller than 35 feet, as allowed by zoning, should be placed a minimum of 100 feet back from the edge of the road.

Articulation/Fenestration

- A building's base, middle, and top proportions should be well articulated through materials, architectural features, details, and changes in the wall plane. Varied rooflines, porches, dormers, gables, and porticos are important for maintaining a consistent building character.
- New mixed-use buildings should have a distinct ground-floor base with easily, identifiable, traditional commercial storefronts with clear glass, defined entry, and consistent knee walls and detailing. A kneewall of at least 12 and not more than 24 inches is recommended on commercial/mixed-use storefronts. In addition, the first floors of buildings facing Brandywine



Porches provide changes in the wall plane and help define the building's base.

- Road should include architectural features to prevent blank or dead walls along pedestrian routes and other key open spaces visible from the right-of-way.
- Façades should be articulated to express vertical rhythm related to structural columns and bays and feature a balance of vertical and horizontal elements such as projections, recesses, material changes, parapets, cornices, porches, bays, and varying roof heights that are planned as part of a building's overall design character.
- Features such as cupolas, rotundas, clock towers, and roofline balustrades could be considered to add visual interest for buildings located at key corners or at important gateways.
- Flat-front, all-glass or all-metal building façades should be discouraged.
- Rear façades visible from public streets and sidepaths should be treated with similar building materials, detailing, and fenestration as the front and sides of the same building. Rear façade architectural features and fenestration should extend at least 40 feet from the curb on a side street. Clearly defined entries, signage, and lighting should also be located on the rear of all first floor commercial buildings facing a rear parking or service area. In addition, for commercial buildings, at least 15 percent of ground-floor façades facing rear parking/service areas or alleys should be fenestrated.
- Solid walls necessary to the interior function of a building should incorporate features or elements such as awnings, display windows, material and

color variations, arches, columns, spandrel glass, landscaping, signage, and other elements to reduce perceived mass and building scale and add visual interest.

- Building orientation and design elements should be “context sensitive” by encouraging overall visual continuity between buildings and developments on the same block.
- New buildings should have no continuous elevation or width greater than 75 feet in order to encourage a more intimate building scale and pedestrian environment. In addition, building façades should be recessed with alternating bays every 30 feet to provide articulation and relief for long façade elevations.



Solid walls without windows on primary or secondary façades are unacceptable. New mixed-use should include a defined retail base and articulation to activate the streetwall.

- Ground-level retail or office space should include large, clear-glass windows that allow views into building interiors.
- For second floor mixed-use buildings, at least 25 percent of every upper-floor façade should be fenestrated.

Building Entries

- All building entries should be clearly defined and articulated. For mixed-use buildings, the residential or office entrances/lobbies should be clearly distinguished from storefronts and preferably located on public side street frontages, away from major intersections wherever possible.
- Recessed, but visible, building entries for retail and service uses are encouraged to provide cover from the elements and to allow easier accessible



Commercial buildings, such as the one shown, that do not have an easily identifiable, traditional storefront with clear glass, defined entry and consistent knee walls and detailing are unacceptable.

opening of doors. Such entries should not be greater than six feet in depth. Non-recessed entry doors should not encroach into the five-foot pedestrian clear zone when opened.



Building entries should be recessed, but not more than 6 feet.

- All building entrances should be clearly signed, addressed and lit for safety and security.

Building Materials

- Dark-tinted, spandrel, frosted, or smoked glass should be used sparingly and for decorative or accent purposes or on solid walls necessary to the function of the building only (such as storage areas, kitchens, and bathrooms). Reflective glass is prohibited.

- Primary building materials should be wood siding, stucco, native stone, and brick. Other durable material accents such as tile, glass, and metal may be considered for details or accents where appropriate to building design. High quality synthetic substitutes such as Hardiboard may be used. Any new primary building materials, colors, or construction techniques should be consistent and compatible with other buildings in Brandywine.



Wood siding is an acceptable primary building material.

- Pre-cast concrete, poured-in-place concrete, synthetic stone, and metal should not be used as primary materials on façades or walls that are visible from public streets, driveways, sidepaths and/or parking areas. They should be used only for decorative accent purposes and limited in their use on building façades and visible walls. Splitface building material should be discouraged.
- The primary building material used on front façades should be continued as the primary material on the side, corner side and rear façades.
- The number of materials on an exterior building face should be limited (no more than five) to prevent visual clutter.
- When primary parking areas are located behind buildings, the rear building entrances, and façades should be designed and detailed in a manner coordinated and consistent with the front and side façades with defined entries.

Utilities and Service Areas

- Loading, trash collection, and utility areas (including pipes, conduit, utility boxes, transformers, and utility doors) should be located out of view wherever possible and in all cases screened from street and sidepath views. Roof top mechanicals should be located in the middle of the roof area and fully shielded by a screening wall element similar in design and materials to those found on the building. These areas should be incorporated into site plans and building designs and clearly tested to accommodate screening from public streetscape view.



Loading, trash collections, and utility areas should be screened where possible.

- Accessory service areas behind buildings that are visible from streets and sidepaths should be designed in a manner consistent with the building front or side.
- Loading, trash collection, and utility areas should be designed to accommodate snow removal by eliminating unnecessary obstacles and providing snow storage locations where feasible to site design.
- Access to service areas and parking lots/ structures should be clearly defined and visible from the street.
- All screening should complement the building and adjacent buildings in materials and color, and be effective in every season. Materials such as solid wood fencing, masonry screen walls, dense deciduous shrubs or evergreens should be considered. Screening must be at least seven



All screening should complement the adjacent building in materials and color.

- feet in height at time of installation. Chain link, wood without columns, top cap, or borders should be discouraged.
- Separate areas for loading, trash, and utilities for individual businesses are discouraged. Shared service areas between businesses should be considered for ease of maintenance and improved aesthetics.
- Buildings should provide an adequate means of storing refuse between collections, and should comply with all applicable county requirements, including recycling. Storage systems should be designed to minimize adverse aesthetic impact.
- All new on-site television, power, and communication lines, as well as all on-site water, sewer, and storm drainage lines should be installed underground in the manner prescribed by the regulations of the government agency or utility company having jurisdiction. Any utility equipment that must be located above ground should be adequately screened from view in an attractive manner.



All new on-site television, power, and communication lines should be located underground.

- Where possible, all utilities should be placed within the public right-of-way or easements, and

all possible steps should be taken to avoid the placement of utilities under pavement to assure ease of future maintenance.

- Television hookups should either be by cable television or a central antenna system designed to minimize adverse aesthetic impact. Location should be considered to minimize visibility.

Building Projections

- Balconies, decks, or terraces should not project over a sidepath or into the front yard setback.
- Inset or recessed balconies, decks or terraces are allowed on the front, rear, or sides of buildings and should be designed so that they are integrated into the building's architecture and not as "add-ons."

Building Colors

- Building colors should be compatible with the area's architectural character and enhance the building's visual appeal. Principal colors should be natural or earth tones to complement existing buildings. Primary, bright or excessively brilliant colors should be discouraged unless used sparingly for subtle trim accents or part of signage elements.



Primary, bright or excessively brilliant colors should be discouraged.

Fencing

- Brick, stone, wood, or decorative metal should be used for fencing. Ground level decorative or non-screening fence height should not exceed 48 inches in front of principal building setback. Railings along terraces may be solid walls, open fencing, or glass walls and must meet all local

building codes for minimum required height. Chain link fencing should be discouraged.

- Fences should be considered an extension of building architecture and should make an attractive transition between the building mass, natural forms of a site and the "public realm" or streetscape. Fencing for rear yards behind the principal building should not exceed six feet in height.
- Residential development projects that include a fence element as part of the overall site or landscape character may use wood fencing or a similar composite material.



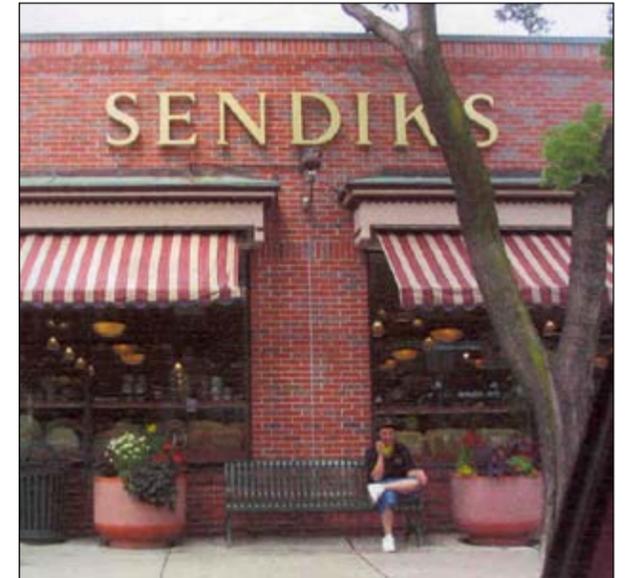
Brick, stone, wood or decorative metals should be used for fencing.

Awnings

- Building awning design and colors should be consistent and complementary in color, style, and size with the overall building façade, use, and adjacent buildings.
- Awnings should be constructed of high-quality, fade-resistant fabrics or metal. Plastic, vinyl, internally lighted, and "bubble" awnings should be discouraged.
- The bottom of awnings should be placed a minimum of eight feet above the sidepath.
- Graphic content, scale, and sizing should meet with any county or state sign code requirements, if applicable.

Lighting

- Site and building lighting should strive to incorporate "dark sky" principles to limit "light pollution" and spillage and preserve the



Awning design and color should be complementary to the overall building façade.

- nighttime environment. Fixtures and mounting systems should incorporate styles, which contain down-lighting distribution through shields, glass type, and internal refractor systems.
- Lighting should provide a sense of safety without having a negative effect on neighboring properties and should be located, aimed, or shielded to minimize glare, sky glow, and stray light trespassing across property lines, especially along alleys.
- Exterior lighting for signage should be down-directed with goose-neck lamps or other unobtrusive lighting fixture.

Outdoor Cafes

- When outdoor cafés occur, a minimum five-foot clear space should be provided for movement along the face of the building and/or between the entry to the building and the parking lot or public sidepath. Tables, chairs, landscape, and other equipment should be kept out of the pedestrian clear zone.
- A temporary or seasonal barrier or edge is encouraged to define outdoor café spaces, provide separation from drives and parking lots, and ensure the pedestrian clear zone. The barrier should be a simple decorative railing, fence, planters, or similar element. Velvet rope is prohibited as a barrier. The design of the barrier should reflect the style of the building.



Outdoor spaces should be defined and separated from vehicular traffic by a simple decorative railing or fence.

Open Space

A simple hierarchy of strategically placed open space elements should be implemented as revitalization activity takes place and new commercial or mixed-use development occurs. This hierarchy of elements may include elements such as:

- Pocket parks or plazas
- Central Greens or “Commons”

Where feasible, existing green spaces should be enhanced such as the flag court adjacent to the Post Office, or new open spaces should be implemented as part of commercial or mixed-use developments. In general, all open space elements should ensure the following characteristics:

- Promote safe and effective linkages for pedestrians, bicyclists, and motorists.
- Be pedestrian-oriented and accessible/barrier-free.
- Be highly-visible, well lit, and easy to use or maintain.
- Serve as “focal points, activity nodes, or landmarks” for the area.
- Provide elements of landscape plant material or “green space.”
- Provide an appropriate balance of hardscape and softscape features.
- Be designed with low-maintenance, natural, or native landscape plant materials.
- Provide functional seating and bicycle parking.
- Ensure proper American flag display protocols are observed in public areas.



Existing open spaces, such as the flag court, should be enhanced, where feasible.

Pocket Parks or Plazas

Pocket parks or plazas are intended as small formal spaces adjacent to the overall pedestrian, bicycle and roadway system, or as part of a development project. They should be installed at key corners, or as entries to existing or newly-planned mixed-use commercial buildings and/or in-between them. Pocket parks and plazas provide opportunities for outdoor seating areas, pedestrian pass-throughs, and/or outdoor cafe spaces. These open spaces should be intimate in scale and complement the overall rural character of the corridor.

- To the extent possible, these spaces should be enclosed by adjacent mixed-use/commercial spaces with open display windows or entries to help activate the space.



Small pocket parks should be intimate and complement the overall rural character of the community.

- As with all open spaces designed and implemented as part of the implementation

process, or as part of future mixed-use/commercial development within the corridor, a consistent family of elements based on the streetscape should be utilized.

Central Green or “Commons”

Similar to a pocket park or plaza, a central green or commons provides for a significant amount of open “green” or landscape space to occur within the corridor. During the workshop sessions, community stakeholders expressed desire for this type of space, especially if it were to be activated with a weekly farmers market. Again, central greens or commons can be used as landscape buffers, gathering, or seating areas to help soften a commercial district’s visual appearance and feel.

The commons could be implemented as part of a new development, a community driven initiative, or through a private/public partnership. It should be located in the core character district of the corridor and should be easily accessible.



A Village Green could provide a central community space and a location for a weekly farmers market.

Wayfinding & Signage

A clear, identifiable signage system that incorporates a special design theme will increase visibility and recognition of Brandywine and facilitate travel by motorists, bicyclists, and pedestrians. All signage shall meet any county codes or requirements. A signage program should be considered that includes the following types of signs:

- Area Gateway/Identity Signs: Placed at key area entrances to help establish a sense of arrival as well as the community’s brand image and character.
- Information Kiosks: Sign boards that provide transit/business/event information and area maps.
- Historic/Interpretive Markers: Sign markers that provide information on historically or culturally significant sites or stories.
- Special Decorative Banners: To reinforce the area’s identity and brand image.

Area Gateway/Identity Signs

Area gateway signs should use high-quality materials such as wood, stone, masonry, and/or metal. These signs should provide a sense of arrival into the community. Where space permits, landscaping and lighting should be incorporated as feasible as gateway features. Potential locations for gateway signs include at the Timothy Branch crossing at the west, and around the Tower Road intersection on the east.



Area gateway signs should provide a sense of arrival in the community.

Information Kiosks

Information kiosks should be considered for special locations along the corridor, such as a central green, to provide information on special events, notices, businesses, and places of interest. Kiosks should be scaled for pedestrian use and could include maps, business, and open space locations, trail locations, event listings, and historical information.

Historic/Interpretive Markers



Information kiosks can provide information on community events, notices, and businesses.

Markers should be pedestrian scaled signs placed adjacent to public ways providing interpretive information about the history of a particular historic site.

Decorative Banners

Banners should be either metal or durable canvas/fabric. They could be placed on decorative light posts to reinforce the branding and identity of the corridor.



Historical or interpretive markers can provide information about a specific historic site.



Decorative banners can help reinforce the branding and identity of the community.

Business Signs

In addition to the public signage program, guidance should be provided for private businesses along the corridor to encourage a range of high quality business identity signs. Signs to be encouraged:

- Low Ground Mounted Monument Signs.
- Wall or Building Mounted Signs.
- Window Lettering.
- Small Overhanging or Blade Signs.

Business signs that are discouraged include:

- Neon Signs.
- Fabric Banners.
- Backlit Plastic Signs.
- Building mounted business signs should be proportional to a building's façade and oriented toward pedestrians.
- Business signage should be simple and appropriate to the building's architecture. Such signs should serve to identify a business while also contributing to the street's visual appeal.
- Decorative overhanging or blade signs should be allowed in the Village Center with the size controlled and coordinated with a building's façade design.
- Decorative overhanging or blade signs should not exceed six square feet in size with a maximum height of three feet, placed at a minimum of nine feet above the sidepath. They should extend no more than three to four feet from the face of the building.

- Business signs that extend from building façades should be oriented to pedestrians rather than vehicular traffic in size and placement.
- Overhanging signs should be limited to one sign per business, including "icon" signs, unless a building is located on a corner.
- Signs should be constructed of high-quality, durable materials.
- Sign colors and materials should be consistent with the colors and materials of the building and awnings.
- Back-lit panel signs are discouraged. If direct lighting is used, glare, brightness, visible hardware, and maintenance issues should be addressed.
- Strategically placed lamp fixtures, such as goose-necked lamps that are compatible with the building and sign design, are encouraged for illuminated signs.
- Monument signs should be wood, no more than four-foot tall and keeping in the character of the vernacular architecture.



Decorative blade signs should contribute to the street's visual appeal.

5. Community Implementation Strategies

The recommendations in this study cannot be implemented at one time or even in a short time span. Implementation requires that various groups work together to set priorities, based on budgets and resources, and commit to working toward achieving those priorities over time. The overall implementation strategy includes the following components:

- Communication and Coordination
- Priority Actions and Catalytic Projects
- Funding Sources

COMMUNICATION/COORDINATION

Key participants in implementing the strategies and recommendations will need to include the following entities:

Community-based Organization

The demands of implementing all or portions of this study will require a significant concentration of skill and effort. Establishing a grassroots organization is discussed throughout this study; it is the best way for the community to work toward implementation. The organization will have important implementation and advocacy responsibilities and should include representation from Brandywine stakeholders and institutions, and from M-NCPPC. It is advisable to establish this community-based organization as an independent entity dedicated to the purpose of guiding development. Consideration should be given to using the county’s Development Review District Commission (see Zoning Ordinance, Sec. 27- 687 and Subdivision Regulations, 24-143-149.01) organizational structure.

Prince George’s County and M-NCPPC

Prince George’s County and M-NCPPC will have an important role with continued participation in guiding, regulating, coordinating, and facilitating public improvements, as well as identifying technical and financial resources for private redevelopment. Key roles and responsibilities will include:

- Provide a dedicated staff resource to serve as the lead contact and liaison between the county and other public agencies, property owners, community stakeholders, and developers especially in regard to studies and plans for local transportation and infrastructure improvement.
- During review of proposed development, ensure that ordinances that govern development support the public improvements and recommended character of new development; provide technical or procedural information to businesses, property owners, and developers.
- Provide technical support to a local community-based organization.
- Coordinate with the community regarding the identification of grant opportunities and funding sources for public improvements and property consolidations.

MDOT/State Highway Administration

M-NCPPC will need to continue to coordinate with state transportation officials regarding further transportation studies, improvements of local access roads and intersections, and signalization.

Private Sector

Developers, local business/property owners, and financial institutions can play a key role in the implementation of the Brandywine Revitalization and Preservation Study recommendations:

- Private Developers. Developers should be recruited to develop individual projects following the recommendations of the study.
- Local Business and Property Owners. The community-based organization should establish a regular outreach program to business and property owners within the MD 381 study area to identify their future development goals and needs and keep them current on the status of local transportation initiatives.
- Financial Institutions. Local lenders could provide help and facilitate redevelopment by financing projects within the study area.

PRIORITY ACTIONS AND CATALYTIC PROJECTS

An important early step toward implementation should be the community's identification of priority or catalytic projects. These are projects that are expected to spur the most investment and revitalization in the area or have the greatest impact on the character of the community because of their high visibility and strategic location. The following 14 actions constitute the Priority Actions and Catalytic Projects. The first seven should be considered Brandywine's priority or first-phase projects for implementation:

1. Develop Community-Based Organizational Structure or Entity

The implementation of the *Brandywine Revitalization and Preservation Study* will depend on partnerships between the Brandywine community, including business/property owners/local citizens, Prince George's County, other public agencies, and private sector interests. However, without a community-based organization in place to facilitate the development of those partnerships, the successful implementation of the study's recommendations and strategies will become more challenging over the long-term. Having a formal, community-based organization that works on an on-going basis to encourage revitalization activity and physical

improvements will be critical to the long-term sustainability and preservation of Brandywine.

A new volunteer-based community organization should be formed to undertake a variety of responsibilities related to revitalization activities. Specific responsibilities of the community organization should include:

- Meeting with property owners on a regular basis to discuss building improvement and business development needs as well as other specific revitalization initiatives that may impact their properties or businesses.
- Encouraging business and property owners to get involved in committees and task forces.
- Collaborating with Prince George's County and other agencies and organizations to provide technical and financial assistance to Brandywine property owners and merchants.
- Promoting Brandywine as a unique destination through enhanced promotion, branding, and marketing.
- Preparing grants and securing other financial resources to assist in community improvement and enhancement initiatives.
- Informing the Brandywine community on a regular basis on the progress of revitalization efforts through ongoing public relations and outreach activities.

Successful efforts in preserving and revitalizing historic communities such as Brandywine require a well-organized community group that regularly serves and manages the area. The new community organization will need to have an adequate level of financial and volunteer capacity to undertake these responsibilities and complete specific tasks and assignments. The following are the key steps to take to get the organization started:

Create a Vision Statement

The community organization should develop a vision statement that incorporates the study's recommendations and serves as a mandate for future organization actions. The statement will serve as the long-term "success benchmark" for the organization and its partners in the revitalization process. Successful community organizations are driven by a compelling vision that summarizes a community's consensus regarding its future.

Establish Working Committees

Committees should be established, as needed, to help implement various activities. Initially, the committees may be based on the projects described under Incentives/Programs, below. Committees should be staffed by interested community volunteers and/or recruited for their specific skills and interests. A chairperson should be appointed to manage each committee and report to the others on a bi-monthly basis or ad hoc basis. An oversight committee or governing board should be established to manage the overall work of the community organization.

Develop Internal Work Plans

Volunteer committees should develop internal work plans that outline specific tasks, budgets and committees/partners to complete a particular project. The community organization should use the Vision Statement as a guide for establishing project priorities. Project work plans should take into account that some initiatives will take more than one year to complete.

Prepare a Fundraising Plan

A fundraising plan should be prepared that identifies short and long-term funding revenue sources for projects as well as for organization operations including special events, outreach activities and other special projects. In developing the fundraising plan, various funding options should be explored including governmental agencies, institutions and businesses. Possible revenue sources could include:

Memberships

The organization should evaluate the possibility of developing a membership program that can generate revenue, while providing a certain amount of benefits in return for a membership contribution.

Sponsorships

Securing sponsorships is an effective means to support special events. A sponsorship program would include identifying a list of potential sponsors, reviewing/revising existing sponsorship levels and creating a master calendar of all promotion activities and possible sponsorship opportunities.

Grants

Rarely are grants available to underwrite operating expenses for community organizations. However,

grants can be secured to fund specific projects and activities.

Public Funding

It is common for community revitalization organizations to receive a financial contribution from their local municipality or county government to demonstrate public-sector support for the local revitalization effort. The contribution can serve as a "start-up" funding source for undertaking "low-hanging fruit" initiatives.

2. Initiatives/Programs

The following are projects recommended to facilitate implementation of the study recommendations and build momentum for more significant improvements in the future. These projects can be led by the community organization in collaboration with the county and other organizations and agencies.

Design Assistance

Offering design assistance services can be useful in encouraging property and business owners to undertake building improvements. Maintenance assessments and façade renderings can be offered to interested property owners as well as to "targeted" buildings that have challenging design or maintenance issues. In addition to schematic drawings, instructions regarding building maintenance, such as awning or storefront cleaning instructions, can be provided. Graphic design services for businesses, such as corporate logo or website design, would also be helpful. The community organization and its building improvement committee could collaborate with the Prince George's County Planning Department, Planning Assistance to Municipalities and Communities (PAMC) program to provide such services.

Clean-Up/Green-Up Campaign

A short-term action is to establish an on-going Brandywine beautification program that involves business and property owners as well as other stakeholders. This program can be an annual event or held twice a year in the spring and fall. The "Clean-Up/Green-Up" campaign can include property owners improving buildings, parking lots, landscaping, and fencing on a set day of the week and community volunteers cleaning streets and sidepaths.

Business Development

Encouraging entrepreneurship and new small business start-ups should be an important activity of the community organization and a business development committee or task force, even though the current economy offers challenges to securing financial resources. A business development committee should pursue avenues for programs and incentives that would facilitate business start-up activities.



In Fredericksburg, Texas, self-serve lodging has been incorporated on the second floor, over retail storefronts. Guests check in and pick up a key at the downstairs retail store; a cleaning service makes up the rooms between stays.

Special Events

A combination of activities and high-quality special events can help to craft a positive Brandywine image and brand, as well as bring visitors and shoppers to the area. Consideration should be given to establishing a special events committee to help promote Brandywine's image as well as help increase sales for local businesses. Potential events include a tree-lighting or Easter egg hunt, a fall festival and pumpkin-carving event, or even a Maryland wine festival. The purpose is to use activities to further establish the commercial core as a place and as a center of the Brandywine community.

3. Work with Property Owners to Establish Farmers' market

At the time of this study, a developer in control of the vacant parcel at the northwest corner of Brandywine and Cherry Tree Crossing Roads is actively pursuing a farmers' market as a temporary use on that site. To the extent possible, Prince

George's County and any community-based organizations should partner with the current owner/developer to establish a seasonal farmers' market. This temporary use may include a gravel parking lot, an open space feature or outdoor shed structures. The farmers' market will have the effect of serving as a weekly event in the community center, and creating a reason for residents to come to Brandywine on a regular basis.

Support may be provided in the form of information and education, by connecting the developer with other successful farmers' markets within the region or by assisting with or identifying opportunities for promotion. One opportunity for promotion and guidance may be found within the University of Maryland Extension Service. Another option is the Farmers' Market Promotion Program (FMPP) Grant program administered by the United States Department of Agriculture (USDA).

4. Improve Roadway

As detailed earlier in the Transportation Enhancement Plan, there are many opportunities for improving the condition and operation of Brandywine Road (MD 381). The recommendations identified in the Transportation Enhancement Plan would help enhance the character and safety of the roadway and are generally in line with Subregions 5 and 6 policies and strategies. M-NCPPC should work with MDOT/SHA on this effort, identifying necessary engineering studies and potential funding sources available to move forward.

5. Support Historic Preservation

Preserving Brandywine's historic resources provides economic, cultural, and other urban design and quality of life benefits including maintaining the community's overall rural, small town character. In addition, preserving and reusing such resources helps to safeguard historic homes and commercial buildings as tangible links to the community's past, stabilize and increase property values, and enhance opportunities for small business and economic development. Brandywine has a unique set of historic buildings that should serve as the focal point of community revitalization efforts.

Currently, five significant historic resources (the William W. Early House, the Chapel of the Incarnation, the Old Bank of Brandywine, the William B. Early House and the William H. Early Store)

are designated as Prince George's County Historic Sites, which ensures that any physical changes to such properties are compatible and consistent with the property's individual architecture and character. Proposed changes and alterations to a designated historic site, including additions, demolition of exterior features, and landscaping around the site, require a Historic Area Work Permit (HAWP) from the Prince George's County Historic Preservation Commission. The Marian Early Bean House at 13902 Cherry Tree Crossing Road is eligible for designation as a Prince George's County Historic Site. In addition to the individual significant resources, five historic resources associated with Brandywine's Early family could be found to meet the designation criteria as a Prince George's County Historic District, which would also require a HAWP for any changes or alterations to properties within the potential district.

While the majority of Brandywine's most important historic resources will be protected from demolition and inappropriate alterations under Prince George's County's Historic Preservation Ordinance, active efforts must be undertaken by the local community to encourage their rehabilitation, reuse and long-term preservation. In addition, there are a number of historic buildings that, although not eligible for County Historic Site or National Register designation, do contribute to the community's rural character and warrant their long-term preservation as well. Establishing a building or storefront improvement program and promoting existing preservation incentives are possible tools and mechanisms to encourage the long-term preservation of such resources.

Specific initiatives to achieve Brandywine's historic preservation goals include the following:

Local Archive

Several historic building surveys and inventories have been undertaken by Prince George's County over the years, the most recent one completed in 2007. The surveys and inventories provide excellent, detailed information regarding the histories of several important historic resources. Such information can be used by local building owners to understand how their properties were constructed, what materials were utilized, and what architectural features distinguish their properties from others. Physical copies of the inventories should be collected by a newly formed community

organization or the Brandywine-North Keys Civic Association and made available at a central location in Brandywine as a "local archive" for property owners to access and use as they plan building rehabilitation or improvement projects. Survey information can also be augmented by collecting additional historic photographs. The community organization can also work with Prince George's County on determining ways in which survey information can be accessed beyond the county's online survey databases through the Brandywine community website.

Building Improvement Committee

The new Brandywine community organization could form a volunteer-led building improvement committee composed of local volunteers that can work to educate local building owners regarding the benefits of historic preservation and appropriate building rehabilitation techniques. The committee could meet on a bi-monthly or ad hoc basis to implement a work plan of activities that include outreach and communication activities to property owners, workshops on building rehabilitation, accessing incentives and financial assistance programs, as well as a variety of other education activities. The committee could develop workshops and education activities with assistance and participation with the Historic Preservation Section of the Prince George's County Planning Department.

Building Improvement Program

A building improvement program should be established to encourage the rehabilitation of all historic commercial buildings within Brandywine. Elements of the building improvement program would include design assistance to property owners seeking advice on appropriate preservation and rehabilitation procedures, and incentive grants to undertake brick and mortar work. The grants could be offered on a 50-50 matching basis up to determined maximum amount such as \$10,000 or \$15,000. Grant proceeds could be used for exterior improvements such as siding and building material maintenance, window restoration, and new signage and awnings. Building projects would need to follow guidelines for appropriate improvements as presented in this study. The building improvement program could be funded by contributions from local developers, banks and financial institutions, corporations, or local foundations.

Another funding possibility for building improvements is that the community-based organization may be able to partner with the Stephen's Crossing and/or Villages at Timothy Branch developers to dedicate the nominal resources for this program, as a means to improving the "curb appeal" of the community area adjoining their residential projects.

Accessing Existing Incentives

There are a number of existing incentives and financial assistance programs that local property owners could access to facilitate building improvements in Brandywine. These programs include the Historic Property Grant Program and the County Preservation Tax Credit, both administered by the Prince George's County Planning Department; the Maryland State Tax Incentive for Historic Property Rehabilitation offered by the Maryland Historical Trust; and the Federal Historic Preservation Tax Credit Program managed both by the Maryland Historical Trust and the National Park Service. The new community-based organization, or the Brandywine Civic Association, and its Building Improvement Committee could work to market the availability of such programs to Brandywine property owners and to assist them in applying for and securing financial resources. A workshop or public meeting could also be organized with the assistance of Prince George's County Planning Department staff to discuss available incentive programs, including application procedures and other requirements, as well as other topics such as building rehabilitation, material preservation, and following design guidelines.

Education Initiatives

The community organization and its Building Improvement Committee could undertake other educational efforts to inform Brandywine citizens about the aesthetic, social, environmental, and economic values of historic preservation and to build private sector support for preservation-based activities and initiatives. Developing "a local archive" of relevant historic resources survey information is one way to initiate educational efforts. The local archive concept could be expanded to include other educational materials such as a complete set of Preservation Briefs available from M-NCPPC or the National Park Service; historic paint color palettes available from major paint

manufacturers; sign and awning fabric samples; and financial assistance program applications. Essentially, the archive could function more as a resource center for local property owners. Other educational activities can include: developing a Brandywine walking tour brochure; conducting hands-on workshops of preservation methods and practices; and developing a web-based archive of information that can be accessed by the public and linked to other historic preservation related sites including the Prince George's County Planning Department, the Maryland Historical Trust, Prince George's Heritage, Inc., and the National Park Service.

6. Create Historic Roadway/Corridor Easement

As discussed and illustrated earlier, one challenge affecting the ability to improve the corridor's character is the existing property boundaries and the lack of a consistent right-of-way through the Study Area. One method for resolving the issue is for the county to acquire those rights-of-way through eminent domain; however, this is a costly proposition. As an alternative, the county should further study the potential to create a Historic Roadway/Corridor Easement. Brandywine Road has already been identified as a Historic Roadway and the 2009 *Approved Countywide Master Plan of Transportation* details several policies and supporting strategies for conserving and enhancing special roadways such as Brandywine Road. These policies and strategies focus on additional review and control of the landscape, buildings, roadway design, and utility placement within these corridors. As a further step beyond these strategies, the county could pursue an easement associated with the roadway that provides the space needed for enhancements of the road in the form of landscape, streetscape, lighting, and other roadway improvements.

7. Develop and Implement Streetscape Program

The community organization, in collaboration with M-NCPPC, should consider pursuing funding or grants for preparation of a comprehensive, detailed streetscape design plan. Building on the Historic Road Easement information in this study, this program would include conceptual and detailed design, cost estimates, and prioritization of projects based on capital improvement budgets, and new infill development. The implementation of portions

of/or the entire streetscape program could be considered a catalytic project that further establishes the community character and encourages private investment.

8. Develop Full Design Guidelines or Form-Based Code

The community should consider developing a detailed set of design guidelines or a form-based code approach to new development along Brandywine Road. The goal of either approach is to have further control of the character, design, and physical form of private development, above what is allowed through typical zoning. The general design guidelines provided earlier in this section could be expanded and further detailed and adopted by the County Planning Board as a guiding document. Alternately, the general guidelines, in this document could be used to develop a form-based code for Brandywine Road. A form-based code serves the same function as the standard zoning ordinance and design guidelines, but more specifically defines the desired physical form and character of the buildings, while de-emphasizing use density regulations, i.e., maximum dwelling units per acre for residential and Floor-to-Area Ratio (FAR) for commercial development. Other key features of form-based codes include build-to lines, height minimums and maximums, architectural design requirements, parking setbacks, streetscape, and sign standards.

Adopting either would require additional review from the Development Review Division (DRD) of the County Planning Department, and the impact on staff demands should be considered. In developing either document the county should further define key design and character elements with input from the community.

9. Coordinate Design and Site Character Standards with New Developments

As mentioned in the Design Guidelines section, these tools are intended for the study area; however, they could be applied to the Brandywine Road frontage of the Stephen's Crossing or Villages at Timothy Branch planned developments. No matter what the final mechanism is, it is critical that there is coordination of development design along this entire length of Brandywine Road, from the Rural Tier boundary to US 301, to help integrate these proposed developments into the community as a whole and to

create synergies between the proposed developments and the character of the older Brandywine community. This strategy requires involvement from the community in an organized fashion, either through a new community-based organization, or existing civic associations, and sustained coordination with the county and M-NCPPC.

10. Implement Branding and Wayfinding/Identity Signage Strategy

One of the main challenges observed during the public process was Brandywine's lack of brand image and identity. During the community workshops, the community stakeholders were asked through several methods to define Brandywine. The largest response during the polling session of the second workshop was that Brandywine is a "Village"; however, that only represented about 35 percent of the responses. Developing a brand image or an easily communicated identity is a large step towards creating a "sense of place" within Brandywine, which would help further community goals of revitalization and preservation. It is recommended that Brandywine develop a comprehensive wayfinding/identity strategy and branding process, which would shape and craft a community brand identity and wayfinding plan to help visitors safely and efficiently find key destinations along Brandywine Road.

FUNDING SOURCES

As noted, most of the recommended improvements and projects will require financial assistance to be implemented. Where possible, local, state, and federal funding sources should be used to leverage private sector dollars. The following are key financing tools, programs, and potential funding sources to be considered:

Developer Incentives

As discussed several times throughout the report, the impact of the Stephen's Crossing and Villages at Timothy Branch developments will be significant on the study area. These developments could be required to improve the roadway, including the acquisition of easements or additional rights-of-way to implement elements of the Community Design Plan.

It is understood that these two developments have already been working through the approval process

with the county and it may be too late in the process to introduce additional conditions of approval. Regardless, efforts should be made to engage the developers to take an active role in the revitalization of the older Brandywine community.

Maryland Revitalization Funds

Sustainable Communities Program

The Sustainable Communities Act of 2010 targets state revitalization resources into focus areas called “Sustainable Community Areas.” Sustainable Community Areas are defined as places where public and private investments and partnerships achieve:

- Development of a healthy local economy.
- Protection and appreciation of historical and cultural resources.
- A mix of land uses.
- Affordable and sustainable housing, and employment options.
- Growth and development practices that protect the environment and conserve air, water and energy resources, encourage walkability and recreational opportunities, and where available, create access to transit.

If the state designates the Brandywine study area as a Sustainable Community, then the community is eligible to apply for Community Legacy funds to implement recommendations in this revitalization study. The Community Legacy program provides flexible capital resources through annual competitive funding rounds to assist local governments and their nonprofit partners in realizing comprehensive community revitalization initiatives. Past projects that have received funding through the Sustainable Communities program include design and construction of sidewalk improvements, road paving, signage, and landscaping.

To obtain state funds to implement the study recommendations, the community would apply to the Maryland Department of Housing and Community Development (DHCD) for designation as a Sustainable Community Area. It is recommended that the community apply this fiscal year; the Planning Department could provide assistance with preparing the application. An Action Plan would also need to be submitted to DHCD, which would include a summary of initiatives and projects, according to local priorities. Additionally,

with the Sustainable Community designation the community would be awarded priority in competitive requests for funding through the following two programs:

Neighborhood BusinessWorks Program

The Maryland Neighborhood BusinessWorks Program provides gap financing, to new or expanding small businesses and nonprofit organizations in Sustainable Communities throughout the state.

MDOT Sidewalk Retrofit Program

The MDOT Sidewalk Retrofit Program helps finance the construction and replacement of sidewalks along state highways. The program covers 50 percent of the cost for approved projects. For projects located in a Sustainable Community, the program covers 100 percent of the cost.

Historic Preservation Incentives

There are several incentives in place to encourage the rehabilitation of Brandywine’s important historic resources. These incentives include the following:

Federal Historic Preservation Tax Credits

Since 1976, the National Park Service, in partnership with the Internal Revenue Service and the Maryland Historic Trust (MHT), has administered the Federal Historic Preservation Tax Credit Program in Maryland to encourage rehabilitation and reinvestment in historic buildings. Through this program, a 20 percent tax credit is provided to owners and developers of income-producing historic buildings who undertake a substantial rehabilitation of a historic building in which rehabilitation costs must be equal to or greater than the adjusted basis of the property minus the cost of the land, plus improvements already made, minus depreciation already taken. To be eligible, a property must be individually designated in a National Register Historic District, a contributing building in a National Register district, or a non-historic building located in a Maryland Main Street community or Heritage Area. A 10 percent tax credit is available for non-historic buildings built before 1936.

Maryland Sustainable Communities Tax Credit

The Maryland Historic Trust currently administers the Maryland Sustainable Communities Tax Credit Program for both residential and commercial properties. Under the program, residential properties

are eligible for a 20 percent Federal Historic Preservation Tax Credit for qualified rehabilitation expenditures. To be eligible, the property must be individually listed, or eligible for listing, in the National Register of Historic Places, or located in a locally designated or National Register Historic District. Qualified rehabilitation expenditures must exceed \$5,000 for owner-occupied residential properties in a 24-month period. A project must be reviewed and certified by the Maryland Historical Trust for compliance with the Secretary of the Interior’s Standards for Rehabilitation. An additional five percent credit is offered by the State of Maryland for buildings considered “high-performance” and that meet the LEED Gold or equivalent rating by the United States Green Building Council.

Prince George’s County Historic Property Grant Program

Administered by the Prince George’s County Historic Preservation Commission, the Historic Property Grant Program provides financial assistance to encourage the long-term preservation and rehabilitation of landmark county historic resources. Grant monies are awarded in exchange for a historic preservation easement, which is a voluntary transfer of some rights inherent in the property, namely the exterior elevations in this case, to the Prince George’s County Historic Preservation Commission, a qualified steward in this case of these rights. Grant awards also require that a property be designated as Prince George’s County Historic Site.

Transportation Grants

Several potential funding sources are available for the recommended roadway infrastructure improvements for Brandywine Road.

Federal-aid Highway Funding Sources

In order to receive federal funds for a transportation improvement project, federal legislation mandates that states adopt a specific process for selecting projects for implementation. This mandate is met by The Maryland Statewide Transportation Improvement Program (STIP) and is a five-year, fiscally constrained, and prioritized set of transportation projects that is compiled from local and regional plans. STIP projects are selected through an annual development process. All projects and funding details in the STIP have been

scrutinized and approved by the Maryland General Assembly and by the Governor through the State’s annual budget process.

Congestion Mitigation and Air Quality (CMAQ)

The Congestion Mitigation and Air Quality Improvement Program provides funding for projects and programs in air quality nonattainment and maintenance areas for ozone, carbon monoxide (CO), and particulate matter (PM-10, PM-2.5) which reduce transportation related emissions. (Prince George’s County is in a non-attainment area for ozone.)

The CMAQ program was conceived to support surface transportation projects and other related efforts that contribute air quality improvements and provide congestion relief. Improvement recommendations that could fit the objective of the CMAQ program would be intersection improvements including turn lanes and channelization.

Surface Transportation Program (STP)

The STP provides flexible funding that may be used by states and localities for projects on any Federal-aid highway, including the national highway system, bridge projects on any public road, transit capital projects, and intracity and intercity bus terminals and facilities.

Transportation Enhancement (TE)

Transportation funds are apportioned to the states by formula, based on amounts made available from the Surface Transportation Program (STP). Transportation Enhancement (TE) activities offer funding opportunities to help expand transportation choices and enhance the transportation experience through 12 eligible TE activities related to surface transportation, including pedestrian and bicycle infrastructure and safety programs, scenic and historic highway programs, landscaping and scenic beautification, historic preservation, and environmental mitigation.

Local Sources

Maryland Transportation Trust Fund - Transportation needs in Maryland are funded from an integrated account called the Transportation Trust Fund. The Transportation Trust Fund was created in 1971 to establish a dedicated fund to support the Maryland Department of Transportation. All funds dedicated

to the department are deposited in the Trust Fund and disbursements for all programs and projects are made from the Trust Fund. Revenues are not earmarked for specific programs; the allocation of funds to projects and programs is made in conjunction with state and local elected officials. The Transportation Trust Fund revenues consist primarily of three sources of revenues: motor fuel tax, the vehicles titling tax, and vehicle revenues.

6. Appendices

APPENDIX A

KEY COMMUNITY OPPORTUNITIES AND ISSUES

Opportunities/Strengths

Following is a summary of the opportunities available to the Brandywine study area based on the input obtained during community workshops held on July 28, 2010, October 2, 2011, and February 23, 2011; review of previous reports; and in-field observations of the existing conditions:

- There are historic resources within the community to base future development character and identity upon.
- The area has the opportunity to act as a gateway to the Rural Tier to the east.
- There is a cluster of civic and institutional buildings within the core of the study area that act as “activity generators” and draw people to the area, including:
 - Brandywine Volunteer Fire Station
 - The Post Office
 - Brandywine Elementary School
 - Chapel of the Incarnation
 - Bible Church of Brandywine
- The proposed Villages at Timothy Branch and Stephen’s Crossing at Brandywine developments just west of the study area will bring additional activity and tax base to the area, which may help support initiatives to preserve the rural and historic character east of Timothy Branch and help drive appropriate revitalization of the study area.
- At the public workshops, the community expressed a desire for a local Farmers’ market, which is now being actively explored by the developer that owns the northwest corner of Brandywine Road and Cherry Tree Crossing Road.
- There is community support for introducing new or additional retail and restaurant uses into the core as long as the scale is appropriate to the desired rural character.
- There is a desire in the community to create a more walkable, pedestrian-oriented main street environment.

Issues/Constraints

Following is a summary of the issues affecting the study area based on the community input, review of previous reports and in-field review of the existing conditions:

- The location of the Brandywine community, on the edge of Developing Tier and Rural Tier policy areas, creates tension and challenges to the future identity and character of the community.
- The proposed Villages of Timothy Branch and Stephen’s Crossing at Brandywine developments just west of the study area create the potential for future challenges in maintaining and strengthening the rural and historic character of the community due to increased density, population, and traffic.
- The current mix of commercial uses on Brandywine Road do not reflect the community’s desire for the character and look of a small rural community.

- Noticeable truck traffic on Brandywine Road, approximately 350 heavy trucks a day, impacts the appearance, character, and perceived safety of the corridor.
- The Study area lacks pedestrian connections, consistent sidepaths, and bicycle facilities that encourage alternative means of transportation.
- There is a general lack of streetscape, landscape, or public open space within the community to help strengthen the rural character or identity.
- The corridor lacks strong gateway or identity features to create a sense of arrival to Brandywine or that define the area as a special place.
- The roadway and existing public infrastructure is in need of improvement.
- Due to existing property boundaries, there is inconsistent and insufficient land within the public rights-of-way, which poses challenges to creating consistent sidepaths or streetscape improvements.

APPENDIX B

DEMOGRAPHIC TAPESTRY DESCRIPTION OF THE BRANDYWINE STUDY AREA

Lifestyle segmentation is an analytic system, which clusters and describes households with similar preferences and spending patterns. Tapestry™ is a proprietary consumer segmentation data product of ESRI, a seller of demographic and other information. Also known as “psychographics,” the Tapestry report organizes households into clusters with similar preferences or characteristics. It is based on the observation that consumers have different preferences (even households with similar incomes may spend money very differently from each other), and that “birds of a feather flock together,” meaning, people with similar preferences tend to live near each other in geographic clusters. Chain retailers, in particular, use lifestyle segmentation data to find the best locations for their stores.

Brandywine’s Tapestry profile categorizes households into just two of 66 household profiles. This is a remarkably tightly-defined profile in comparison to many communities where households may be distributed among five or more Tapestry segments.

Tapestry segment names sometimes sound sweepingly general – or even unflattering. However, they are not intended to be pejorative, but descriptive, and they are used by national retailers and others to understand local markets.

“Pleasant-Ville” is in the top ten among consumer segments in the Tapestry system and its households are highly sought by national retailers. This cohort is slightly older than the U.S. median, with median household income of \$78,653. About 40 percent of households include children. These are “settled” households with a high homeownership rate (82 percent). While they are inclined to shop for retail goods at warehouse clubs and other large-format stores, they do spend money on dining out and represent a strong customer base for future dining options in Brandywine.

Table 5. Demographic Tapestry

Community Tapestry™ segment	Percentage of Brandywine households
Pleasant-Ville (segment 10)	73.2 percent
Rustbelt Retirees (segment 29)	26.8 percent

“Rustbelt Retirees” typically do not have children at home and – despite the name – 58 percent still work (though about 40 percent also draw Social Security benefits). This segment spends money on home furnishings and home improvements, but they are very value-conscious and price-sensitive. For entertainment, they dine at family-style restaurants and they are likely to enjoy their entertainment at home (e.g., DVDs), rather than at live venues. As a consumer segment, Rustbelt Retirees are not as strong a consumer segment as Pleasant-Villes for future dining and retail in Brandywine.

When this geographic area is extended from the Brandywine Census Designed Place to a three-mile radius around Brandywine center, the predominance of Pleasant-Ville households increases to 88.5 percent. (With only 1.7 percent of households in the U.S. falling into the Pleasant-Ville segment, it becomes even clearer that the Brandywine area is both a desirable and unusually narrowly-defined consumer market.)

APPENDIX C

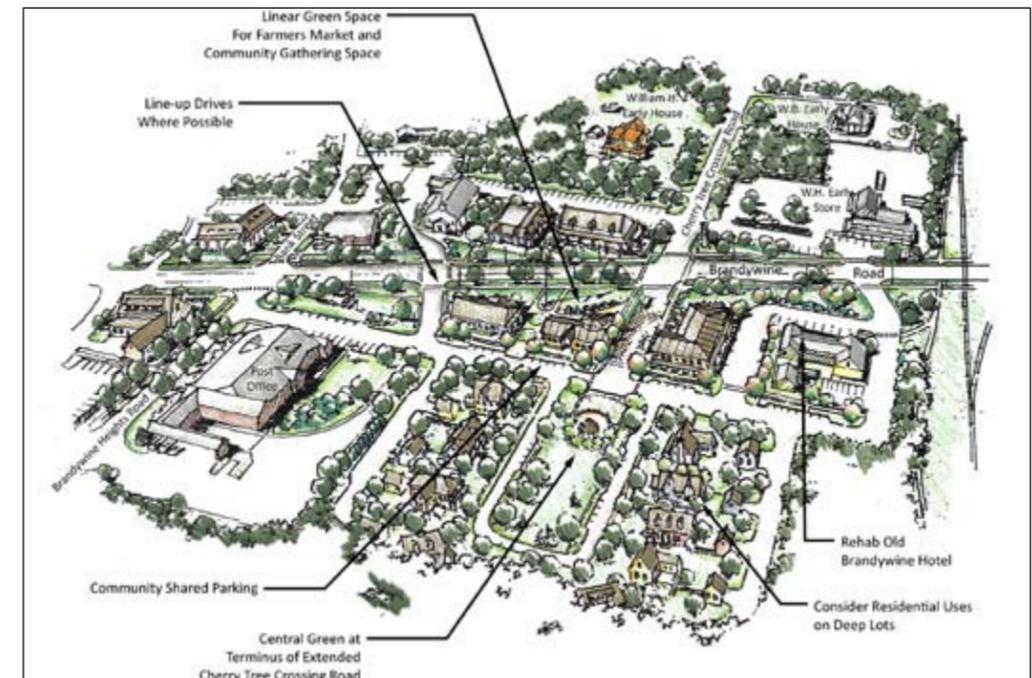
FUTURE LAND USE CONCEPT

The Future Land Use Concept presents a vision for how the core of the Village of Brandywine can revitalize so as to become a more vital, pedestrian friendly community while responding to historic preservation goals and maintaining rural character. The Future Land Use Concept Sketch focuses on opportunities to redevelop private properties within the heart of the community located around the key intersections of Brandywine Road: at Bank Street/Brandywine Heights Road and Cherry Tree Crossing Road. As noted previously, this key area includes several historic resources, such as the Old Bank of Brandywine and the W. H. Early Store, and important civic uses including the U.S. Post Office and Brandywine Elementary School.

The Future Land Use Concept Sketch envisions revitalization of certain sites in line with the character goals expressed during the community workshops in July and October 2010 and citizens comments. The Future Land Use Concept Sketch illustrates how building massing, parking layouts, and site design could be developed in a coordinated manner that reinforces community planning goals. This sketch does not address the types of businesses or development that would occur at these locations. That would be determined by property owners based

on market conditions and zoning at such time as they want to revitalize or develop their properties. Actual building locations, heights, and densities, as well as landscaping and parking layouts, will evolve as developers, business and property owners generate their development plans. This Future Land Use Concept Sketch may be used for guidance at that time. A table is also included in this appendix that describes the potential square footages of new development and needed parking spaces that could be developed consistent with the Future Land Use Concept.

One of the unique features of the community is the pattern of the existing development, especially in relationship to Brandywine Road. When William H. Early platted out the community, the lots were oriented to the railroad tracks, which placed buildings at an angle to Brandywine Road. This creates an interesting pattern in terms of the building layout, with few buildings set parallel to the road. This pattern complements the rural character of the community by creating angular “left-over” spaces. The Future Land Use Concept orients new development around a series of green spaces created from these “left-over” spaces. A central green space could be created in the community through combined and linked pedestrian pathways. Development along Brandywine Road should be designed to define these public, open spaces with



Future Land Use Concept Sketch

parking and access to the sides and rear of buildings, instead of along the road in the front of businesses patterned after a suburban style of development.

Regardless of any final site designs, there are specific objectives that the Future Land Use Concept illustrates and that revitalization should strive to achieve. Future development in the village of Brandywine should:

1. Respond to the character of existing development through smaller footprint buildings.
2. Provide interconnected parking lots, located to the rear or sides of the commercial buildings, to allow shoppers to park and then walk between multiple commercial businesses to shop or eat.
3. Create a series of interconnected green spaces and pathways along the corridor that work in tandem with the streetscape improvements to enhance a rural character and provide a cohesive, pedestrian-oriented, rural village environment.

Table 6, on page 73, describes the amount of future development or redevelopment that is illustrated in the Future Land Use Concept sketch. Maximum square footages and densities were determined based on the size of the parcels with development opportunities and recommended land use.

The Future Land Use Concept recommends up to nine new commercial structures, for a total of up to an additional 50,000 square feet of commercial space. As envisioned, these structures will establish a rural village and they present an opportunity to create a neighborhood-serving retail cluster. The new business development opportunities most compatible with this vision include:

- Two additional, family-friendly restaurants.
- Grocery store, possibly a small cooperative.
- Florist.
- Barber shop/hair salon.
- Cleaners.
- Upper-story bed and breakfast style accommodations.

The sites in the core revitalization and preservation area that present opportunities for future development or redevelopment were identified based on identification of sub-optimal land uses, vacant or deteriorating buildings, vacant lots, key corner locations and/or the potential to consolidate small parcels of land to create larger, more marketable sites. The sites included in this study are shown in yellow on the following illustration and are listed below it:

1. Brandywine Auto Parts Installations.
2. Vacant Site at the Northwest Corner of Brandywine Road and Bank Street.

Map 28. Future Development Opportunities



Opportunities exist in the study area to aggregate sites for future development

3. Bank Building.
4. Vacant Site at the Northwest Corner of Brandywine and Cherry Tree Crossing Roads.
5. Brandywine Liquors.
6. Webb's Grocery/Carry-out.
7. Middleton Homes Sales Office.
8. Vacant/Former Brandywine Hotel.

Table 6. Future Development/Redevelopment in Future Land Use Sketch

Location	Recommended Land Use	Zone	Max. Density or Sq. Feet	Expected # of Needed Parking Spaces	Existing Use	Notes
Adjacent to Brandywine Road, Bank Street to the RR crossing	Series of open spaces and central green connected by walks and paths	C-S-C	n/a	n/a	Road shoulder	Informal open space/Village Commons; location for community events and Farmers' Market
West of rail road tracks, east of Post Office	One-family detached residential	C-M, C-S-C	Eight dwelling units	n/a	Office, residential	Central Green or Village Commons bordered by homes at terminus of Cherry Tree Road crossing Extended; needs zoning change
At the four-corners created by extending Cherry Tree Road crossing south across MD 381	Cluster of retail buildings	C-M, C-S-C, R-R	3 one-story bldgs. - totaling 12,000 sq. ft.	64 spaces, south, connected to the Post Office parking lot	Underdeveloped parcels	Creates key intersection at heart of community; provides shared access to new re-development; zoning change may be needed
Adaptive reuse of former Brandywine Hotel	Any number of uses	C-M	Unknown	20 spaces to the north	Vacant building	Possible renovation; zoning change may be needed
N/E corner MD 381/ Bank St.	Commercial infill	C-S-C	3,500 sq. ft.	Shared parking w/church	Vacant commercial (bank) building	Reconfigure parking to reduce curb cuts, increase connectivity
N/W corner MD 381/ Cherry Tree Road crossing	Initially, a Farmers' Mkt.; later Commercial (two bldgs.)	C-S-C	2 bldgs. totaling 8,000 sq. ft.	42 spaces	Undeveloped	Preserve tree buffer for W. H. Early historic site, north
W. H. Early Store	Reconfigured, landscaped parking, and screening of storage areas	C-S-C	n/a	No additional	Retail, service	Use fencing or masonry for screening
S/W corner of MD 381/Brandywine Heights Rd.	Commercial/Office	C-S-C	24,000, in two 12,000 sq. ft. bldgs.	100 spaces, to south or rear	Commercial	Buildings oriented to corner and north (MD 381)
N/W corner MD 381/ Bank St.	Commercial, new	C-S-C	3,800 sq. ft.	20 spaces	Undeveloped	Centrally located site

Acknowledgements

The Maryland-National Capital Park and Planning Commission

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