

### VIII. IMPLEMENTATION

The vision for the Marlboro Pike Corridor will require that a variety of participants work together to make it a reality. The following action steps outline the implementation strategies, related to the revitalization efforts discussed throughout this plan and necessary to facilitate change. Implementation strategies will be accomplished by many public agencies and the private sector collaborating in efforts to achieve the vision and goals of the plan. The implementation strategies listed provide the basis for a future work program for the Marlboro Pike area.

# APPROVED MARLBORO PIKE SECTOR PLAN AND SMA

OBJECTIVE	ACTION STEPS	POTENTIAL COORDINATING AGENCY	TIMEFRAME
<b>Marketing and Branding the Corridor</b>	Include Marlboro Pike on the county’s annual Economic Development Tour	Prince George’s Economic Development Corporation	Immediate and ongoing
	Assign a dedicated resource to plan implementation	M-NCPPC—Planning Prince George’s Economic Development Corporation	Immediate
	Create a logo	M-NCPPC—Planning and business association	Short-Term
	Coordinate with property owners in the seven priority areas to promote the plan	M-NCPPC—Planning Prince George’s Economic Development Corporation	Immediate
	Form a business association for the corridor	M-NCPPC—Planning Prince George’s Economic Development Corporation corridor businesses	Medium
	Present the plan for seven priority areas to the Washington Board of Trade	Prince George’s Economic Development Corporation M-NCPPC—Planning	Immediate
	Create a Business Improvement District (BID)	Chamber of Commerce Prince George’s Economic Development Corporation M-NCPPC—Planning	Medium
	Create and distribute revitalization publications and multi-media presentations	Prince George’s Economic Development Corporation M-NCPPC—Planning	Short-Term
	Host a developers’ fair	Prince George’s Economic Development Corporation M-NCPPC—Planning	Short-Term
	Identify and introduce prospective developers to property owners	Prince George’s Economic Development Corporation M-NCPPC—Planning	Short-Term

## CHAPTER VIII—Implementation

OBJECTIVE	ACTION STEPS	RESPONSIBLE PARTIES	TIMEFRAME
<b>Secure Financing for Revitalization Efforts</b>	Conduct annual forum to explain state and local financing programs	Prince George’s Economic Development Corporation	Ongoing
	Provide counseling on appropriate financing programs for specific development projects	Prince George’s Economic Development Corporation	Ongoing
	Assist applicants in filling out forms for financing programs	Prince George’s Economic Development Corporation	Ongoing
<b>Dedicate Development Regulations</b>	Create a dedicated review team for Marlboro Pike projects	M-NCPPC—Planning	Immediate
	If necessary, revise and amend development review procedures to expedite approval of projects.	M-NCPPC—Planning	Immediate

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OBJECTIVE	ACTION STEPS	RESPONSIBLE PARTIES	TIMEFRAME
<b>Neighborhood Conservation</b>	Educate citizens about code enforcement standards and requirements	Prince George’s County Department of Environmental Resources (DER)	Immediate
	Develop an organized, corridorwide stakeholder coalition to serve as advocate for the plan	M-NCPPC	Immediate
	Continue to provide adequate staffing levels to implement plan objectives.	M-NCPPC	Ongoing
	Implement a systematic code enforcement program for Marlboro Pike	Prince George’s County Department of Environmental Resources	Short-Term
	Install community banners and gateway signs	Business Improvement District M-NCPPC—Planning	Short-Term
	Develop signage ordinances that prevent the use of freestanding signs, and require commercial signage to be installed on buildings along Marlboro Pike within the redevelopment overlay area	M-NCPPC—Planning	Short-Term
	Complete planned improvements for Oakcrest Community Park to provide recreational facilities	Prince George’s County Board of Education M-NCPPC—Parks	Short-Term
	Initiate corridor-wide cultural events, farmers markets, parades, festivals, and/or fairs	Business Improvement District Community Coalition (once established) The City of District Heights	Short-Term
	Provide amenities along the corridor that deter criminal activity, including pedestrian scale lighting and security cameras	Prince George’s County Police Department District Heights Police Department Prince George’s County Department of Public Works and Transportation Business Improvement District	Short-Term
	Develop a crime watch group to report suspicious activity	Community Coalition (once established) Business Improvement District	Short-Term

## CHAPTER VIII—Implementation

OBJECTIVE	ACTION STEPS	RESPONSIBLE PARTIES	TIMEFRAME
<b>Transportation Enhancements</b>	Conduct traffic engineering studies to pinpoint factors that will improve safety for motorists and pedestrians, particularly at the high accident intersections, including Brooks Drive and Silver Hill Road	Prince George’s County Department of Public Works and Transportation Maryland State Highway Administration	Immediate
	Require sidewalks be included with property redevelopment projects	M-NCPPC—Planning	Short-Term
	Provide continuous sidewalks along Marlboro Pike and Pennsylvania Avenue. Priority sidewalk installation sites include: the front of the District Heights commercial area and the Parkland Shopping Center, along the parcel of land to the west of Regency Parkway, and throughout the Forestville community	Prince George’s County Department of Public Works and Transportation	Short-Term
	Improve pedestrian crossings to ensure better visibility	Prince George’s County Department of Public Works and Transportation	Short-Term
	Buffer pedestrians from vehicular areas, where possible, with on-street parking or landscaped setbacks	Prince George’s County Department of Public Works and Transportation	Short-Term
	Require on street parking be included with property redevelopment projects	M-NCPPC—Planning	Short-Term
	Initiate shuttle service connecting the local community with the regional transit service at the Suitland and Addison Road Metro Stations	Washington Metropolitan Area Transit Authority Prince George’s County Department of Public Works and Transportation	Short-Term
	Improve aesthetics, visibility, and comfort levels at bus stops throughout the corridor	Prince George’s County Department of Public Works and Transportation Washington Metropolitan Area Transit Authority	Short-Term
	Provide transit informational kiosks at popular transit stops	Washington Metropolitan Area Transit Authority	Short-Term

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OBJECTIVE	ACTION STEPS	RESPONSIBLE PARTIES	TIMEFRAME
<b>Transportation Enhancements (continued)</b>	Install bike racks at popular destinations corridorwide	Private developers M-NCPPC—Planning	Short-Term
	Build a continuous bicycle path along Pennsylvania Avenue	Maryland State Highway Administration	Short-Term
	Complete streetscape enhancements corridorwide	Prince George’s County Department of Public Works and Transportation	Medium-Term
	Build greenway trails through the Oxon Run and Ritchie Branch stream valleys	M-NCPPC—Parks Prince George’s County Department of Public Works and Transportation	Short-Term
	Install traffic calming and control devices along Marlboro Pike and conduct an engineering feasibility study for a traffic circle at Benning Road and Benning Road	Prince George’s County Department of Public Works and Transportation	Long-Term

## CHAPTER VIII—Implementation

OBJECTIVE	ACTION STEPS	RESPONSIBLE PARTIES	TIMEFRAME
<b>Environmental Sustainability</b>	Upgrade existing stormwater management facilities to meet or exceed current criteria established by the Maryland Department of the Environment (MDE)	Prince George’s County Department of Public Works and Transportation (DPW&T) Private Developers/Property Owners M-NCPPC—Planning, Maryland State Highway Administration and MDE	Ongoing
	Conduct watershed planning Include watershed approach planning principles in site development plans	DPW&T, DER, M-NCPPC—Planning	Ongoing
	Increase the use of green technologies on private property	Property Owners, M-NCPPC—Planning Prince George’s County Agencies, Washington Metropolitan Area Transit Authority State Highway Administration	Ongoing
	Include best management practices in stormwater management design Require stormwater management best management practices in the development approval process	DPW&T Private Developers M-NCPPC—Planning Maryland State Highway Administration	Ongoing
	Include innovative stormwater management practices in new development and redevelopment projects	Developers	Ongoing
	Upgrade the existing stormwater management pond at the intersection of Silver Hill Road with Old Silver Hill Road to incorporate environmental and visual quality upgrades and to meet the most current county and MDE standards	Maryland State Highway Administration Prince George’s County Department of Public Works and Transportation	Short-Term

