

The background features a white base with several colored elements: a horizontal olive green bar at the top left, a light blue rectangle in the center, and a purple bar at the bottom right. The text is centered within the light blue rectangle.

*SECTION 1*  
**BLUEPRINT for TOMORROW**



## INTRODUCTION

The *East Riverdale-Beacon Heights Sector Plan* is the comprehensive area master plan for the Riverdale Park-Kenilworth and Beacon Heights-East Pines Stations along the Maryland Transit Administration (MTA) Purple Line and surrounding neighborhoods. This plan contains a comprehensive, interrelated set of goals, policies, and strategies to shape the growth and development of this important area of Prince George’s County for the next 20 years, connect the area with the broader region, cultivate new opportunities for residents and visitors, and celebrate the unique character of this community.

The East Riverdale-Beacon Heights Sector Plan covers 1,340 acres in northwestern Prince George’s County. The sector plan includes communities along Riverdale Road between Auburn Avenue and the Northeast Branch of the Anacostia River, and along MD 201 (Kenilworth Avenue) between Good Luck Road and Campus Drive to the north and Fletcher’s Field Park to the south (see Map 1). A portion of the sector plan is within the Town of Riverdale Park.

This sector plan incorporates, consolidates, and updates recommendations from plans and studies conducted in this area of the County over the past 20 years, including 2014 *Plan*

*Prince George’s 2035 Approved General Plan* (Plan 2035), the County’s General Plan, the existing 1994 master plans for the area, the 2013 *Purple Line Transit-Oriented Development Study*, the 2008 *Central Kenilworth Avenue Revitalization Study*, and various functional and area master plans.

## WHY A PLAN FOR THIS AREA?

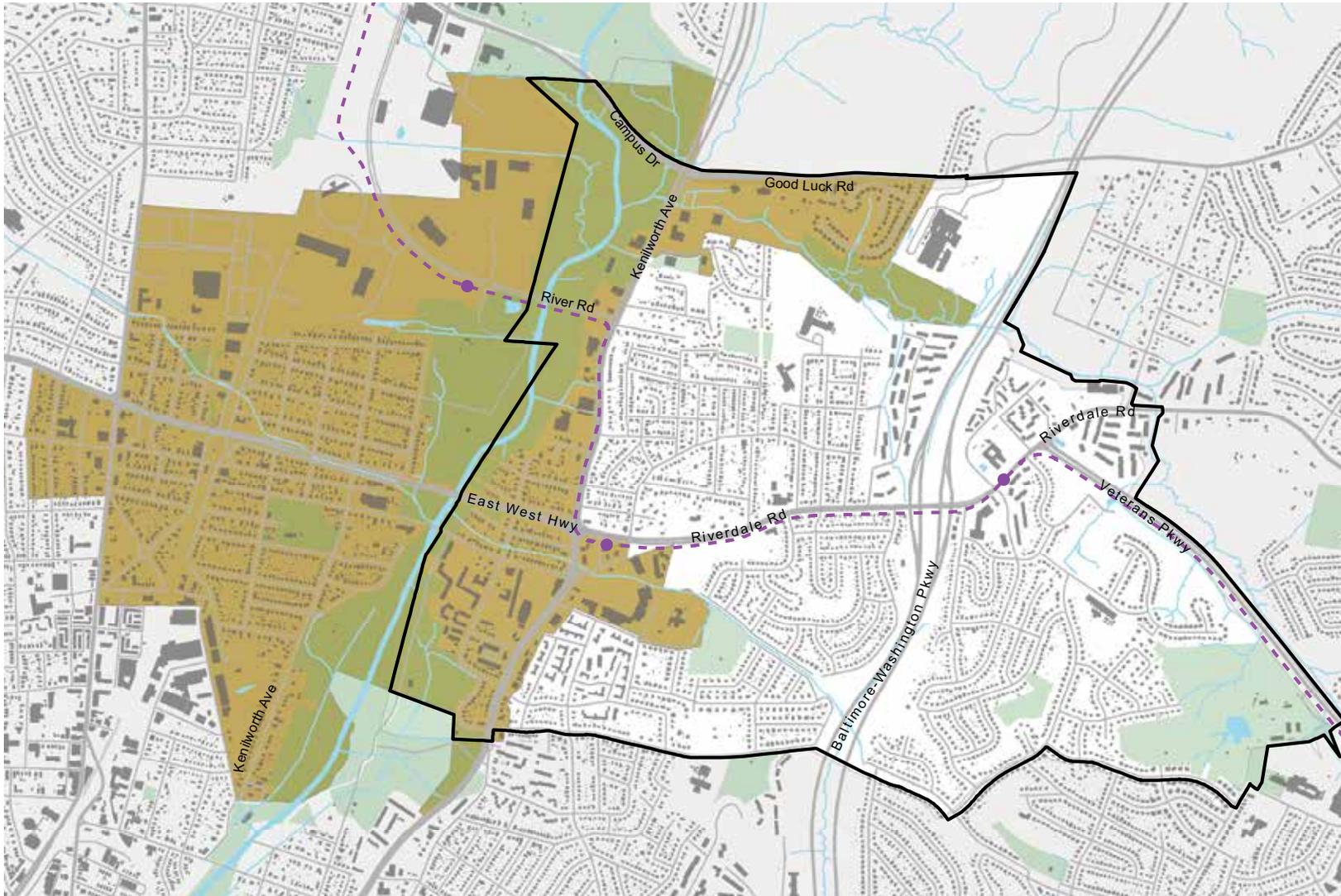
Much of the built environment within East Riverdale and Beacon Heights is relatively unchanged from the 1960s and 1970s. While neighborhoods of single-family houses and apartments have seen generational change, as families came and went and the racial and ethnic makeup of communities evolved, very little of the physical environment changed. The places people live—and the offices, institutions, and retail spaces that serve those people—have done little but age and, in many cases, decline. Some of the issues facing these communities, such as deferred maintenance of housing, obsolete and poorly maintained businesses and shopping centers, office construction in excess of market demand, and flooding were identified in the 1980 and 1994 master plans for the area and have not been resolved.

Communities upstream of the sector plan area have grown drastically since much of the flood control and stormwater management infrastructure was constructed in the 1950s and 1960s, and climate change continues to create an environment where intense storm events may become more frequent, potentially inundating a significant part of the sector plan area with floodwater.

The introduction of the Purple Line, two Purple Line stations, and the designation of the areas around those stations as Neighborhood Centers by Plan 2035 provides a unique opportunity for reinvestment in this community and to re-envision the station areas with new amenities for current and future residents, workers, and visitors. Providing new, high-quality development at the stations can increase investor interest in the area and lead to the upgrading of residential and commercial building stock. Reinventing the commercial areas through redevelopment and enhanced urban design can

Subsequent to approval of this sector plan, but prior to its publication, the MTA renamed the Purple Line Stations within this sector “Beacon Heights-East Pines” and “Riverdale Park-Kenilworth.”

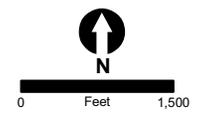
Map 1. Sector Plan Area



-  East Riverdale-Beacon Heights Sector Plan Boundary
-  Buildings
-  Known Water Bodies

-  Purple Line and Stations (MTA)
-  Primary Road
-  Secondary Road

-  Town of Riverdale Park
-  Parkland



increase patronage of the unique local businesses that give the area its character and appeal.

There is little doubt that the opening of these two stations has the potential to positively transform the neighborhoods and businesses around them. The question is, “How?”

## QUESTIONS FOR TOMORROW

- **Can major transit investment that connects this area to the rest of the region bring new possibilities for economic growth, education, and workforce development?**
- **How can this area grow in a way that embraces and preserves the diversity of its residents?**
- **Is it easy and safe to walk and bike to, and through, the area?**
- **How can housing remain affordable to a broad cross-section of residents?**
- **How will retail and office space remain affordable for incubator, start-up, and other small businesses?**
- **Is the area designed in a manner that attracts people to live, work, shop, and visit?**

- **How will the area develop in a way that is environmentally sustainable and resilient?**
- **Will these investments lead to displacement, broader gaps between “haves” and “have-nots,” vanished communities, and lost opportunities?**

This plan addresses these, and other questions, facing this community over the next two decades.

## VISION

The Purple Line will connect East Riverdale and Beacon Heights to the region, cultivating new, sustainable opportunities for living, working, interacting, playing, and shopping that preserve and celebrate the diversity and neighborhoods that continue to make this a unique and exciting place.

## KEY THEMES

The East Riverdale-Beacon Heights Sector Plan reflects three themes:

**Connect** local and regional places

**Cultivate** new opportunities

**Celebrate** diversity and neighborhood character

## OVERALL GOALS

### Connect

- Improved access to the Purple Line, the regional trail network, and destinations within the sector plan area through safe opportunities to bike, walk, and/or take transit.
- New growth directed to the station areas and away from floodplains and other environmentally sensitive areas.
- Increased connections to educational and workforce development opportunities.

### Cultivate

- Great public spaces that facilitate social, cultural, and economic interaction.
- New, walkable, mixed-use development to capitalize upon Purple Line investment.
- Repurposed office stock that supports emerging businesses and markets.

### Celebrate

- New businesses, residents, and visitors attracted to the area's diversity.

- Stable residential neighborhoods with improved access to main corridors, transit, and schools.
- A range of housing types and price points that preserve affordability for a broad cross-section of residents.
- New and revitalized retail spaces that support local and family-owned businesses.
- The character of established single-family neighborhoods is maintained in order to ensure continued neighborhood stability and to preserve homeownership.

## PLAN FRAMEWORK

The East Riverdale-Beacon Heights Sector Plan contains goals, policies, and strategies at two different scales. First and foremost are those goals, policies, and strategies that apply to the entire sector plan area. Additional goals, policies, and strategies were developed for five specific character areas. Each of these areas contain unique attributes, and have particular assets and challenges, that require specialized focus. These character areas are:

### Beacon Heights Neighborhood Center

The area around the Beacon Heights-East Pines Purple Line Station.

### Riverdale Park Neighborhood Center

The area around the Riverdale Park-Kenilworth Purple Line Station.

### Neighborhood Character Area

Existing single-family residential neighborhoods and parkland.

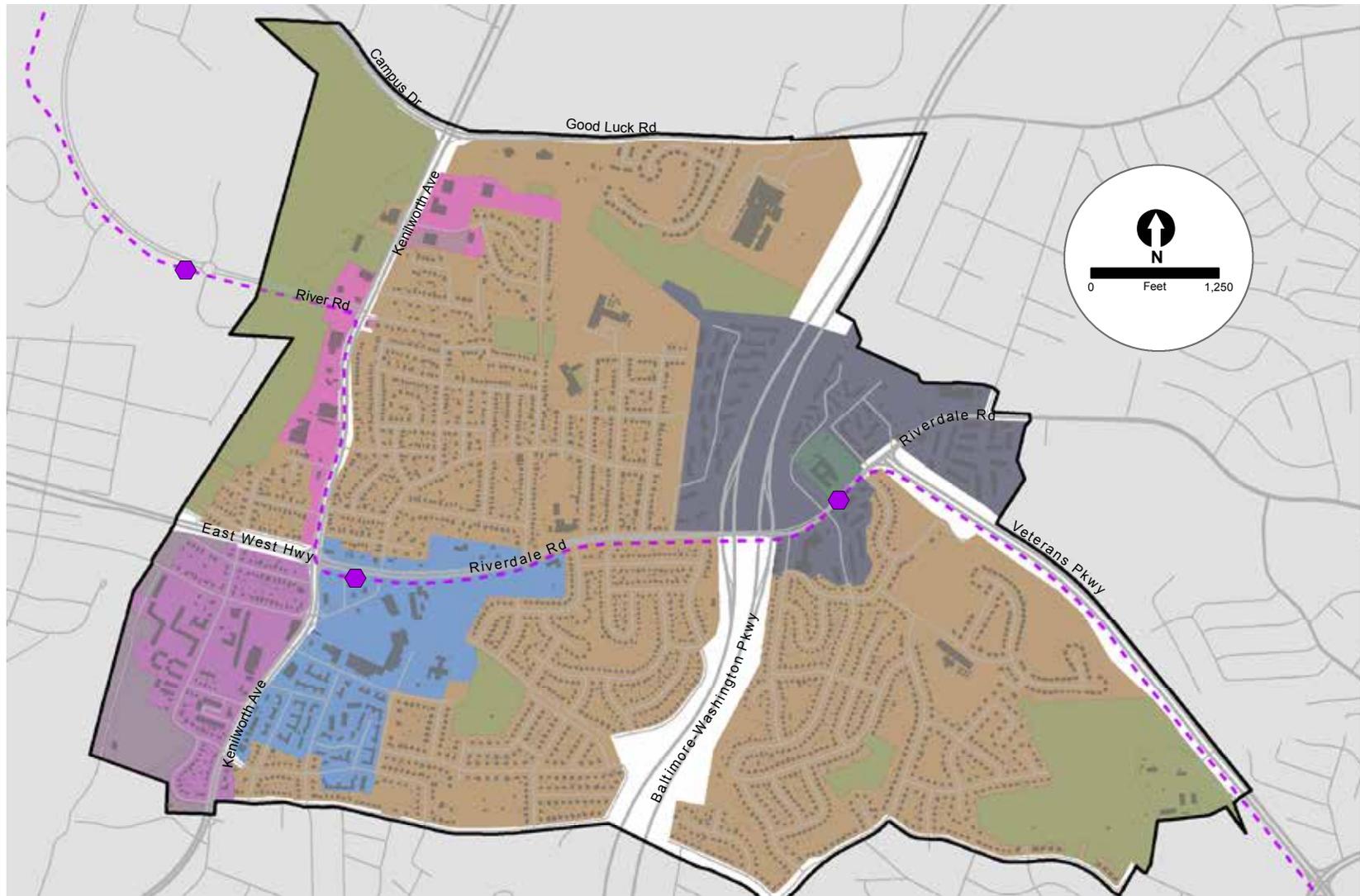
### Kenilworth North Character Area

Commercial and retail development along MD 201 (Kenilworth Avenue) north of the Riverdale Park Neighborhood Center.

### Kenilworth South Character Area

Existing retail, apartment, and condominium communities, with adjacent parkland, along MD 201 (Kenilworth Avenue) south of the Riverdale Park Neighborhood Center.

Map 2. Character Areas



- |  |                                |                                    |                                 |
|--|--------------------------------|------------------------------------|---------------------------------|
| East Riverdale-Beacon Heights Sector Plan Boundary | Purple Line and Stations (MTA) | Beacon Heights Neighborhood Center | Kenilworth North Character Area |
| Buildings  | Primary Road                   | Riverdale Park Neighborhood Center | Kenilworth South Character Area |
| Parkland   | Secondary Road                 | Neighborhood Character Area        |                                 |

