



**ATTACHMENT A - (CR-3-2008)  
Marlboro Pike Sector Plan and SMA  
Preliminary Goals, Concepts, and Guidelines  
and Public Participation Program**



**Introduction**

The Prince George’s County Planning Department of the Maryland-National Capital Park and Planning Commission (M-NCPPC) is conducting a corridor planning project along Marlboro Pike between the District of Columbia (Washington DC) line for approximately four miles to the Capital Beltway (I-95/495). The planning project will develop policies and recommendations that will guide future investments along the corridor. The Marlboro Pike Sector Plan and SMA will supercede the 1986 *Master Plan and Sectional Map Amendment for the Suitland-District Heights and Vicinity*, Planning Areas 75A and 75B for this area. It will also provide recommendations to implement the 2002 *Prince George’s County General Plan*.

The goals, concepts, and guidelines will be used as an introduction to the planning area issues, and as a framework for the corridor planning project process, including the stakeholder outreach plan.

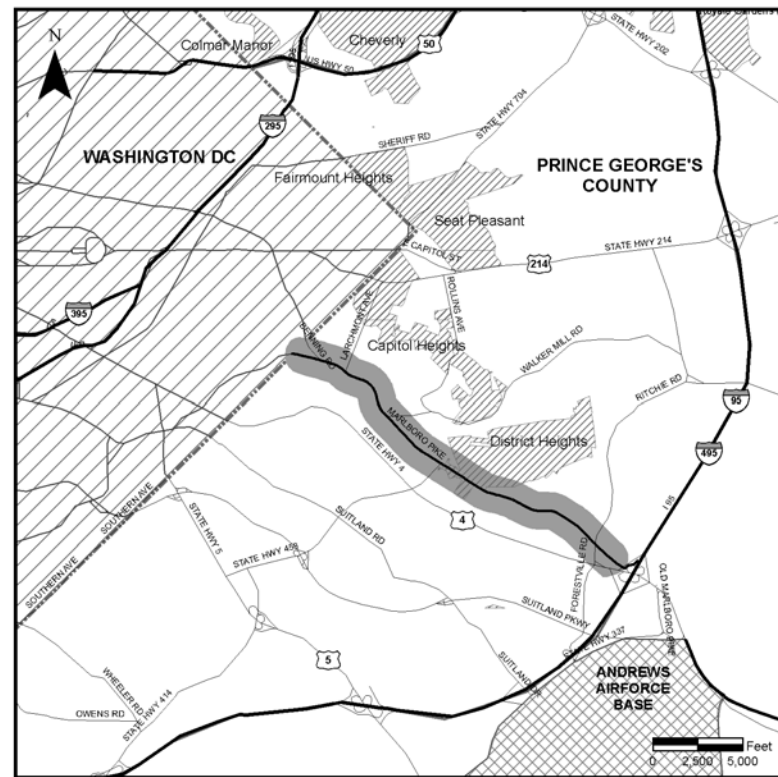
**Project Location and Background**

Marlboro Pike is an east-west county-maintained collector road in the District Heights and Capitol Heights area of western Prince George’s County (**Figure 1**). Marlboro Pike historically connected Washington DC with the Prince George’s County seat, Upper Marlboro. Pennsylvania Avenue (MD 4) was later realigned to serve this connection and Marlboro Pike became a lesser-traveled commercial corridor.

Marlboro Pike is within the 2002 *Prince George’s County General Plan’s* designated Developed Tier. Actions within the Developed Tier are encouraged to strengthen and preserve

existing communities and resources, improve the quality of development and redevelopment initiatives, enhance community services and employment opportunities, and promote transit-supporting, mixed use, pedestrian-oriented neighborhoods.

**Figure 1**  
*Project Location*





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Marlboro Pike is also within the *Suitland-District Heights and Vicinity Plan* area. This plan was adopted in 1986 and recommends that land use along Marlboro Pike be predominantly commercial, and that residential land uses should be oriented away from the corridor. This land use pattern is evident today as the majority of properties fronting the corridor are commercial, and most residential properties are buffered from the corridor with either set backs, fencing, or other means to provide a separation. The corridor serves as a community collector road with a variety of retail choices, but the development patterns along the streetscape are inconsistent and options for community-oriented establishments are limited.

In recent years, the Marlboro Pike corridor has been characterized by disinvestment. This disinvestment is evident by:

- Abandoned or deteriorating apartment complexes
- Poorly maintained, functionally obsolete strip shopping centers that line the corridor, some lightly tenanted
- Several large, defunct, or nearly abandoned shopping centers, some in prominent locations including both the eastern and western gateways to Marlboro Pike

However, there are several thriving community-sized shopping centers located within the middle of the corridor, including the

- Centre at Forestville
- Penn Mar Shopping Center
- Great Eastern Plaza
- Marlo Plaza (though an active shopping center located at the eastern gateway of the corridor, is not fully utilized)

Although the corridor itself has shown signs of blight, most of the surrounding communities are established and thriving. The

residential communities located on or adjacent to the corridor offer a variety of housing choices from apartments to single family homes. Many of these neighborhoods are stable and well-maintained. According to the 2007 income levels estimated by the Environmental Systems Research Institute (ESRI), the median income levels in the area by US Census block range from moderate to relatively high with a median income of \$55,000. Median income levels within the study area are projected to be \$63,000 by 2012. Overall, most of the neighborhoods are stable and thriving, but there are some residential properties that are vacant and deteriorating such as the privately-owned, 13 acre Chapel Woods Apartments.

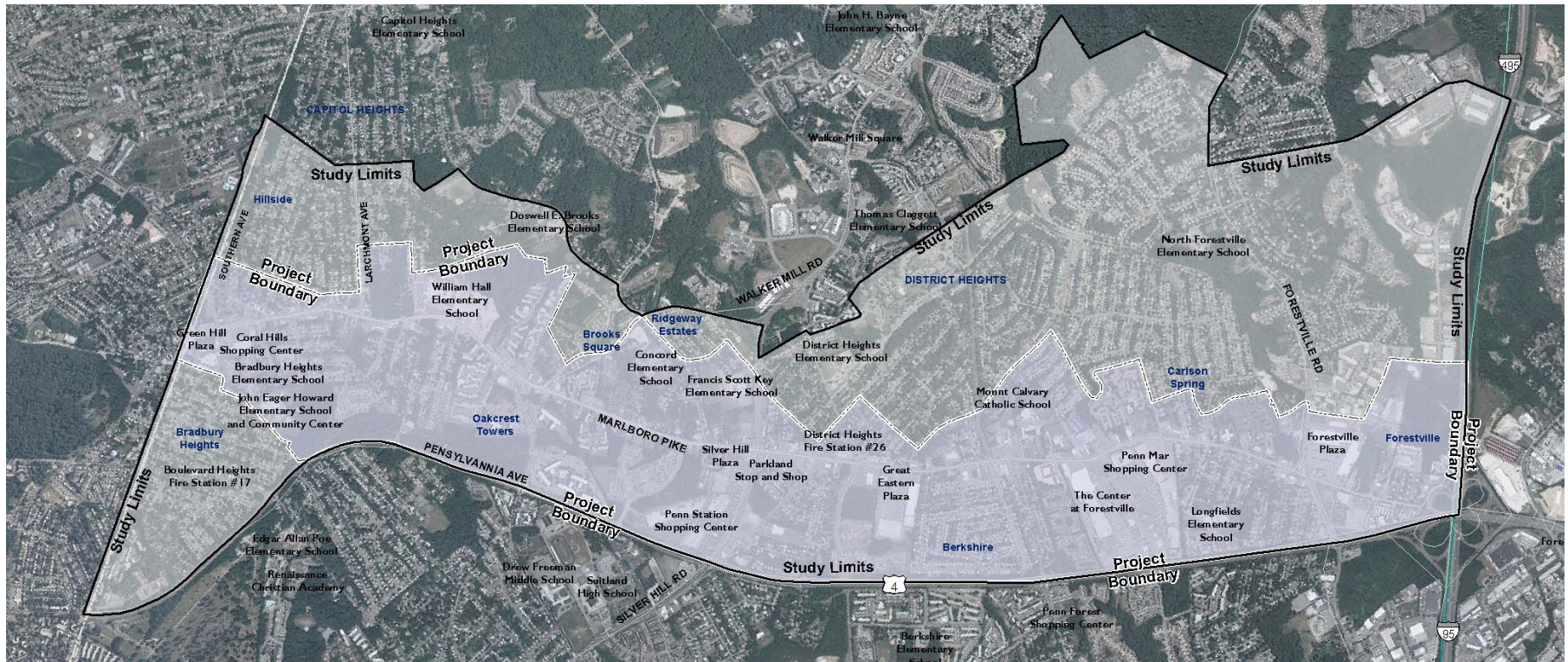
Although many of the struggling shopping centers and deteriorating apartment complexes may deter investment along the corridor, some of them present substantial opportunities for redevelopment that could spur future revitalization in the area. For example, the large shopping centers and expansive parking fields located at the eastern gateway of the corridor represent exciting development opportunities that would allow for flexibility in the use and size of future on-site development, potentially mixed-use residential and commercial development. Similarly, there may be potential for the vacant Chapel Wood Apartments to be redeveloped in a way that would complement and capitalize on the strengths of adjacent neighborhoods, which are characterized by well-maintained primarily single-family homes.



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Figure 2  
Project Area Boundary



**Project Area Boundary**

The Marlboro Pike Planning Project boundary (*Figure 2*) has been established to focus on the corridor and adjacent properties affecting the corridor. This area is generally comprised of properties that have frontage on the corridor, properties clustered around the corridor gateways, and properties within areas prime for investments plus adjacent impact areas.



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### **Stakeholder Involvement Plan**

Business owners, property owners and citizens will become actively involved in planning the revitalization of Marlboro Pike. Through our public participation activities, a broad range of area stakeholders are encouraged to participate in planning, create a common vision, and identify how they can participate in a partnership to redevelop Marlboro Pike.

Our outreach campaign is designed to reach a breadth of stakeholders who are interested in this project, and is targeted to the individual needs of the Marlboro Pike communities. We have incorporated a wide range of options for various stakeholders to get involved. These include:

- One-on-one stakeholder interviews
- Open houses for small business operators
- Public informational workshops
- Design charettes
- Other informational outreach activities
- Interactive online community discussions
- Attend scheduled community meetings and events

This outreach process will initiate key relationships throughout the project area to create opportunities for partnerships in future stakeholder events. The success of this process will be based on:

- A continuing dialogue with key stakeholders
- Inviting stakeholders to partner or host future events
- Having a presence at regularly scheduled community meetings and events

### ***Stakeholder Interviews***

Initial stakeholder interviews will be conducted to identify and meet with a wide range of stakeholders in the project area through individual discussions, small group meetings, and project team attendance at scheduled community meetings to establish a presence. Staff will work to create a critical mass of citizens who committed to participate in the process for this project as well as future projects by facilitating their participation, continued education on the planning and development process, and communicating opportunities to influence the future.

These interviews will focus on community issues, desires, and concerns regarding the project and process to be used. This process will also initiate key relationships throughout the project area to create opportunities for partnerships in future stakeholder events. The team will conduct phone and in-person interviews of:

- Area residents
- Official and unofficial community leaders
- Faith communities
- Educational leaders
- Other stakeholders

The interviews will determine:

- Issues that need to be addressed
- Current challenges to Marlboro Pike
- Positive aspects that need to be preserved or enhanced
- How the stakeholders would like to be involved in the process

Additionally, the team will interview area business owners on:

- What attracted them to the area
- Why they keep their business on or near Marlboro Pike



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- The challenges associated with being on Marlboro Pike
- Areas they would like to see addressed by the project
- How they would like to participate in the project

***Informational Events***

Part of the outreach efforts will also include holding informational events, such group meetings or open houses, to talk directly with agency representatives or special interest groups to engage them in the process. This effort will also involve providing project team members at regularly scheduled community meetings to inform active civic group members about the project and to support their interest in the planning process.

Various agencies will serve as M-NCPPC's partners in the success of this project, and the team will engage them as stakeholders. These agency stakeholders include representatives from:

- The local municipalities (Capitol Heights and District Heights)
- District of Columbia
- Washington Metropolitan Area Transit Authority (WMATA)
- Emergency response agencies
- Law enforcement officers
- County economic development corporation
- County housing and redevelopment agency
- County transportation and public works agency
- County code enforcement office
- County historic preservation office
- County environmental resource office
- County parks and recreation office

Additionally, the project team will contact special interest groups and organize meetings or open house events. The groups include:

- Business owners
- Apartment managers
- Faith-based organizations
- Civic groups

***Public Workshops***

The team will conduct a Public Workshop(s) to generate dialogue regarding issues, concerns, and values that should be considered as part of the planning project. Objectives of the Public Workshops include:

- Inviting all stakeholders to work together and identify the key values that they wish to see incorporated into all future planning efforts
- Create a community dialogue about Marlboro Pike and its future
- Foster relationships and sharing among all project stakeholders
- Focusing on small-group dialogue around key questions for the public
- Ensuring that each stakeholder's voice will be heard and recorded, and individuals relate to one another to share their opinions
- Encourage community members to establish a coalition to promote grass-roots activities for the betterment of the corridor

In conjunction with the values dialogue, or at separate events depending on the needs of stakeholders, workshops will be designed to generate a community vision for the future of



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Marlboro Pike. Participants will be asked to envision Marlboro Pike in a future designed to meet the needs and desires of the community. This visioning will help to identify key directions for planning and the types of activities to be conducted in a design charrette.

### ***Design Charrette***

Interactive public sessions will be conducted to include all community perspectives and to identify specific design elements. Building on the values and vision generated from previous public outreach activities, the charrettes will focus on

- Specific design characteristics (building form)
- Aesthetic choices (design details)
- Community connections
- Integration of existing and new uses
- Location preferences for different types of uses

The team will determine charrette formats that will work best for each sector of the public, and design events that will constructively engage stakeholders in the decisions where their input can be most influential. The design and number of charrettes will be determined based on public input and knowledge of different stakeholder groups. Whenever possible, events will be designed to engage all stakeholders in common venues.

Professional facilitation will be used in the design charrette to ensure the maximum participation of stakeholders and to get as much input as possible.

### ***Other Outreach Strategies***

Regular development and dissemination of information about the project, process, public input, and project results will be necessary

to ensure that all stakeholders in the project area have access to what is happening. These strategies will include:

- *Project Website:* The team will create, populate, and keep an up-to-date project website to post all pertinent project information for easy access to the public. A stakeholder survey will be included on the website to get specific input from stakeholders to learn what their values are, what aspects of the corridor are important to them, and what they see as the future for Marlboro Pike. Also, an interactive community forum feature will be created to provide a venue for community discussion at selected times. The website will be promoted widely in all public interactions and information dissemination.
- *Project Literature:* Literature will also be used to inform the stakeholders about the project's purpose, status, and outcomes. The team will continue to deliver information sheets to local businesses to be posted in windows, create simple fact sheets, and work with local organizations, schools, and churches to disseminate information.
- *Community Civic Day:* The team will also coordinate with local municipalities and stakeholders to host a community civic day. The event will be designed to actively engage the stakeholders in a neighborhood project relating to Marlboro Pike. This will create an opportunity for the residents, businesses and property owners to collaborate and organize a project that will instill pride and goodwill in the community and serve as an early win to stakeholders. This event can also be used to disseminate



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project-specific information, and involve a wider circle of individuals in the planning project.

### **Goals, Concepts, and Guidelines**

The recommended goals, concepts, and guidelines for Marlboro Pike have been created to foster efforts that will strengthen the corridor. The goals are related to the overall future of the corridor, the concepts are the objectives of the planning project to work towards those goals, and the guidelines are the proposed strategies that the planning project will implement to reach the goals. Each of these goals, concepts, and guidelines relate to the community stakeholders, economic activity, land use, environment, and aesthetics relevant to Marlboro Pike. The planning process will build upon the foundation of these Goals, Concepts, and Guidelines and further refine the objectives for improving the corridor.

**Goal:** Public stakeholders take ownership of Marlboro Pike. This will help bring a community focus back to the corridor and enhance community awareness of the issues relevant to the corridor.

**Concept:** Business owners, property owners, and citizens become actively involved in the planning for the revitalization of Marlboro Pike. The plan's implementation guidelines related to this concept include:

- Interview project area citizens to identify their views on the needs of the area
- Interview area business owners on why they located or keep their businesses on or near Marlboro Pike, and the associated challenges

- Interviews of representations of area residents and other stakeholders on issues that to be addressed, and current challenges to Marlboro Pike
- Utilize stakeholder input in the planning project

**Concept:** The corridor establishes a safe and secure atmosphere that allows the community to feel comfortable. The plan's implementation guidelines related to this concept include:

- Coordinate with the area's police department to identify criminal hot spots and determine how to discourage inappropriate behavior and crime
- Develop targeted crime prevention plans for criminal hot spots
- Encourage lively and lawful activity throughout the corridor to provide secondary surveillance opportunities allowing for widespread visibility
- Incorporate Crime Prevention Through Environmental Design (CPTED) principles in the design of any corridor improvements

**Goal:** Marlboro Pike becomes a community-oriented destination. The corridor has potential to become an integral community Main Street that attracts people from the surrounding communities and beyond. This will turn Marlboro Pike into a community asset, help attract investment, and help improve economic activity in the corridor area and in western Prince George's County.

**Concept:** Gateways and community focal points become welcoming and recognizable. These landmarks can serve as compelling entities that attract people to Marlboro Pike.



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The plan's implementation guidelines related to this concept include:

- Propose redevelopment and infill development that embraces the corridor and community needs at each gateway location including Southern Avenue, Silver Hill Road, and Forestville Road
- Encourage economic activity at these gateway locations to be destination-oriented
- Create community character that is comfortable and attractive
- Develop urban design standards at each new development or redevelopment location to be attractive and user-friendly
- Establish development patterns scaled for pedestrian users and oriented towards the streetscape
- Encourage sidewalks to be improved to accommodate adequate widths and accessibility, and to contain appropriate landscaping and street furniture
- Encourage continuous, safe, and efficient bicycle routes with appropriate access to bicycle storage facilities at destination points
- Design transit stops to be attractive, identifiable, and accessible
- Encourage connections with nearby transit hubs
- Encourage vehicular parking to be adequate for the respective land uses without excessive pavement
- Improve connections and create stronger identities with surrounding communities, making attractive and inviting transitions for adjacent residential communities to associate with business and activities on the pike

**Concept:** Provide diverse housing opportunities along the corridor that would support and enhance the desired character of Marlboro Pike. The plan's implementation guidelines related to this concept include:

- Rehabilitation of abandoned residential units to provide housing opportunities for a variety of population segments without altering land use, density, or community context
- Explore large vacant and/or under-utilized parcels to expand housing opportunities along Marlboro Pike
- Use infill retail development to strengthen existing retail and meet demand from new residents for convenience goods and neighborhood services
- Encourage developers of new housing to provide diverse housing options
- Facilitate redevelopment projects to enhance the quality and appearance of the corridor

**Concept:** Sustain economic growth by providing jobs for the local and regional population. The plan's implementation guidelines related to this concept include:

- Make use of Marlboro Pike's strategic location to attract new businesses to the corridor
- Identify industries that are in need of Marlboro Pike's strategic location and transportation attributes
- Identify selected locations along Marlboro Pike that are suitable for large-scale employers
- Use infill sites to provide opportunities for new small-scale businesses





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**Concept:** Sustain, enhance, and diversify the existing business environment along Marlboro Pike. The plan's implementation guidelines related to this concept include:

- Identify goods and services that are in demand along Marlboro Pike but currently missing in the mix
- Identify redevelopment nodes that can serve as a catalyst for community-wide investment and help to spur economic activity along the corridor

**Concept:** The corridor becomes environmentally friendly with sustainable land use. The environmental infrastructure should be protected, maintained, and enhanced to ensure future sustainability. The plan's implementation guidelines related to this concept include:

- Include Environmental Sensitive Development (ESD) standards with any new development or redevelopment
- Encourage increased tree cover throughout the corridor area
- Avoid, minimize, and mitigate for environmental impacts associated with new development in the corridor
- Encourage environmental stewardship measures to enhance environmental quality for redevelopment and at existing properties throughout the corridor

**Concept:** Historic and cultural sites are highlighted throughout the corridor. These sites are irreplaceable community assets that should be protected, preserved, and enhanced. The plan's implementation guidelines related to this concept include:

- Encourage historic and cultural sites to be preserved, maintained, and restored
- Encourage adaptive reuse of historic and cultural sites that are in keeping with the integrity of the site
- Integrate and engage historical and cultural sites into the overall identity of Marlboro Pike

### **Project Schedule**

The project will follow the M-NCPPC streamlined 18-month sector plan process passed in CB-39-2005. Currently, the project is in the pre-planning phase where the initial analyses are conducted to establish the project's budget, description, stakeholder outreach strategies, and goals, concepts, and guidelines. The project schedule and milestones are as follows:

- Agency Field Tour: September 11, 2007
- Stakeholder Interviews and Outreach Events: October and November 2007
- Public Informational Workshops: November 6, 2007 and January 12, 2008
- Project Initiation: November 29, 2007
- Design Charrette: February-March 2008
- Draft Preliminary Plan: July 2008
- Joint Public Hearing: October 2008
- Preliminary Draft Document: December 2008
- Transmittal to Council: January 2009
- District Council Approval: March 2009