

Marlboro Pike Corridor Technical Assistance Panel

Presentation of Recommendations



Image Credit: The Maryland-National Capital Park and Planning Commission (M-NCPPC)

Presentation Outline

- TAP Process
- Meet the Panel
- The Assignment
- Stakeholder Input
- Recommendations
- Summary: Key Recommendations
- Discussion and Q&A



What is a TAP?

The Technical Assistance Panel (TAP) offers technical analysis to communities and organizations facing land-use challenges.

ULI members **volunteer** their time to provide **unbiased, expert advice** and specific recommendations for improvement. Local industry leaders draft a plan to revive, rethink, and restore communities to ultimately enact change and **improve the lives of people in the National Capital Region.**

Day One

- Meetings with sponsor representatives
- Interviews with stakeholders and community representatives

Day Two

- Work session to develop recommendations
- Presentation to sponsor and stakeholders

How does ULI provide this assistance?

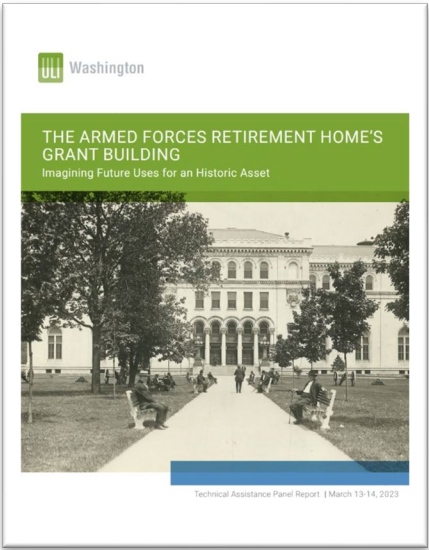
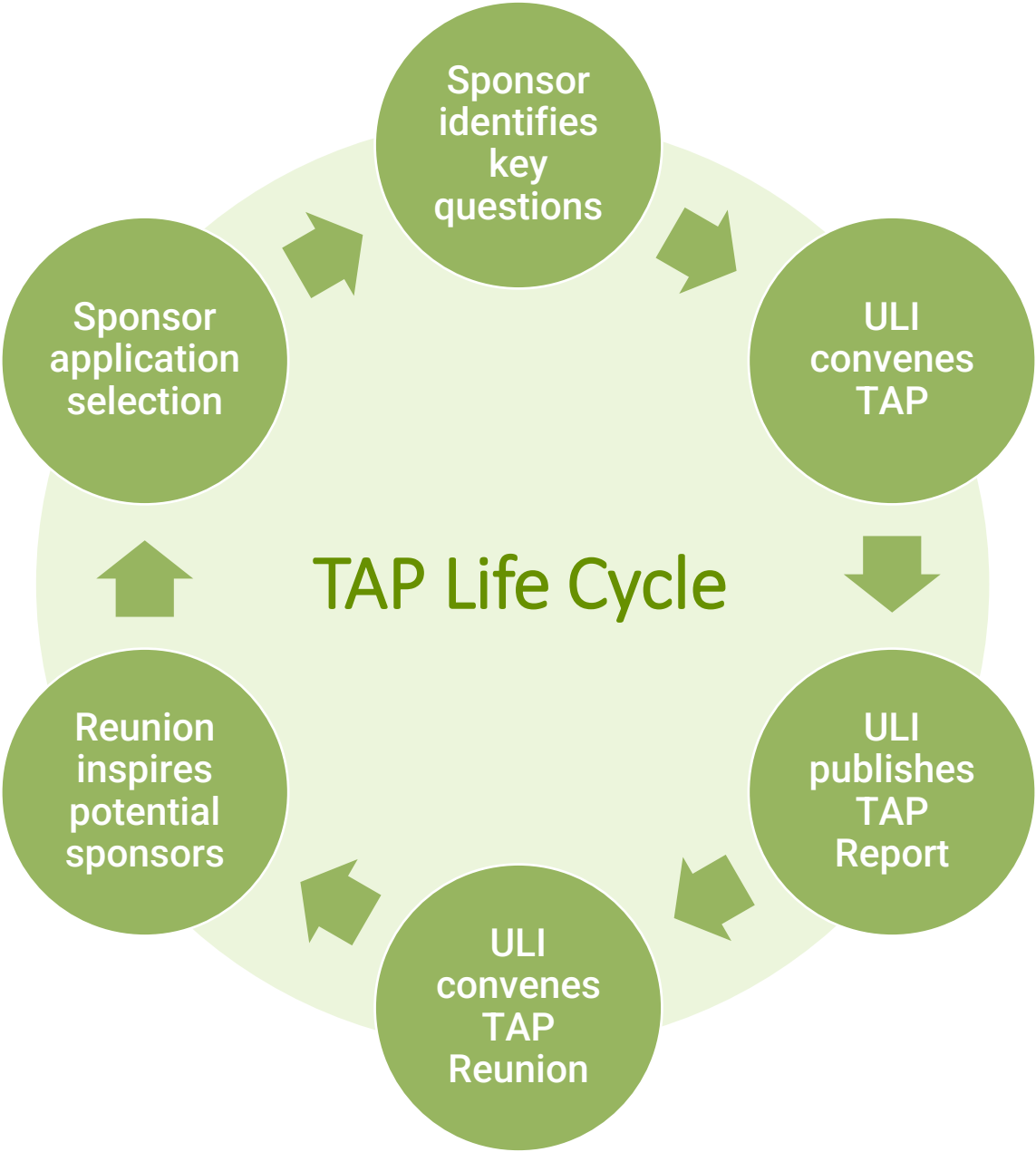
A community group or organization approaches ULI with a request.

ULI convenes a group of experts to focus on specific questions in a concentrated, finite effort and communicates the results.

- group of experts = Technical Assistance Panel
- specific questions = defined by the sponsor
- concentrated, finite effort = two intense days
- communicates the results = presentation to the sponsor/stakeholders *and* published report

Sponsor pays a fee for services to ULI Washington.

Additional support for this project provided by the Metropolitan Washington Council of Governments





Panelists & Staff



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ATKINSREALIS

Panel Chair



Malik Salifu
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Crossroads, LLC

Panel Chair



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Tysons Community
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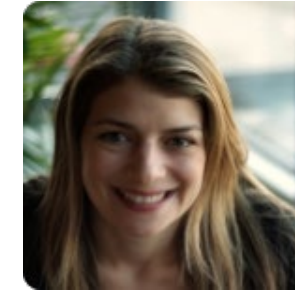
Katie Wagner
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Arlington, VA



Rebecca Gale
TAP Report Writer



Marc Gazda
ULI Washington
Staff

The Assignment

The **Goals** of the TAP

Identify the most effective and actionable methods, strategies, and recommendations to:

- 1. Enhance Walkability and Multimodal Transit**
- 2. Encourage Revitalization and Sustainable Development**
- 3. Develop Urban Design Guidelines**
- 4. Establish Public Facilities for Community Benefit**
- 5. Support Health and Well-Being Outcomes**

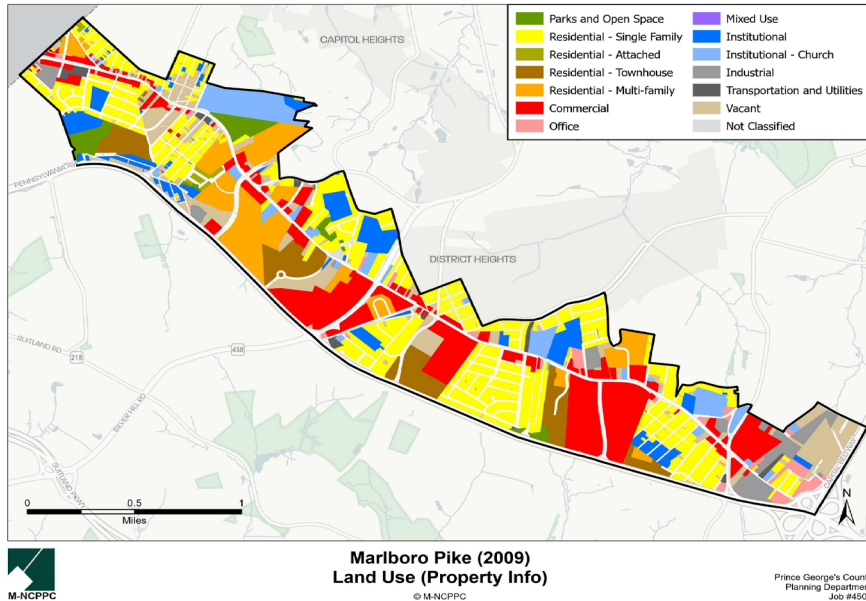


Image Credit: M-NCPPC

The Assignment

The Big Questions to Answer



Image Credit: M-NCPPC

1. What strategies and designs can be used to improve walkability, access to transit, and promote multimodal transportation options along Marlboro Pike?
2. How can we encourage the preservation and revitalization of existing residential areas and commercial centers while supporting new development along the corridor?
3. Provide recommendations for urban design standards, particularly in lighting and renewable energy, as well as guidelines for compatible development.
4. Offer recommendations for where public investments could be located along Marlboro Pike to provide public benefits for community, social, and recreational services.
5. How to develop partnerships and provide creative spaces to increase access to healthy food options and support health and wellbeing?

Thank You to Our Incredible Stakeholders!

Dr. John Barnhardt, *Bishop McNamara High School*

Kellye Belthea, *City of District Heights*

Steve Brigham, *Youth & Wellness Consultant*

Sgt. Darren Coles, *Prince George's Police Department*

Cesar Cucufate, *Prince George's County Economic Development Corporation*

Souley Dounda, *District Heights Elementary School*

Ashley Drakeford, *The Capital Market*

Kevin Ford, Jr., *Marlboro Pike Partnership*

Rob George, *Shooters Sports*

Martha Goodwin, *Berkshire Civic Association*

Ervin Goodwin, *Berkshire Civic Association*

Caleb Hii, *Department of Public Works & Transportation*

Director Lakisha Hull, *Prince George's County Planning Department*

James Hunt, *Prince George's County Planning Department*

Donna Jones, *Shooters Sports*

Travis LeFlore, *Smoothie King*

Sandy Mammano, *Bishop McNamara High School*

Marcus Monroe, *M-NCPPC*

LeShaun Quander-Mosley, *Delegate Roberson - District 25*

Linda Redmond, *Forestville Estates Civic Association*

Walter Redmond, *Forestville Estates Civic Association*

Kyle Reeder, *RISE Prince George's*

Darrell Robinson, *Councilmember Oriadha - District 7*

Scott Rowe, *Prince George's County Planning Department*

Jereme Simmons, *First Baptist Church of District Heights*

Mel Spruill, *Maryland State Delegate - District 25*

Sonia Staples, *Councilmember Blegay - District 6*

Darren Swain, *City of District Heights*

Chief Ron Tarpley, *District Heights Police Department*

Stakeholder Roundtable Sessions



What We Heard in Stakeholder Roundtables:

People leave and gravitate toward other areas in the Region

Desire for healthy lifestyle options, walkability, and destinations

Everyone is waiting for someone else to start

"Unsafe for pedestrians at the 24/7 retailers"

Need to engage young folks in shaping a sustainable community

Need to improve aging housing stock and add diversity of housing

Need to change the narrative about the area and attract development

Potential to become a destination for arts and gathering



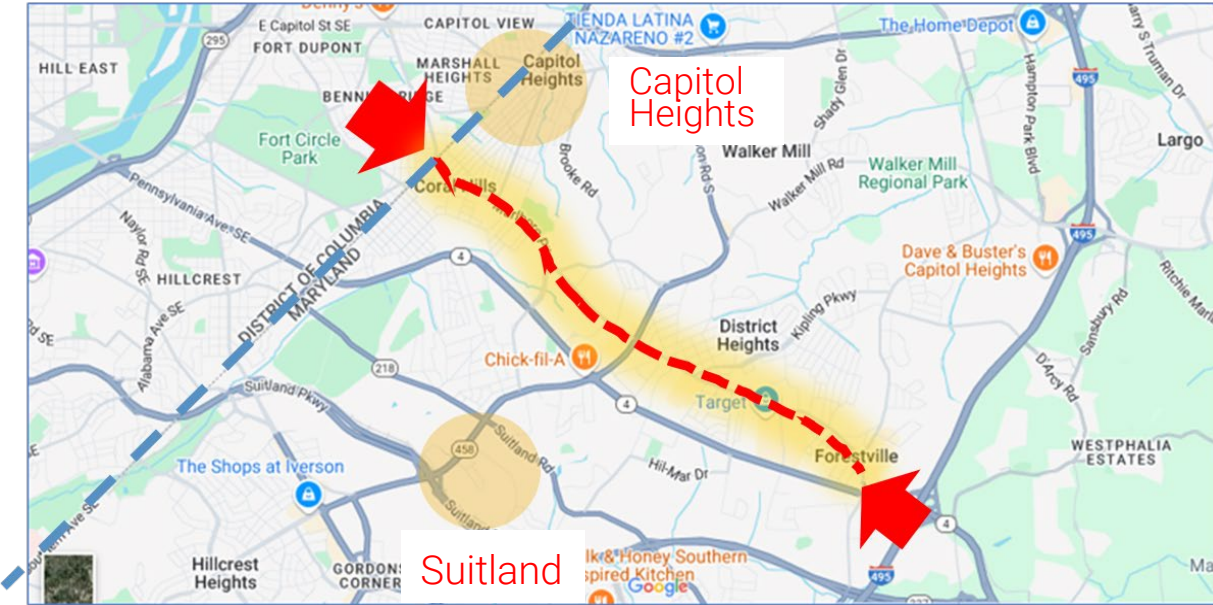
Section 1: Vision



VISION

A vibrant, self-sustaining community that serves as a hub for celebrating art, culture, and entrepreneurship, welcoming families and individuals of all ages.

Why Marlboro Pike?

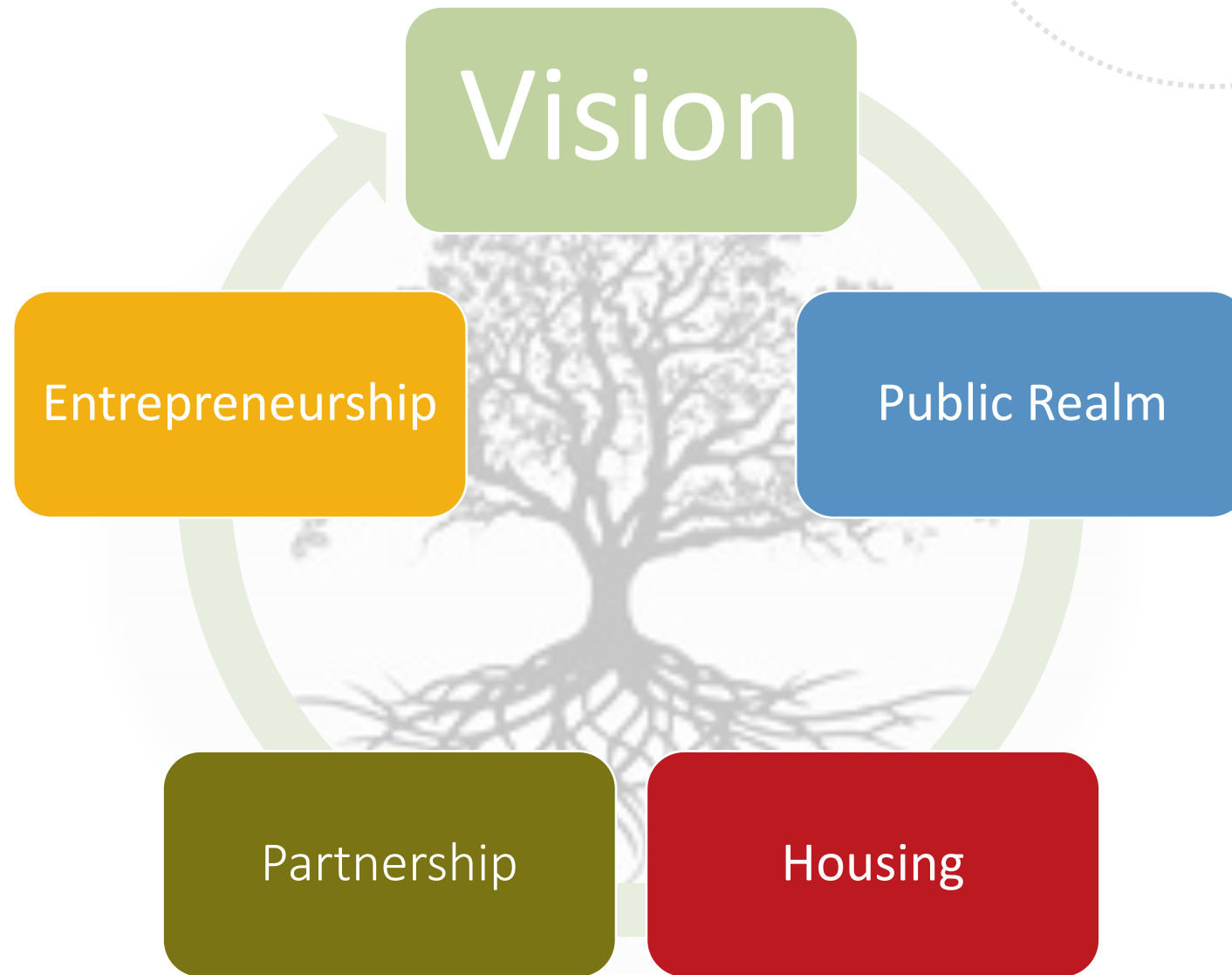


Google Maps

- **Unique position** between developed zones
- **Connectivity** with larger employment centers
- Commitment from the county for **improving transit**
- Flourishing **community organizations**
- Preserve our **culture**
- Welcome **future generation**

Why is it important to have a vision?

- Vision **unites stakeholders** together
- Vision **connects the community** with the revitalization strategy
- Vision aligns **short term projects with long term goals**
- Without vision:
 - Neighborhood deteriorates
 - Economic activity decline
 - Crime rates increase
 - Closes the door to the future





Section 2: Public Realm



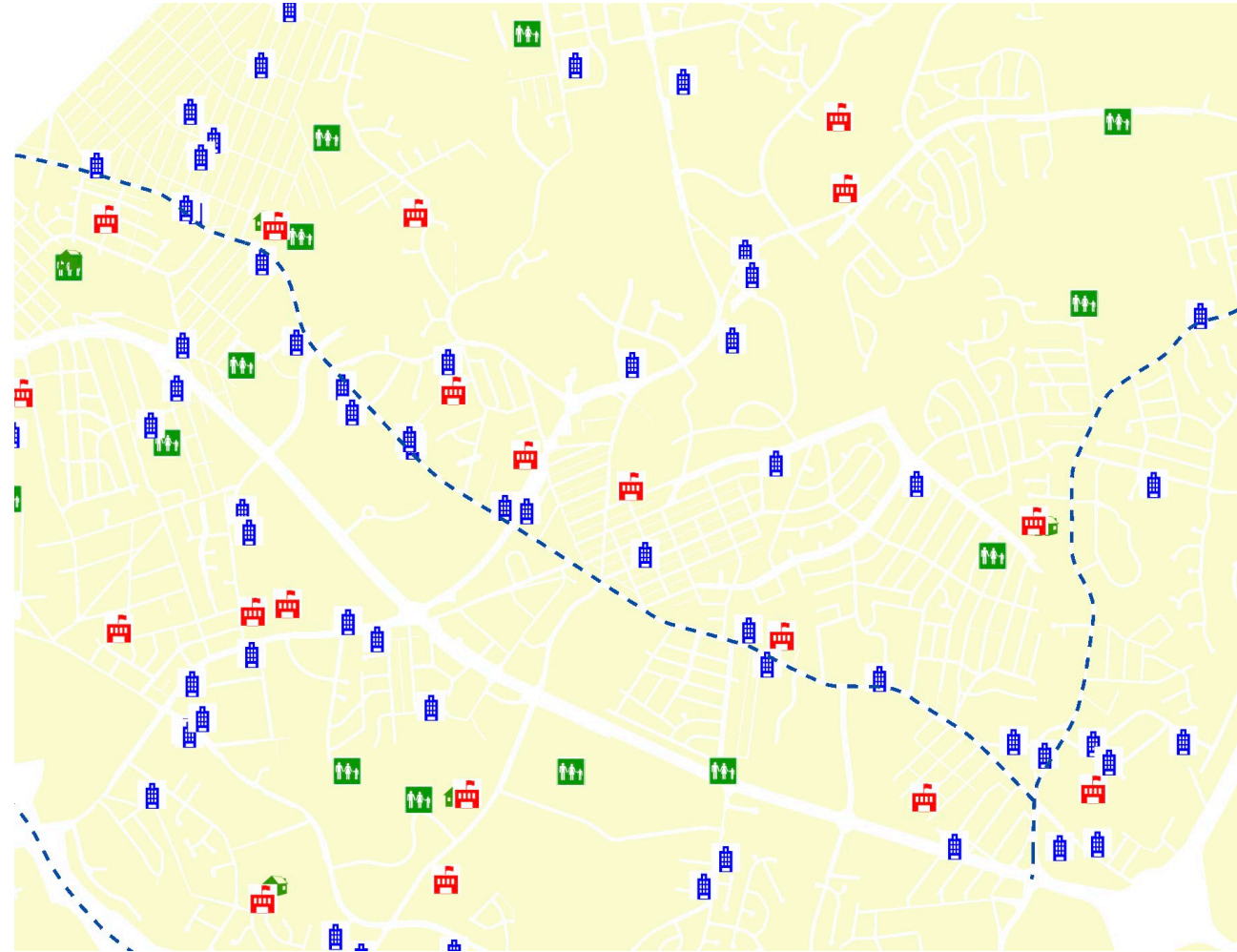


PUBLIC REALM

We envision a vibrant, connected corridor with safe access to transit, a distinct identity, and local art that celebrates community creativity. By activating shared spaces, we create a welcoming place for all to gather and thrive.

Assets on the Pike

- Legacy institutions
 - Schools
 - Faith based organizations
 - Recreational centers & community centers
 - Legacy small businesses
- Parkways leading to the corridor
 - Silver Hill Rd
 - Regency Parkway
 - Donnell Dr



Source: M-NCPPC

Assets on the Pike

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Source: ULI

Challenges

- Vehicular Safety
 - Pike is a bypass
 - Pike as divider
- Lack of Signature Gathering Space
- Visitor and employee Leakage
 - Leakage from anchored institutions
 - Leakage of daytime workers

"The Pike is **not Walkable**"

"**Speeding** on the pike is normalized"

"We saw **crashes** in front of our school every semester"

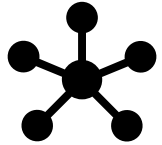
"The **facilities** on the Pike is not equipped"

"We can't host school events elsewhere on the corridor"

"People attended Mass need to **find a place to eat**"

"So many federal employees commute thru **Pennsylvania Ave**"

Recommendations



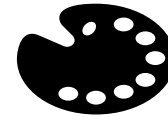
Connectivity

- Connectivity: improving safe access to destinations and transit



Branding

- Branding: crafting a distinct identity



Artmaking

- Artmaking: infusing creativity into the corridor with local arts



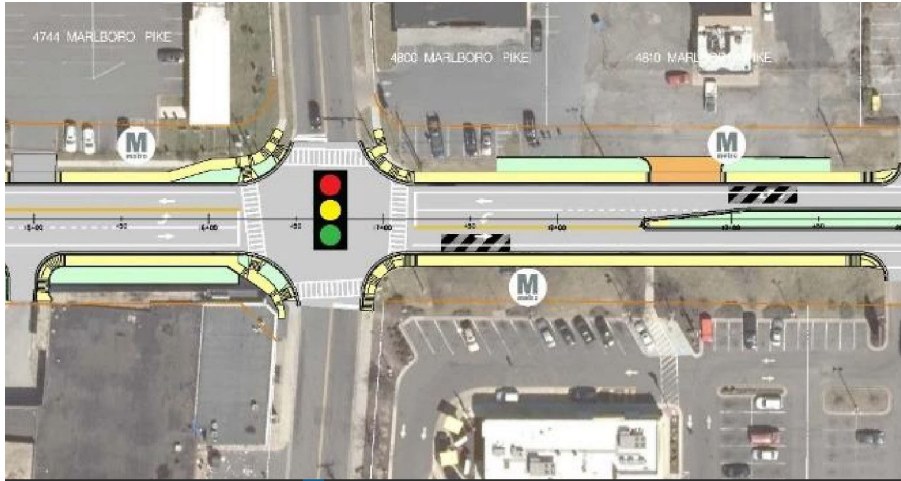
Creating Space

- Creating Space: making and activating shared spaces for all



Short Term

Make Corridor Safe



Support the Marlboro Pike Pedestrian Safety Improvement Project

- Road Diet
- Tighter Radius at Intersection

Source: M-NCPPC

Medium Term

Make Corridor Welcoming



Source: Chris Visions



Source: Graham Projects



Source: City of Lakewood



Source: Overland Park, KC

Long Term

Street infrastructural art

Roundabout & Landscaping



Washington

Vision

Public Realm

Housing

Entrepreneurship

Partnership



Short Term

Pop Up



Source: Pixel Wraps

Food Truck



Source: Amazon

Flea Market



Source: Visit Baltimore

Wellness Series



Source: Downtown DC

Seasonal Festival

Medium Term

Furnishing

Furnishing: Seatings, lightings, public amenities (e.g. bike racks & stations, water fountain)



Source: Denver Department of Transportation and Infrastructure



Source: DERO



Source: Pullman Square

Long Term



Washington

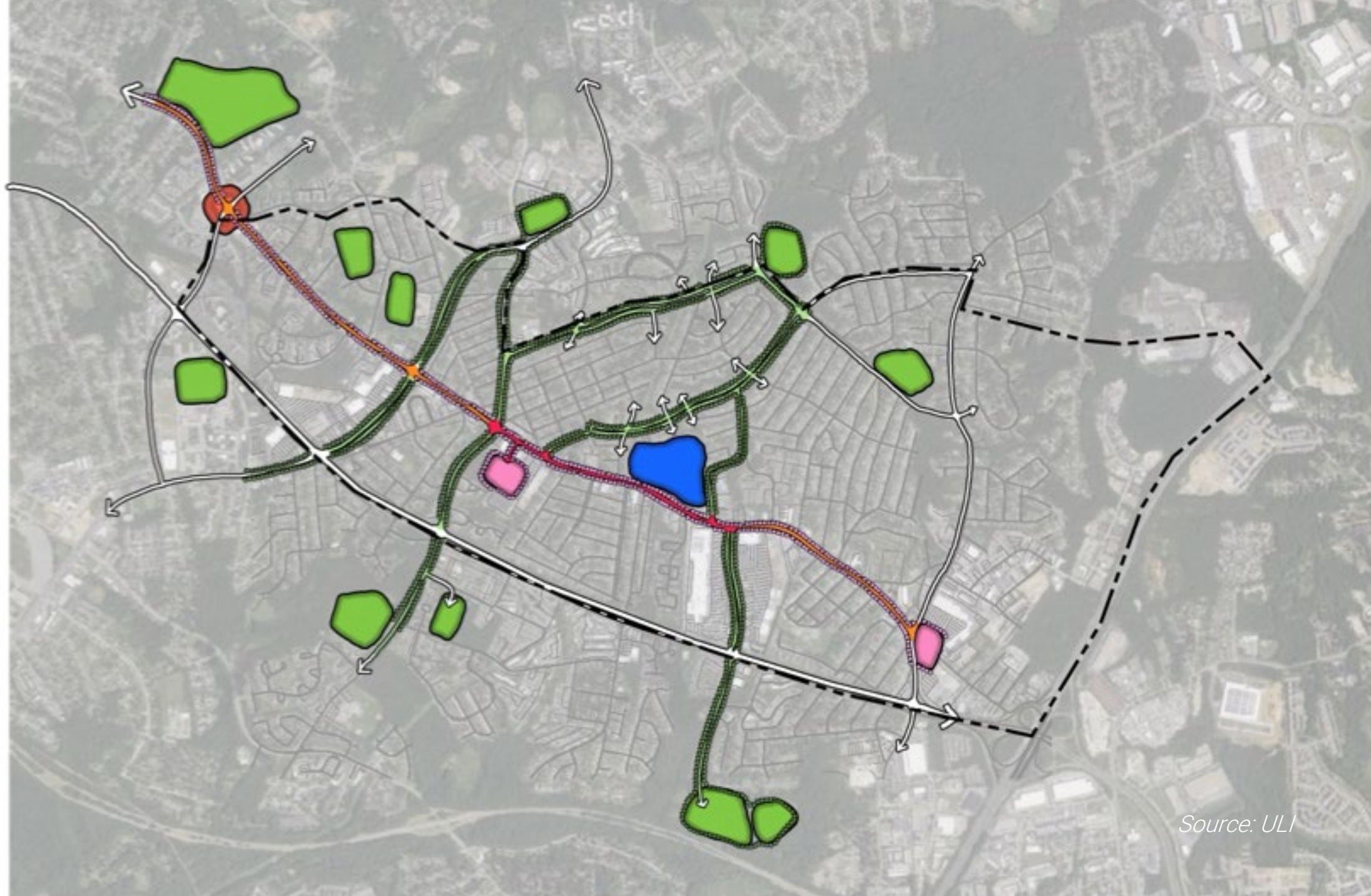
Vision

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Source: ULI

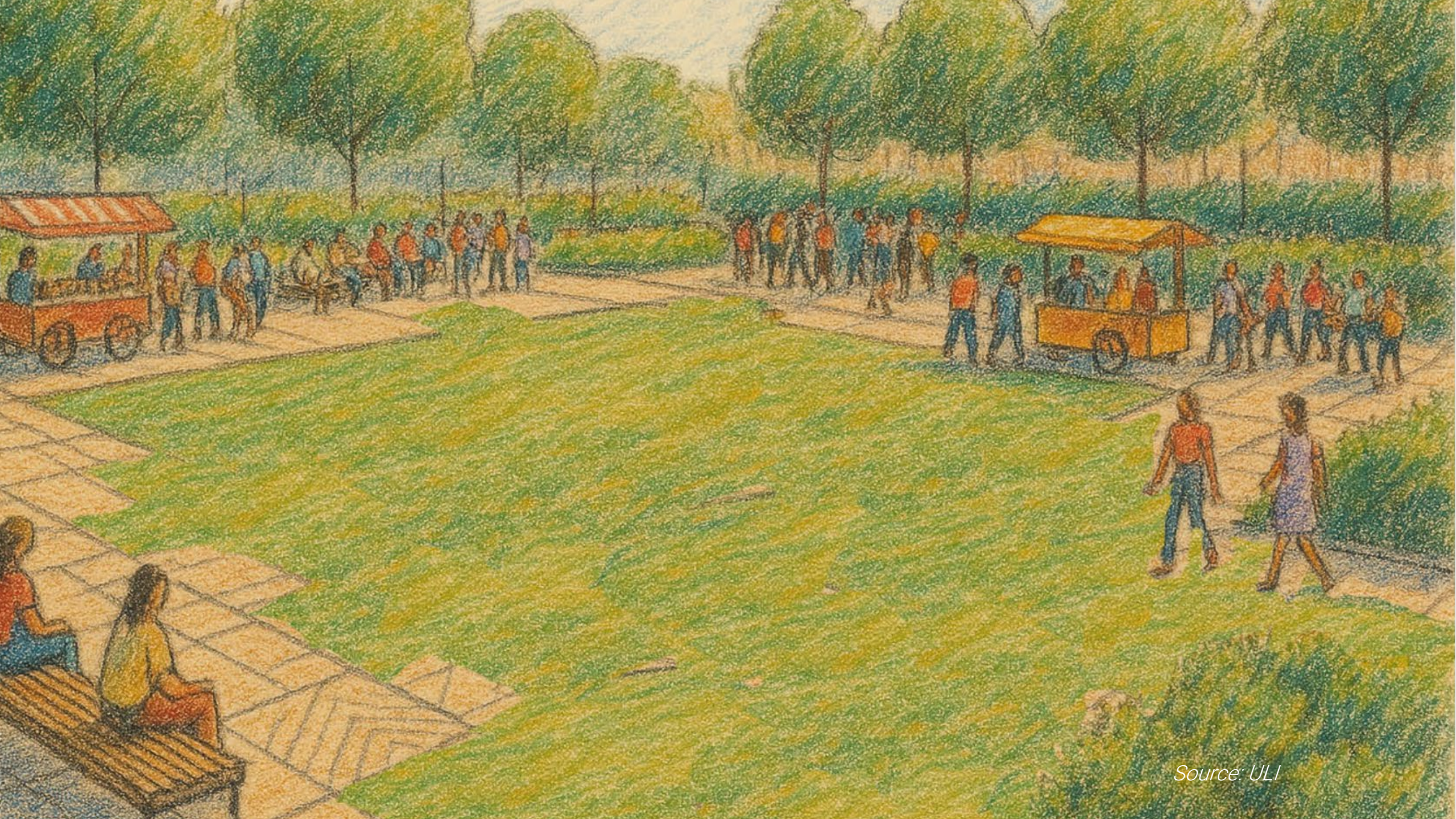




Source: ULI



Source: ULI





Section 3: Housing Strategy



HOUSING

Building Communities – Added Density Without Displacement

Current Issues

- § Lack of affordability for quality housing
- § Limited options for housing mobility
- § Aging housing stock
- § Lack of a cohesive architectural identity
- § Lack of identifiable recreational amenities for families



Source: ULI

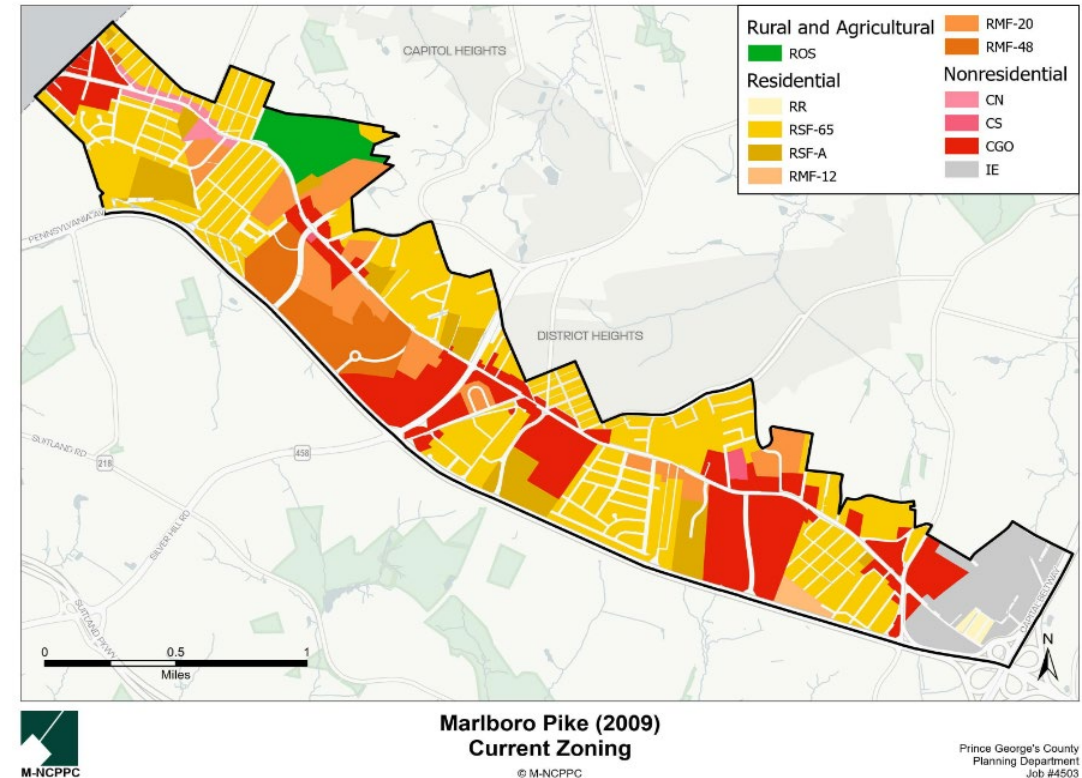
Recommendations

§Strategy for Repair & Maintenance

- Code Enforcement, Community Workshops, Financial Literacy & Grants

§Zoning Study

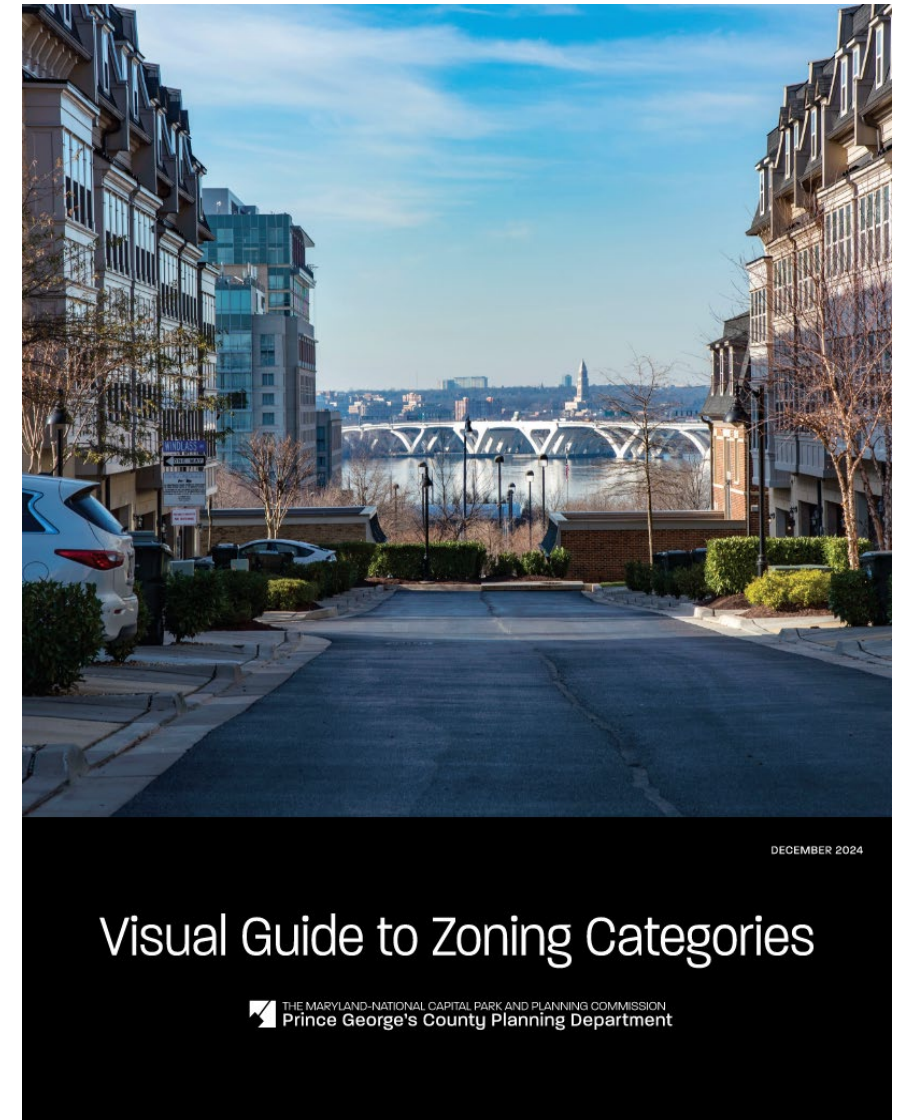
- Changes to encourage residential development = Missing Middle Housing
- Added housing, not displacement of existing
- Displacement of nuisance retailers for mixed-use



Source: M-NCPPC

Recommendations

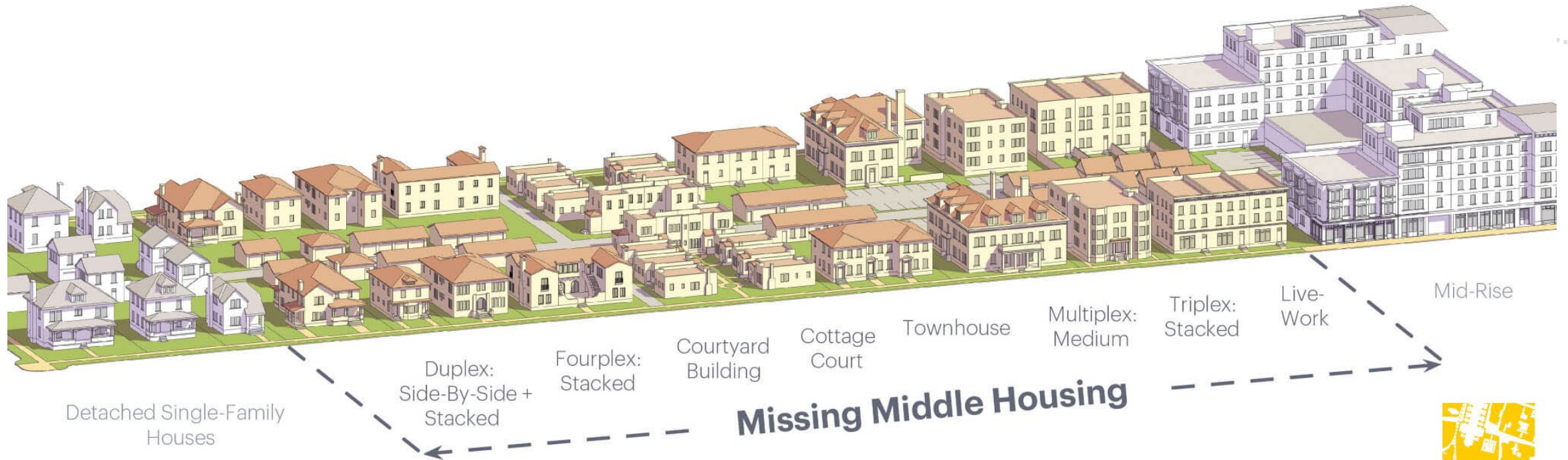
- Marlboro Pike Architectural Design Guidelines
 - A subset of placemaking standards--authored by a focused design panel
 - Height & Setbacks from main street
 - Façade & public space materials
 - Signage, Lighting, Landscaping – heights & sizes
 - Sustainable Design Benchmarks
- Senior Housing and Workforce Housing
 - County Identifies development ready sites
 - Work with EDC to find developers to build housing
 - Educate community on housing needs and options available



Source: M-NCPPC

"Missing Middle" Housing

Image from Opticos Design, Inc

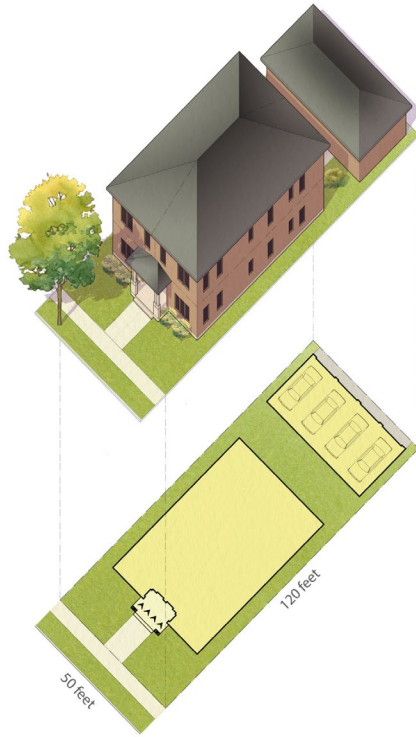


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Recommended Housing Typologies

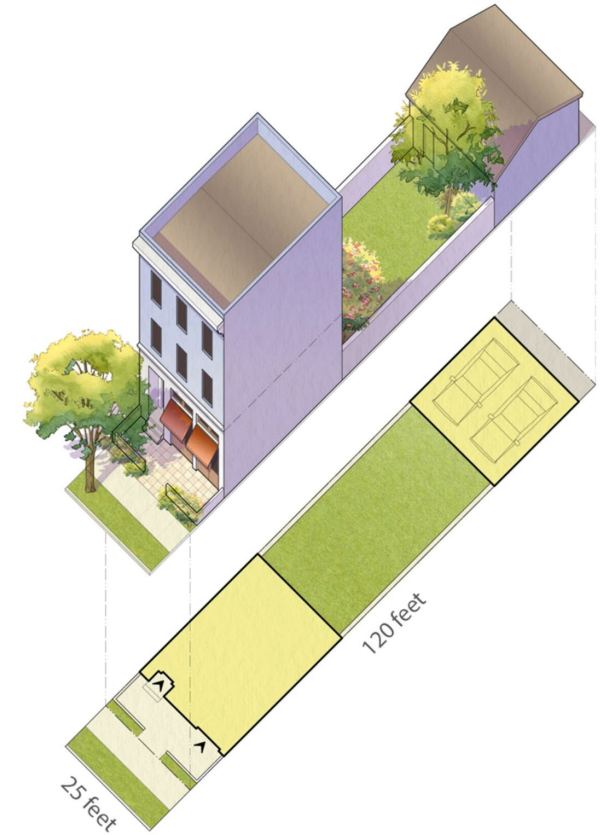
Images from Opticos Design, Inc



■ Fourplex



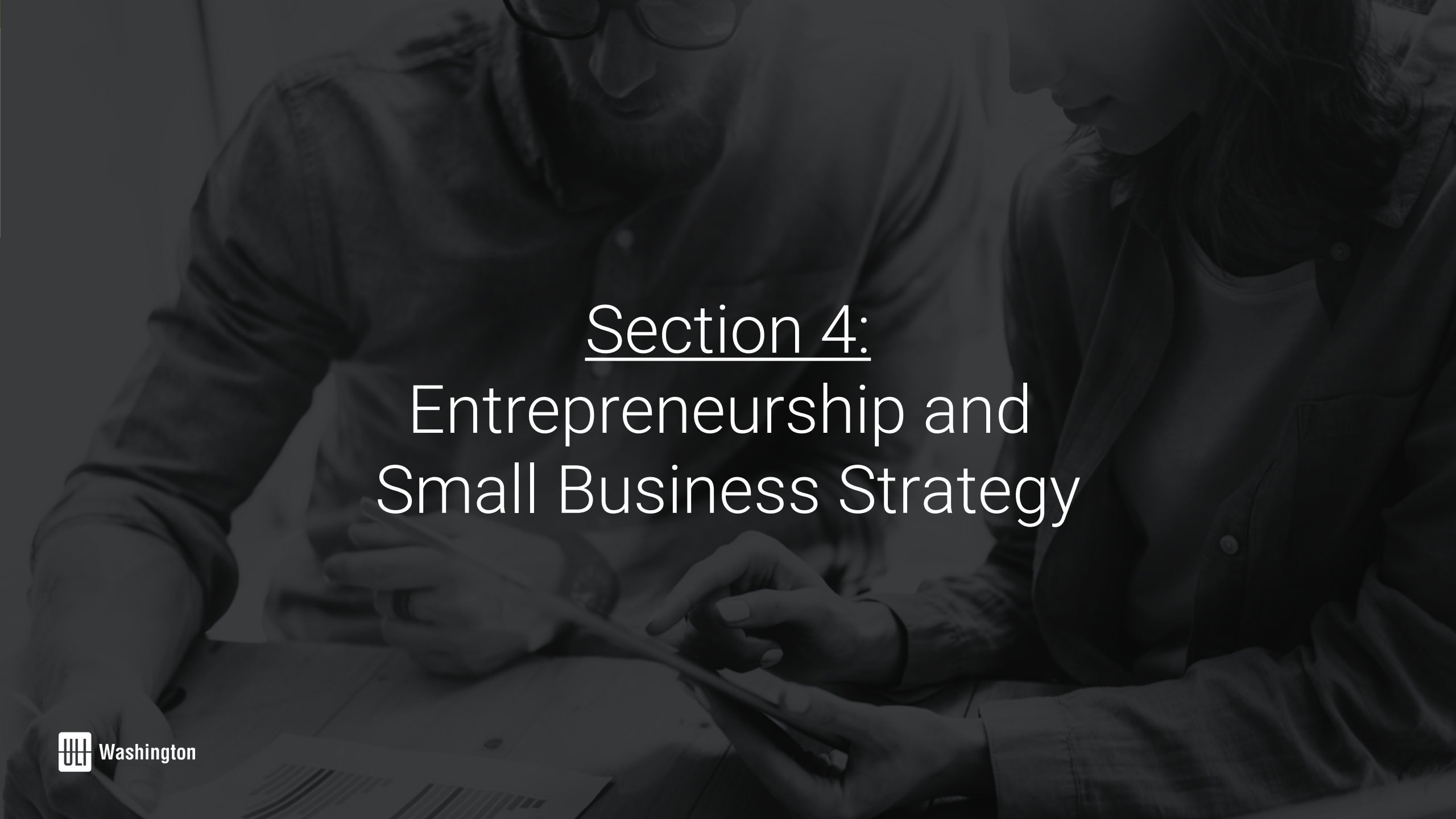
■ Bungalow/Cottage Court



■ Live-Work

Increased Street Frontage





Section 4: Entrepreneurship and Small Business Strategy





ENTREPRENEURSHIP

To transform Marlboro Pike into a thriving corridor of entrepreneurship, creativity, and community-driven economic growth.



Short Term

Establishing a Fine Arts District

Develop a fine arts district that stimulates economic growth, inspires community engagement, promotes equity and inclusivity by building collaborative partnerships, and creative expression.

- Increase property values through amenities
- Establish cultural hub for residents to engage with art, attend performances, and take creative classes
- Food truck park (or hall) with community garden
 - Promotes sustainable development, green initiatives, and creates a "multi-sensory experience"
- Fine Arts Driven Mixed-Use Development: Combining residential areas with performance spaces

Medium Term

Long Term



Washington

Vision

Public Realm

Housing

Entrepreneurship

Partnership



Short Term

Medium Term

Long Term

Maintain and Support Existing Businesses

Strengthen local businesses along the corridor through community-centered improvements, shared standards, and creative reuse of key spaces to serve neighborhood needs.

- Identify and engage key corridor businesses to support revitalization.
- Assist businesses to align with design and streetscape guidelines.
- Address property maintenance needs, including fencing, signage, and sidewalk use.
- Improve curb appeal through community-driven beautification.
- Repurpose large vacant sites into food hubs, event venues, or distribution centers.
- Collaborate with faith-based organizations to support corridor unification.



Washington

Vision

Public Realm

Housing

Entrepreneurship

Partnership

Short Term

Public Private Partnership

Create an initiative that brings together developers, brokers, tenants, and local entrepreneurs to highlight available properties and build inclusive, community-rooted partnerships.

- Launch an “Entrepreneur Academy” to support and empower local business development.
- Attract businesses with health-focused missions that align with community wellness goals.
- Partner with local municipalities and the Marlboro Pike Partnership to lead corridor revitalization efforts.
- Identify and secure funding sources to support entrepreneurs, redevelopment, and partnership initiatives.
- Collaborate with local schools, universities, and cultural institutions to foster innovation, education, and community engagement.

Medium Term

Long Term

Short Term

Identify Missing Commercial Uses

To transform the corridor into a vibrant, community-centered destination that expands access to healthcare and creates quality jobs—supporting the well-being and economic strength of local residents.

- Low office vacancy rate indicates strong demand and potential for community-serving businesses.
- Review zoning to identify opportunities for new uses that can meet local health and service needs.
- Limited access to dental or primary care offices creates a clear opportunity to fill a service gap.
- Supports a vision for a corridor where residents can live, work, and have access quality jobs close to home.
- Expanding retail options can increase access to healthy foods and promote better community wellness.

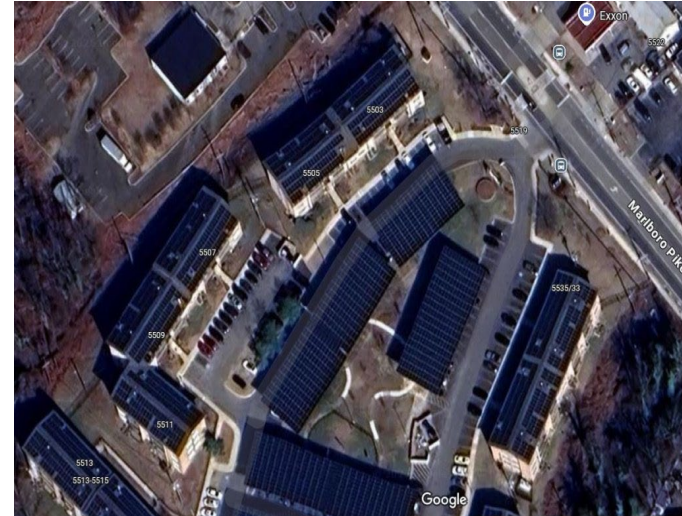
Medium Term

Long Term

Partnering for Renewable Energy Goals

Achieving a self-sustaining community

- For renewable energy, encourage and incentivize development partners to follow the example of the two apartment complexes with solar covered parking lots and roofs as a signature of the Pike
- Consider adaptive reuse of Marlo warehouse for indoor community garden or common kitchen facility for "start-ups" to support local farm to table restaurants, flea markets, and area food banks
 - Partner: The Capital Market, other food CBOs
- Leverage Green financing tools for sustainable redevelopment and adaptive reuse:
 - EPA's Greenhouse Gas Reduction Fund



Source: Google Maps



Source: *The Daily Meal*

Implementation Matrix

Action Item	Responsible Party	Key Partners/ Stakeholders	Phase
Maintain and Support Existing Businesses	MPP/Municipality	Prince George's Economic Development Corporation /Municipality	Immediate
Establish a Fine Arts District	MPP/Municipality	Creative Suitland/Joe's Movement Emporium	Short Term
Identifying Missing Commercial Uses	MPP/Municipality	Consultant/County	Medium Term
Public–Private Partnership	MPP/Municipality	Redevelopment Authority/Property Owners/Developers	Medium Term



Section 5: Partnership



PARTNERSHIP

Connect & Come Together

Partnership Recommendations

Community Stakeholders

- MPP to spearhead financial literacy program and support for homeowners seeking to upgrade and beautify their properties.
- Follow the recommendations of the Market Feasibility Assessment dated October 14, 2024, for improving Marlboro prepared by PES.
- Add property owners to the Board of Marlboro Pike Partnership to gain the financial perspective and commitment to development initiatives
- Involve property managers and brokers in the Partnerships' activities to increase market visibility for the Pike.
- Identify funding sources for businesses to improve their operations and financial success.



Partnership Recommendations

Private Public Coordination

- Work with M-NCPPC to streamline the permitting/entitlement process for the Marlboro Pike sector plan to encourage land assemblage and higher density developer interest.



www.lgcplus.com

Partnership Recommendations

Faith Community

- Incorporate faith-based institutions in community and partnership activities and programming to inculcate a sense of belonging.



Source: AllEvents

Key Recommendations and Next Steps



Key Recommendations

1. **Rally the community** around a common vision that unites and grows all parties
2. Establish a lively central “**heart zone**” to breathe life into the area through placemaking interventions and phased redevelopments
3. Increase **housing diversity and density without displacement**
4. Create space for **entrepreneurship and fine arts** to thrive alongside community-driven economic growth
5. Create the right **connections** with the community, the development community, and CBOs.



Q&A

More Questions?
Contact ULI Washington at:
Washington@uli.org



Washington