



Photo Credit: <http://completestreetsforcanada.ca>

# HOLLYWOOD COMMERCIAL DISTRICT STREETScape REVITALIZATION

**FINAL REPORT**  
College Park, Maryland  
APRIL 23, 2015

Study Prepared By:



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# 01 INTRODUCTION

The Hollywood neighborhood was established as Hollywood on the Hill in the 1920's and 1930's and is part of the City of College Park. It is characterized by a mix of single family residential homes, a commercial core, schools, churches and other civic buildings as well as a network of green spaces.

The Hollywood Commercial District is a 1/3 mile stretch of Rhode Island Avenue in College Park, Maryland which is bordered by the Capital Beltway (I-495) to the north, Muskogee Street to the south, the Hollywood Shopping Center and Narragansett Parkway to the east and the Hollywood Elementary School and neighborhood to the west. This commercial district includes two strong anchor retailers, MOM's Organic Market and REI, which not only serve neighborhood residents, but also draw visitors to the area. They are both well established within the neighborhood. Other retailers within the neighborhood are less established and are characterized by small stores, restaurants and service establishments which cater to local residents.

## 1.1 PURPOSE OF STUDY

The purpose of this study was to evaluate the current conditions, identify opportunities for mobility improvements, increase quality of pedestrian and bicycle amenities, revitalize retail uses, and integrate treatment of stormwater management and green space within the Hollywood Commercial District.



Hollywood Commercial District Context Map

### LOCAL RESOURCES & INFLUENCES:

- |   |  |
|---|--|
| 1 - Muskogee Playground                       | 7 - Greenbelt Metro                    |
| 2 - Playground at Hollywood Elementary School | 8 - Hollywood Elementary School        |
| 3 - Sunnyside Neighborhood Park               | 9 - Al-huda Islamic School             |
| 4 - Hollywood Community Park                  | 10 - University of Maryland            |
| 5 - Connection to Paint Branch Trail          | 11 - Rhode Island Avenue Trolley Trail |
| 6 - Future Gateway Park                       | 12 - Duvall Field                      |

## 1.2 POSITIVE FEATURES OF THE NEIGHBORHOOD

An analysis of the Hollywood Commercial District revealed much to celebrate as follows:

- A vibrant shopping center with anchors, REI and MOM's, which attract visitors from outside the District;
- A weekly farmer's market which is held in the Hollywood Shopping Center parking lot;
- The Greenbelt Metro Station – a 10 minute walk from the center of the commercial district. Many neighborhood residents use the Metro to commute to work in Washington;
- Rhode Island Avenue Trolley Trail – including bike lanes marked in the shoulder;
- Several small parks and open space parcels on the periphery of the district including the Muskogee Playground and the Hollywood Elementary School;
- A pedestrian connection from the Hollywood Elementary School site to Rhode Island Avenue;
- A traditionally stable neighborhood is home to a diverse population with many newer residents from Hispanic and Muslim origins. The Hollywood neighborhood is one of the least impacted by student housing in College Park.

Farmers Market at Hollywood Shopping Center  
Photo Credit: <http://www.hollywoodmarket.org>



Muskogee Playground at Narragansett Pkwy



Rhode Island Avenue Bicycle Lane;  
adjacent to Hollywood Shopping Center



Hollywood Elementary School Playground

### 1.3 CHALLENGES OF THE NEIGHBORHOOD

In addition to the positive features of the neighborhood, there are several challenges to the creation of a vibrant mixed-use district.

- Missing or narrow sidewalks;
- Overhead electric lines;
- A lack of consistent street trees;
- Outdated signage;
- Stormwater and drainage problems;
- A lack of seating or public gathering areas;
- Surface parking lots fronting Rhode Island Avenue;
- Zoning (C-S-C) limits area to commercial uses;
- Circulation issues at the service roads and at access points to commercial properties from Edgewood Road;
- Underutilized service roads;
- Signal timing may need to be adjusted to better service pedestrians and allow adequate time to cross Rhode Island Avenue at a distance of approximately 70 feet and Edgewood Avenue at a distance of approximately 60 feet.

Drainage problems that deter customers, near 9935 Rhode Island Avenue.



Service road and underutilized space, looking south on the west side of Rhode Island Avenue.



Outdated commercial signage, on Edgewood Road near the intersection with Rhode Island Avenue.



Narrow sidewalk, northbound, along Rhode Island Avenue, adjacent to Hollywood Shopping Center.

## 1.4 COMMERCIAL DISTRICT NEEDS

The City of College Park has identified the following needs for the Hollywood Commercial District, based on previous studies and resident surveys:

- Increasing safe routes for pedestrians and bicyclists;
- Places to gather including outdoor seating for restaurant establishments and venues for local community events;
- Screening of surface parking;
- Programming of temporary events and spaces to engage the community, creating a positive energy and interest in the neighborhood;
- Commercial District gateway elements;
- Comprehensive and attractive treatment of stormwater.

Bioswale



Photo Credit: <http://ldsearthstewardship.org/2014/04/interrupting-cycle/>

Unified and Safe Streetscape



Photo Credit: <http://www.gcbl.org/projects/complete-and-green-streets>

Stormwater Management



Photo Credit: <http://www.scapestudio.com/projects/bnmc-streetscape/>

Green Space

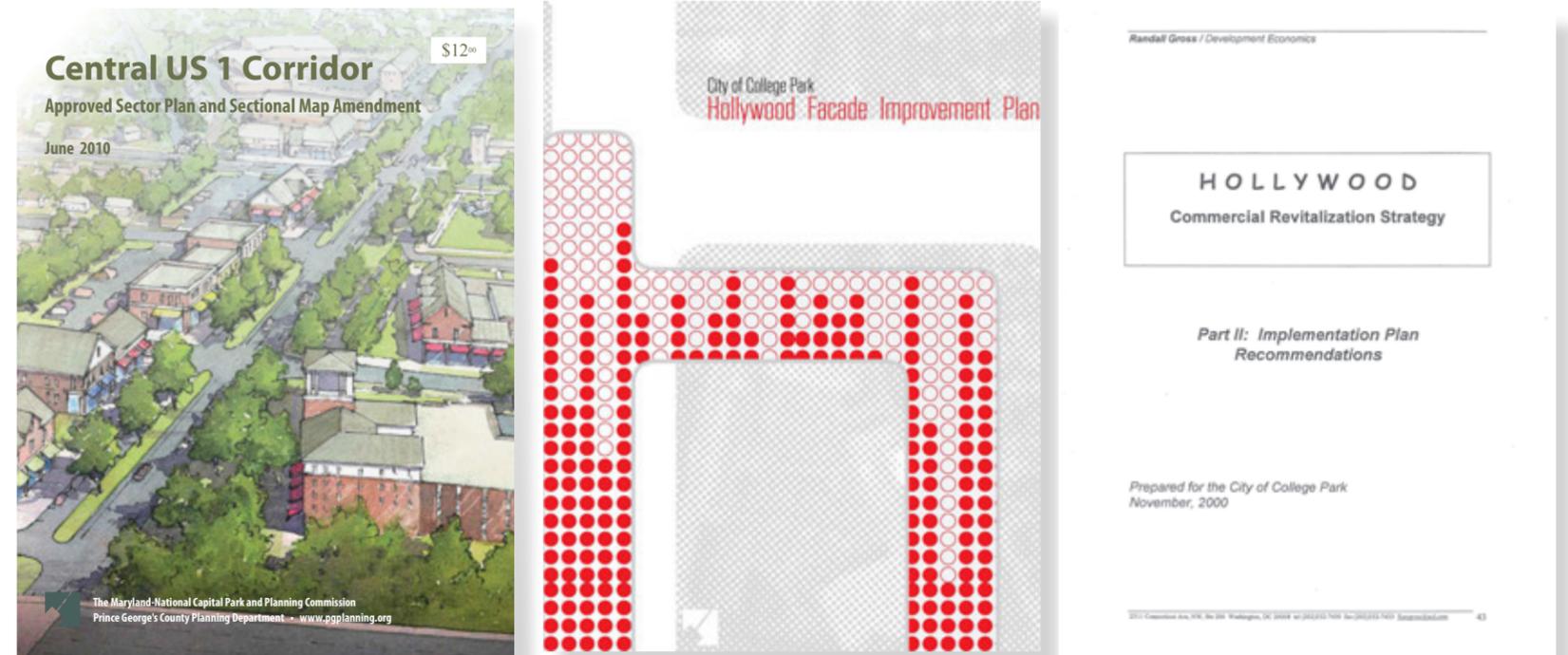


Photo Credit: <http://www.scapestudio.com/projects/bnmc-streetscape/>

## 1.5 GOALS OF STUDY

The following goals have been established for this study, based on community needs:

- Create community identity / branding;
- Visually unify streetscapes;
- Strengthen connections between the commercial district, adjacent residential neighborhoods, green space, and transportation nodes;
- Provide a streetscape that is comfortable and safe for pedestrians and bicyclists of all ages;
- Create an environment that attracts new retail uses and strengthens existing businesses;
- Recommend design improvements that enhance and create value for the Hollywood Commercial District.



## 1.6 EXISTING INITIATIVES

There are several studies and initiatives already underway or completed which will impact the Hollywood Commercial District and the surrounding neighborhoods. These include:

- The Central US I Corridor – Approved Sector Plan and Sectional Map Amendment;
- Hollywood Commercial Revitalization Strategy – Part II Implementation Plan Recommendations;
- Design for banners for Hollywood;
- Facade upgrades for businesses through the Hollywood Facade Improvement Program.

These materials have been reviewed by the design team and their recommendations will be incorporated into this report as feasible and desirable.



## 1.7 RETAIL MARKET ASSESSMENT

The DC Office of Planning, in collaboration with Streetsense, published the DC Vibrant Retail Streets Toolkit March 2012. Utilizing the analysis guidance and tools presented in this document, a Retail Mix Diagnostic Assessment was performed to determine the level of viability of the Hollywood Commercial District. This examination gives an understanding of the existing retail condition, and potential for a vibrant commercial district given the current framework.

Key influences that were evaluated include:

- More than 2,000 people residing within ¼ mile;
- More than \$65,000 median household income within ¼ mile;
- More than 25% with a Bachelor's Degree within ¼ mile;
- Daytime populations;
- Proximity to Metro Station;
- Pedestrian Traffic Volumes;
- Vehicular Traffic Volumes;
- An existing concentration of grocery, drugstore, dry cleaner, salon and barber type establishments.

The diagnostic assessment categorizes retail into three categories: Neighborhood Goods & Services (NG&S), Food & Beverage (F&B), General Merchandise, Apparel, Furnishings, and Other (GAFO), and rates each based on a point system as suitable market (>10 points), modest market (5-9 point), and challenged market (<5 points).

For the three categories, the Hollywood Commercial District scores modest to suitable.

Neighborhood Goods & Services: Suitable Market

Food & Beverage: Modest Market

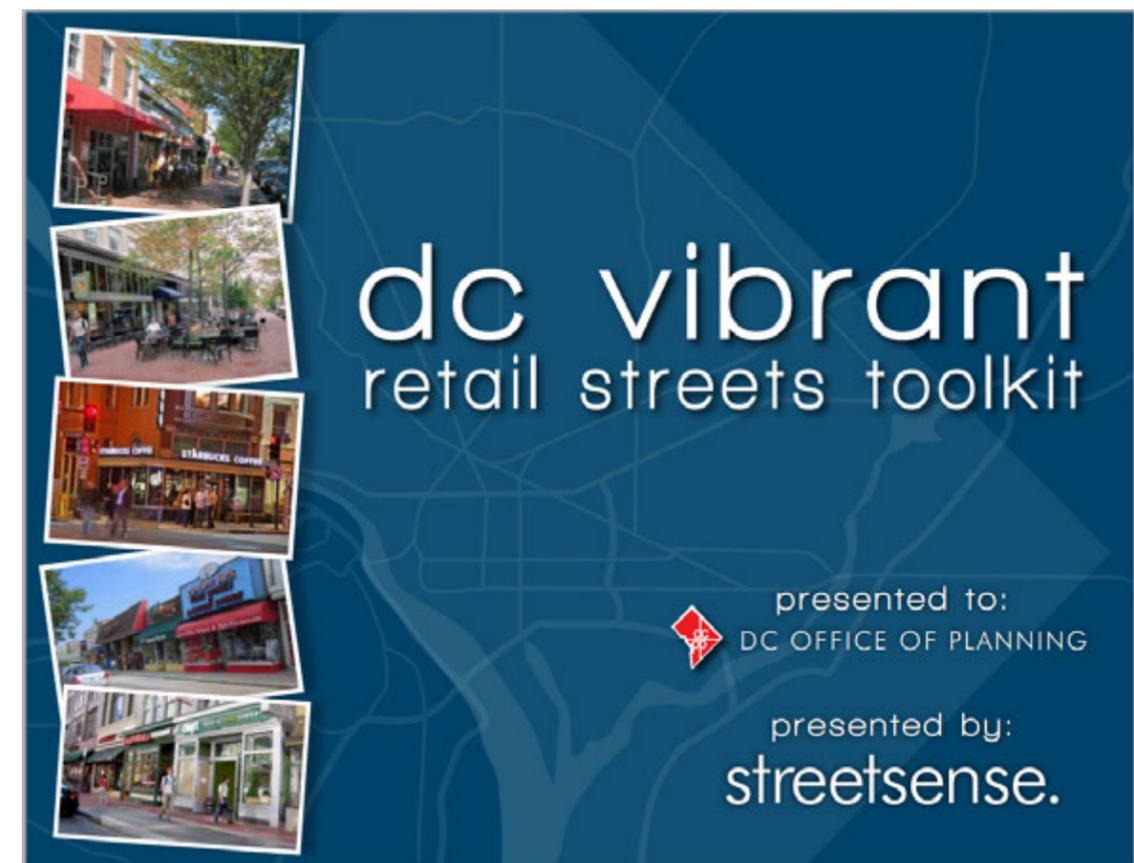
General Merchandise, Apparel, Furnishings, and Other: Modest Market

Strong retail anchors, REI and MOM's Organic Market, although destination retailers, provide the backbone for this small-scale neighborhood street. The indicators listed above demonstrate that the Hollywood Commercial District has the framework in place to become a vibrant retail district.

Several factors, with improvement, would increase the potential for revitalization and vibrancy.

- Increased activity of residents and customers through improved pedestrian and bicycles routes;
- Designation of pedestrian nodes and opportunities for programming and events;
- Establishing an identity and sense of place for the District and neighborhood.

The streetscape improvements recommended in this report are targeted improvements to increase potential and realization of a vibrant Hollywood Commercial District.



# 02 SITE INVENTORY

## 2.1 EXISTING LAND USE

The Hollywood Commercial District encompasses several shopping centers along the Rhode Island Avenue Corridor between Muskogee Street and Ontario Road. Rhode Island Avenue itself is a principal collector road running north-south through the district. The corridor runs parallel to U.S. 1/ Baltimore Avenue and is surrounded by single-family, residential neighborhoods along the minor streets that intersect the corridor. The study area and nearby neighborhoods have many recreational resources, such as the Trolley Trail and various parks and playgrounds. The center of the Hollywood Commercial District is about one mile northwest of the Greenbelt Metro Station and about 2.5 miles northeast of the University of Maryland, College Park Campus.



Land Use Map



Streetscape Elements Map

## 2.2 ZONING

The Hollywood Commercial District is primarily zoned Commercial Shopping Center (C-S-C), as indicated by the Prince George's County, Maryland Zoning Map. The northwest corner of the intersection of Rhode Island Avenue and Edgewood Road is zoned Open Space, and land surrounding the Hollywood Commercial District is zoned R-55 which correlates to compact single-family residential. The County Code, Prince George's County, Maryland, 2007 edition with 2010 supplement Section 27-454 outlines the purposes of the Commercial Shopping Center Zone.

The purposes of the Commercial Shopping Center Zone are:

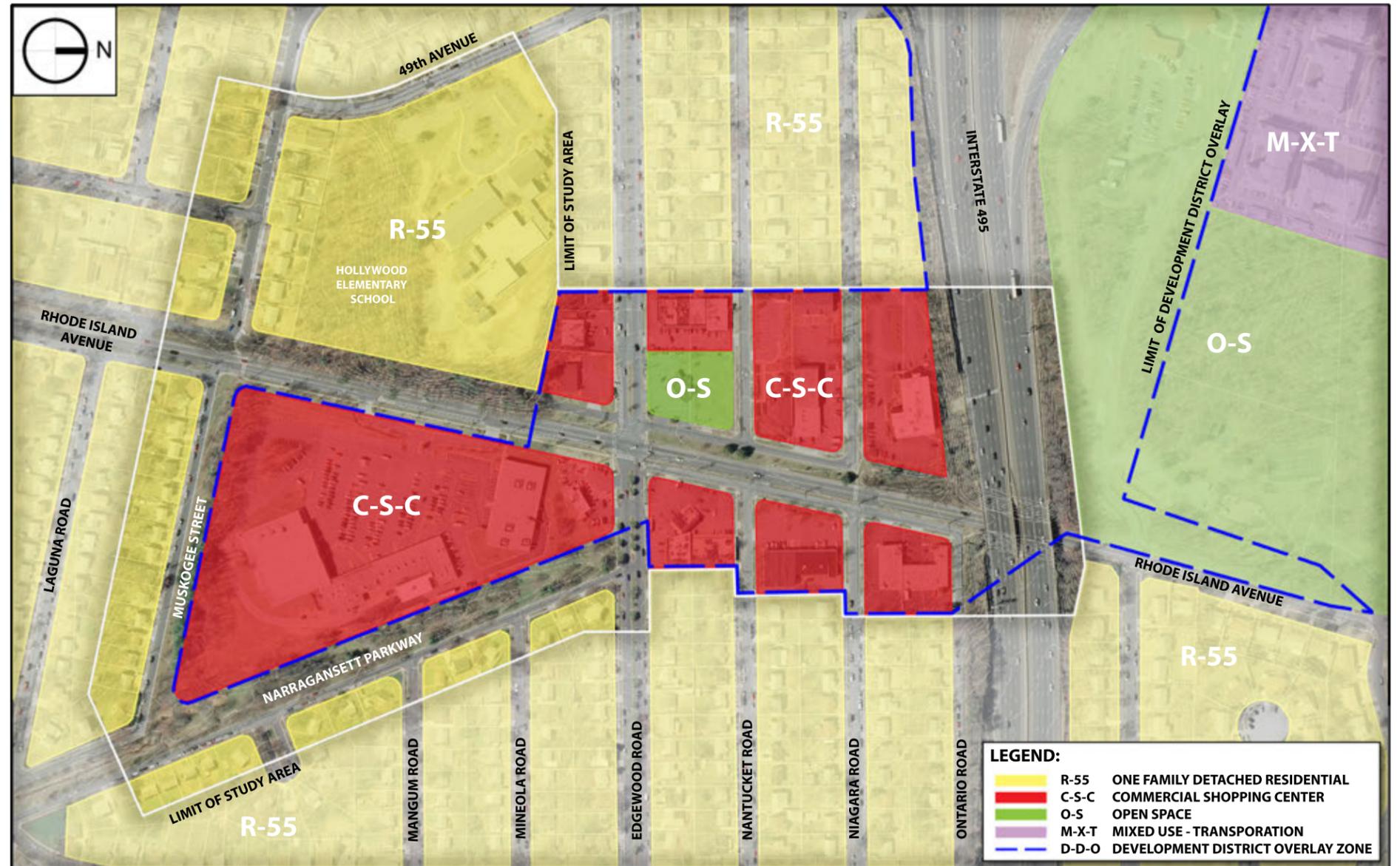
- To provide locations for predominantly retail commercial shopping facilities;
- To provide locations for compatible institutional, recreational, and service uses;
- To exclude uses incompatible with general retail shopping centers and institutions.

In addition, the Hollywood Commercial District is encompassed by the Development District Overlay Zone as indicated by the Prince George's County, Maryland Zoning Map. The County Code, Prince George's County, Maryland, 2007 edition with 2010 supplement Section 27-548.20 outlines purposes of the Development District Overlay.

- The specific purposes of the Development District Overlay Zone are:
- To provide a close link between Master Plans, Master Plan Amendments, or Sector Plans and their implementation;
- To provide flexibility within a regulatory framework to encourage innovative design solutions;
- To provide uniform development criteria utilizing design standards approved or amended by the District Council;
- To promote an appropriate mix of land uses;
- To encourage compact development;
- To encourage compatible development which complements and enhances the character of an area;
- To promote a sense of place by preserving character defining features within a community;
- To encourage pedestrian activity;
- To promote economic vitality and investment.

The Development District Overlay Zone provides guidance on specific streetscape treatments and amenities that support a vibrant streetscape environment including:

- Dimensioned street sections;
- Street trees;
- Sidewalk location and width;
- Paving materials;
- Benches, bicycle racks, trash receptacles, sculpture, artwork, bus shelters, and public seating;
- Street lighting.



Zoning Map

## 2.3 DEMOGRAPHICS

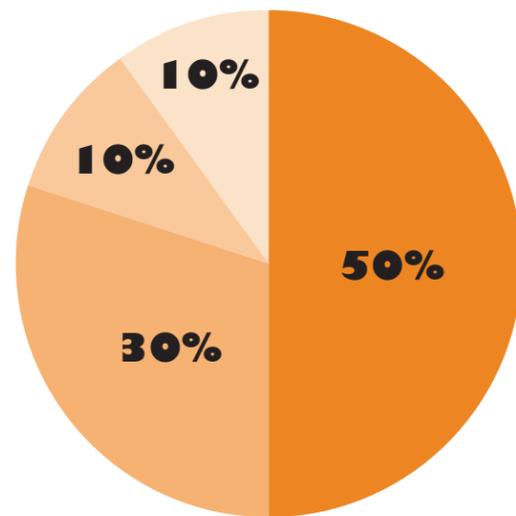
### POPULATION: 4,134

The most recent United States census data available is based on the 2010 census. The project study area is included in the census tract 8069. The size and limits of census tract 8069 generally equate to a ¼ mile radius from the center of the study area, the intersection of Edgewood Road and Rhode Island Avenue. The following information informs the design team's understanding of neighborhood demographics.

**Median Household Income:** \$74,977 (2012 Dollars)

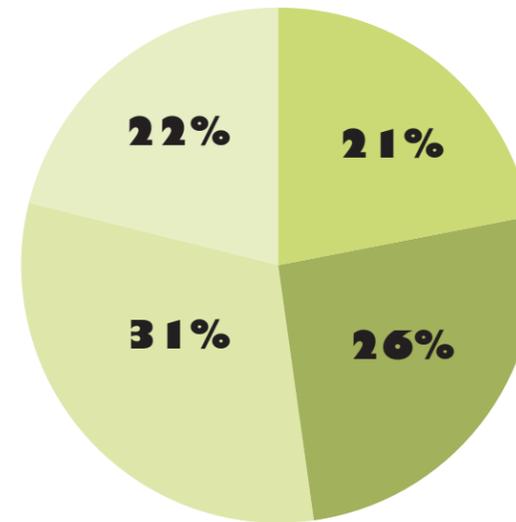
**Education:** Bachelor's Degree (25 yrs and older): 34%  
High School Degree (25 yrs and older): 80%

**Ethnicity**



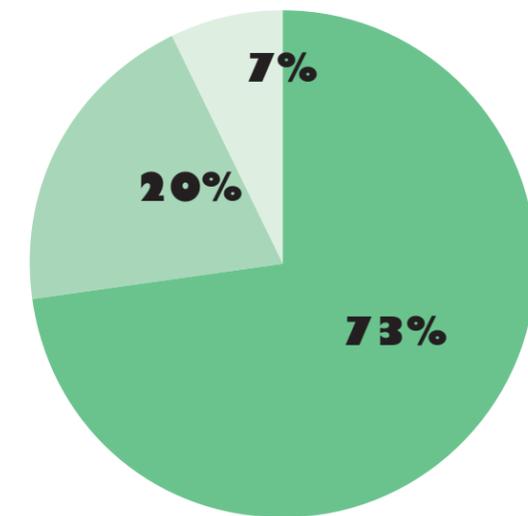
- Caucasian
- Hispanic / Latino
- African American
- Asian

**Age**



- Children and Under 18
- 18-34
- 35-49
- Over 50

**Households - 1,396**



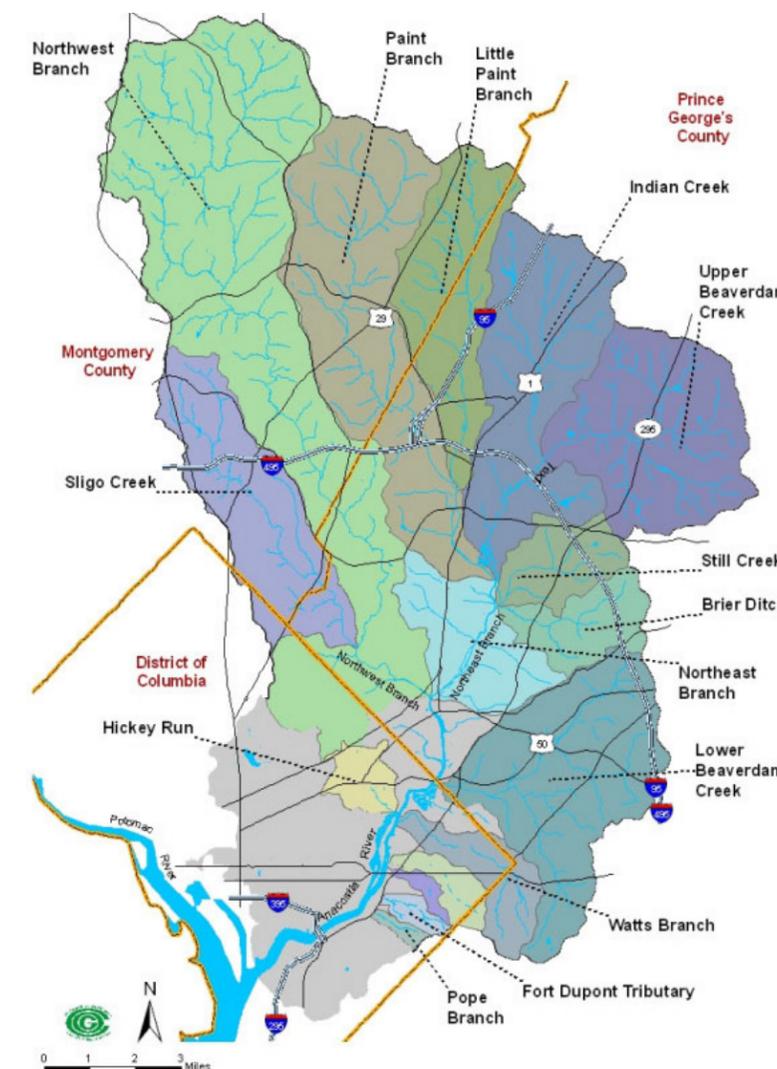
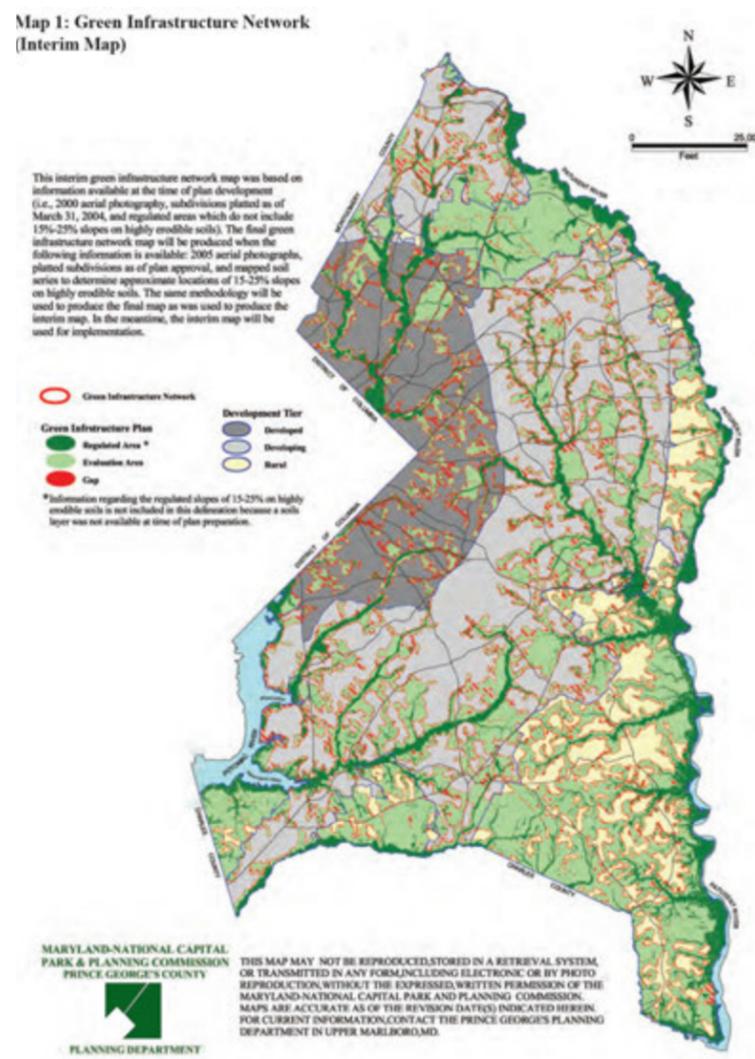
- Owner Occupied
- Renter Occupied
- Vacant  
(For Sale: 44 Homes,  
For Rent: 20 Homes)

## 2.4 ENVIRONMENTAL OVERLAY

The study area falls within the Indian Creek sub-watershed which continues to the Anacostia watershed. The Anacostia watershed is highly urbanized and as a result has degraded rivers and streams. The Indian Creek sub-watershed is approximately 70% developed; moderate to extreme channel erosion is common, riparian buffers have been lost with only about 30% of stream miles exhibiting adequate riparian buffers, and poor water quality and high levels of suspended solids, the most of any other subwatershed in the Anacostia River watershed.

### STORMWATER / ENVIRONMENTAL SITE DESIGN

Older neighborhoods, such as Hollywood, were developed before stormwater management rules and regulations were implemented. As efforts for improvements are implemented in these communities, incorporation of environmental site design (ESD) practices can solve local site drainage problems and contribute to the overall health of the receiving streams and watershed. Environmental site design practices including, but not limited to, bioretention facilities, bioswales, and rain gardens reduce the velocity of stormwater runoff, increase infiltration opportunities, and recharge groundwater resources thereby reducing runoff and pollutants currently reaching the Anacostia River and Chesapeake Bay. In support of the Anacostia Watershed Restoration Plan, the Indian Creek Sub-watershed Action Plan (SWAP) was prepared. The Indian Creek SWAP provides a vision statement and targets for restoration of the sub-watershed by the year 2020. Retrofitting existing communities with environmental site design practices will support the strategies of the Indian Creek SWAP.



Example of Soil Erosion on Indian Creek.

<http://www.anacostiaws.org/>



Example of Sediment within Anacostia Watershed.

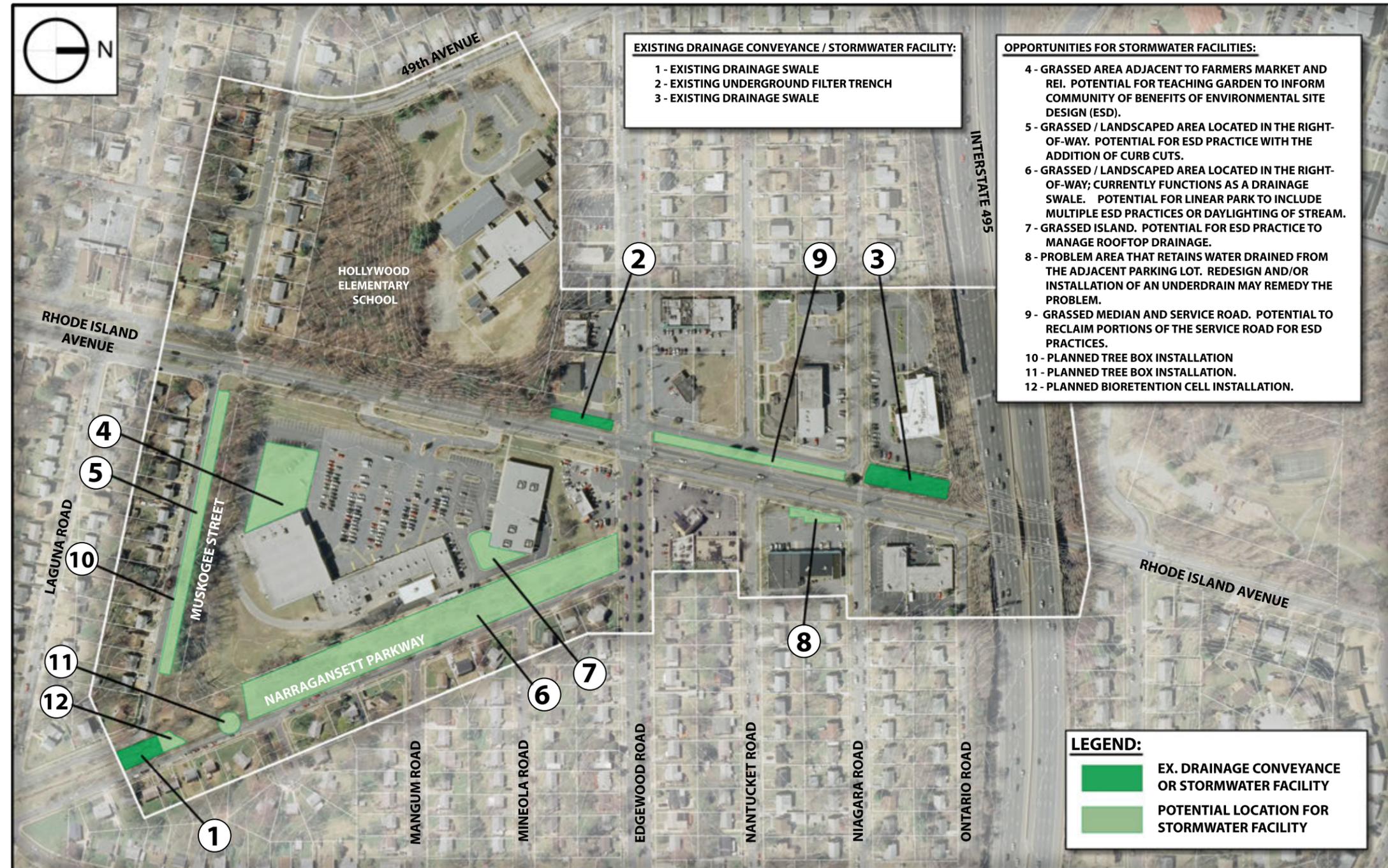
<http://www.anacostiaws.org/>

### EXISTING GREEN SPACE NETWORK

The study area benefits from three neighborhood parks or playgrounds within a ¼ mile radius: Muskogee Playground, Sunnyside Neighborhood Park, and Hollywood Elementary School Playground. The Hollywood Community Park and Duvall Field provide active recreation fields within a ½ - ¾ mile radius. Larger parks -Paint Branch Park to the west, Indian Creek Park and Greenbelt Park to the southeast- create a system or network of green infrastructure.

### STREET TREES

Planting street trees creates green corridors that connect existing green infrastructure in the county, expanding the overall tree canopy, and providing environmental services that can have a positive impact on the health of environments and citizens.



Stormwater Analysis Map

## STORMWATER RETROFITS

Ample right-of-way along Narragansett Parkway and Muskogee Street adjacent to the Hollywood Shopping Center are prime locations for installation of environmental site design practices. Proposed retrofits within the District include:

- At Muskogee Street, provide several curb cuts to direct roadway drainage to a bio-swale running the length of the street;
- The open space adjacent to Narragansett Parkway functions as a low lying area that captures runoff and connects to existing underground grey systems. In conjunction with the design of the Wellness Circuit, several micro-bioretenion cells or rain gardens could increase infiltration and recharge the ground water reducing runoff volumes;
- On the Hollywood Shopping Center property, in the portion of the parking lot currently used by the farmers' market, opportunities for formalizing a park space have been discussed. Ideas included formalizing the space to accommodate the farmers' market with expansion for outdoor classes, seating, and installation of a rain garden;
- Plantings as an enhancement to the existing underground facility at the intersection of Edgewood Road and Rhode Island Avenue are proposed;
- Evaluation of the drainage problem near retail parking is recommended, identified as #8 on the Stormwater Analysis Map. Understanding the planting media, and soil profile as well as whether the facility includes an underdrain will inform solutions to the problem.

## 2.5 TRANSPORTATION

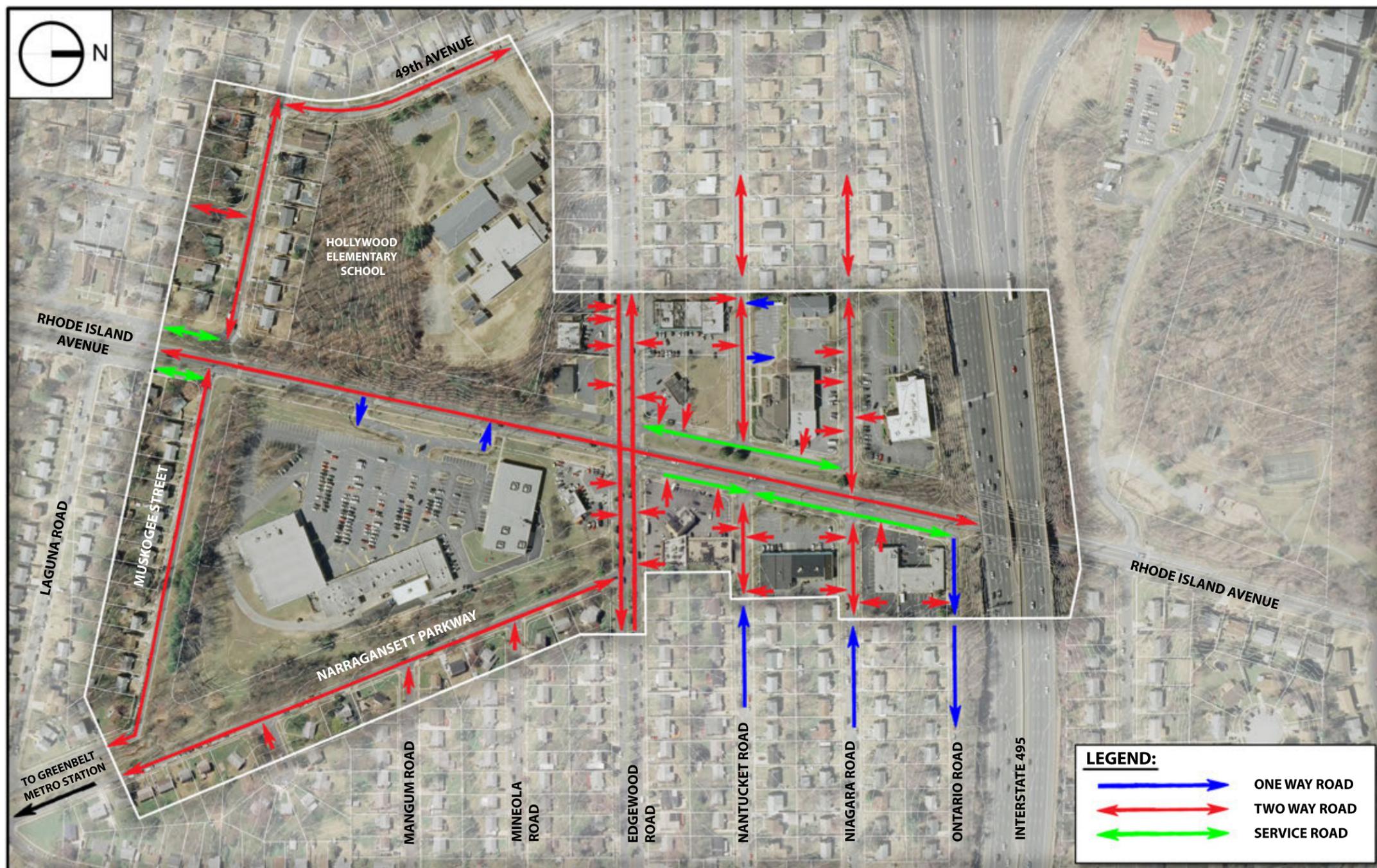
### VEHICULAR CIRCULATION

Despite much of the Hollywood Commercial District being accessible by foot and bicycle, the shopping centers provide ample surface parking for their patrons. Drivers are able to access the businesses and surface lots through a limited access service road. The Vehicular Circulation Map identifies the location in which drivers can access the service road.

As seen on the Vehicular Circulation Map, there are limited points along the service road north of Rhode Island Avenue/Edgewood Road intersection to access the service road and the adjacent local streets and businesses. This creates confusion for drivers trying to access the businesses. Illegal or dangerous maneuvers have been observed in the field by drivers trying to correct movements to enter and exit the service road.

Rhode Island Avenue's cross section consists of one travel lane that varies from eleven to twelve feet and a bike lane varying from five to six feet in each direction. Rhode Island Avenue carries an Average Daily Traffic (ADT) volume of 14,100 cars a day. There is one signalized intersection in the study area at Rhode Island Avenue and Edgewood Road. While Rhode Island Avenue and Edgewood Road are one-lane in each direction, each approach of the intersection has three lanes to accommodate right turn and left turn lanes. It is a core point along Rhode Island Avenue in the study area where traffic, pedestrians, bicyclists, and transit have multiple conflict points.

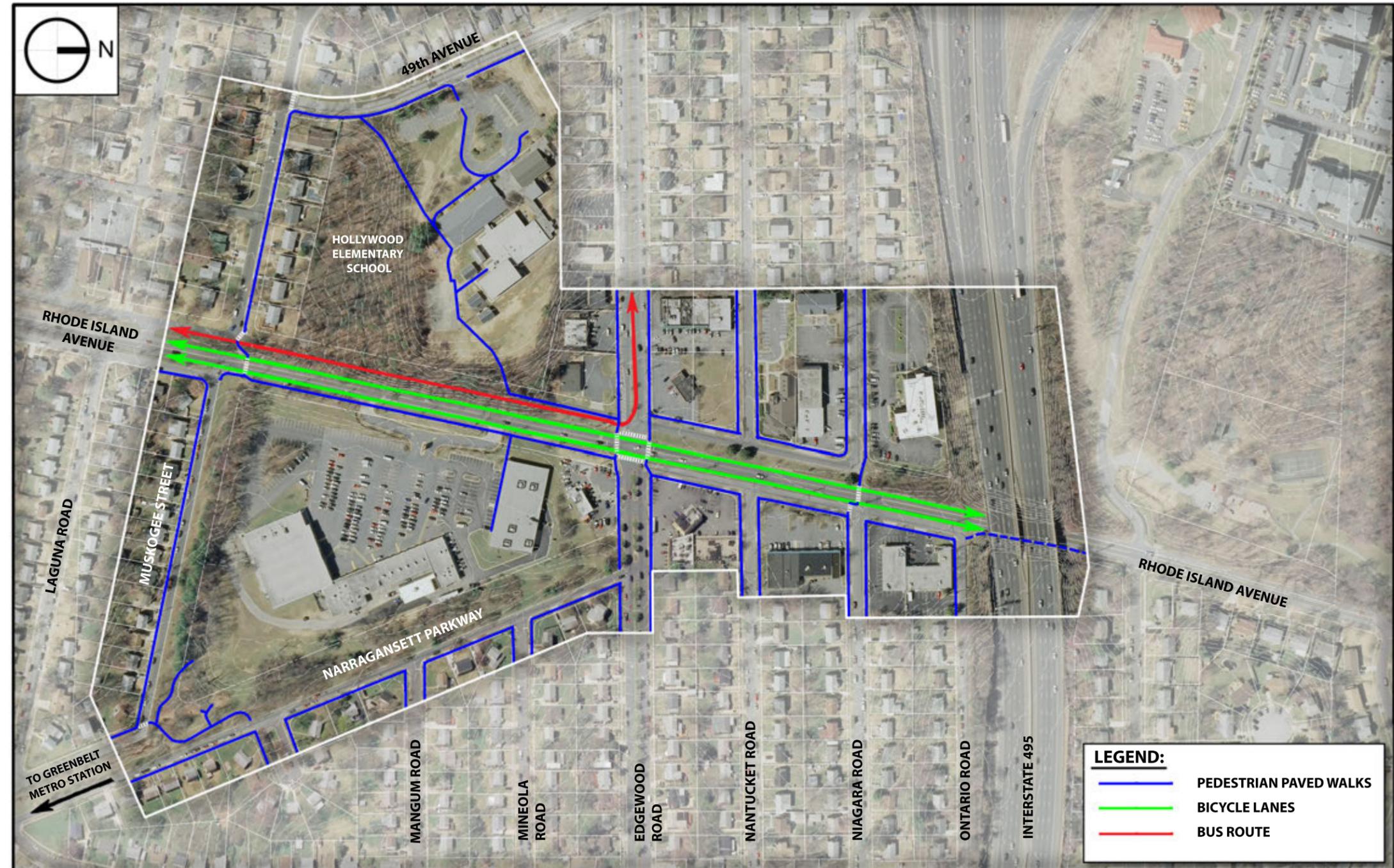
North of the Rhode Island Avenue / Edgewood Road intersection and south of the Rhode Island Avenue / Muskogee Street intersection, a two-way, twenty foot service road runs on the east and west side of the street to provide access to the adjacent residences and developments. These service roads tend to be low volume, low speed roads and generally create a disconnect between Rhode Island Avenue and the residences and businesses for pedestrians, bicyclists and cars alike due to the nature of the road's limited access points. Similarly, the neighborhood and cross streets are low volume, low speed roads with many intersections controlled by two-way and all-way stop signs and have signage and speed bumps for traffic speed control.



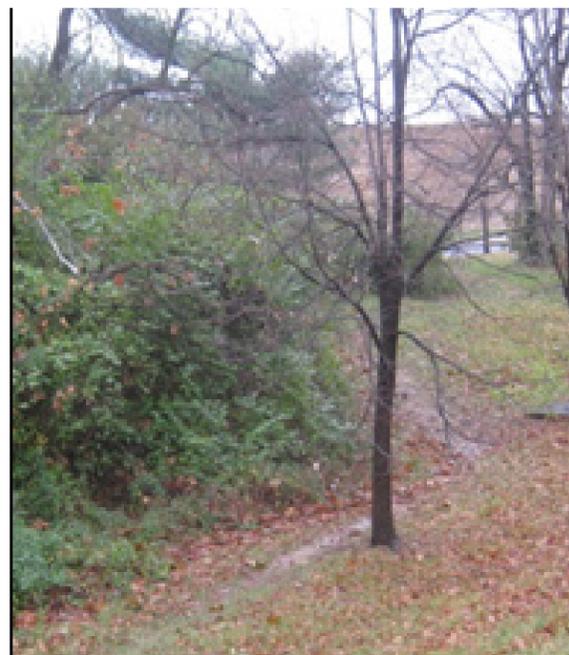
Vehicular Circulation Map

PEDESTRIAN, BICYCLE, AND TRANSIT ACCESS

As seen on the map, many of the side streets have sidewalks on both sides. Additionally, where there are service roads, the sidewalks are on the service road, (but not on Rhode Island Avenue itself) adjacent to the businesses and surface lots. There are sidewalks adjacent to Rhode Island Avenue where the service road is not present between Muskogee Street and Edgewood Road. The businesses along the corridor face Rhode Island Avenue with a surface parking lot, and sometimes a service road, between the front of the business and Rhode Island Avenue. This creates two barriers for pedestrians trying to access these businesses from the Rhode Island Avenue side, or from the neighborhoods behind the shopping centers. Pedestrians who walk along Rhode Island Avenue must traverse a surface parking lot, an uncontrolled environment for pedestrians, to access the business.



Pedestrian, Bicycle, and Transit Map



Pedestrian walking in wooded area behind Hollywood Shopping Center (Left) and cattle path to back of Hollywood Shopping Center (Right)



Pedestrians cross at an unsignalized crosswalk, looking east at the intersection of Niagara Road and Rhode Island Avenue.

### PEDESTRIAN ACCESS

The businesses along Rhode Island Avenue face away from the neighborhoods and lack direct pedestrian access to the neighborhood. This has created the development of many informal “cattle path” trails behind the REI and MOM’s Organic Market. As seen in the photos to the left, pedestrians from the neighborhood are cutting through the wooded area on the back side of the businesses from Narragansett Avenue.

North of Edgewood Road, there is an unsignalized crossing across Rhode Island Avenue to allow pedestrians to access the businesses on either side of Rhode Island Avenue. However, the crossing is in a vulnerable location for pedestrians, as the main service road access to the businesses is located just to the north of the crossing. As seen in the photo bottom left, pedestrians cross at an unsignalized crosswalk just under 500 feet north of the Rhode Island Avenue/Edgewood Road intersection and adjacent to the major access point in the service road at Niagara Road.

Finally, Hollywood Elementary School is located on the southwest corner of the Rhode Island Avenue/Edgewood Road intersection. In the a.m. and p.m. peak hours for schools, many students cross at the intersection’s long, 70 foot crosswalks. There is also a photo enforced school zone area on southbound Rhode Island Avenue through this intersection to monitor speeding and red-light running through the intersection and a crossing guard is present during morning and afternoon arrival to and departure from the school.

**BICYCLE ACCESS**

While a bicycle lane is provided along Rhode Island Avenue, due to the nature of the roadway it is not comfortable for all cyclists. Generally, experienced cyclists and commuters are using the bicycle lane. The photo top right shows a cyclist in the bicycle lane on Rhode Island Avenue just North of Muskogee Street. The cyclist takes up a good portion of the five foot wide bicycle lane and the curb and gutter pushes the cyclist to ride closer to the travel lane than the curb. The travel lane is also eleven feet wide, creating a comfortable width which encourages drivers to travel at speeds above 30 mph.



The striped standard bicycle lane is most appropriate for experienced and confident bicyclists, riding south on Rhode Island Avenue.

While there is a dedicated bicycle facility on Rhode Island Avenue, much of the corridor has a low volume, low speed service road that runs parallel to the street as well as many low volume, low speed local streets that connect to it. Narragansett Parkway, shown in the photo bottom right, north of Muskogee Street, is a parallel alternative to Rhode Island Avenue that can provide access to the businesses and a more comfortable bicycle connection across Edgewood Road. Narragansett Parkway is ideal for bicycle boulevard treatments.



Narragansett Parkway, looking Southbound at Mineola Road (one block south of Edgewood Road).

**TRANSIT**

The bus routes that run along Rhode Island Avenue are WMATA Bus Route #81 and #83. The 83 has five -to ten-minute headways in the a.m. and p.m. peak service hours and twenty to thirty minute headways in the off-peak hours. The bus runs along Rhode Island Avenue and turns onto Edgewood Road to continue on Baltimore Avenue.

There are several bus stops with benches and/or shelters. However, due to the grade separation and lack of sidewalks along Rhode Island Avenue, many of the bus stops only provide ADA access from the street. The photo left provides an example of this on southbound Rhode Island Avenue at Rhode Island Avenue/Hollywood Road. The bus stop provides access to a unsignalized crossing across Rhode Island Avenue and to the service road.

As noted earlier, the center of the commercial district is approximately one mile from the Greenbelt Metro Station. Similar to the businesses, however, the station faces away from the neighborhoods. There is a pedestrian path through a park area that leads to a tunnel to access the backside of the station and the parking lot on the other side of the station, shown in the photo bottom right.



Bus stop on southbound Rhode Island Avenue at Rhode Island Avenue and Hollywood Road.



Rear entrance to the Greenbelt Metro Station (Top) and shared use path leading from the neighborhoods to the station (Bottom).

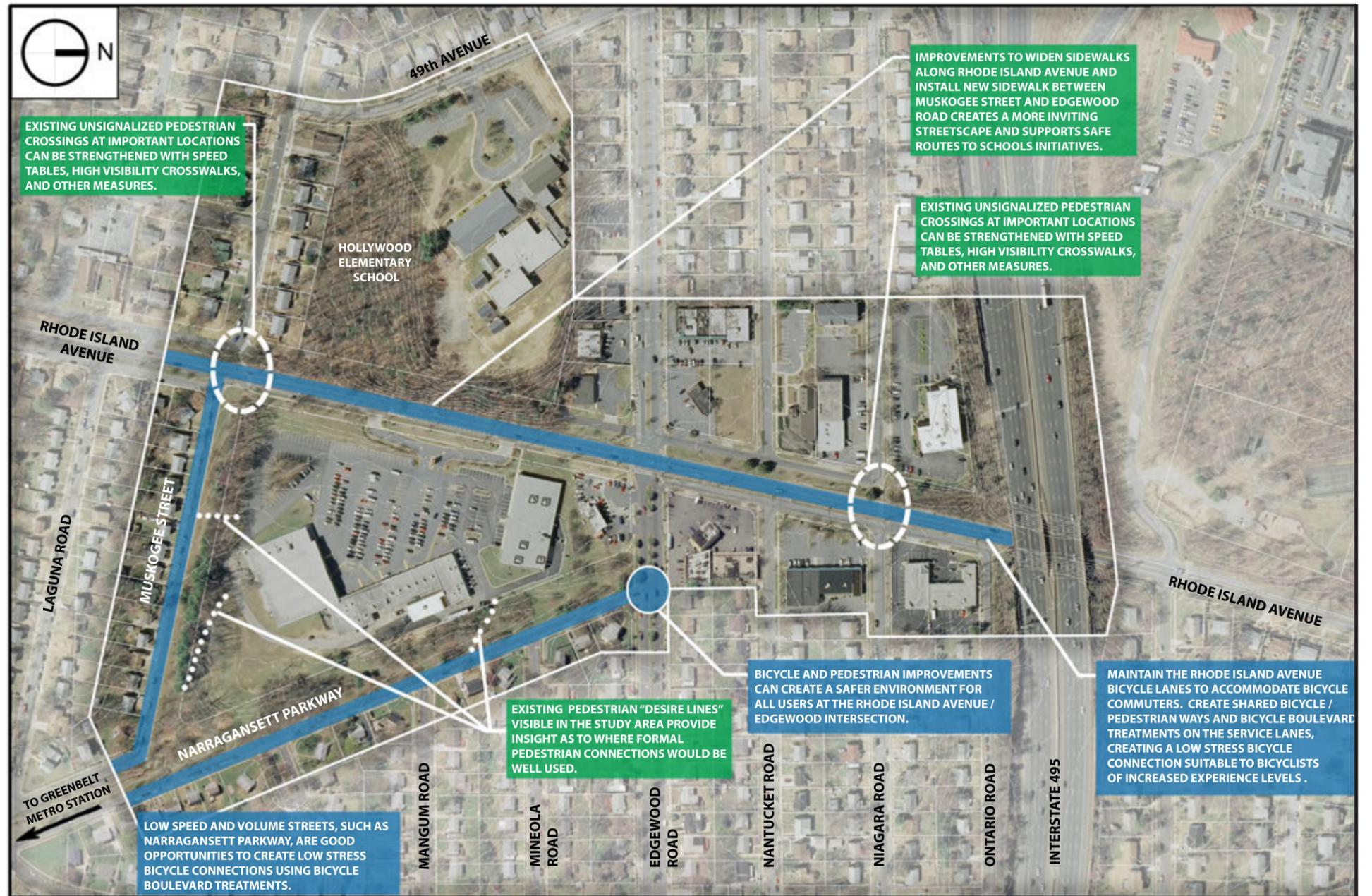
# 03 SITE ANALYSIS

## 3.1 OPPORTUNITIES FOR TRANSPORTATION IMPROVEMENTS

As stated earlier, the study area and nearby neighborhoods have many recreational resources, such as the Trolley Trail and various parks and playgrounds. The existing shopping centers are well positioned geographically to be important neighborhood-serving retail destinations. WMATA Bus Route #81 and #83 and the Greenbelt Metro station also connect the study area and surrounding neighborhoods to the local and regional transit network. The keys to maximizing the benefit that residents and visitors get from the proximity of these important resources are connectivity and legibility.

First, the resources must be connected with minimal detour by the kinds of paths, trails, intersection improvements, pedestrian crosswalks, sidewalks, bicycle boulevards and “recreational street” facilities that are safe and feel comfortable for a diversity of pedestrians and bicyclists. Creating a network of these facilities is often described as an “8 to 80” approach where cyclists age 8 or age 80 will feel comfortable. Second, these connections must be easy to identify, and the safe and comfortable path to a notable destination must be easy to identify. Wayfinding signage, maps, consistent landscaping, and other measures are all useful tools to provide this legibility to pedestrians, bicyclists, and drivers attempting to access local resources.

Wayfinding signage orienting pedestrians and cyclists to nearby parks and recreation fields, Greenbelt Metro, and Youth and Family Services was observed at the southeast corner of Rhode Island Avenue and Edgewood Road. Wayfinding signage from Greenbelt Metro to the Hollywood Commercial District and other destinations was observed at the intersection of Lackawanna Street and Narragansett Parkway and at Lackawanna Street and Rhode Island Avenue (service road).



Opportunities for transportation improvements in the Hollywood Commercial District.

# 04 STRATEGIES

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To address the overarching goals of the study, the following strategies were considered and incorporated into the final recommendations:

## SHARED STREETS/COMPLETE STREETS

Shared streets are low-speed streets that function as a shared space for multiple users including pedestrians, bicyclists, and motorists where pedestrians and bicyclists have the right-of-way. Often, paving materials and patterns are used to help distinguish shared streets from traditional vehicle oriented thoroughways. The street level is designed to be flush with the sidewalk and be more reminiscent of a plaza more appropriate for non-drives, as parking for vehicles is removed and sidewalks are widened to accommodate street furniture and plantings. Shared Streets are being used as a means to revitalize commercial districts, increase shopper spending, and encourage community events.

## HIGH PERFORMING LANDSCAPES

High performing landscapes embody a design approach that anticipates parks and open spaces performing multiple functions that contribute to the District's overall environmental health in addition to providing recreation opportunities. Examples of elements in high performing landscape and their benefits:

- Street trees create an aesthetic streetscape while providing shade, reducing heat island effect, absorbing rainwater, providing habitat, and sequestering carbon from the air.
- Rain gardens and bioswales filter stormwater runoff, increase infiltration, provide habitat and food for insects, butterflies, birds, and beauty.

## COHESIVE DESIGN VOCABULARY

A strong visual identity and brand can be achieved through theming, consistent materials, and furnishings.

## CREATIVE PLACEMAKING

The integration of art - both visual and performance - has potential to create a strong identity for the district as well as bring together people of diverse backgrounds, strengthen connections within the neighborhood, and draw interest from surrounding areas. Prince George's County has a wealth of artists who could be engaged to develop artwork for this area.

Pop up parks can be strategies for creative placemaking. These temporary parks transform vacant or underutilized space into a destination or space where communities can come together to engage one another. Use of temporary parks can be a good way o "test fit" new open space for more permanent amenities.

## MARKETING/BRANDING

Working hand in hand with creative placemaking, the development of a brand for the District can help guide all new developments and implementation strategies.

## PROGRAMMING

Programming can support a commercial or retail district through organized events that generate activity and interaction and create a destination. Events can support local retailers and restaurants as people visit Hollywood to take part in programmed events.

## SUMMARY

The Hollywood Commercial District has great potential to be a thriving commercial district and a destination for local visitors. Strong retail anchors, residential neighborhoods, and green space networks can all be improved to make Hollywood a vibrant district for the future.

CREATIVE PLACEMAKING



Photo Credit: <http://one.arch.tamu.edu/news/2013/2/4/tactical-urbanism-lecture/>

POP-UP PARKS



Photo Credit: <http://www.philly.com> (David Swanson)

SHARED STREETS



Photo Credit: <http://movabilityaustin.org/2014/06/complete-streets-could-be-coming-to-austin/>

MARKETING/BRANDING



Photo Credit: <http://www.irishisanattitude.com/blog/what-to-do-with-a-giant-golf-ball-part-1>

PROGRAMMING



Photo Credit: <http://www.somervillebydesign.com/5-days-tactical-urbanism/>



Photo Credit: <http://www.atlantamagazine.com/news-culture-articles/5-places-to-catch-films-under-the-stars/>

COMPLETE STREETS



Photo Credit: <http://www.njslom.org/magazine/2012-03/pg-34.html>

# 05 PUBLIC INPUT

## 5.1 PUBLIC INPUT

Community input and participation is critical to the success of any neighborhood revitalization effort. The Hollywood Commercial District Streetscape Revitalization Study has invited the community to participate in several ways:

- Review of previous studies, which were prepared with community input;
- Review of Resident Satisfaction Surveys from 2010, 2012, and 2014 that asked residents what they liked and did not like about their neighborhood;
- Review of Survey distributed to all of the property owners and businesses within the Commercial District;
- Meeting with several property owners in the Commercial District, including the managers of the Hollywood Shopping Center, to review the proposals. The owners provided favorable input to the plans;
- Public Meetings as detailed on the next page.



Photos were taken at the community input meeting held January 28, 2015, at Davis Hall near the Hollywood Commercial District.

A design charrette with representatives from the City of College Park, Maryland National Capital Park and Planning Commission and Prince George's County Department of Public Works and Transportation was held on January 8, 2015. The purpose of this meeting was to review the Existing Conditions report and outline a menu of options for improvements to determine what was feasible and what was not.

A public meeting was held on January 28, 2015, to review the Existing Conditions report and proposals for improvements. Thirty-two residents and business owners attended and provided their input both verbally, and by marking up a drawing of the proposed improvements.

Terry Schum, Planning Director, and Michael Stiefvater, Economic Development Coordinator, from the City of College Park subsequently met with the North College Park Citizens Association to further gather input. The following input was gathered from the meetings:

- The need for a sidewalk on the west side of Rhode Island Avenue in the vicinity of the existing the retaining wall;
- They confirmed dysfunction of the Edgewood Road / Narragansett Parkway and Rhode Island Avenue / Niagara Road intersections and the need for modifications to improve the pedestrian and vehicular circulation;
- Interest in the Wellness Circuit;
- Incorporation of call boxes and lighting to ensure safety along the Wellness Circuit;
- Support for the closure of the service road from Edgewood Road to Nantucket Road due to cut through traffic;
- Interest in public art and improved bus shelters;
- Continue plantings on Edgewood Road, a gateway street.

A presentation of the project and recommended streetscape improvements was given at the College Park City Council meeting on March 3, 2015. Comments provided by the council members included:

- Consider adding pedestrian scale street lights along side streets; transition intensity of lighting to be brighter in the commercial area and less bright in residential areas;
- Explore additional options for locating a new sidewalk above the existing retaining wall to minimize the cost of relocation of the wall;
- An overall interest and support of the project.

In addition to face to face interactions, the Existing Conditions Report and the Final Recommendations Report have been posted on the City of College Park's web site where the public can review and comment.

All of the input received to date has been incorporated into the final recommendations.

The success of the recommendations is tied to community support and participation. The City of College Park will continue to solicit input from both residents and business owners as the project moves into the next phase of implementation.



# 06 THEMES AND OVERLAYS

## 6.1 SIGNIFICANCE

The creation of themes and overlays can guide the development of a revitalization plan and can serve several purposes:

First, it can create a brand or identity for a neighborhood or district around which a neighborhood can rally.

Secondly, it can guide the projects, activities, and programming in a comprehensive and cohesive way.

Finally, themes can articulate goals and strategies which ensure that the neighborhood or district revitalizes sustainably. Metrics can be established which allow both the City of College Park and the neighborhood to track progress and measure success.

There are several themes and overlays that fit the existing character of the Hollywood Commercial District and the vision of a vibrant District:

- EcoDistricts
- Wellness
- Active Design



Photo Credit: [http://sergenoiret.blogspot.com/2015\\_01\\_01\\_archive.html](http://sergenoiret.blogspot.com/2015_01_01_archive.html) (Serge Noiret)

## 6.2 ECODISTRICT

An EcoDistrict is defined as a comprehensive strategy to accelerate sustainable development at the neighborhood scale by integrating building and infrastructure projects with community and individual action.

EcoDistricts typically represent an important scale to accelerate sustainability - small enough to innovate quickly and big enough to have a meaningful impact.

The goals of each EcoDistrict are unique, based on the character of the community and its needs and desires for the future. What makes an EcoDistrict a good tool for the Hollywood District is the opportunity to create specific goals that the community can embrace and the organizational infrastructure to implement the goals comprehensively.

EcoDistrict strategies can take many forms, depending on the unique characteristics of a neighborhood and a community's priorities. Examples of potential strategies include:

- Smart grid
- District energy and water management
- Bike Sharing
- Rainwater harvesting
- Green streets
- Zero waste programs
- District composting
- Waste to energy
- Green maps
- Safe routes to schools
- Tree planting campaigns
- Car sharing
- Bicycle lanes
- Sidewalk improvements
- Urban agriculture
- Public art
- Multi-modal transit
- Transportation demand

### WHY THE ECODISTRICT APPROACH MATTERS:

**For Municipalities:**  
EcoDistricts support a neighborhood sustainability assessment and investment strategy to help meet broader sustainability policy and economic development goals. EcoDistricts put demonstration projects on the ground, save local money and resources, and stimulate new business development.

**For Neighbors:**  
Provides a tangible way to get involved in improving and enhancing the neighborhood's economic vitality and sustainability, as well as a new form of organization.

**For Businesses:**  
Provides a platform to deliver district-scale infrastructure and building products and services to market.

**For Developers and Property Owners:**  
Creates a mechanism to reduce development and operating costs by linking individual building investments to neighborhood infrastructure.

### ECODISTRICT PERFORMANCE AREAS:

Impacts of the EcoDistrict as a whole can be evaluated through the success of measurable individual components.

- Equitable development
- Health and wellbeing
- Community identity
- Access and mobility
- Habitat and ecosystem function
- Energy
- Water
- Materials management



Photo Credit: <http://ecodistricts.org/>

### 6.3 WELLNESS

**SIGNIFICANCE:**

The physical infrastructure exists in the Hollywood Commercial District to create and promote a culture of Wellness. Strong retail anchors focused on healthy living, as well as the farmers’ market, set the stage for this theme. An overarching Wellness theme presents an opportunity to enhance neighborly interaction as people start to meet each other on the street as they walk and bicycle to local businesses and to teach the children of Hollywood Elementary School and Al-Huda School to choose a healthy lifestyle.

For the purposes of this study, Wellness is approached both on a personal and environmental scale. The goals for the Hollywood Commercial District Streetscape revitalization are to implement infrastructure improvements which facilitate both physical and environmental wellness while increasing community interaction and identity.

**PERSONAL WELLNESS:**

Personal wellness is more than not being sick; it is a holistic approach to life which includes the prevention of disease through diet, exercise, and spiritual care.

- Wellness is an active process of becoming aware of and making choices toward a healthy and fulfilling life;
- “...a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.” - The World Health Organization;
- “a conscious, self-directed and evolving process of achieving full potential.”  
- The National Wellness Institute;
- Wellness is more than being free from illness, it is a dynamic process of change and growth.

**ENVIRONMENTAL WELLNESS:**

Environmental wellness takes a sustainable approach to physical improvements within the District. Aspects of environmental wellness include:

- Comprehensive stormwater management
- Diverse native plantings
- Street trees
- Habitat Creation
- Night sky compliant street lights
- Selection of sustainable materials



## 6.4 ACTIVE DESIGN

### SIGNIFICANCE:

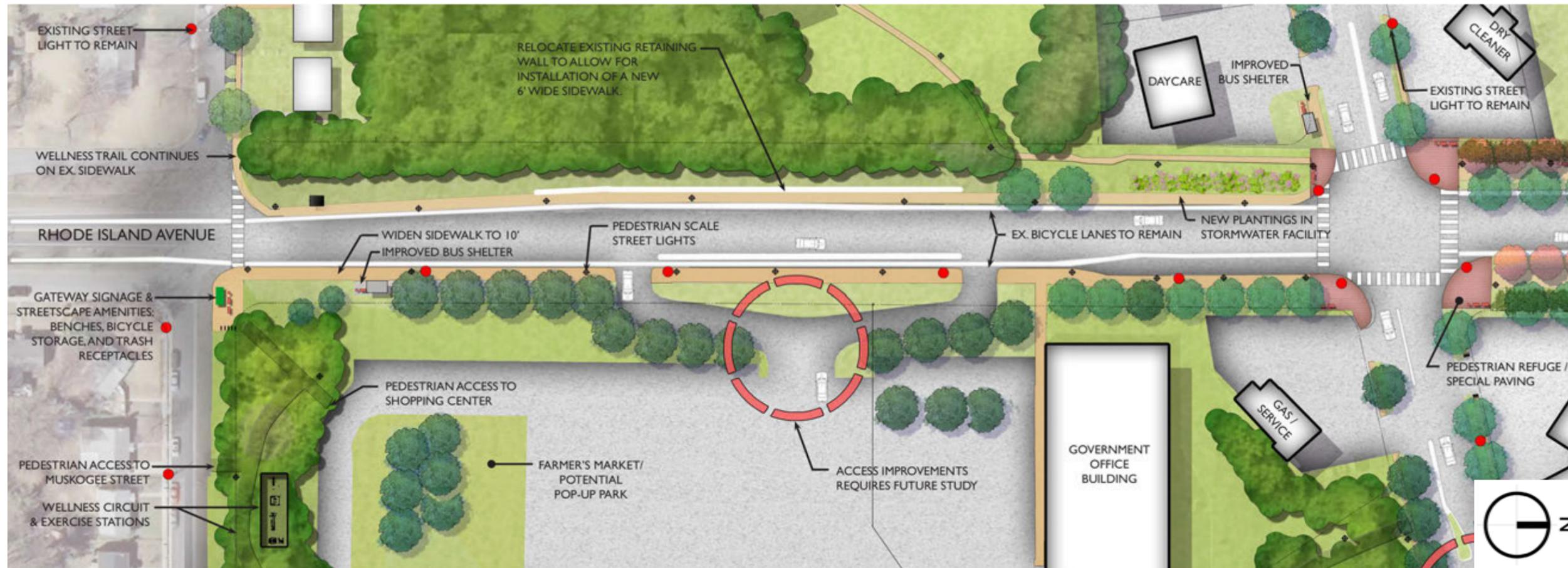
Active design is the process of designing and implementing physical improvements to the Hollywood Commercial District to facilitate and promote activity (walking, running, biking) and wellness. The guidelines developed by the Center for Active Design have been applied to the final recommendations in this report. Examples of Active Design techniques include widened sidewalks, connected walk and bicycle networks, ramps at all intersections, crosswalks and signalization for pedestrians at intersections. Safe Routes to School will also be integrated to encourage students and their families to walk to school.



Photo Credit: <http://centerforactivedesign.org/playstreets/>

# 07 STREETScape IMPROVEMENTS

## 7.1 STREETScape IMPROVEMENTS RHODE ISLAND AVENUE - 9800 BLOCK MUSKOGEE STREET TO EDGEWOOD ROAD



### GATEWAY SIGNAGE:

Installation of gateway signage generates a sense of arrival into the Hollywood Commercial District for visitors and residents alike.

At Muskogee Street, create a pedestrian node with crosswalk access west across Muskogee Street and a formalized access to the Hollywood Shopping Center. Incorporate gateway signage and streetscape amenities including: benches, bicycle storage, trash receptacles, and pedestrian scale lighting.

### SIDEWALK ENHANCEMENTS:

East Side of Rhode Island Avenue - widen the existing sidewalk to 10' beginning at the back of curb. Improvements can be made in conjunction with or in coordination with anticipated improvements to access to the shopping center.

West Side of Rhode Island Avenue - relocate the existing retaining wall and install a 6' wide sidewalk.

Install pedestrian scale street lights with LED and night sky compliant technology on Rhode Island Avenue.

**PLANTINGS:**

Enhance street tree fabric with new tree plantings to infill where needed.

Aesthetically enhance the west side of Rhode Island Avenue in the area of the existing underground stormwater facility by installing new perennial herbaceous plantings.

Provide a planting area for shrubs to be located between the existing commercial parking lots and sidewalk along Rhode Island Avenue in order to visually screen cars and create a physical separation for pedestrians.

**BUS SHELTERS:**

Replace the two existing bus shelters located in the Hollywood Commercial District. Installing new bus shelters creates an opportunity for creative placemaking by introducing artistically or uniquely designed bus shelters to aid in establishing an identity for the district.

**WELLNESS CIRCUIT:**

Support the Wellness and Active Design themes through the establishment of a walking and exercise circuit within the existing right-of-way that surrounds the Hollywood Shopping Center. Incorporate exercise stations, bioretention stormwater cells, and improved access to Muskogee Playground and the shopping center. Extension of the wellness circuit along the existing sidewalk on Muskogee Street west of Rhode Island Avenue through the Hollywood Elementary School with widened sidewalks presents an opportunity to support Safe Routes to Schools initiatives with potential for community use in the evenings or on weekends. The wellness circuit totals a length of 0.8 miles.

**NARRAGANSETT PARKWAY:**

Introduce bicycle friendly speed humps that slow traffic and support a bicycle boulevard. On Edgewood Road, install curb bump outs and a raised crosswalk to improve pedestrian and bicycle access and slow traffic at the intersection of Narragansett Parkway, or investigate the feasibility of a mini-circle.



## 7.2 STREETSCAPE IMPROVEMENTS RHODE ISLAND AVENUE - 9900 & 10000 BLOCK EDGEWOOD ROAD TO ONTARIO ROAD

### EDGEWOOD ROAD INTERSECTION IMPROVEMENTS:

In an effort to mark the Edgewood Road intersection as the center of the district, install a pedestrian refuge at each corner defined by a special paving treatment.

### EDGEWOOD TO NANTUCKET ROAD:

West Side: Convert the existing service lane into a 20' wide shared pedestrian and bicycle way including benches, trash receptacles, bicycle storage, and LED night sky compliant pedestrian scale lighting.

East Side: Convert the existing service lane into a 15' wide shared pedestrian and bicycle way and expand to create a mini-park to provide additional seating and tables to support the existing market and restaurants.

### PLANTINGS:

Introduce a planting bed with trees and shrubs to visually screen existing parking lots from Rhode Island Avenue and the shared pedestrian bicycle way.

Enhance street tree fabric with new tree plantings to infill where needed. In instances where overhead utility lines pose limitations, small to medium sized trees shall be specified.

### NANTUCKET ROAD TO ONTARIO ROAD:

Convert the existing service lane into a bicycle boulevard. Incorporate speed humps on residential streets as traffic calming for vehicles prior to entering bicycle boulevard; both bicycles and vehicles will use the bicycle boulevard.

East and West side of Rhode Island Avenue: widen the existing sidewalk to 10' beginning at the back of curb.

### GATEWAY SIGNAGE:

Affix gateway signage to the Interstate 495 overpass visible to visitors and residents entering the district from the north.



### 7.3 STREETSCAPE IMPROVEMENTS RHODE ISLAND AVENUE - MINI-PARK

#### EDGEWOOD TO NANTUCKET ROAD:

Convert the existing service lane into a shared pedestrian and bicycle way and expand to create a pedestrian gathering space in the heart of the commercial district. The mini-park creates a place for outdoor gathering with cafe tables and seating.

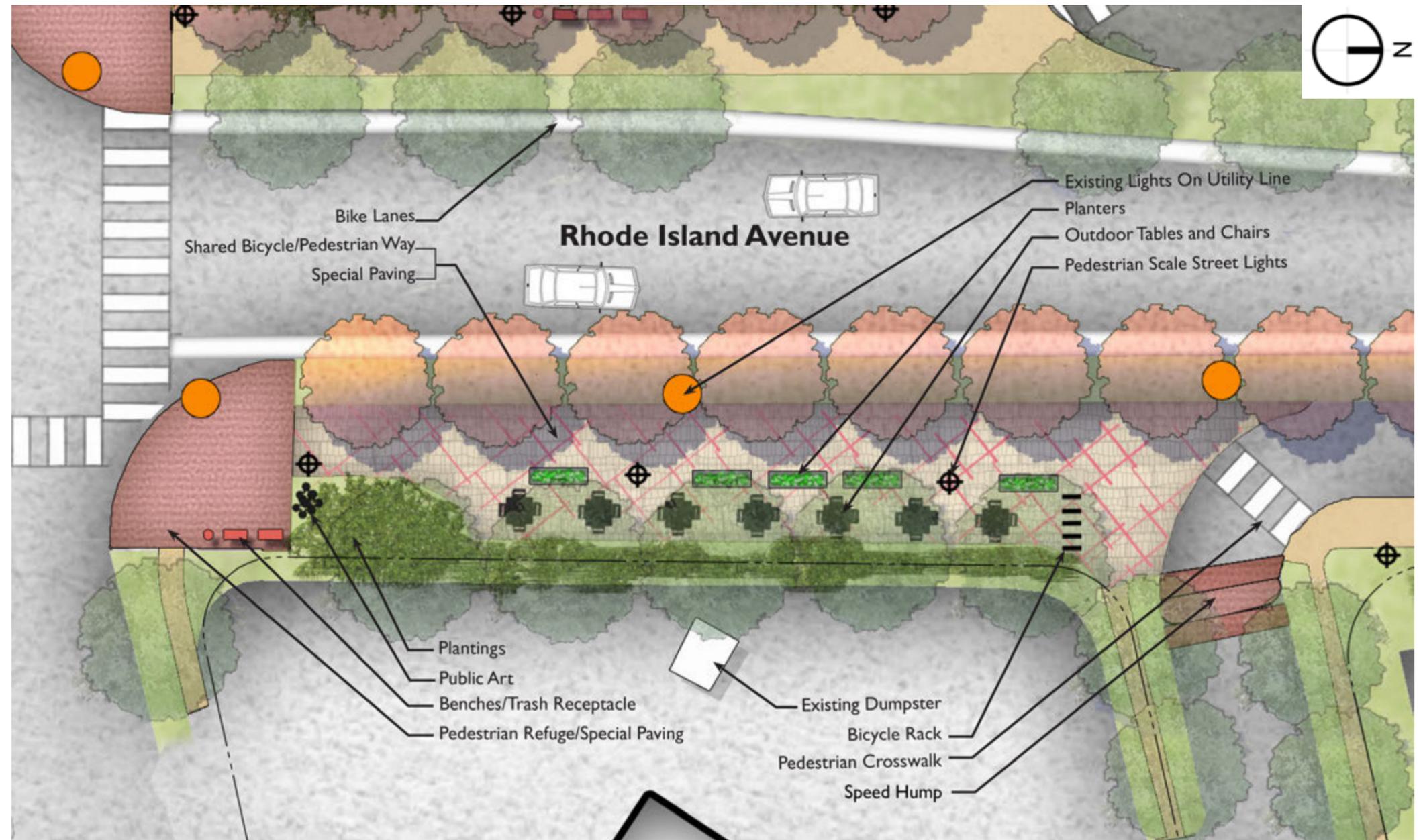
Incorporate public art or sculpture to further identify this corner as the heart of the District.

Install pedestrian scale street lights with LED and night sky compliant technology.

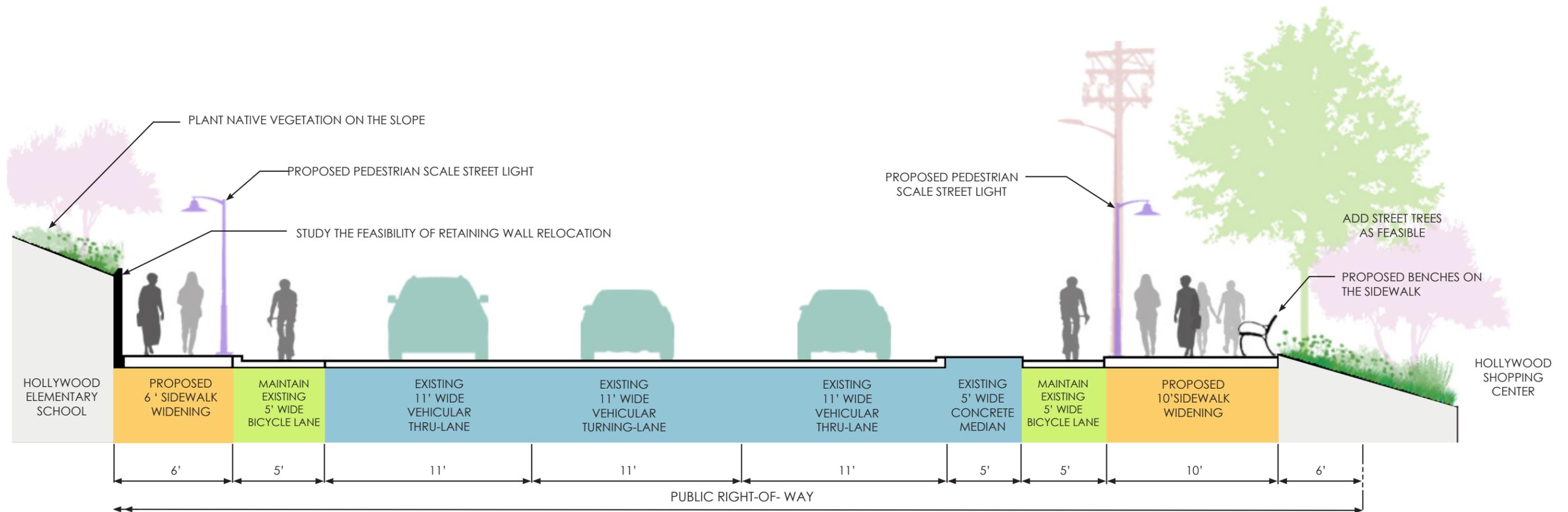
#### PLANTINGS:

Introduce a planting bed to visually screen existing parking lots from Rhode Island Avenue and the shared pedestrian bicycle way.

Enhance street tree fabric with new tree plantings to infill where needed. In instances where overhead utility lines pose limitations, small to medium sized trees shall be specified.

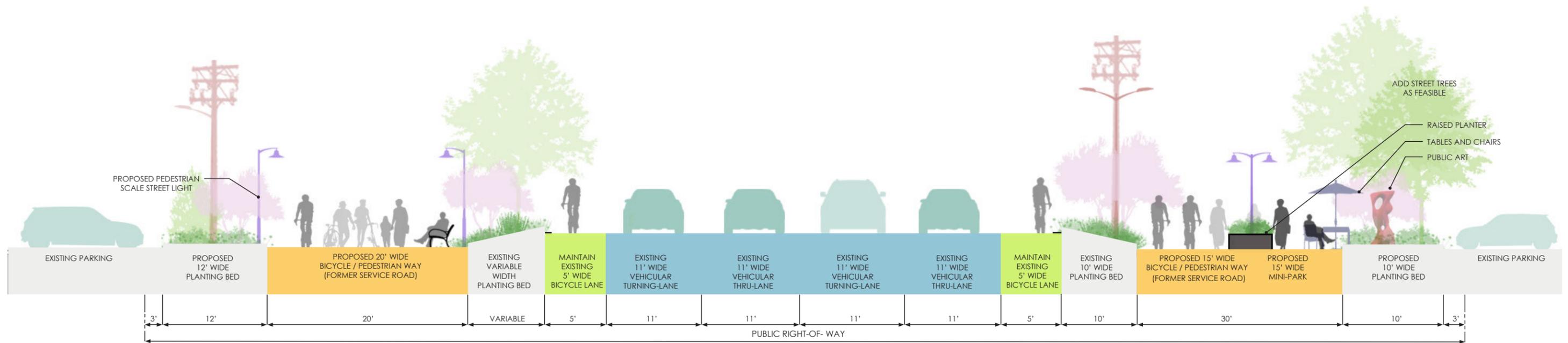


7.4 STREETSCAPE IMPROVEMENTS RHODE ISLAND AVENUE - SECTION MUSKOGEE STREET TO EDGEWOOD ROAD



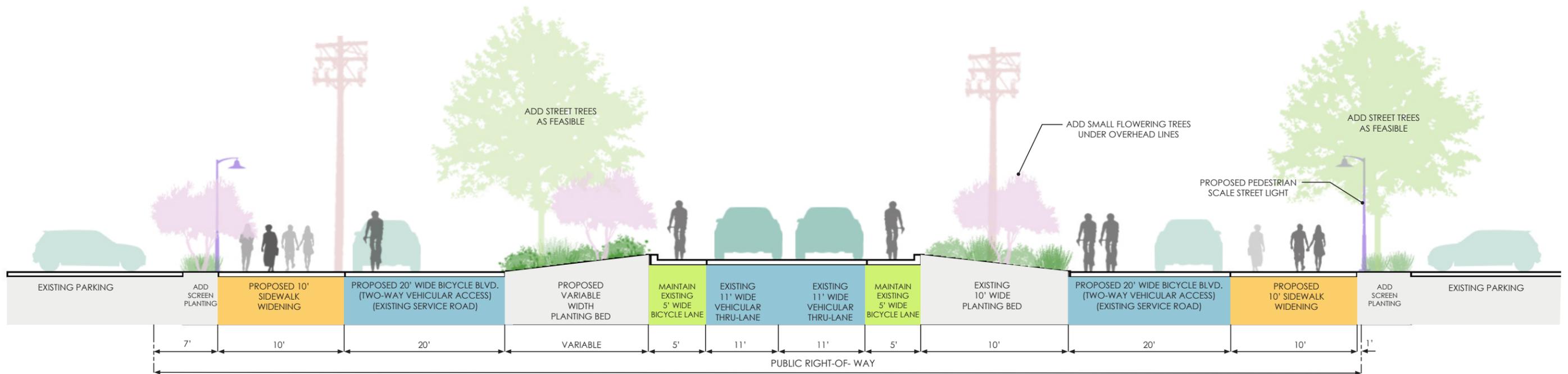
RHODE ISLAND AVENUE SECTION A- MUSKOGEE STREET TO EDGEWOOD ROAD

7.5 STREETSCAPE IMPROVEMENTS RHODE ISLAND AVENUE - SECTION EDGEWOOD ROAD TO NANTUCKET ROAD



RHODE ISLAND AVENUE SECTION B- EDGEWOOD ROAD TO NANTUCKET ROAD

7.6 STREETSCAPE IMPROVEMENTS RHODE ISLAND AVENUE - SECTION NANTUCKET ROAD TO ONTARIO ROAD



RHODE ISLAND AVENUE SECTION C- NANTUCKET ROAD TO NIAGARA ROAD

## 7.7 POP-UP PARKS & PROGRAMMED SPACE

Pop-up Parks are temporary spaces where communities create low cost, high impact open space. These can be one day events or longer durations. The goal is to make use of vacant or underutilized space in a way doesn't require a large investment and seed future, more permanent solutions.

The Hollywood Commercial District, during the growing season, enjoys a weekly farmers' market. Community members set up on Saturdays in the parking lot of the Hollywood Shopping Center. A more formalized gathering space could increase the success of the market and provide opportunity for additional community programs or events.

The vacant open space property located on the southwest corner of Nantucket Road and Rhode Island Avenue is a second location in the district ideal for outdoor programmed events or a temporary park.



Photo Credit: <http://www.hollywoodmarket.org>



Photo Credit: <http://www.ignews.com.au/pop-up-park-concept-to-be-rolled-out-across-city-of-maribymong/#.VRAqtPnF9G0>



Photo Credit: <http://stelizabethseast.com/gateway-dc/>



Photo Credit: <http://stelizabethseast.com/gateway-dc/>

# 08 DESIGN PRECEDENTS

## 8.1 BUS SHELTERS

Creatively designed bus shelters can enhance the aesthetics of a streetscape, improve the public's perception of public transportation, and even act as a landmark to identify a neighborhood. These elements reinforce a neighborhood brand.

Photo Credit: <http://www.ekokuce.com/vesti/arhitektura/zeleni-kro-vovi-na-autobuskim-stajalistima>



AUSTIN, TX

Photo Credit: <http://www.citylab.com/commute/2014/08/gets-a-giant-bus-stop-shaped-like-the-words-bus-stop/375823/>



BALTIMORE, MD



KERNERSVILLE, NC



Photo Credit: <http://www.completestreetsnc.org>

## 8.2 SITE FURNISHINGS & SIDEWALKS

Site furnishings will also help to create an identity within the District while encouraging social interaction on the street. Providing bike racks and other amenities such as tables and chairs for outdoor eating enliven the District and create attractive places which encourage both retail and residential development and community interaction. Again, these elements can support the neighborhood brand and aesthetic.



Photo Credit: <http://dumor.com/>



Photo Credit: <http://www.encinitasadvocate.com/news/2014/jul/29/leucadia-public-bike-racks/>



Photo Credit: <http://en.wikipedia.org/wiki/Sidewalk>

### 8.3 LIGHT FIXTURES

Pedestrian scale light fixtures not only enliven the street but also provide a perception of safety at an attractive, human scale. Both pole lights and bollards will be considered as part of the overall design.

Photo Credit: <http://www.archiexpo.com/prod/neri-52638.html>



Photo Credit: <http://planphilly.com/eyesonthestreet/2014/07/29/project-information-revelation>



Photo Credit: <http://hydrel.acuitybrands.com/products>



Photo Credit: <http://www.lampsplus.com/products/landscape-lighting/>

## 8.4 CROSSWALKS

Crosswalks promote walking and bicycling by providing a safe route to cross the street. They do not, however, have to be traditional painted crosswalks. Providing raised crosswalks slow traffic and crosswalks made of decorative paving materials can improve aesthetics by adding color and excitement to a streetscape.

Photo Credit: <http://www.cityofrochester.gov/boulevard/>



ROCHESTER, NY

ATHENS, GA



Photo Credit: <http://completestreetsprince.org/>

Photo Credit: <http://www.njslom.org/magazine/2012-03/pg-34.html>



RENDERING  
MONTCLAIR, NJ



Photo Credit: <http://walksteps.org/tactics/pedestrian-crossing-islands/>

## 8.5 STREET TREES

Many studies have shown that neighborhoods with extensive street trees have higher property values and are more attractive to both retail customers and residents. Installing a complete fabric of street trees will unify the Hollywood Commercial District and create a streetscape that will attract pedestrians, bicyclists, and businesses alike.

Photo Credit: <http://urbanforestry.frec.vt.edu/STREETS/resources.html>



Photo Credit: <https://infosnackhq.wordpress.com/2008/09/18/where-to-spend-the-parking-money/>



Photo Credit: <http://www.davidafarrellat-large.com/?paged=109>

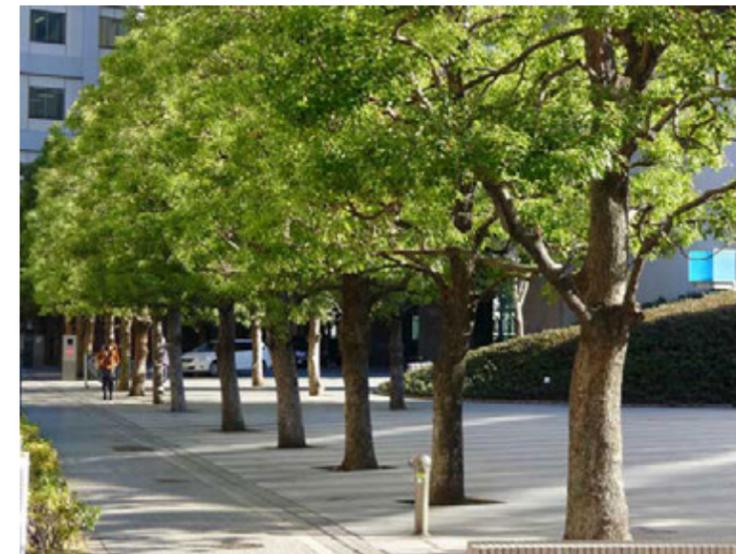


Photo Credit: <http://proarbmagazine.com/know-physical-benefits-urban-trees/>

## 8.6 WELLNESS CIRCUIT

Installation of a Wellness Circuit will give Hollywood residents a reason to visit the Commercial District and patronize the businesses. The addition of programming and social media to promote events will further draw visitors to the retailers. The Wellness Circuit epitomizes the Wellness theme by encouraging walking, biking, and outdoor exercise. Neighbors meeting neighbors while out walking or bicycling will strengthen community and reinforce the themes and branding of the neighborhood.

Photo Credit: <http://www.macksfitness.co.uk/classes/>



Photo Credit: [http://en.wikipedia.org/wiki/Fitness\\_trail](http://en.wikipedia.org/wiki/Fitness_trail)



Photo Credit: [http://playworldsystems.com/products/product\\_lines/lifetrail](http://playworldsystems.com/products/product_lines/lifetrail)



Photo Credit: <http://irishfitnesstrails.com/>

## 8.7 ENVIRONMENTAL SITE DESIGN FOR STORMWATER MANAGEMENT

Using Environmental Site Design techniques to provide stormwater management will not only comply with Maryland law, but also provides the multiple ecosystem services of beauty, habitat, and water quality.

Photo Credit: <http://www.lid-stormwater.net/>



ABINGDON, VA



Photo Credit: Megan Maffeo

Photo Credit: <http://prrbiz.com/2012/07/seattle-cso-program/>



SEATTLE, WA



PORTLAND, OR

Photo Credit: <http://landperspectives.com/category/commercial-sites/>

**8.8 SHARED PEDESTRIAN / BICYCLE WAY**

Shared pedestrian / bicycle ways can be safely implemented with proper planning and careful execution. Providing slower bicycle lanes for novice cyclists and families will increase bicycle traffic in the District.



LYON, FRANCE

Photo Credit: <http://www.millenaire3.com/La-politique-pionniere-des-espaces-publics.864.0.html>

Photo Credit: <http://indyculturaltrail.org/>



INDIANAPOLIS, IN



MADISON, WI

Photo Credit: <http://envisionmadison.net/category/catalytic-redevelopment/mifflin-street-wisconsin-idea-district/mifflin-street-woonerf/>

## 8.9 GATEWAY SIGNAGE

Four locations have been identified for the installation of gateway signage which will identify Hollywood Commercial District as a distinct place and create a unique identity for the District. Two gateway signs will be installed on Rhode Island Avenue and two on Edgewood Road.



AUSTIN, TX

Photo Credit: <http://secplanning.com/entry-gateway-signstxdot-1431-beautification/>

OKLAHOMA CITY, OK



ROCHESTER, NY

Photo Credit: <http://www.city-data.com/album/album-Rochester-New-York.html>

### 8.10 WAYFINDING SIGNAGE

Wayfinding signage is used to direct visitors to the District's attractions. It is not only intended to direct people inside the District, but also will be placed at key locations outside the District to direct people to the District, for example at the Greenbelt Metro Station.



Photo Credit: <https://www.austintexas.gov/wayfinding>



Photo Credit: <https://www.flickr.com/photos/viriyncy/4366985960/>

### 8.11 TRAFFIC CALMING MINI-CIRCLE

A mini-circle is being presented as a possible improvement at the Narragansett Parkway / Edgewood Road intersection as a way to slow traffic and increase safety for all users.

Photo Credit: <http://www.seattle.gov/transportation/trafficircles.htm>



Photo Credit: <http://www.nowtopians.com/travel-report/a-belated-conclusion-to-the-tour>



Photo Credit: <http://www.pedbikesafe.org>

# 09 TRANSPORTATION

## 9.1 CONNECTIVITY

The relatively well connected grid of low speed, low traffic volume neighborhood streets with sidewalks adjacent to the study area is a great opportunity for implementing a complete streets network.

With the right treatments and attention to removing barriers, nearly all residents and visitors within a half mile radius will be able to safely and comfortably walk or bicycle to the Hollywood Commercial District.

The neighborhoods surrounding the study area are good candidates for a partial network of bicycle boulevard treatments including pedestrian enhancements. Well designed bicycle boulevards are low stress and appealing enough that people go out of their way to use them, and they create a pleasant and safe environment for pedestrians as well.

The current bicycle lane on Rhode Island Avenue is only appealing to very experienced riders. Implementing bicycle boulevards on the service lanes will decrease the effect of Rhode Island Avenue as a pedestrian barrier, and create bicycle facilities that are comfortable to many more riders, connect to the Hollywood Commercial District, and require no significant detour from the current route.



Connectivity Map

## 9.2 BICYCLE BOULEVARD FEATURES

Bicycle boulevards are streets with low motorized traffic volumes and speeds, which are designated and designed to give priority to bicycle travel. Bicycle Boulevards use signs, pavement markings, and speed and volume management measures to discourage through trips by motor vehicles along the bicycle boulevard, and create safe, convenient bicycle crossings of busy arterial streets. Bicycle boulevards are intended to be sufficiently comfortable that they can be used by families and children, and thus are also pleasant environments for pedestrians.

Shared lane markings, or “sharrows”, are road markings used to indicate a shared lane environment for bicycles and automobiles. Among other benefits, sharrows reinforce the legitimacy of bicycle traffic on the street and recommend proper bicyclist positioning.

Bicycle boulevards are proposed on Narragansett Parkway as well as the service lanes between Nantucket Road and Ontario Road.

Signage, shared lane markings, and low speeds make this residential block an example of a low-investment bicycle boulevard treatment.

## BICYCLE BOULEVARD FEATURES - SIGNING & MARKINGS

Image Source: Nacto Urban Bikeway Design Guide



## BICYCLE BOULEVARD FEATURES - SPEED MANAGEMENT

Image Source: Nacto Urban Bikeway Design Guide

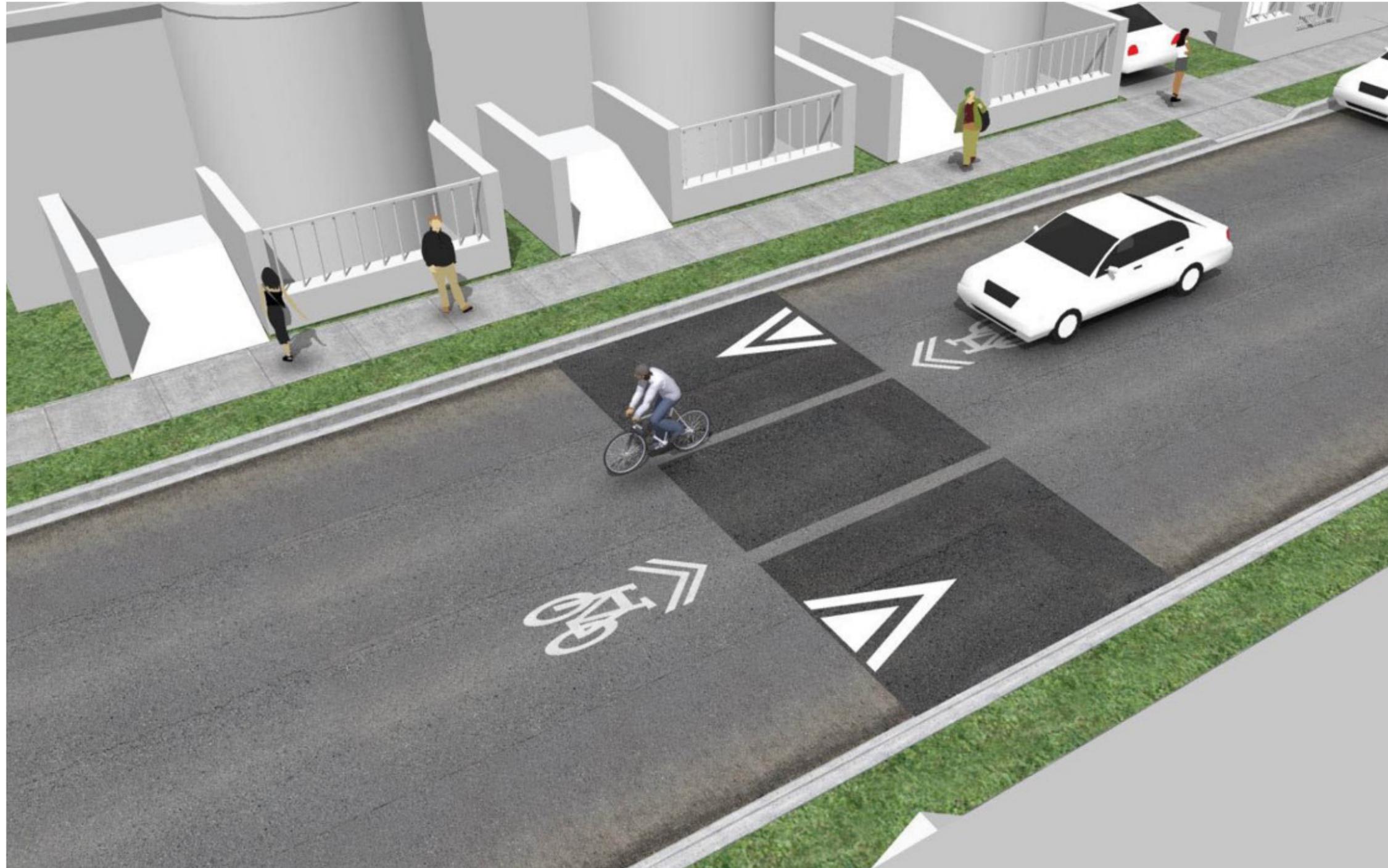


Speed humps are used to help ensure that motor vehicles interact safely with bicyclists and pedestrians. Shared lane marking designate it as a bicycle boulevard.

Speed humps are recommended on Narragansett Parkway, as well as Nantucket Road and Niagara Road to slow vehicles at the transition between residential street and bicycle boulevard.

## BICYCLE BOULEVARD FEATURES - SPEED MANAGEMENT

Image Source: Nacto Urban Bikeway Design Guide

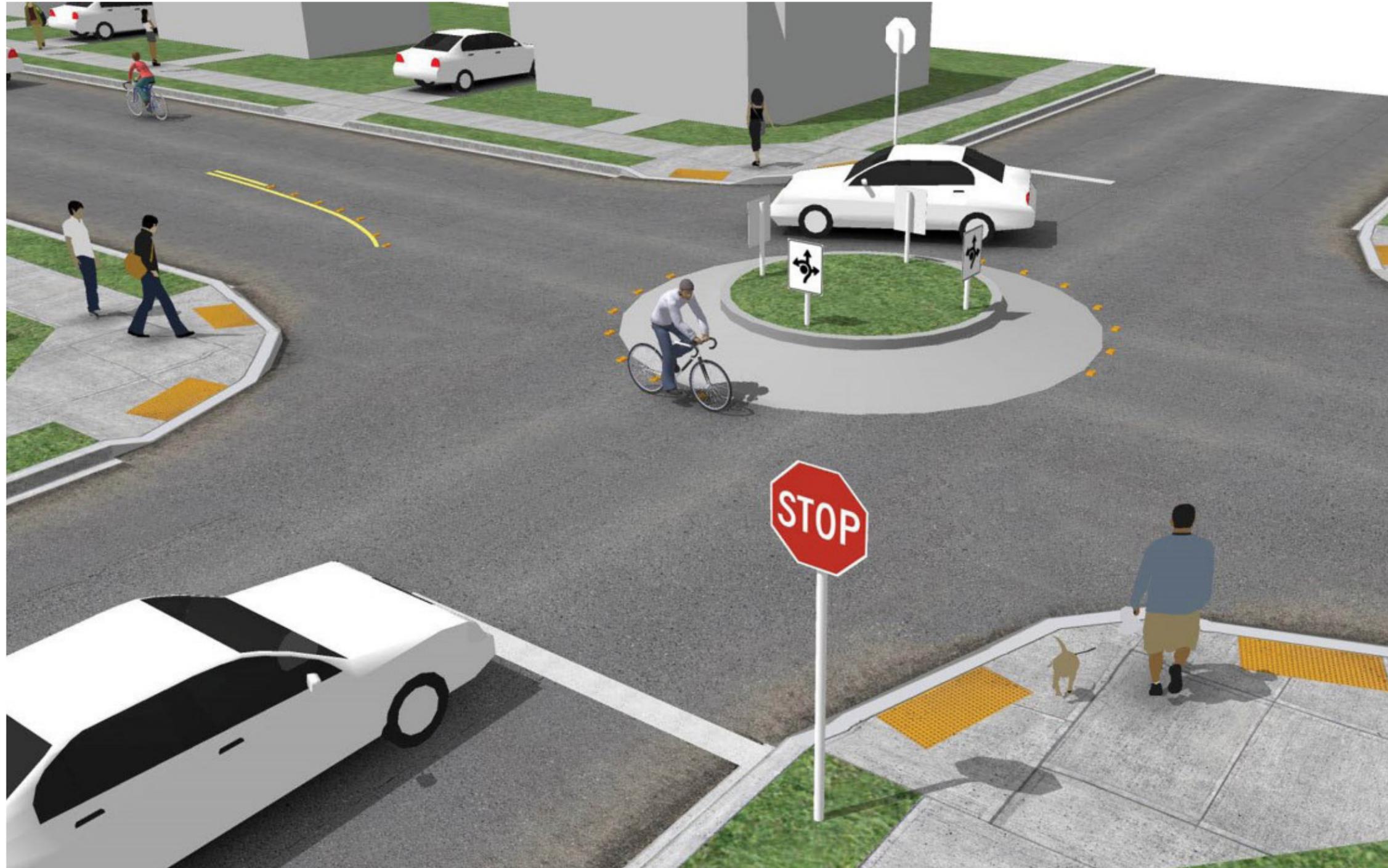


Bicycle friendly speed humps function to slow cars, but allow bicyclists to continue unimpeded.

This is an option for the speed humps recommended on Narragansett Parkway, as well as Nantucket Road and Niagara Road to slow vehicles at the transition between residential street and bicycle boulevard.

## BICYCLE BOULEVARD FEATURES - SPEED MANAGEMENT

Image Source: Nacto Urban Bikeway Design Guide



Mini-traffic circles are another tool for reducing automobile speeds on a bicycle boulevard. The stop signs facing the crossing street give priority to bicycle travel, requiring motor vehicles to briefly stop, while bicyclists traveling on the bicycle boulevard may continue without stopping.

This treatment is an option for traffic calming at the intersection of Narragansett Parkway and Edgewood Road.

## BICYCLE BOULEVARD FEATURES - SPEED MANAGEMENT

Image Source: Nacto Urban Bikeway Design Guide



Curb extensions slow motor vehicles by making the roadway feel more constrained, thus making interactions with bicyclists and pedestrians safer. They also create more pedestrian space, and shorten the crossing distance for pedestrians.

This treatment combined with a raised crosswalk is an alternative option at the intersection of Narragansett Parkway and Edgewood Road.

9.3 EXAMPLE BEFORE AND AFTER PHOTO MORPHS - NASH STREET NE, WASHINGTON DC

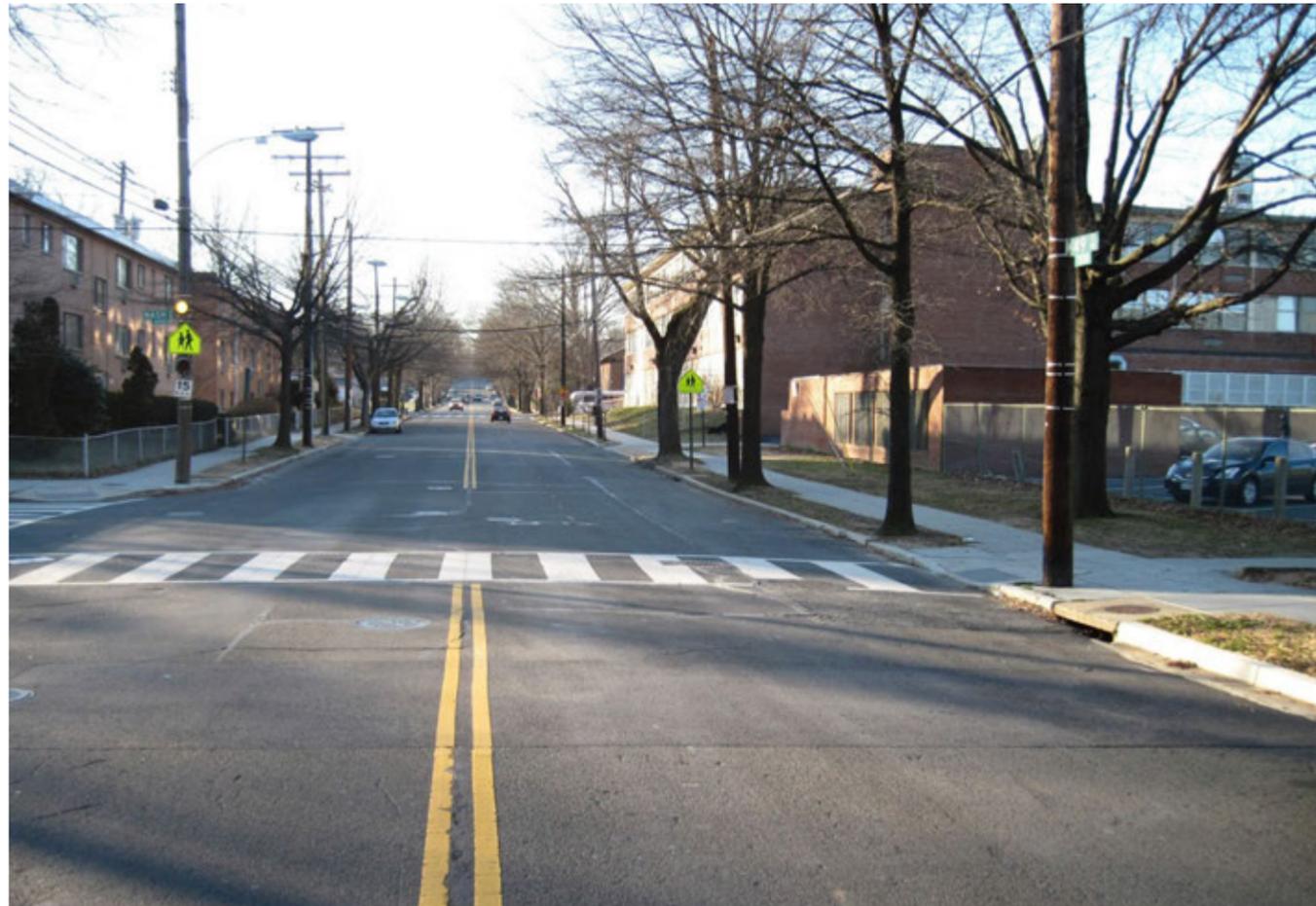


Photo Credit: Kittelson & Associates



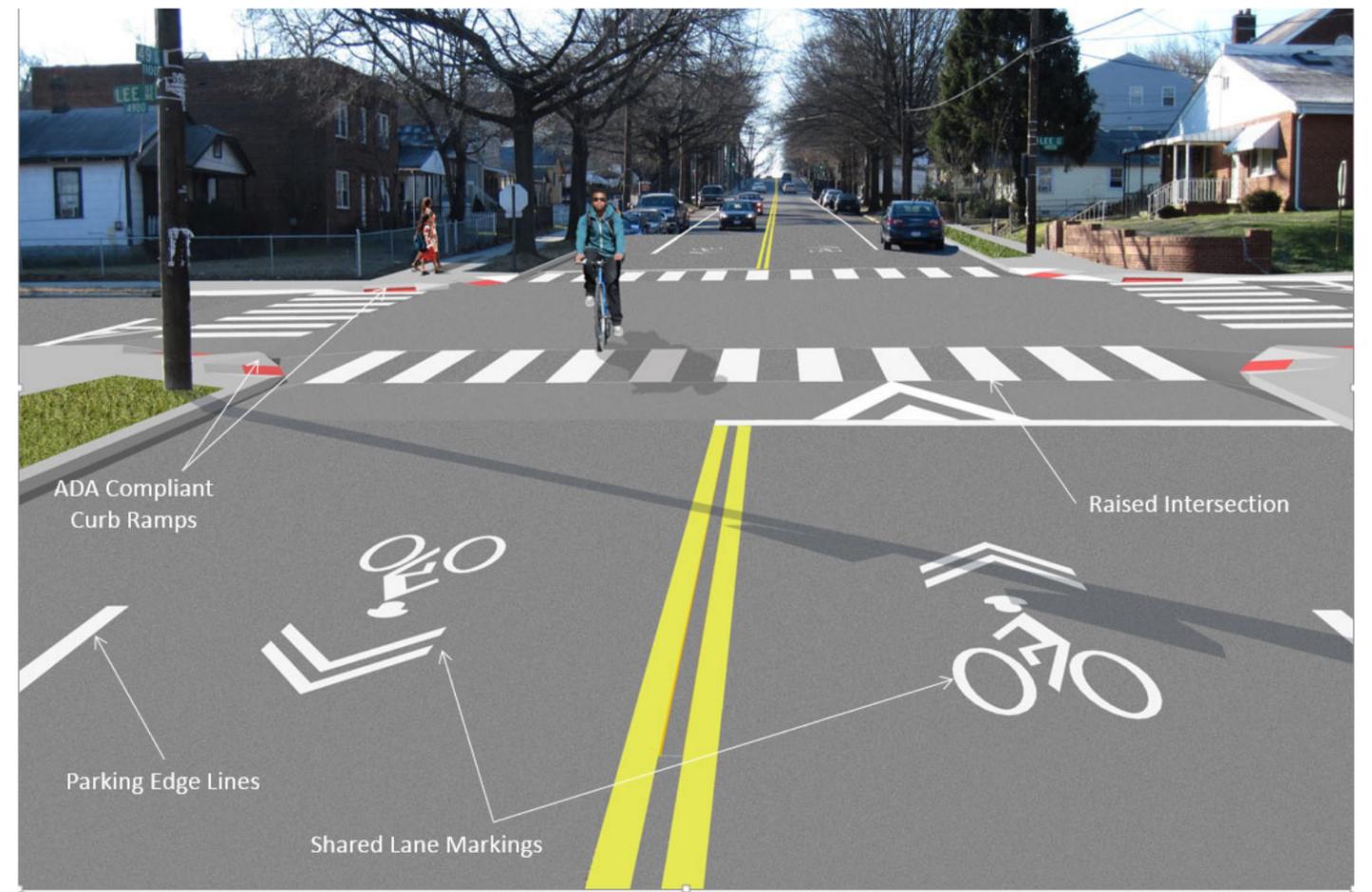
Raised Crosswalks and Shared Lane Markings (Sharrows).

The traffic calming from the raised crosswalk improves conditions for both bicyclists and pedestrians, while the shared lane markings show drivers to expect to interact with bicyclists on this street.

EXAMPLE BEFORE AND AFTER PHOTO MORPHS - LEE STREET NE, WASHINGTON DC



Photo Credit: Kittelson & Associates



Raised Intersection

Traffic calming from the raised intersection improves conditions for both bicyclists and pedestrians, while the shared lane markings show drivers to expect to interact with bicyclists on this street.

EXAMPLE BEFORE AND AFTER PHOTO MORPHS - BLAINE STREET NE, WASHINGTON DC

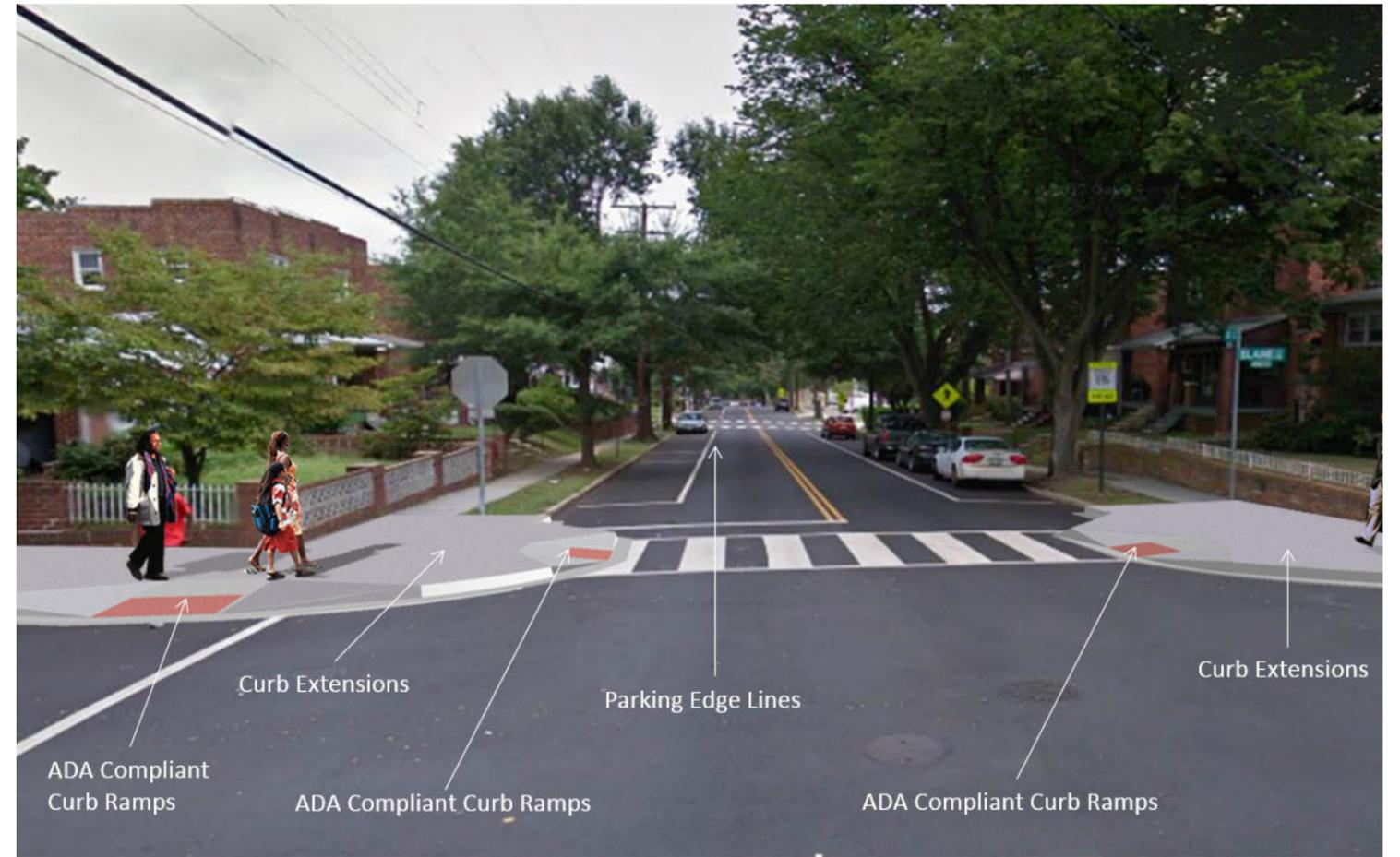


Photo Credit: Kittelson & Associates

Curb Extension

Both pedestrians and bicyclists on this street would benefit from the curb extension's traffic calming effects, and pedestrians have shorter crossing distances.

# 10 IMPLEMENTATION

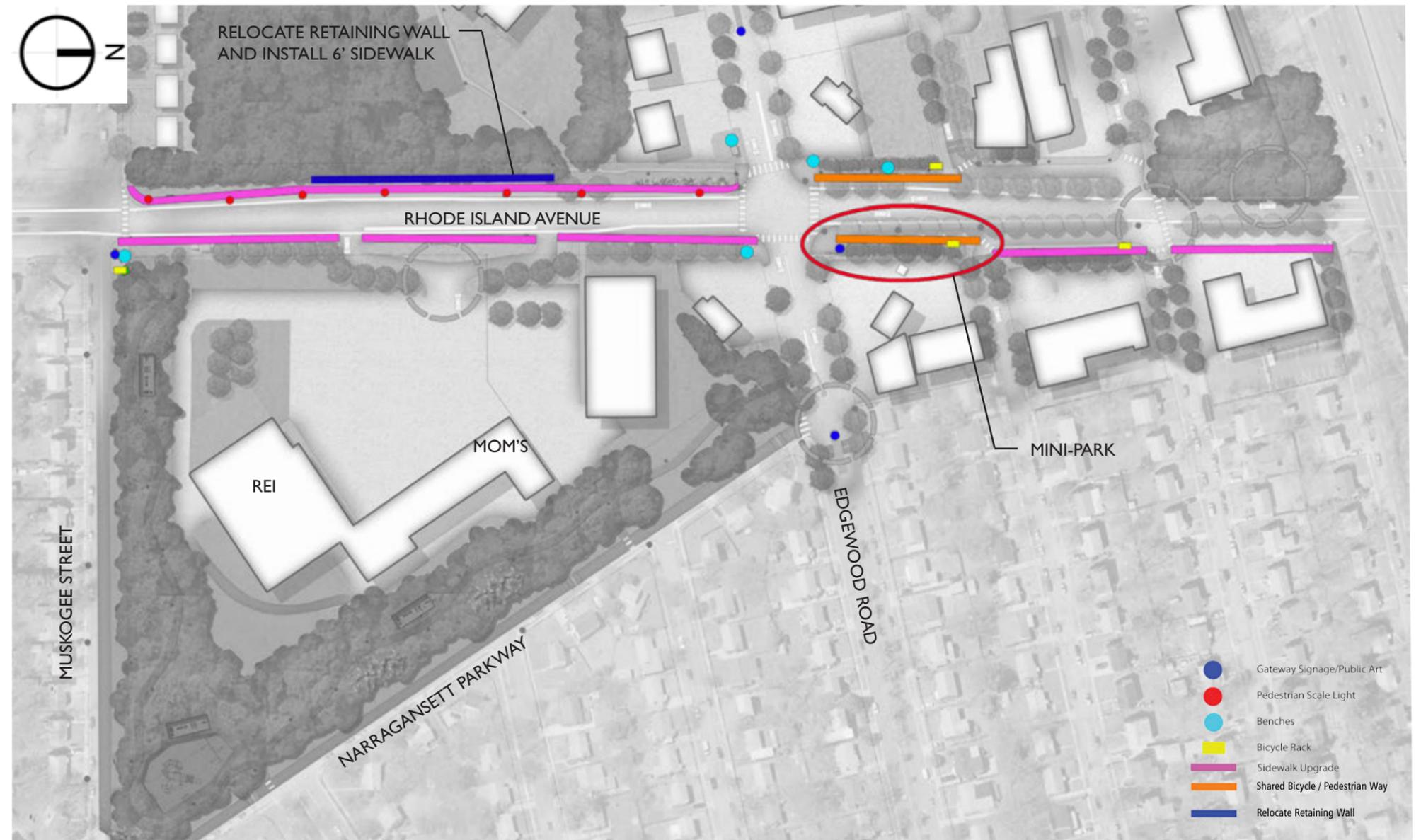
## 10.1 PHASED IMPLEMENTATION

Contingent upon funding sources, implementation of streetscape amenities will need to occur in at least two phases.

Phase One amenities have been selected for their high level of impact on establishing an identity and improving perceptions of the Hollywood Commercial District. Physical improvements unifying the streetscape by way of installation of consistent furnishings and creation of spaces for residents and patrons to gather are the priority for phase one.

### PHASE ONE:

- Rhode Island Avenue & Edgewood Road: widen sidewalks to 10'; install bicycle racks, benches, pedestrian scale street lights;
- Install gateway signage and/or art elements;
- Redevelop service lane into bicycle boulevard and close portion of service road from Edgewood to Nantucket for shared pedestrian / bicycle way and mini-park;
- Plant supplemental street trees and landscaping;
- Regrade and relocate retaining wall on west side of Rhode Island Avenue; construct 6' wide sidewalk from Muskogee Street to Edgewood Road;
- Paint temporary mini-circle. Test for effectiveness and community acceptance.



Phase One Implementation Map

Building upon the improvements and momentum generated with phase one, follow up with a second round of amenities is important to keep the neighborhood engaged, promote investment in existing businesses, and continue to build value in the neighborhood.

**PHASE TWO:**

- Install wellness circuit along Narragansett Parkway and Muskogee Road including upgrades to sidewalk, installation of lighting, bioretention facilities, and exercise stations;
- Install wellness circuit at Hollywood Elementary School including upgrades to sidewalk, installation of lighting, and exercise stations;
- Upgrades to Hollywood Elementary School playground (by others);
- New bus shelters;
- Implement a bicycle boulevard on Narragansett Parkway;
- Install wayfinding signage for pedestrians and cyclists;
- Improvements at the intersection of Narragansett Parkway and Edgewood Road as determined by the results of a feasibility study and temporary “test” mini-circle. An alternative to the mini-circle includes curb bump outs and a raised crosswalk.



Phase Two Implementation Map

## 10.2 ELEMENTS THAT REQUIRE FURTHER INVESTIGATION

### NEIGHBORHOOD BRANDING

As a way to build upon the physical improvements recommended in this study for the Hollywood Commercial District, neighborhood branding is a way to take the community's strengths and create a consistent memorable identity that unifies the residents and businesses.

### SIGNAGE AND ACCESS TO HOLLYWOOD SHOPPING CENTER

The design of the Hollywood Shopping Center entrance requires further study in collaboration with the shopping center owners and engineers to improve access and signage opportunities. The current entrance provides separate access for ingress and egress causing some initial confusion to patrons as both access points are wide enough for two way traffic. Consolidation of the ingress and egress in combination with restriping of the parking spaces may optimize maneuverability and efficiency. An elevation difference of approximately 10' between Rhode Island Avenue and the shopping center imposes limitations. Redesign of the entrance may allow for relocation of the existing shopping center sign closer to Rhode Island Avenue, in effect making the sign more visible to passersby.

### EDGEWOOD ROAD MEDIAN AND CURB CUT MODIFICATIONS

Inquiries regarding circulation and access to commercial properties closest to the intersection with Rhode Island Avenue were expressed by both residents and city officials. Suggestions were made to consolidate access into commercial properties and make adjustments to medians in Edgewood to eliminate conflicting and unsafe turning movements in close proximity to the signalized intersection. In addition, a recommendation to shift the bus stop located on the north side of Edgewood Road westward, away from the intersection, was made to remedy traffic congestion when transit is stopped.

### NARRAGANSETT PARKWAY / EDGEWOOD ROAD INTERSECTION

A number of options could work to decrease travel speeds making a safer intersection for all users. The addition of a mini-circle or curb bump outs and a raised crosswalk are two options that were discussed at community meetings and with City of College Park staff.

### NIAGARA ROAD / RHODE ISLAND AVENUE INTERSECTION

The most recent roadway improvements to Rhode Island Avenue relocated direct access from Nantucket Road to Niagara Road. In doing so, the intersection is misaligned on either side of Rhode Island Avenue creating an unsafe southbound turning movement and conflict between pedestrians and turning vehicles. Several possibilities were discussed to improve and resolve the conflict including aligning the intersection, installing a traffic signal, or limiting access to a right in / right out only. More detailed traffic patterns, volumes, and projections need to be evaluated to inform a viable recommendation.



Hollywood Shopping Center Access



Niagara Road / Rhode Island Avenue Intersection

### SIDEWALK EXTENSION FROM NIAGARA ROAD NORTH ALONG THE WEST SIDE OF RHODE ISLAND AVENUE

Residents and representatives from the City of College Park expressed concern for a lack of sidewalk along the west side of Rhode Island Avenue north of Niagara Road. Sunnyside Neighborhood Park is located just north of the Interstate 495 overpass within a 1/4 mile walking distance from the center of the Hollywood Commercial District. Eliminating this gap in the sidewalk network would help to alleviate a portion of the pedestrian traffic crossing Rhode Island Avenue at Niagara Road. The current topography and configuration of existing guardrail, utility poles, and overpass appear to limit the construction of a sidewalk in this location. Plans to make improvements to Interstate 495 including replacement of the overpass are currently in design. It was requested that accommodations for sidewalks on both sides of the overpass be included in the design.

### 10.3 CONCLUSION

The streetscape improvements recommended in this report are targeted improvements to increase potential and realization of a vibrant Hollywood Commercial District. Engagement of members of the residential and business community of Hollywood, City of College Park Council members, and City of College Park staff throughout the process of this study has built a foundation of support for the project. We are excited by the momentum for this project and look forward to witnessing its continuance through final design and construction allowing the Hollywood Commercial District and neighborhood to achieve its full potential. - staff at Floura Teeter Landscape Architects



Gap in Sidewalk Network on West Side of Rhode Island Avenue

# 11 RESOURCES

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## MAPS & RENDERINGS - prepared by Floura Teeter Landscape Architects:

- Hollywood Commercial District Context Map
- Land Use Map
- Streetscape Elements Map
- Zoning Map
- Stormwater Analysis Map
- Vehicular Circulation Map
- Pedestrian, Bicycle, and Transit Map
- Connectivity Map
- Streetscape Improvements Rhode Island Avenue - 9800 Block Muskogee Street to Edgewood Road
- Streetscape Improvements Rhode Island Avenue - 9900 - 10000 Block Edgewood Road to Ontario Road
- Streetscape Improvements Rhode Island Avenue - Mini-Park
- Streetscape Improvements Rhode Island Avenue - Section Muskogee Street to Edgewood Road
- Streetscape Improvements Rhode Island Avenue - Section Edgewood Road to Nantucket Road
- Streetscape Improvements Rhode Island Avenue - Section Nantucket Road to Ontario Road
- Phase One Implementation Map
- Phase Two Implementation Map