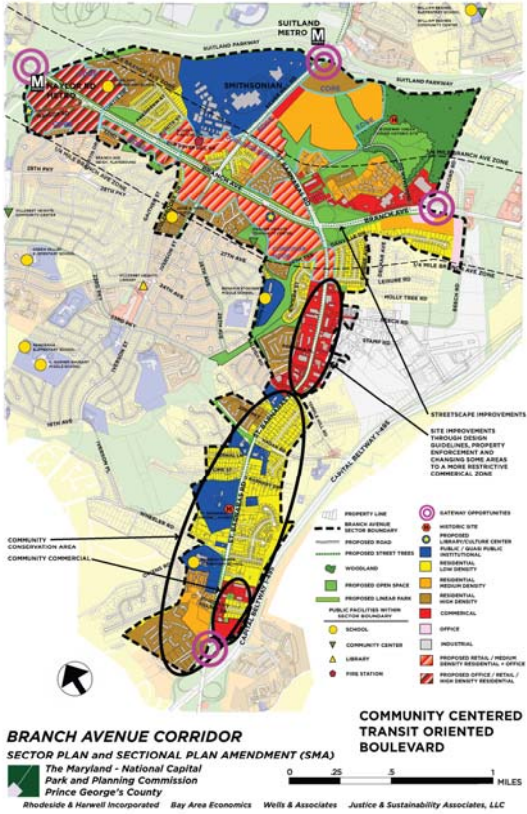


Branch Avenue Corridor Sector Plan

The Branch Avenue Corridor Sector Plan sought to identify appropriate future land uses and zoning for the Branch Avenue Corridor, including the Naylor Road Metro Station, Silver Hill Road, and Saint Barnabas Road. The goal of the plan was to spur economic growth, revitalization, and redevelopment in order to enhance the quality and character of Branch Avenue and its surrounding communities. The plan also identified needed transportation and pedestrian improvements. The final product established a framework for viable community change that is economically sustainable, supports community activities, and results in an improved corridor image.

Justice and Sustainability Associates were selected to manage public involvement for a team led by Rhodeside and Harwell. In order to successfully complete the planning process, identification, coordination and consultation of appropriate stakeholders was essential.

A series of three workshops and a visioning charrette was designed with the project team and facilitated by JSA. The focus of the workshops was identification and prioritization of important stakeholder issues, areas of opportunities, and stakeholder visions for the corridor. Outreach was conducted to a diverse cross-section of stakeholders by reaching out to home and business owners on the county's tax database, as well as to churches and neighborhood civic associations. The result was a process that involved and engaged nearly 500 stakeholders who expressed great satisfaction at seeing their "footprints" in the final plan.



Location Prince George's County, MD

Client Maryland-National Capital
 Parks and Planning Commission

Contract amount \$25,000

Project duration March-May 2007

