



CITY COUNCIL WORK SESSION AGENDA

CITY OF GREENBELT
25 Crescent Road
Greenbelt, MD 20770

SEPTEMBER 17, 2025
7:30 PM

I. WORK SESSION

1. Work Session - Wayfinding Plan

Suggested Action:

- Introductions
- Council Discussion
 - Draft Greenbelt Strategic Wayfinding Plan
- Questions and Answers
- Other Items

Greenbelt Strategic Wayfinding Plan

ABSTRACT

Date	July 2025
Title	Greenbelt Strategic Wayfinding Plan
Author	The Maryland-National Capital Park and Planning Commission Prince George's County Planning Department
Subject	Wayfinding Strategies for the City of Greenbelt
Source of Copies	The Maryland-National Capital Park and Planning Commission 1616 McCormick Drive Upper Marlboro, MD 20774
Number of Pages	
	This document is a strategic wayfinding plan for the City of Greenbelt, Maryland, a municipality located in Prince George's County, Maryland, incorporated in 1937 (Planning Area 67, Councilmanic District 4). In December 2021, the City of Greenbelt applied to the Prince George's County Planning Department's Planning Assistance to Municipalities and Communities (PAMC) program to fund a strategic wayfinding plan. PAMC funding was approved by the Prince George's County Planning Board on May 5, 2022, and the project kicked off in January 2023. With the plan, the City seeks to orient, direct, and inform visitors and residents to both well-known and less well-known attractions within historic Greenbelt and the City as a whole, with coordinated signage. This plan is consistent with the adopted strategies in the 2014 <i>Plan 2035 Approved General Plan</i> and the 2013 <i>Approved Greenbelt Metro Area and MD 193 Corridor Sector Plan</i>.

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INTRODUCTION

Incorporated in 1937, the City of Greenbelt is rich in natural amenities, Art Deco architecture, and multimodal access. However, because of inconsistent wayfinding, visitors sometimes have a difficult time locating the main attractions. A lack of uniform signage blurs the City's identity and sense of place.

The primary goals of this plan were to:

- Provide a detailed analysis of existing signage conditions.
- Facilitate collaboration with City staff, advisory boards, and the community to ensure the plan meets the needs and goals of stakeholders.
- Develop a comprehensive wayfinding system that addresses existing gaps and helps improve the experience of City navigation by pedestrians, bicyclists, and drivers.
- Create a cohesive identity through a standardized signage system.
- Propose a wayfinding plan with signage design concepts and location recommendations.

Subsequent sections of this report provide details of the existing conditions analysis, stakeholder engagement and feedback, and design concepts for new wayfinding signage. Funding and implementation strategies are explored as a baseline for future cost analysis.

PLANNING BACKGROUND

In December 2021, the City of Greenbelt applied to the Prince George's County Planning Department's Planning Assistance to Municipalities and Communities (PAMC) program to fund a strategic wayfinding plan. PAMC funding was approved by the Prince George's County Planning Board on May 5, 2022, and the project kicked off in January 2023. This wayfinding plan is consistent with the adopted strategies in the 2014 *Plan 2035 Approved General Plan* and the 2013 *Approved Greenbelt Metro Area and MD 193 Corridor Sector Plan*.

Plan 2035 observes, "Without distinctive physical characteristics—such as... distinctive signage... —our communities are visually blending into each other," (page 198).

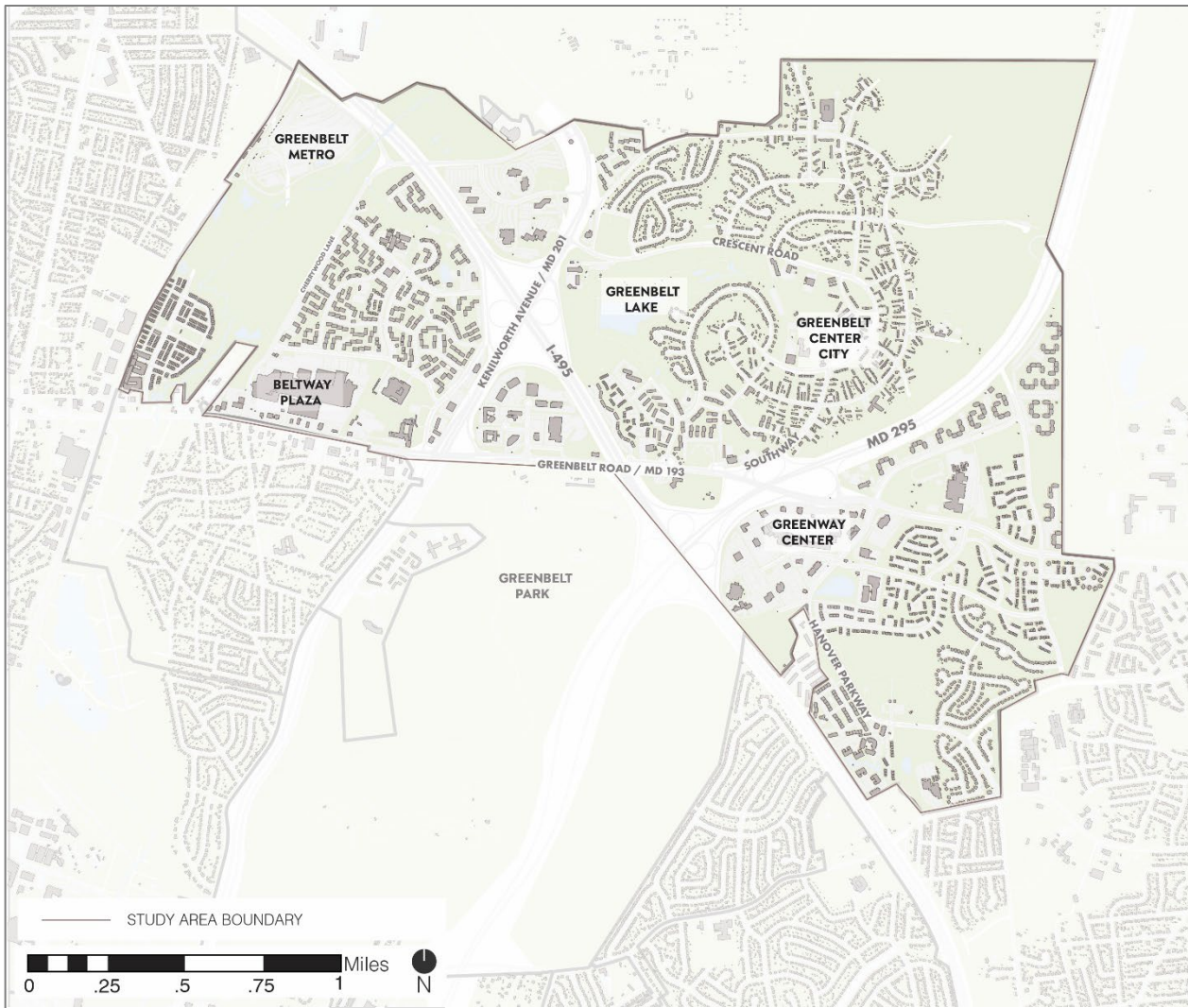
The 2013 *Approved Greenbelt Metro Area and MD 193 Corridor Sector Plan*'s Transportation Key Recommendations include, "Implement a comprehensive wayfinding system for orientation and to help direct people and traffic to major destinations and attractions," (page 3). The plan observes, "the isolation of the Greenbelt Metro Station and the lack of connectivity and wayfinding signage detract from the ability of pedestrians and bicyclists to travel to the station," (page 49). Transportation Strategy 1.5 directs, "Provide a comprehensive wayfinding system of street signage, directional signs, interpretive signs, and markers," (page 124). Economic

Development, Marketing, and Branding Objective MB5 states, “Develop and implement a comprehensive wayfinding system of street signage, directional signs, interpretive signs, and markers,” (page 185).

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Study Area Overview

The study area comprised the portions of the municipality north of Greenbelt Road and the Capital Beltway, but did not include Greenbelt Park, owned by the US Government, for which signage could not be prescribed. However, it was necessary to recommend some signs outside this boundary to provide directions to sites inside the boundary.



Map 1: Wayfinding Plan Study Area

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by Neighborhood Design Center.

Wayfinding Principles

A successful wayfinding system facilitates getting from one place to another, providing clear information to the viewer about where they are, directions to where they want to go, and cues along their journey to help them stay on track. Signage, kiosks, and markers (pavement and trail) are common wayfinding elements that communicate directional information in urban

environments. Landmarks and public art are also important elements that reinforce wayfinding through cognitive mapping, which is the ability of someone to rely on their memory and visual cues in their environment to create an internal map that helps them navigate intuitively.

Wayfinding systems are also one of the best tools to communicate and reinforce the brand of cities and neighborhoods. Displaying the local heritage and culture of the community on signage, public art, and landmarks strengthens the sense of place and uniqueness.

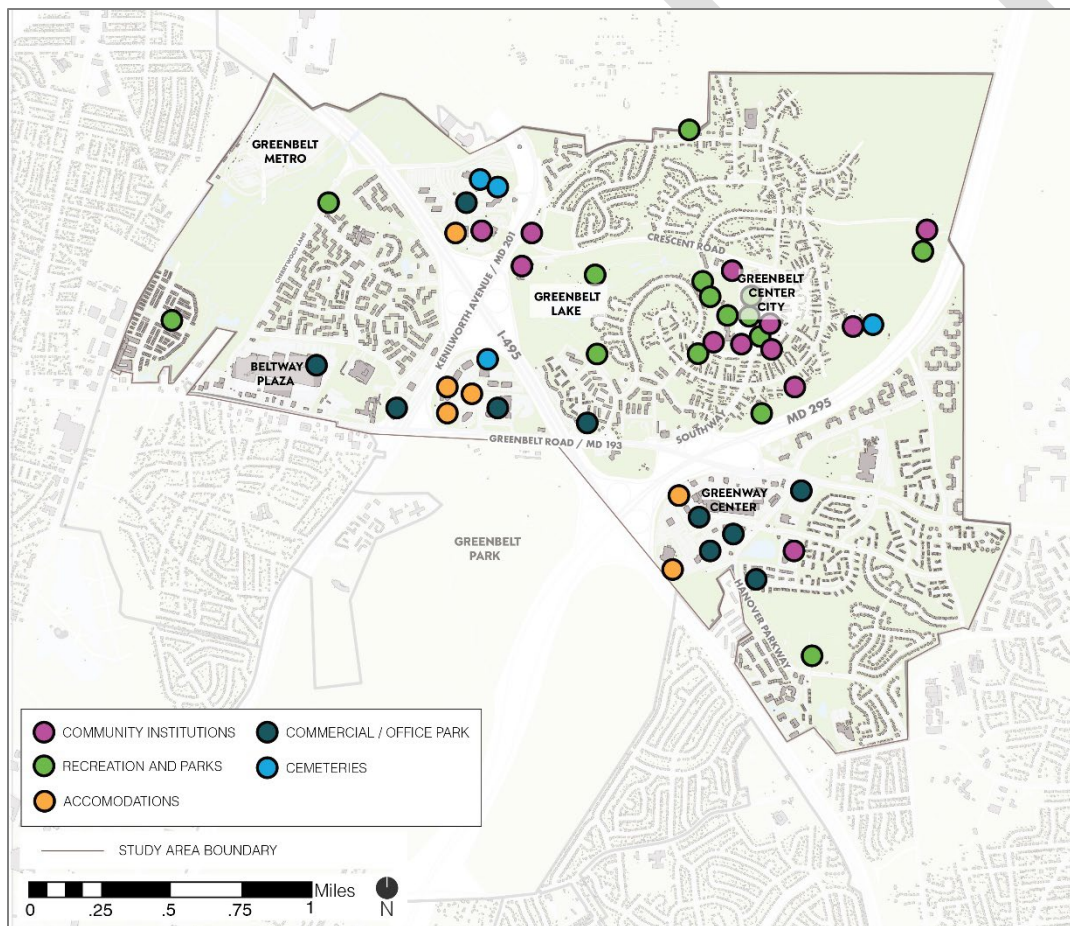
Greenbelt is one of several communities such as Hyattsville, Largo, and the Northern Gateway in the County that have initiated or implemented wayfinding projects to improve navigability and distinguish their identity. This wayfinding strategy will provide a visual connection to the many destinations within and around the City and guide people along trails, paths, and rights-of-way to important sites that drive tourism and community connections.

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EXISTING CONDITIONS

Greenbelt offers a range of amenities that cater to both residents and visitors. The Greenbelt National Historic Landmark District is one of the nation's first planned communities¹ and the site of many of the City's popular destinations and amenities, including Roosevelt Center, Greenbelt Community Center, Greenbelt Branch Library, the historic Greenbelt Cinema, and numerous recreational facilities. Trails and green spaces are plentiful, and Greenbelt Park (outside the study area) offers an oasis for hiking, camping, and public gatherings. The City is served by the Greenbelt Metro Station and intersects MD 201 (Kenilworth Avenue), MD 193 (Greenbelt Road) I-295 (Baltimore-Washington Parkway) and I-495 (Capital Beltway), providing rail and automobile access to Washington, DC and Baltimore.

Key Sites



¹ Greenbelt (PG:67-4) National Register of Historic Places nomination form, Maryland Inventory of Historic Properties. <https://apps.mht.maryland.gov/medusa/PDF/PrinceGeorges/PG;67-4.pdf>

Map 2 identifies points of interest and destinations. These sites are categorized by use and listed in the table below. Most key sites are along Greenbelt Road and in Roosevelt Center.

Community Institutions

Greenbelt Post Office
 Greenbelt Municipal Building
 Greenbelt Branch Library, PGCMLS
 Roosevelt Center
 Greenbelt Volunteer Fire Department and Rescue Squad
 City of Greenbelt Observatory
 Greenbelt Homes, Inc.
 Greenbelt Cinema
 Green Ridge House
 Greenbelt Police Department
 United States District Court, Greenbelt Division
 Greenbelt Arts Center
 Greenbelt Public Works Department
 State Highway Administration (SHA) District 3 Office

Cemeteries

Turner Cemetery
 Greenbelt Cemetery
 Walker Cemetery
 Hamilton Cemetery

Commercial / Office parks

Greenway Center
 Beltway Plaza Mall
 Triangle Centre / Golden Triangle
 Capital Office Park
 Maryland Trade Center
 Hanover Office Park
 Belle Point
 Commerce Center
 Greenbelt Professional Center
 Greenway East Professional Center

Recreation & Parks

Greenbelt Aquatic & Fitness Center
 Greenbelt Community Center
 Greenbelt Youth Center
 Springhill Lake Recreation Center
 Greenbelt Museum
 PRIMARY CITY OWNED PARKS
 Buddy Attick Lake Park
 Schrom Hills Park
 ATHLETIC FIELDS / SITES
 Braden Field Complex
 McDonald Field
 Northway Field
 Braden Tennis/Pickleball Courts
 Lakecrest Tennis/Pickleball Courts
 Greenbelt Skatepark
 Braden Sand Volleyball Court

OTHER PARK SPACES

73 Court Ridge Road
 Greenbelt Dog Park
 Central Park at Greenbelt Station
 Greenbrook Lake

Trails

Greenbelt Metro Trail [future]
 Indian Creek Trail
 East Coast Greenway
 American Discovery Trail

Accommodations

Crowne Plaza
 Holiday Inn
 Hilton Garden Inn
 Residence Inn by Marriott
 Sonesta Select
 Woodspring Suites

Analysis of Signage Conditions and System Gaps

It was observed that there is some consistency in the style of signage, particularly among park facilities; however, overall, the signage types lack cohesion. Materials are varied, although wood panel/post signs are the most common. Signage content varies widely, with no consistent listing of addresses, arrows, and business names. Key sites are signed but they lack wayfinding elements such as maps or arrows.

Because hotels and business parks typically have their own branding standards, wayfinding systems, and marketing strategies, this strategy focuses on key destinations and cultural landmarks. The goal is to propose a wayfinding system that remains unique, user-friendly, and serves the broader community and visitors. Appendix A provides detailed information about existing signage, including type, condition, and content.



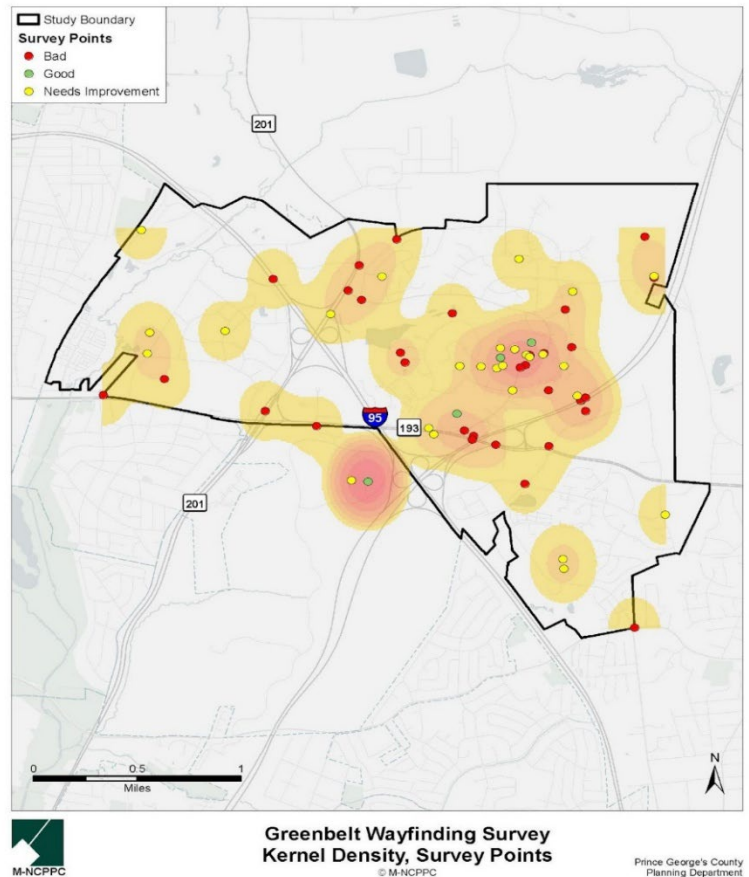
Figure 1. Examples of diverse signage in Greenbelt. Source: Neighborhood Design Center.

COMMUNITY AND STAKEHOLDER ENGAGEMENT

An online survey and interactive map were created for community members to provide comments about topics relating to signage and wayfinding.

Survey responses indicated there is a significant demand for improved signage to enhance visibility and accessibility for both drivers and pedestrians. Suggestions include better placement of signs along roads and pedestrian areas, particularly for community institutions, parks, and recreation facilities. Concerns about inadequate signage are especially prominent for Roosevelt Center and Greenbelt Center City. Residents and visitors expressed a need for directional signs to key landmarks. There is a desire for parks and facilities to be more visible from major roads like Greenbelt Road, along with requests for consolidated and more prominent signage for businesses on main roads such as Crescent Road and Southway. Residents were asked to map places where Greenbelt signage was good, bad or needs improvement. Most *bad* or *need improvement* points are in Greenbelt Center City (see Map 3).

Presentations were made to City staff to share draft research findings, the outline and draft of the Strategic Wayfinding Plan, and draft sign design concepts. These materials were also shared in draft form with relevant City advisory boards and the Greenbelt City Council to gather comments and ensure alignment with community goals and priorities.



Date	Event
April 24, 2024	Presentation to City staff on Existing Conditions
September 4, 2024	Presentation to the Advisory Boards on Sign Design Concepts and Strategic Wayfinding Plan Outline
November 5, 2024	Stakeholder Work Session I— City staff, DPR, DPWT & ATHA reviewed Sign Design Concepts and Strategic Wayfinding Plan Outline and discussed coordination and implementation
November 11, 2024	Stakeholder Work Session II— City staff, MDOT SHA reviewed Sign Design Concepts and Strategic Wayfinding Plan Outline and discussed coordination and implementation
December 16, 2024	Presentation to the Greenbelt City Council on Sign Design Concepts and Outline of Strategic Wayfinding Plan
April 16, 2025	Presentation to the Advisory Boards on the Draft Strategic Wayfinding Plan
September 17, 2025	Presentation to the City Council on the Draft Wayfinding Plan

Stakeholder work sessions were held with the following agencies to discuss implementation and coordination, identify available funding, and ensure compliance with county, state, and federal regulations.

- **Maryland State Highway Administration (SHA)**
 - Peter Campanides, P.E., Assistant District Engineer – Traffic, Prince George’s County District 3 Office
 - Stephen M Hollie Jr, Project Manager, Office of Traffic and Safety
- **Prince George’s County Department of Public Works & Transportation (DPW&T)**
 - Erv Beckert, Chief of Highway and Bridge Design Division
 - Hadi Quaiyum, Chief of Traffic Engineering and Safety Division
- **Prince George’s County Department of Parks & Recreation (DPR)**
 - Robert Patten, Planner IV, Trail Development Program Manager, Park Planning and Environmental Stewardship Section
- **Anacostia Trails Heritage Area, Inc. (ATHA)**

- Valerie Woodall, Associate Director

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WAYFINDING STRATEGY

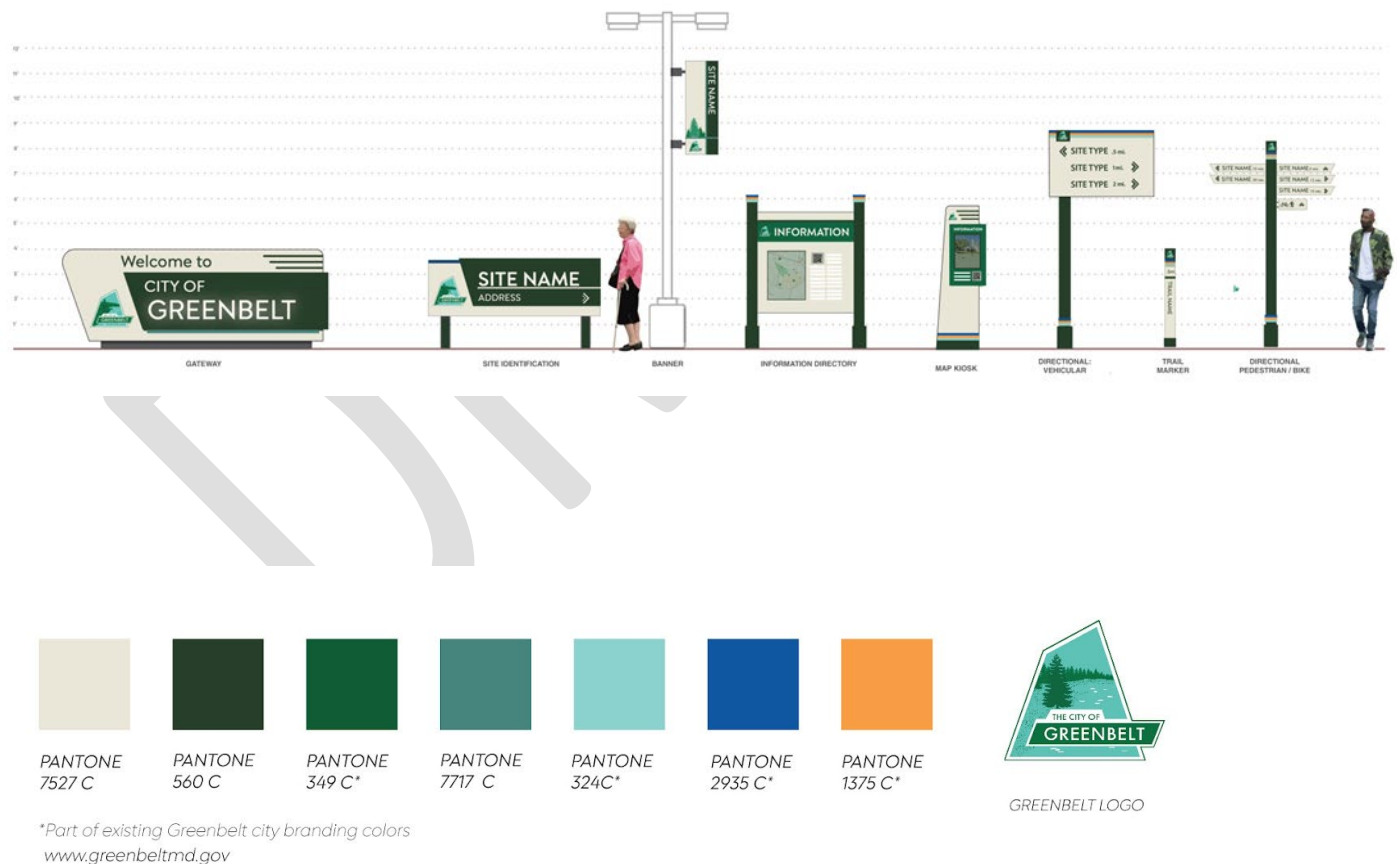
Design Goals and Concepts

Signage Type: Updated signage must be accessible, incorporate informational maps when appropriate, provide context for users and comply with the Manual of Uniform Traffic Control Devices (MUTCD) where appropriate.

Signage Location: Provide necessary signs to enhance the connectedness of the City's amenities and key sites.

Community Character: New signage should reflect and represent the unique character of the community, fostering a sense of identity and pride.

Greenbelt Signage Final Concept Design:



Gateway Welcome Signage:



Figure 3. Gateway Welcome Signage. Source: Neighborhood Design Center.

Materials

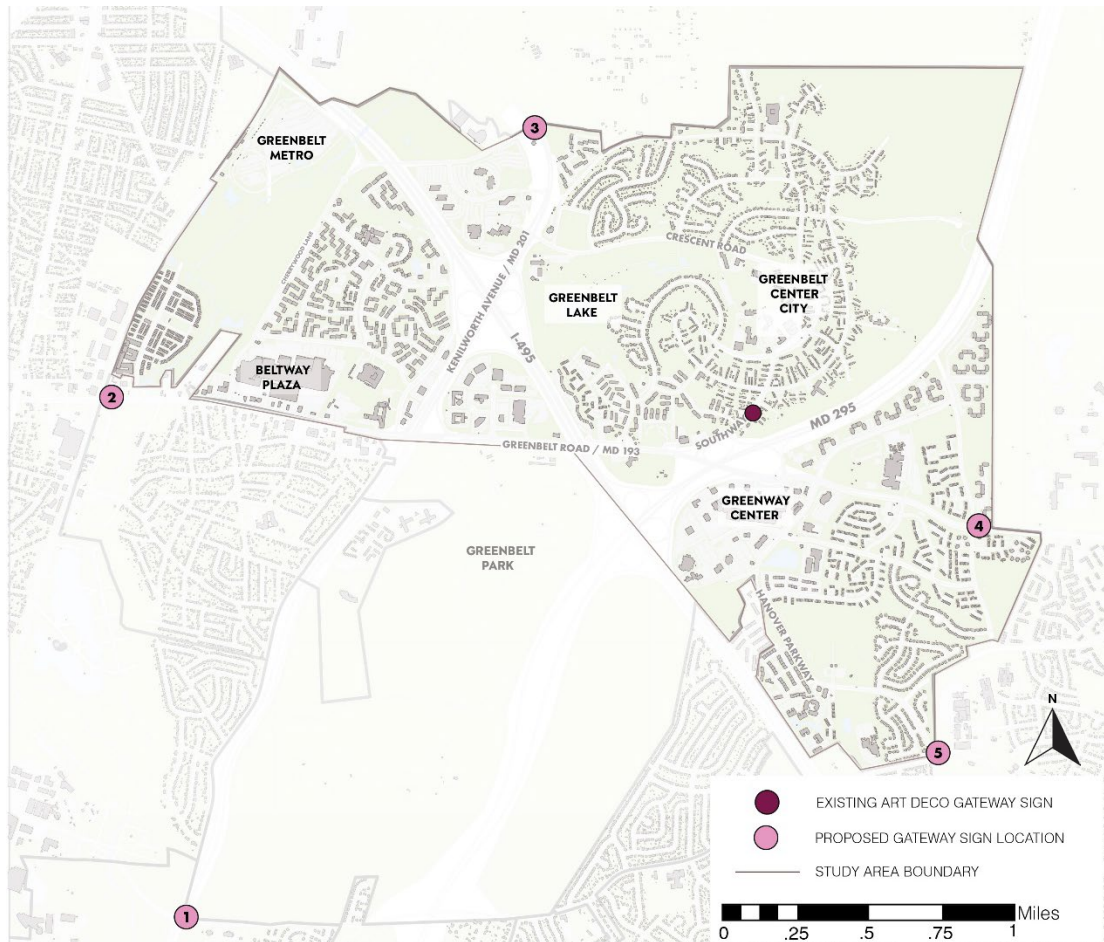
- Precast Concrete or GFRC (Glass Fiber Reinforced Concrete): Mimics natural stone but is lighter and more durable.
- Lettering and graphics: Laser-Cut or Routed Aluminum Lettering – Mounted onto the aluminum panel for a dimensional effect.
- Illumination: Integrated LED Backlighting for nighttime visibility.
- UV-Resistant and Anti-Graffiti Coatings: Protects from weathering and vandalism.

Gateway signs are prominent welcome signs positioned at key entry points to a city, town, or neighborhood. As part of a community wayfinding plan, these signs establish a sense of place, marking the transition into a defined area. They often incorporate distinctive branding elements such as logos, colors, and architectural features that reflect the community's identity. Beyond aesthetics, gateway signs enhance navigation by signaling arrival and setting the tone for a visitor's experience.

The gateway monument sign is a key element of Greenbelt's wayfinding plan, marking major entrances into the City with a bold and welcoming presence. The design elements reflect Greenbelt's historic Art Deco and Streamline Moderne architectural heritage, incorporating clean lines, rounded corners and smooth surfaces. The Greenbelt logo is featured. The lettering is recommended to be backlit, ensuring it remains highly visible and inviting.



Figure 4. Existing Art Deco sign on Southway. Source: City of Greenbelt.



Map 4: Gateway sign location

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by Neighborhood Design Center.

A recently installed monument sign “Welcome to Historic Greenbelt” on Southway at the juncture of the Baltimore-Washington Parkway off-ramp and a service road continues the Streamline Moderne style of prominent buildings throughout the historic district. The proposed gateway signs are intended to complement this style.

Table 1: Gateway Sign Recommendations

ID #	Gateway	Location
1	Greenbelt South Entrance	MD 201 (Kenilworth Avenue) and Good Luck Road intersection (median; outside study boundary)
2	Greenbelt West Entrance	MD 193 (Greenbelt Road) and Greenbelt Station Parkway (median)
3	Greenbelt North Entrance	MD 201 (Kenilworth Avenue) and Cherrywood Lane
4	Greenbelt East Entrance	MD 193 (Greenbelt Road) and Mandan Road Intersection (median)
5	Greenbelt Southeast Entrance	Hanover Parkway near Good Luck Road

Directional Signage

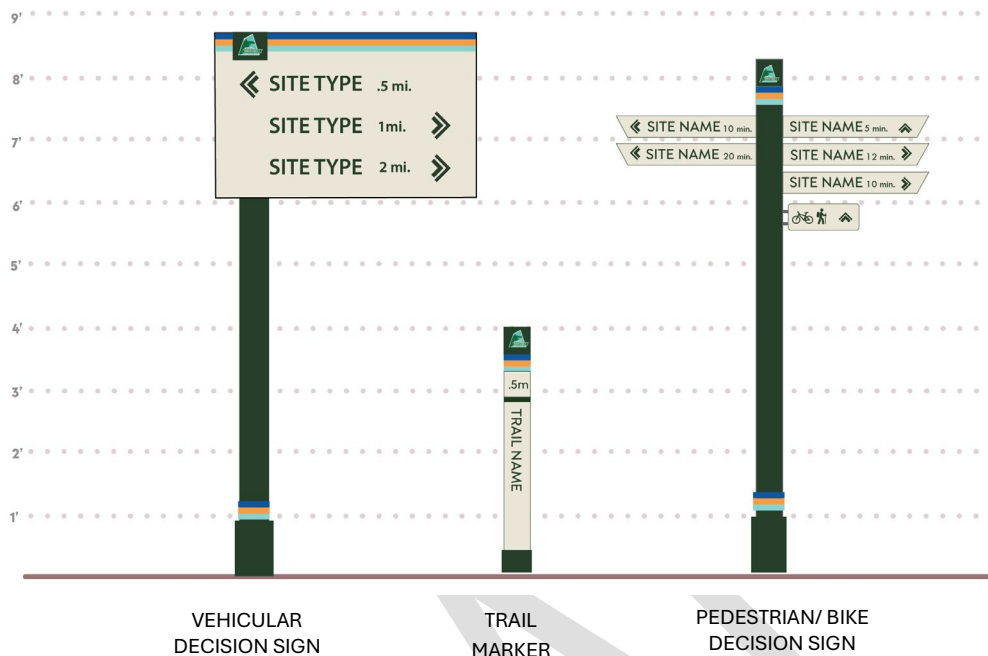


Figure 5. Directional Signage. Source: Neighborhood Design Center.

Materials

- Sign Panel: Aluminum (0.080" or 0.125" thick) – MUTCD-preferred, lightweight, corrosion-resistant, and long-lasting.
- Reflective Sheeting: Diamond Grade Reflective Sheeting – Recommended for high-traffic or major roadways like Kenilworth Ave (MD 201) and Greenbelt Rd (MD 193).
- Post and Mounting System: Powder-Coated Aluminum or Galvanized Steel Posts Ensures rust resistance and longevity.
- Graphics and Lettering: Digitally Printed UV-Resistant Inks – Prevents fading, ensuring long-term clarity.

Directional signage identifies key destinations within reasonable travel distances or travel times from the sign location. They help to orient travelers with directional elements—typically an arrow, travel distance, and travel time—to the destination to enhance users' confidence when making travel decisions. Vehicular decision signs, pedestrian/bike decision signs, and trail markers are directional signs proposed throughout this wayfinding plan to facilitate multimodal access to key sites.

Tourist Area and Corridor Signage

Tourist Area Corridor (TAC) signs are supplemental directional guides on selected public roads that provide clear navigation to state recreational and cultural facilities.² These signs are brown and white or blue and white, commonly seen along highways and state roads that alert travelers of upcoming attractions. Table 2 lists the existing TAC signs within the study area, which can supplement the local wayfinding system. However, since these signs must adhere to strict design standards for statewide uniformity, they will not be consistent with the style or aesthetic of the proposed wayfinding signage family. In coordination with the State Highway Administration (SHA), there is flexibility to modify or repurpose existing TAC signages in coordination with a local wayfinding plan. This can include adding icons or community logos. A combination of TAC signage and community wayfinding signage is proposed to enhance navigation and visitor experience throughout the study area. Recommended locations include areas along MD 201 (Kenilworth Avenue) and MD 193 (Greenbelt Road). Blue and white local information signs along Crescent Road and Southway should be replaced with updated signage.



Figure 6: Example TAC signage. Source: MDOT SHA, <https://roads.maryland.gov/mdotsha/pages/Index.aspx?PageId=4>

² Maryland Department of Transportation, State Highway Administration, Tourist Area and Corridor Signage Program (TAC), <https://roads.maryland.gov/mdotsha/pages/Index.aspx?PageId=4>

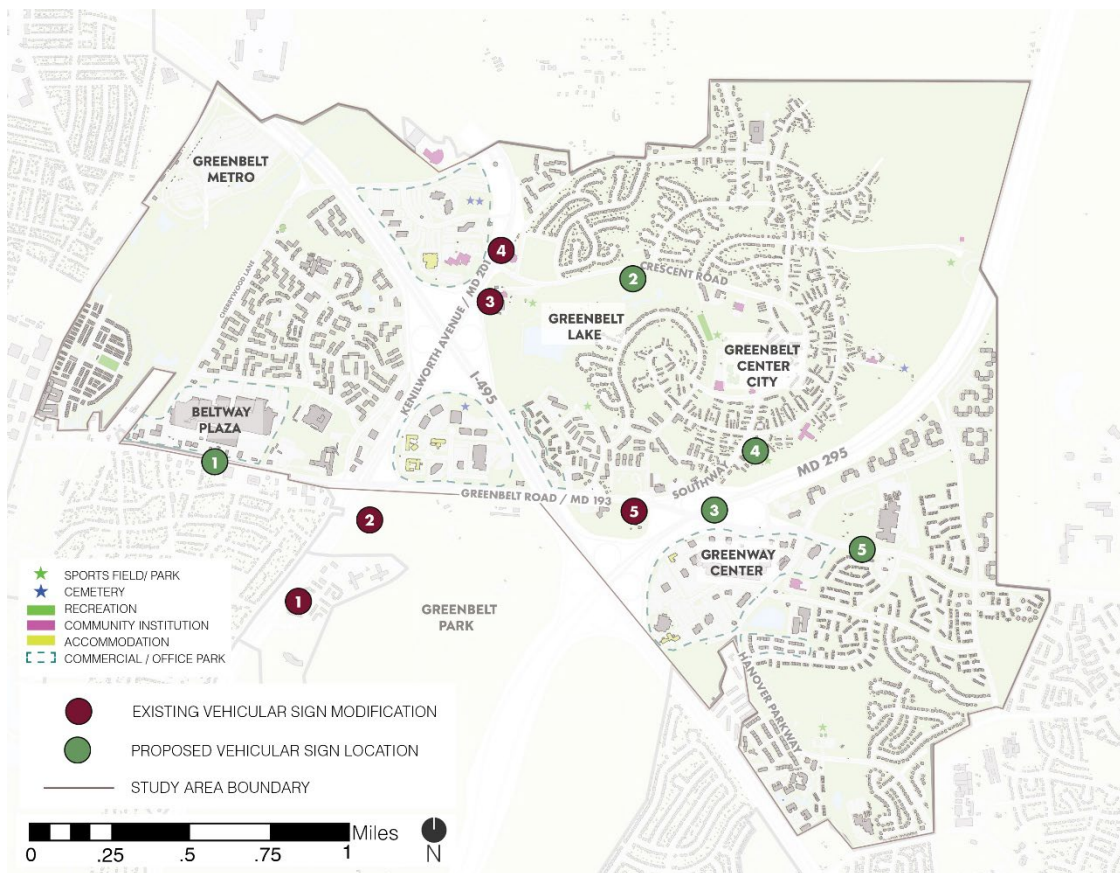


Table 2: Recommendations for Existing Directional Vehicular Sign Modification

ID #	Site Type	Location
1	Existing TAC Sign: Historic Greenbelt & Lake Artemesia	Northbound MD 201 (Kenilworth
2	Existing TAC Sign: Historic Greenbelt & Lake Artemesia	Northbound MD 201 (Kenilworth Avenue)-ramp
3	Existing TAC Sign: Historic Greenbelt	Northbound MD 201 (Kenilworth Avenue)
4	Existing TAC Sign: Historic Greenbelt	Median on MD 201 (Kenilworth Avenue)
5	Existing TAC Sign: Historic Greenbelt	Median on MD 193 (Greenbelt Road)

Table 3: Recommendations for New Directional Vehicular Signs

ID #	Site Type	Location
1	Recreation / Retail / Arts & Culture (TBD) ³	Median on MD 193 (Greenbelt Road)
2	Recreation / Retail / Arts & Culture (TBD)	Eastbound Crescent Road
3	Recreation / Retail / Arts & Culture (TBD)	Westbound on MD 193 (Greenbelt Road)
4	Recreation / Retail / Arts & Culture (TBD)	Southway and Ridge Road
5	Recreation / Retail / Arts & Culture (TBD)	Median on MD 193 (Greenbelt Road)

Pedestrian Signs and Trail Markers

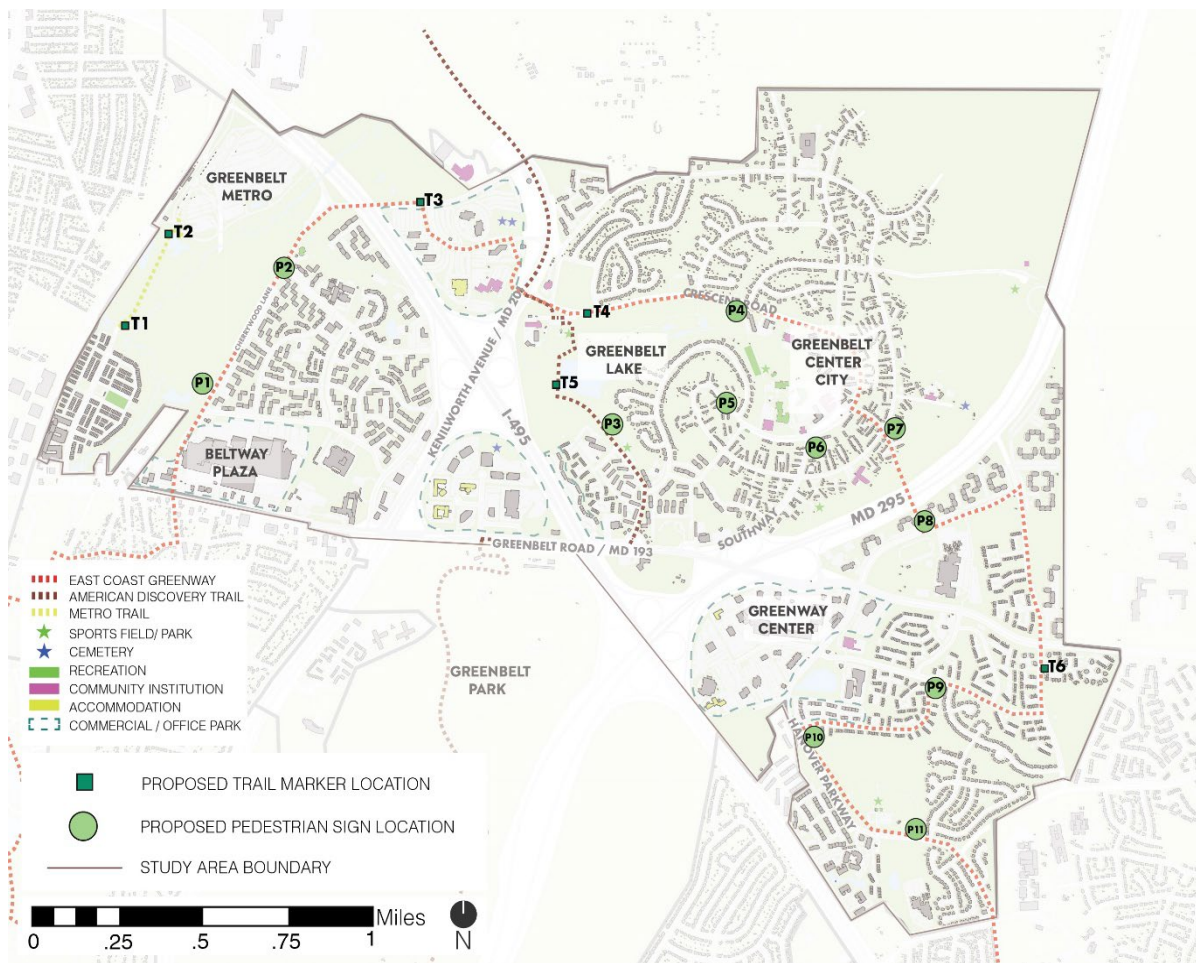
This strategy recommends new pedestrian signage on local roads along walking and biking paths. When trails are in proximity, the signs can incorporate iconography to indicate the local trail paths, supplemented by the trail name. A pedestrian sign with pedestrian or bicycle icons can replace a standard green and white trail wayfinding sign used by the M-NCPPC Department of Parks and Recreation (DPR), if located in the same proximity.

However, the proposed signs will not replace signage on trails owned and managed by M-NCPPC-DPR. The department is currently updating its trail wayfinding signage guidelines; further coordination between the City and DPR should occur to eliminate gaps in the system with adequate signage and ensure that signage placement does not overlap.

Anacostia Trails Heritage Area (ATHA) pedestrian signs also exist in the study area, particularly in Greenbelt Center City. Currently, ATHA is conducting an inventory study to assess these signs, including the potential for consolidation or replacement based on the City's needs and recommendations presented in this study. The PAMC-funded [2023 Anacostia Trails Heritage Area Wayfinding and Signage Study](#) proposes recreational and cultural resource interest area signs for Roosevelt Center and Buddy Attick Park.

Strategically placed trail markers along the pedestrian and bike routes will reassure users that they are on a designated trail when navigating Greenbelt. The City should evaluate the placement of the markers in partnership with M-NCPPC-DPR to ensure consistency and ease of recognition for users as they move through the local trail network.

³ Destinations that can be included in the TAC signs will depend on the Eligibility Criteria listed in Maryland's Statewide Tourist Area and Corridor Signage Program.



Map6: Pedestrian-oriented directional sign location.

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by NDC.

Table 4: Directional Sign Location Recommendations (Trail Marker)

ID #	Trail Name	Location
T1	Greenbelt Station Parkway	TBD (Greenbelt Station Parkway and Miner Street)
T2	Greenbelt Station Parkway	TBD (Entrance from Greenbelt Metro)
T3	East Coast Greenway	Cherrywood Lane and Ivy Lane (Southwest Corner)
T4	East Coast Greenway	Crescent Road (Entrance of Buddy Attick Lake Park)
T5	American Discovery Trail	Greenbelt Lake Trail (39.001980, -76.890990)
T6	East Coast Greenway	Mandan Road & Canning Terrace (Southeast Corner)

Table 5: Directional Sign Location Recommendations (Pedestrian)

ID #	Recommended Key Sites	Location
P1	Beltway Plaza Mall, Greenbelt Metro, Springhill Lake Recreation Center, Greenbelt Station Central Park	Southbound Cherrywood Lane
P2	Greenbelt Metro, Springhill Lake Recreation Center, Capital Office Park, Greenbelt Cemetery	Northbound Cherrywood Lane
P3	Buddy Attic Lake Park, Lakecrest Tennis/Pickleball Courts	Lakecrest Drive (38°59'59.4"N 76°53'15.5"W)
P4	Buddy Attic Lake Park, Braden Courts, Greenbelt Skatepark, Greenbelt Youth Center, Greenbelt Aquatic & Fitness Center	Field House Road
P5	Greenbelt Museum, Greenbelt Branch Library, Greenbelt Community Center, Greenbelt Cinema	Crescent Road and Lakeside Road
P6	Greenbelt Museum, Greenbelt Branch Library, Greenbelt Community Center, Greenbelt Cinema, Greenbelt Arts Center, Greenbelt Skate Park	Southway and Crescent Road ()
P7	Greenbelt Cinema, Greenbelt Arts Center, Greenbelt Observatory, Hamilton Cemetery	Gardenway and Ridge Road
P8	Greenbelt Cinema, Greenbelt Arts Center, Greenbelt Observatory, Roosevelt Center	Hanover Parkway (Entrance to Spellman Overpass)
P9	Greenway Center, Greenbelt Post Office, Schrom Hills Park & Recreation Center	Ora Glen Drive & Greenbrook Drive
P10	Greenway Center, Schrom Hills Park & Recreation Center	Southbound Hanover Parkway
P11	Greenway Center, Schrom Hills Park & Recreation Center, Greenbelt Post Office	Northbound Hanover Parkway

Informational Signage

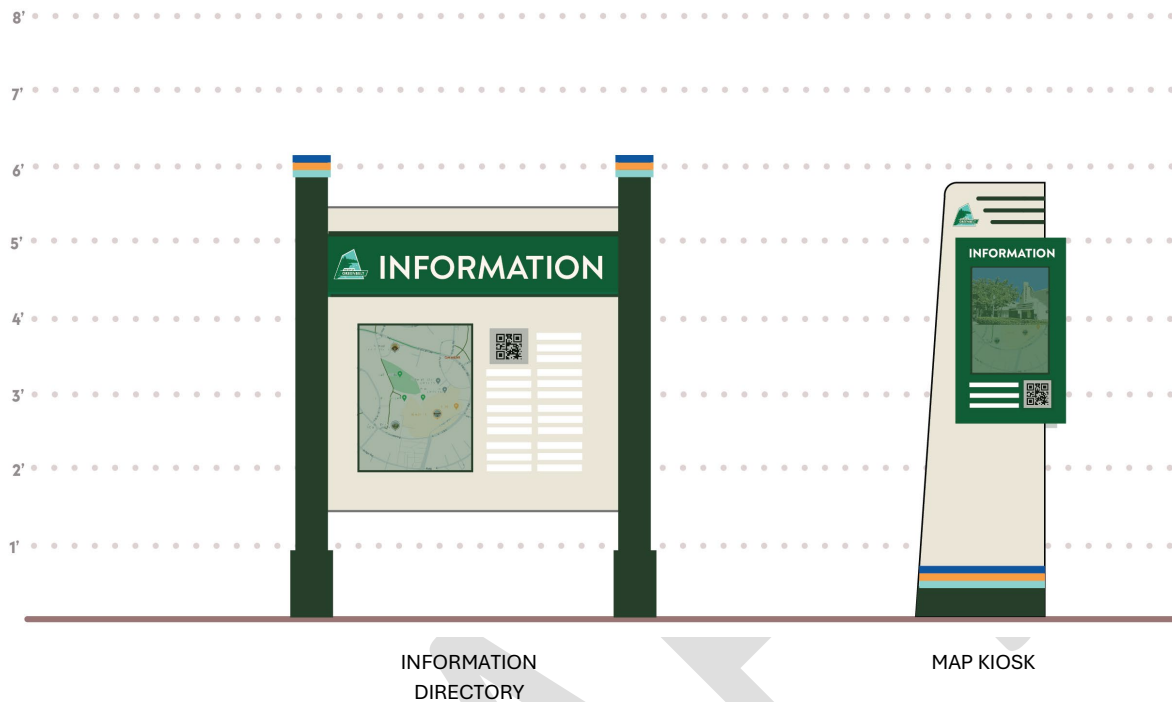


Figure 7. Informational Signage. Source: Neighborhood Design Center.

Materials

- Aluminum: Most common, corrosion-resistant, lightweight, and long-lasting.
- Concrete or Stone Base (Polished or Honed Finish)—Provides a solid foundation
- Etched Metal Panels (Bronze or Brushed Aluminum)—For engraved maps, directories, or historical information. This material offers longevity and a refined look.
- E-Paper Displays or LED Screens—if digital displays are preferred.

Informational signage provides visitors and residents with essential details about a place, service, or point of interest. These signs often include maps, historical markers, informational plaques, directories, historical or cultural context, and regulations (such as parking rules or hours of operation). They are found in public spaces such as parks, transit stations, downtown districts, and historic sites. Informational signage enhances the user experience by offering clear, accessible, and visually engaging content that helps people navigate and engage with their surroundings.

Directories help users navigate and learn more about their surroundings with greater detail about history and other information. Table 6 lists proposed locations for informational directories.

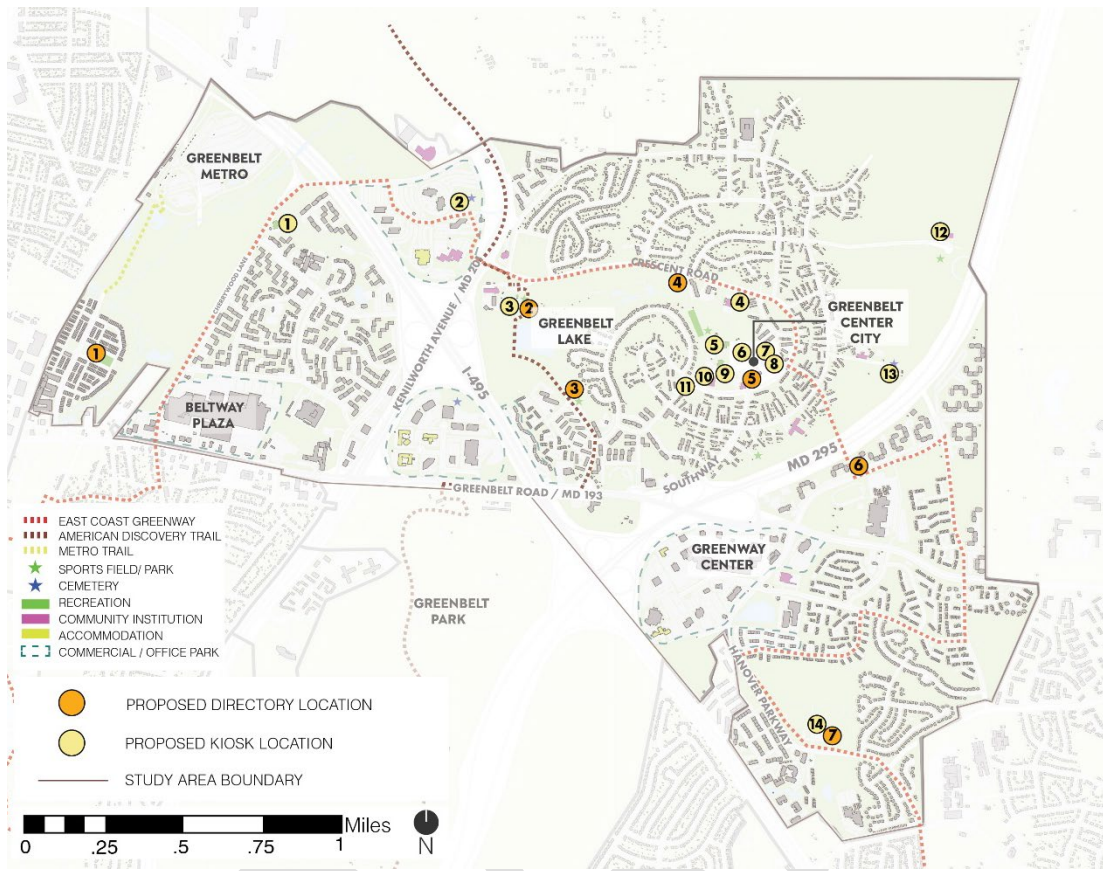
Kiosks should include maps and be placed at key locations, such as Roosevelt Center, Buddy Attic Park, along major pedestrian and bike trails, and where additional historical context can be shared. These kiosks help inform visitors that they have arrived at an important location, enhancing their understanding of the City’s history and cultural heritage. Kiosks and directories can incorporate digital screens, allowing for real-time updates, as well as QR codes that provide additional information through mobile devices.

Consolidation: Currently there are a number of informational signage types in Greenbelt, including signage through Anacostia Trails Heritage Area (ATHA). In this strategy, ATHA signage would be supplementary to the proposed signage and would focus on connecting visitors to the Roosevelt Center. Where suitable, ATHA signage should be consolidated to reduce sign clutter.

ATHA is conducting a sign inventory project that should be taken into consideration when planning final installation of any informational signage in Greenbelt.



Figure 8. Existing ATHA Directory Sign.
Source: Neighborhood Design Center.



Map 7: Informational Sign Locations (Kiosk and Directory)

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by Neighborhood Design Center.

Table 6: Informational Sign Location Recommendations (Directory)

Map	Key Site	Location
1	Greenbelt Station Central Park	Greenbelt Station Parkway & S Center Drive (Park Entrance)
2	Buddy Attick Lake Park	555 Crescent Road
3	Lakecrest Tennis/Pickleball Courts	7930 Lakecrest Dr
4	Greenbelt Center City	Intersection of Field House Road and Crescent Road
5	Roosevelt Center	Centerway (West Entrance)
6	Spellman Overpass South	7718 Hanover Parkway
7	Schrom Hills Park & Recreation Center	6915 Hanover Pkwy

Table 7: Informational Sign Location Recommendations (Kiosk)

Map	Key Site	Location
1	Springhill Lake Recreation Center	6101 Cherrywood Lane
2	Greenbelt and Turner Cemetery	6413 Ivy Lane
3	Buddy Attick Lake Park	555 Crescent Road
4	PGFD Fire Station 835	125 Crescent Road
5	Greenbelt Youth Center	99 Centerway
6	Greenbelt Aquatic and Fitness Center	101 Centerway
7	Greenbelt Arts Center	123 Centerway
8	Greenbelt Cinema	129 Centerway
9	Greenbelt Community Center	15 Crescent Road
10	Greenbelt Branch Library, PGCMLS	11 Crescent Road
11	Greenbelt Museum	10 Crescent Road, Unit B
12	City of Greenbelt Observatory	8101 Northway Road
13	Hamilton Cemetery	61 Hamilton Place
14	Schrom Hills Park & Recreation Center	6915 Hanover Parkway

Identification Signage:

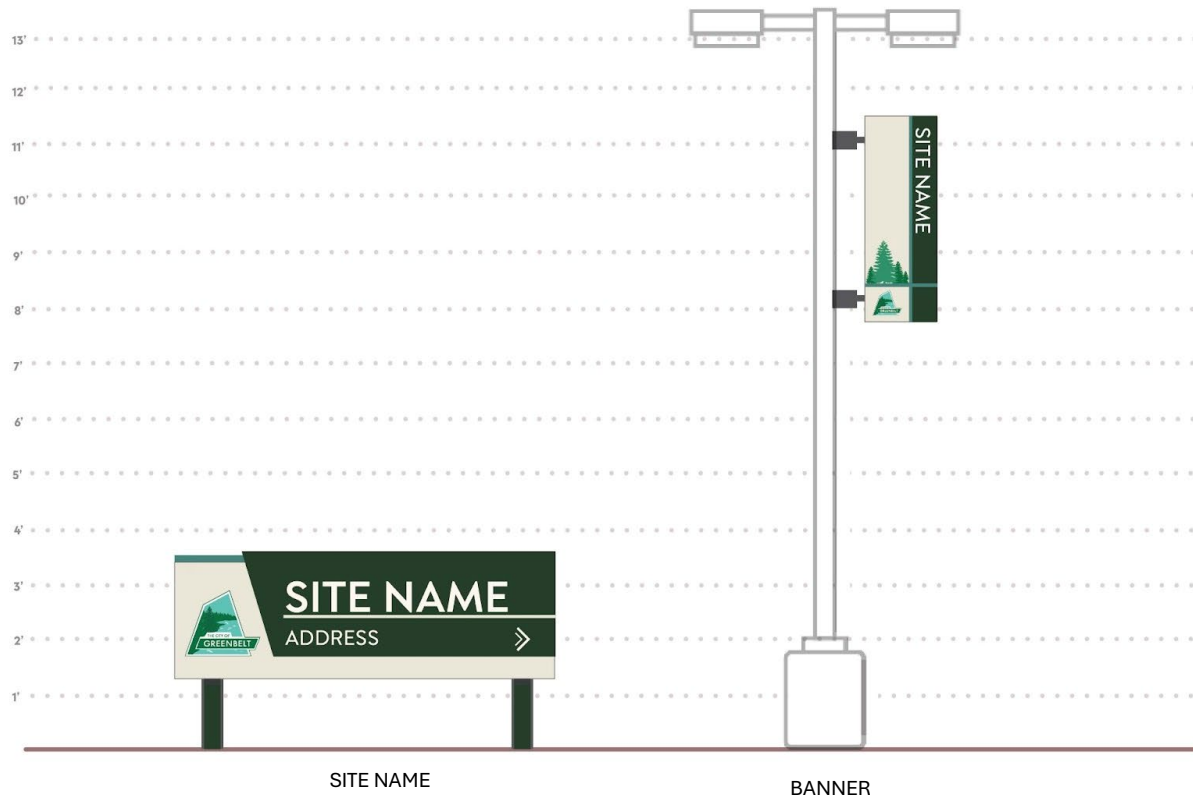


Figure 9. Identification Signage. Source: Neighborhood Design Center.

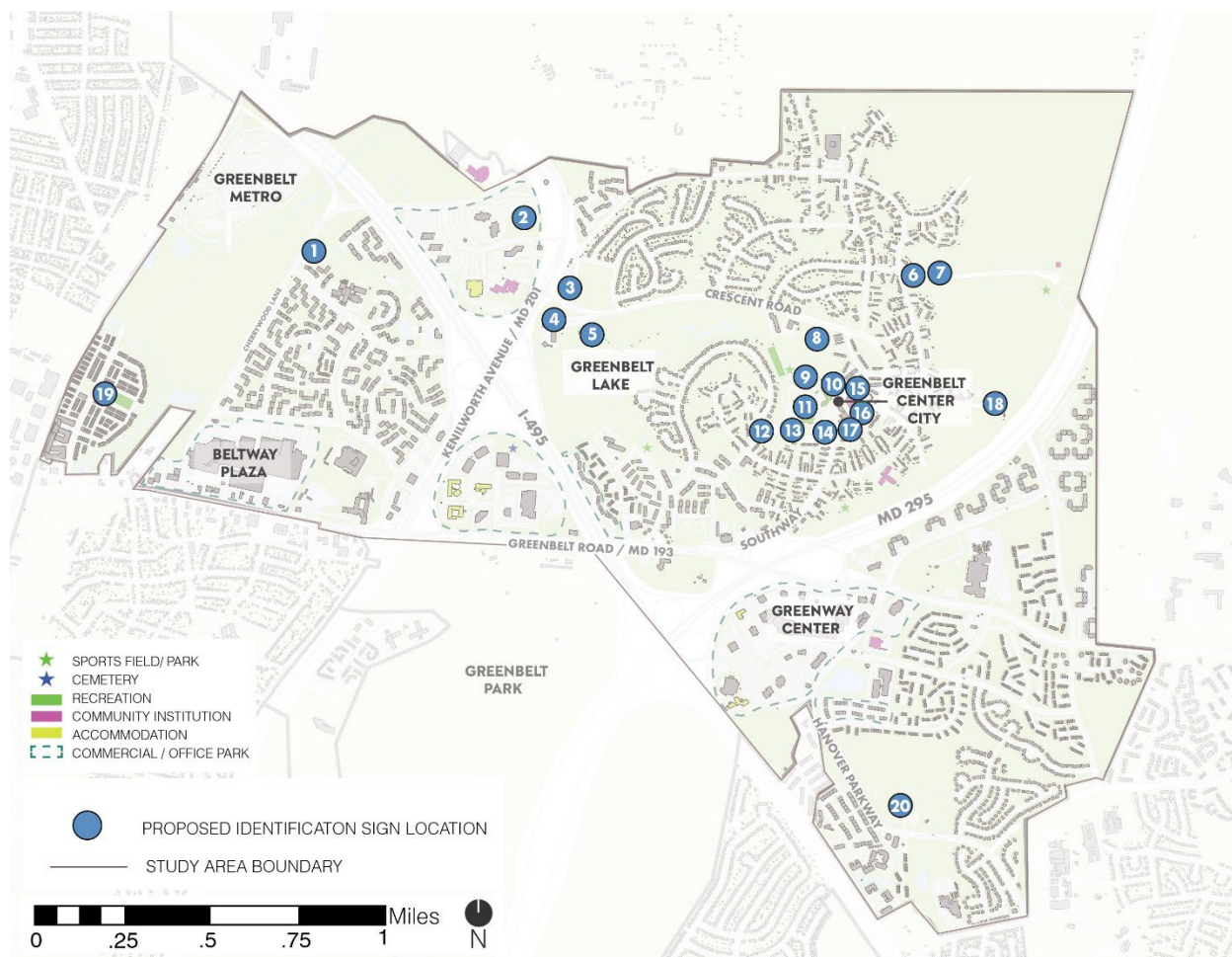
Materials

- Sign Panel: Aluminum (most common): Corrosion-resistant, lightweight, and durable.
- Structural Supports: Steel or Aluminum Posts: Strong and weather resistant.
- Decorative Enhancement: Corten steel, stainless steel, or powder-coated aluminum for durability
- Protective Coating: Anti-Graffiti Coatings to prevent vandalism.
- UV-Resistant Finishes: Extend lifespan in outdoor conditions.
- Banners: Heavy-Duty Vinyl, which is waterproof, UV-resistant, strong against wind and tearing and can be printed with high-quality graphics

Identification signage marks and highlights key destinations, buildings, or districts within a community. These signs help visitors and residents easily locate important sites such as parks, civic buildings, historic landmarks, and cultural institutions. Unlike directional signage, which guides movement, identification signage confirms arrival at a specific place. These signs often incorporate consistent branding, colors, and materials to reinforce the community's identity while ensuring clear and readable information.

This strategy recommends identification signs at the key sites listed in Table 8. The proposed identification signs are consistent with the design language, making them easily recognizable and enhancing wayfinding clarity. New signage would replace the existing wood post building signage.

In proximity to private developments that will implement custom wayfinding, like office parks and commercial centers, the City can reinforce its wayfinding system through banners along public rights of way.

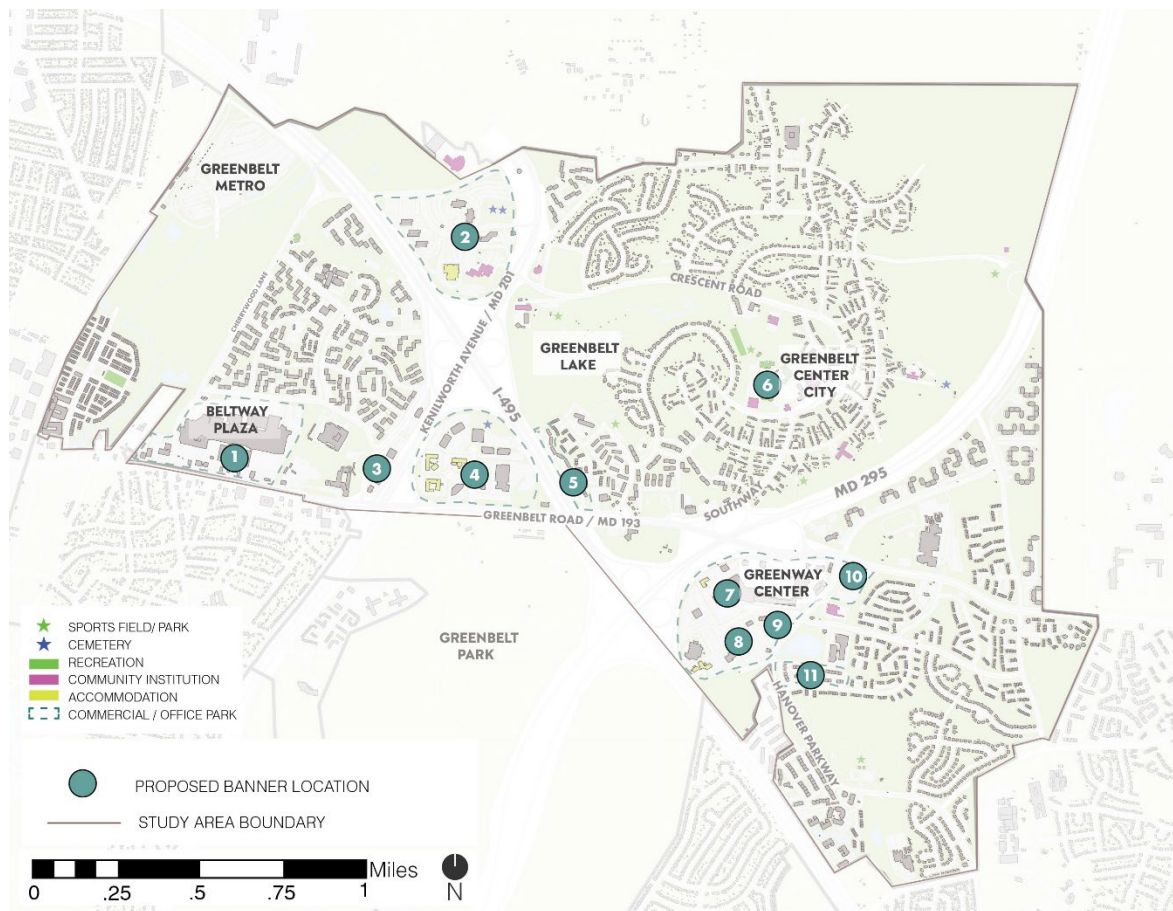


Map 8: Identification sign locations (Site names)

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by Neighborhood Design Center.

Table 8: Identification Sign Location Recommendations (Site Name)

ID #	Recommended Key Sites	Address (Greenbelt, MD 20770)
1	Springhill Lake Recreation Center	6101 Cherrywood Lane
2	Greenbelt and Turner Cemetery	6413 Ivy Lane
3	Greenbelt Police Department	550 Crescent Road
4	Greenbelt Public Works Department	555 Crescent Road
5	Buddy Attick Lake Park	555 Crescent Road
6	City of Greenbelt Observatory	Northway Road (Entrance - Northeast Corner)
7	Northway Fields	Northway Road (Entrance - Northeast Corner)
8	Greenbelt Volunteer Fire Department and Rescue Squad	125 Crescent Road
9	Greenbelt Youth Center	99 Centerway
10	Greenbelt Aquatic & Fitness Center	101 Centerway
11	Greenbelt Community Center	15 Crescent Road
12	Greenbelt Museum	10 Crescent Road, Unit B
13	Greenbelt Branch Library, PGCMLS	11 Crescent Road
14	Greenbelt Municipal Building	25 Crescent Road
15	Greenbelt Arts Center	123 Centerway
16	Greenbelt Cinema	129 Centerway
17	Roosevelt Center	Centerway & Crescent Road (West Entrance)
18	Hamilton Cemetery	61 Hamilton Place
19	Greenbelt Station Central Park	Greenbelt Station Parkway & S Center Drive (Park Entrance)
20	Schrom Hills Park & Recreation Center	6915 Hanover Parkway



Map 9: Identification sign locations (Banner)

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by Neighborhood Design Center.

Table 9: Identification Signage Recommendations (Banners)

ID #	Recommended Key Sites	Address (Greenbelt, MD 20770)
1	Beltway Plaza Mall	6000 Greenbelt Road
2	Capital Office Park Trail	6404 Ivy Ln #100
3	Greenbelt Professional Center	8957 Edmonston Road
4	Triangle Centre/Golden Triangle	6401 Golden Triangle Drive
5	Belle Point	Belle Point Drive
6	Roosevelt Center	Centerway Road
7	Maryland Trade Center	7500 Greenway Center Drive
8	Greenway East Professional Center	7525 Greenway Center Drive
9	Greenway Center	7589 Greenbelt Road
10	Commerce Center	7701 Greenbelt Road
11	Hanover Office Park	7301-7315 Hanover Parkway

Figure 9: Identification sign locations (Banners)

IMPLEMENTATION STRATEGY

As the community wayfinding plan moves forward, the concept designs developed in this phase will serve as the foundation for the next stage of the project. To ensure successful implementation, the concepts outlined in this strategy must be developed with precise specifications, materials, and structural details that meet all applicable regulations.

The wayfinding systems should be implemented in the following sequence:

1. Gateway signage
2. Vehicular directional signage
3. Pedestrian directional signage. With navigation pathways in place, **building identification signage** is added to clearly mark key sites. These signs reinforce place identity, improve visibility of key destinations, and support consistent branding across the district.
4. Trail markers
5. Banners
6. Informational kiosks and directories

With core wayfinding components in place, banners are added to reinforce branding and beautify commercial districts, helping to attract pedestrians, and increase foot traffic to support local businesses.

Each type of sign can be developed independently based on funding availability and City priorities. If funds become available for specific elements—such as gateway signs, directional signage, kiosks, or banners—these can be installed as standalone projects while still conforming to the overall wayfinding plan.

Throughout the process, community engagement should be ongoing, ensuring residents and business owners understand and support the wayfinding system. A public launch event should introduce the new signage, and a long-term maintenance plan put in place to keep elements updated and functional.

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COSTS: Key Factors and Funding Strategies

The cost of implementing a community wayfinding system varies depending on multiple factors, including materials, installation, site preparation, signage complexity, and regulatory requirements.

Key Factors Affecting Costs

1. Materials

Different materials offer varying durability, aesthetic appeal, and installation complexity, all of which influence the price.

- **Metal:** Steel, aluminum, and other metals offer a modern and durable solution. While metal signs can be cost-effective, custom finishes, such as powder coating or engraving, will increase costs.
- **Wood or Composite:** Wood and composite materials are often less expensive but may not have the same long-term durability as metals or stone.
- **Digital Displays:** Digital or LED signs are typically the most expensive option due to their complexity and ongoing maintenance requirements.

2. Sign Size and Complexity

The size and design complexity of the sign affects the overall cost. Larger signs require more materials and labor, and custom-designed signs with logos, patterns, or artistic elements will increase the price.

3. Installation

Installation costs can vary based on the complexity of the setup, the location of the sign, and the materials involved. Some signs require specialized equipment or foundation work, which can raise installation costs.

- **Simple Installation:** Freestanding signs or smaller signs with basic posts and supports tend to have lower installation costs.
- **Complex Installation:** Gateway signs, signs requiring electrical wiring for lighting, or those placed in difficult-to-access areas will require more labor and specialized equipment.

4. Site Preparation and Landscaping

Depending on the sign's location, site work may be required, such as grading, paving, or landscaping. These costs are often overlooked but can significantly affect the overall budget.

5. Lighting and Electrical Needs

Signs with integrated lighting—whether LED, solar-powered, or traditional electrical setups—add additional costs for wiring, installation, and energy sources.

- Non-illuminated Signs: These are less expensive to install and maintain.
- Illuminated Signs: Requires additional wiring, electrical connections, and ongoing maintenance.

6. Customization and Branding.

Incorporating unique branding elements, such as logos, specific typography, or custom color schemes, will increase the cost of design and materials.

- Standardized Signs: Use generic designs and often lower cost materials.
- Custom Signs: Signs that reflect the community's branding, culture, or identity can significantly raise costs due to the need for design consultation, customized materials, and details.

7. Regulatory Compliance and Permitting

- Certain types of signage may require permits, zoning approvals, or adherence to local regulations (such as accessibility standards, including ADA compliance). These can add additional costs for consultation, design changes, or application fees.
- Permitting Fees: Depending on local laws, the cost of obtaining the necessary permits can vary.
- Compliance: Ensuring compliance with accessibility standards or other local codes might require additional features, such as braille or tactile elements.

8. Maintenance and Longevity

The lifespan and maintenance of the signage should also be considered. Durable materials such as high-quality metals or stone may have higher upfront costs but lower maintenance expenses over time. Materials such as wood may require frequent repainting or repairs.

Other Cost Considerations

- Design and Consulting Fees: Engaging a design consultant or wayfinding specialist may add costs depending on the project's complexity and the level of customization required.
- Project Management and Labor Costs: Larger projects may require dedicated project management, engineering services, or specialized labor, contributing to additional costs.

Potential Funding Sources

For Greenbelt’s community wayfinding plan, funding can come from a variety of sources, including federal, state, and local grants, as well as partnerships and sponsorships. Potential sources of funding are listed below.

Federal and State Grants:

1. **Maryland Department of Transportation (MDOT) - Transportation Alternatives Program (TAP).** Provides funding for pedestrian and bicycle infrastructure, including wayfinding signage.
2. **Maryland Heritage Areas Authority (MHAA) Grants.** Supports projects that promote historical and cultural tourism, which could help fund signage related to historic sites in Greenbelt.
3. **Maryland Department of Housing and Community Development (DHCD) - Community Legacy Program.** Offers grants for projects that strengthen community identity, including signage and streetscape enhancements.
4. **Federal Highway Administration (FHWA) - Recreational Trails Program (RTP).** Funds signage for trails, bicycle routes, and pedestrian pathways.

Local and Regional Funding

1. **Prince George’s County Redevelopment Authority.** Community Impact Grants offer funding for neighborhood beautification projects, including signage, banners, and wayfinding systems.

Nonprofit Grants and Philanthropic Foundations

1. Organizations such as the National Trust for Historic Preservation or Local Tourism Boards may support wayfinding projects that promote heritage and tourism.

The table below provides estimated cost ranges for signage included in the Wayfinding Plan. These estimates are based on typical industry pricing for design. Costs may vary depending on final specifications, materials, vendor selection, and site conditions. These figures are intended to support preliminary budgeting and phasing discussions, and require further evaluation with detailed engineering and fabrication specifications to determine precise costs. All costs are provided as estimates only and may be subject to inflation, market changes, and local construction conditions.

Table 10: Cost estimation by sign type

Wayfinding Tool	Sign Type	Cost Range*(\$)
Gateway	Monument	10,000-30,000
Directional	Vehicular	2,000-4,000
Directional	Pedestrian	1,600-2,500
Directional / Identification	Trail Marker	250-350
Identification	Site Name	1,000-2,500
Identification	Banner	200-500
Informational	Directory	2,000-5,000
Informational	Kiosk	1,000-3,500

* Subject to variation based on key cost factors outlined earlier in the report. These estimates are based on averages derived from signage manufacturers and similar wayfinding plans.

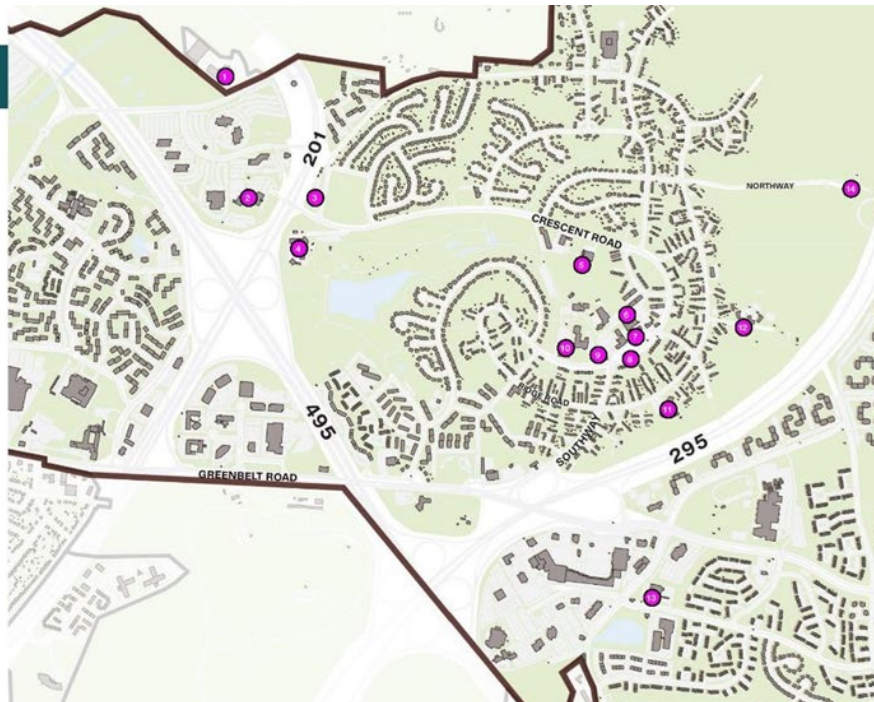
APPENDIX A: Inventory of Existing Signage

Community Institutions

Greenbelt Key Sites

Community Institutions

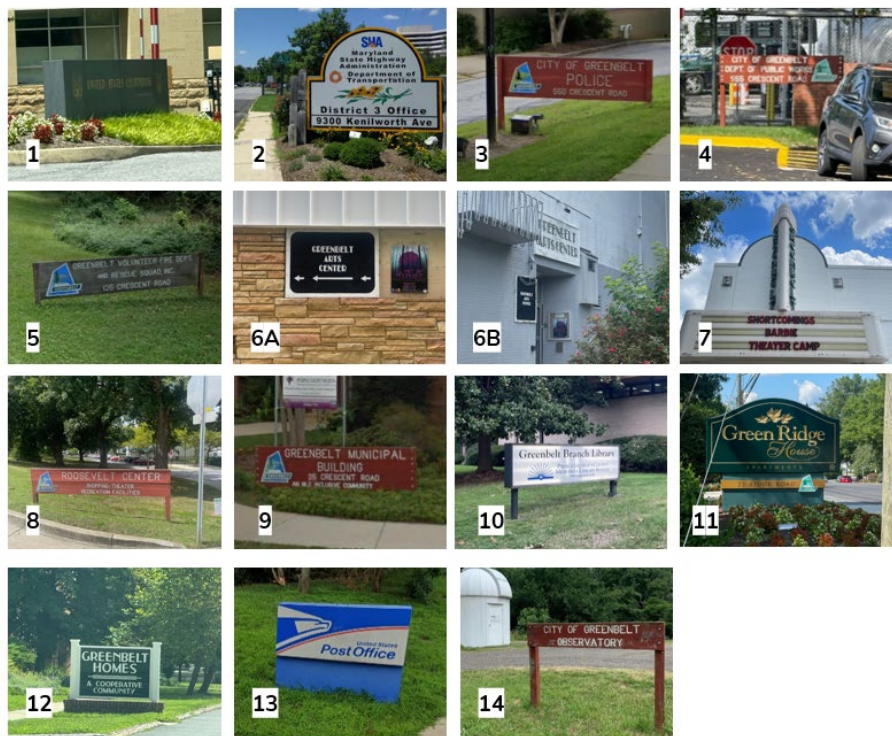
1. United States District Court, Greenbelt Division
2. State Highway Administration (SHA) District 3 Office
3. Greenbelt Police Department
4. Greenbelt Public Works Department
5. Greenbelt Volunteer Fire Department and Rescue Squad
6. Greenbelt Arts Center
7. Greenbelt Cinema
8. Roosevelt Center
9. Greenbelt Municipal Building
10. Greenbelt Branch Library, PGCMLS
11. Green Ridge House
12. Greenbelt Homes, Inc.
13. Greenbelt Post Office
14. City of Greenbelt Observatory



Greenbelt Key Sites

Community Institutions

1. United States District Court, Greenbelt Division
2. State Highway Administration (SHA) District 3 Office
3. Greenbelt Police Department
4. Greenbelt Public Works Department
5. Greenbelt Volunteer Fire Department and Rescue Squad
6. Greenbelt Arts Center- Sign A
6. Greenbelt Arts Center- Sign B
7. Greenbelt Cinema
8. Roosevelt Center
9. Greenbelt Municipal Building
10. Greenbelt Branch Library, PGCMLS
11. Green Ridge House
12. Greenbelt Homes, Inc.
13. Greenbelt Post Office
14. City of Greenbelt Observatory



All photos courtesy Neighborhood Design Center

COMMUNITY INSTITUTIONS	EXISTING SIGN (Y or N)	LOCATION	CONDITION (1-poor 5-new)	TYPE	GREENBELT LOGO	ADDRESS ON SIGN
Greenbelt Post Office	YES	7600 Ora Glen Drive	4	Monument Sign	NO	NO
Greenbelt Municipal Building	YES	25 Crescent Road	3	Wooden Post	YES	YES
Greenbelt Branch Library, PGCMLS	YES	Crescent Road	4	Box Sign	NO	NO
Roosevelt Center	YES	115 Centerway Road	3	Wooden Post	YES	NO
Greenbelt Volunteer Fire Department and Rescue Squad	YES	125 Crescent Road	3	Short Wooden Post	YES	YES
City of Greenbelt Observatory	YES	8101 Northway Road	2	Wooden Post	NO	NO
Greenbelt Homes, Inc.	YES	1 Hamilton Place	3	Monument Sign	NO	NO
Greenbelt Cinema	YES	129 Centerway Road	3	3D Individual Letters	NO	NO
Green Ridge House	YES	22 Ridge Road	5	Monument Sign	YES	YES
Greenbelt Police Department	YES	550 Crescent Road	4	Wooden Post	YES	YES
United States District Court, Greenbelt Division	YES	6500 Cherrywood Lane	5	Monument Sign	NO	NO
Greenbelt Arts Center	YES	123 Centerway Road	2	Painted Sign + Black and White Board Sign	NO	NO
Greenbelt Public Works Department	YES	555 Crescent Road	3	Monument Sign + Wood Post sign	YES	YES
State Highway Administration (SHA) District 3 Office	YES	9300 Kenilworth Avenue	4	Monument Sign	NO	YES

Recreation and Park Facilities

Greenbelt Key Sites

Recreation + Parks

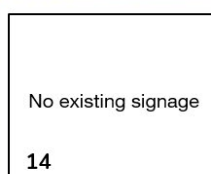
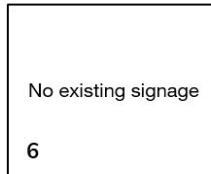
1. Central Park at Greenbelt Station
2. Springhill Lake Recreation Center
3. Buddy Attick Lake Park
4. Lakecrest Tennis/Pickleball Courts
5. Braden Sand Volleyball Court
6. Braden Tennis/Pickleball Courts
7. Greenbelt Museum
8. Greenbelt Community Center
9. Greenbelt Skatepark
10. Greenbelt Youth Center
11. Greenbelt Aquatic & Fitness Center
12. Northway Fields
13. 73 Court Ridge Road Park
14. McDonald Field
15. Schrom Hills Park & Recreation Center



Greenbelt Key Sites

Recreation + Parks

1. Central Park at Greenbelt Station
2. Springhill Lake Recreation Center
3. Buddy Attick Lake Park
4. Buddy Attick Lake Park
5. Lakecrest Tennis/Pickleball Courts
6. Braden Sand Volleyball Court, Braden Tennis/Pickleball Courts
7. Greenbelt Dog Park
8. Greenbelt Museum
9. Greenbelt Community Center
10. Greenbelt Skatepark
11. Greenbelt Youth Center
12. Greenbelt Aquatic & Fitness Center
13. Northway Fields
14. 73 Court Ridge Road Park
15. McDonald Field
16. Schrom Hills Park & Recreation Center



All photos courtesy Neighborhood Design Center

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RECREATION+ PARK	EXISTING SIGN (Y or N)	LOCATION	CONDITION (1-poor 5-new)	TYPE	GREENBELT LOGO	ADDRESS
Greenbelt Aquatic & Fitness Center	YES	101 Centerway Road	3	Wooden Post	YES	YES
Greenbelt Community Center	YES	Crescent Road	3	Wooden Post	YES	YES
Greenbelt Youth Center	YES	On Building - 99 Centerway Greenbelt MD	3	Individual Letters	NO	NO
Springhill Lake Recreation Center	ONLY ON BUILDING	On building front	3	Wooden Sign	NO	NO
73 Court Ridge Park	NO	-	-	-	-	-
Greenbelt Dog Park	YES	7451 Hanover Drive	3	Short Wooden Post	YES	NO
Central Park at Greenbelt Station	YES	8151 Greenbelt Station Parkway	5	Post informational	NO	NO
Greenbelt Skatepark	YES	In front of park	2	Post informational	NO	NO
Greenbelt Museum	YES	Crescent Road	2	Wooden Post	NO	NO
Buddy Attick Lake Park	YES	Lake Park Drive	3	Wooden Post	NO	NO
Schrom Hills Park	YES	Village Park Drive	3	Short Wooden Post	YES	NO
Braden Field Complex	NO COMPREHENSIVE SIGNAGE	--	-	-	-	-
McDonald Fields	YES		4	Short Wooden Post	YES	NO
Northway Fields	YES	Northway Road Entrance	4	Short Wooden Post Sign	NO	NO
Braden Tennis/Pickleball Courts	NO	-	-	-	-	-
Lakecrest Tennis/Pickleball Courts	YES	Lakecrest Drive	1	Wooden Shelter Sign	NO	NO
Braden Sand Volleyball Court	NO	-	-	-	-	-

Accommodations Signs

Greenbelt Key Sites

Accommodation

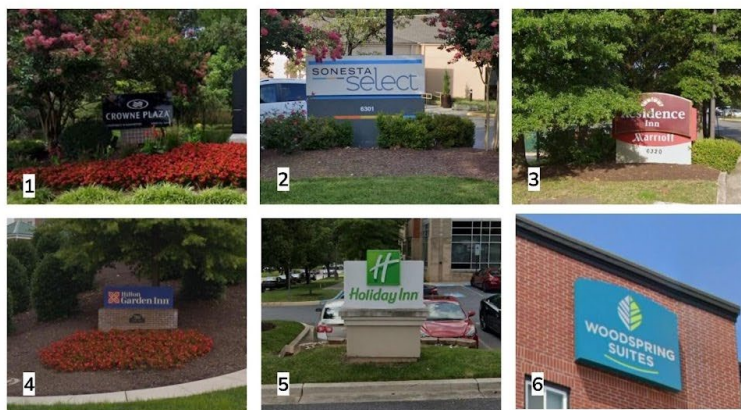
1. Crowne Plaza
2. Sonesta Select
3. Residence Inn by Marriott
4. Hilton Garden Inn
5. Holiday Inn
6. Woodspring Suite



Greenbelt Key Sites

Accommodation

1. Crowne Plaza
2. Sonesta Select
3. Residence Inn by Marriott
4. Hilton Garden Inn
5. Holiday Inn
6. Woodspring Suite



All photos courtesy Neighborhood Design Center

HOTELS	EXISTING SIGN (Y or N)	LOCATION	CONDITION (1-poor 5-new)	TYPE	GREENBELT LOGO	ADDRESS
Crowne Plaza	YES	6401 Ivy Lane	5	Monument Sign	NO	NO
Holiday Inn	YES	7200 Hanover Drive	4	Monument Sign	NO	NO
Hilton Garden Inn	YES	7830 Walker Drive	4	Monument Sign - Brick base	NO	YES
Residence Inn by Marriott	YES	6320 Golden Triangle Drive	4	Monument Sign	NO	YES
Sonesta Select	YES	6301 Golden Triangle Drive	5	Monument Sign	NO	YES
Woodspring Suites	NO	7480 Greenway Center Drive	-	-	-	-

Business & Office Parks

Greenbelt Key Sites

Business and Office Parks

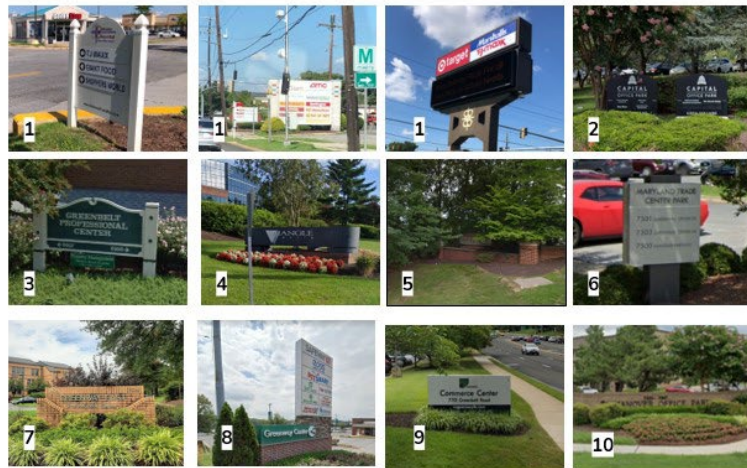
1. Beltway Plaza Mall
2. Capital Office Park
3. Greenbelt Professional Center
4. Triangle Centre / Golden Triangle
5. Belle Point
6. Maryland Trade Center
7. Greenway East Professional Center
8. Greenway Center
9. Commerce Center
10. Hanover Office Park



Greenbelt Key Sites

Business and Office Parks

1. Beltway Plaza Mall
2. Capital Office Park
3. Greenbelt Professional Center
4. Triangle Centre / Golden Triangle
5. Belle Point
6. Maryland Trade Center
7. Greenway East Professional Center
8. Greenway Center
9. Commerce Center
10. Hanover Office Park



THE MARYLAND-NATIONAL CAPITAL PLANNING COMMISSION
Prince George's County Planning Department

All photos courtesy Neighborhood Design Center

BUSINESS & OFFICE PARKS	EXISTING SIGN (Y or N)	LOCATION	CONDITION (1-poor 5-new)	TYPE	GREENBELT LOGO	ADDRESS
Greenway Center	YES	Greenbelt Road - Plaza Entrance	4	Monument Sign / Mix	NO	NO
Beltway Plaza Mall	YES	Beltway Plaza Road	3	Free Standing Electronic Sign + Post Sign + Monument Sign	NO	NO
Triangle Centre / Golden Triangle	YES	6401 Golden Triangle Drive	4	Monument Sign	NO	NO
Capital Office Park	YES	6404 Ivy Lane	5	Monument Sign	NO	YES
Maryland Trade Center	YES	7503 Greenway Center Drive	5	Free Standing Sign	NO	YES
Hanover Office Park	YES	7201 Hanover Parkway	3	Brick Monument Sign	NO	YES
Belle Point	YES	7821 Belle Point Drive	3	Brick Monument Sign	NO	NO
Commerce Center	YES (2)	Hanover Parkway & Greenbelt Road	4	1 3D Lettering on Brick Wall, One Monument Sign	NO	YES
Greenbelt Professional Center	YES	Edmonston Road	3	Wooden Sign	NO	YES
Greenway East Professional Center	YES	7525 Greenway Center Drive	3	Brick Monument Sign	NO	YES

Historic Cemeteries

Greenbelt Key Sites

Cemeteries

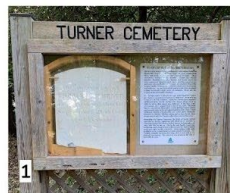
1. Turner Cemetery
2. Greenbelt Cemetery
3. Walker Cemetery
4. Hamilton Cemetery



Greenbelt Key Sites

Cemeteries

1. Turner Cemetery
2. Greenbelt Cemetery
3. Walker Cemetery
4. Hamilton Cemetery



All photos courtesy Neighborhood Design Center

CEMETERIES	EXISTING SIGN (Y or N)	LOCATION	CONDITION (1-poor 5-new)	TYPE	GREENBELT LOGO	ADDRESS
Turner Cemetery	YES	6413 Ivy lane	2	Wooden informational sign with item on display	NO	NO
Greenbelt Cemetery	YES	6413 Ivy Lane	3	Wooden Post Sign	YES	NO
Walker Cemetery	YES	Walker Drive - Parking lot	3	Wooden Post Sign	YES	NO
Hamilton Cemetery	YES	61 Hamilton Place	4	Wooden Post Sign	YES	NO

APPENDIX B: Stakeholders

Stakeholders will play an important role in the implementation of Greenbelt's community wayfinding plan, each contributing expertise and oversight to ensure a well-coordinated and effective system.

- **Community Members Greenbelt Arts Advisory Board**
- **Greenbelt Advisory Planning Board**
- **Greenbelt City Council**
- **Maryland State Highway Administration (SHA)**
- **Prince George's County Department of Public Works & Transportation (DPW&T)**
- **Prince George's County Department of Parks & Recreation (DPR)**
- **Anacostia Trails Heritage Area, Inc. (ATHA)**

The State Highway Administration (SHA) reviews and approves wayfinding signage along state roads, ensuring compliance with the Manual of Uniform Traffic Control Devices (MUTCD) guidelines and maintaining safety standards for vehicular signage. Prince George's County Department of Public Works & Transportation (DPW&T) oversees signage installations along County-managed roads and provides input on infrastructure impacts and maintenance considerations.

The M-NCPPC Prince George's County Department of Parks and Recreation (DPR) manages trail signage, including the placement of wayfinding markers along trails and greenways, ensuring they align with existing trail systems and accessibility requirements. The Anacostia Trails Heritage Area (ATHA) may support the project through funding opportunities and expertise in heritage tourism, helping to highlight Greenbelt's historic and cultural sites within the broader regional trail network.

The Greenbelt Arts Advisory Board and the Advisory Planning Board played a key role in guiding the design aesthetic of the signage, helping to ensure that designs reflect Greenbelt's artistic identity and cultural heritage. These boards may also contribute recommendations for incorporating artistic elements into signage, such as decorative panels or locally inspired motifs.

The Greenbelt City Council will provide final approval and oversight, ensuring that the wayfinding plan aligns with Greenbelt's broader planning and development goals. The Council will also be responsible for approving funding allocations, securing grants, and prioritizing implementation phases based on budget and community needs. The wayfinding plan will also serve as a guidance

document for the Council when they receive signage requests from businesses and community members in the future.

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APPENDIX C: MUTCD Guidelines for Community Wayfinding

The Manual on Uniform Traffic Control Devices (MUTCD) provides standardized guidelines for traffic control devices in the United States, including those for community wayfinding. These guidelines are essential for ensuring that signage is consistent, clear, and effective in guiding people to their destinations safely and efficiently. When it comes to community wayfinding, MUTCD specifies that signs should be designed for visibility, legibility, and comprehension, with attention to factors like size, color contrast, and placement.

The MUTCD emphasizes that wayfinding signs should be placed at appropriate locations to maximize visibility without causing confusion. It also recommends that the wording on signs be concise and use familiar language, avoiding overly technical or complex terms. Additionally, symbols and icons should be standardized to reduce ambiguity. The use of arrows, destination names, and distances can help guide pedestrians and drivers effectively through urban environments, especially in areas where multiple pathways or routes intersect.

Community wayfinding systems should be integrated into the existing traffic control system, ensuring they do not overwhelm the visual environment or conflict with other traffic signals and signs. MUTCD also advises considering the needs of all users, including people with disabilities, ensuring that signs are accessible and readable by everyone, which may include the use of tactile or braille elements on some signage.

Any final wayfinding design concepts must adhere to MUTCD Community Wayfinding guidelines to ensure compliance with national standards for visibility, legibility, and placement.

APPENDIX D: Wayfinding Bicycle/Pedestrian Trail Map for Greenbelt

<https://www.greenbeltmd.gov/DocumentCenter/View/1821/Bicycle-Pedestrian-Trail-Map-for-Greenbelt-PDF?bidId=>

Source: City of Greenbelt and Anacostia Trails Heritage Area, Inc.

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Acknowledgements

This project was funded and managed by the Planning Assistance to Municipalities and Communities (PAMC) program, Prince George's County Planning Department.

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Arts Advisory Board

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- Tatiana Ausema
- Oliver Gaycken
- Vijay Parameshwaran
- Kristin Stenson
- Barbara Stevens

Advisory Planning board

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- Isabelle Gournay, Vice Chair
- Judith "J" Davis
- James Drake
- Matthew Inzeo
- Keith Chernikoff (Past Member)
- Maria Silvia Miller (Past Member)
- Syed Shamim (Past Member)

Special Thanks to:

Peter Campanides, P.E., Assistant District Engineer – Traffic, Prince George's County
District 3 Office, MDOT SHA

Stephen M Hollie Jr, Project Manager, Office of Traffic and Safety, MDOT SHA

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*Former Employee

City of Greenbelt

Strategic Wayfinding Plan

Funded and managed by Prince George's County Planning Department's

PLANNING ASSISTANCE TO MUNICIPALITIES
AND COMMUNITIES (PAMC) PROGRAM

City Council Presentation

Draft Strategic Wayfinding Plan

September 17, 2025



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION
Prince George's County Planning Department

the
Neighborhood
DesignCenter

PAMC



Project Milestones

- Kick off Meeting and Refinement of Work Plan
- Research, Existing Conditions Analysis, Inventory, Summaries
- Sign Design Concepts and Strategic Wayfinding Plan Outline
 - Advisory Board Work Session
 - DPW&T, SHA, DPR Trails Staff, ATHA & City Staff
 - City Council Work Session
- Draft Strategic Wayfinding Plan-Report (April)
 - Presentation of Draft Plan to Advisory Boards by NDC (April)
 - **Presentation of Draft Plan to City Council by City Staff (September)**
- **Final Draft Strategic Wayfinding Plan (October)**

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Introduction

The primary goal of the Greenbelt Strategic Wayfinding Plan (GSWP) is to establish a comprehensive wayfinding system for the City that would enhance navigational clarity, promote accessibility, and strengthen the city's identity through cohesive and adaptable signage designs.

Project Goals:

1. Develop a comprehensive wayfinding system that addresses existing gaps and helps improve the experience of navigating the city.
2. Create a cohesive identity through a standardized signage system.
3. Facilitate collaboration with city staff, advisory boards, and the community to ensure the plan meets the needs and goals of stakeholders.
4. Provide a detailed analysis of existing conditions.
5. Propose a wayfinding plan with signage design concepts and location recommendation.



Existing Conditions

- Existing wayfinding signage lacks a cohesive design language.
- Diverse materials are used, with wooden panel post signs most common.
- Signage content varies (addresses, arrows, business names).
- Key sites have signage but lack comprehensive wayfinding (e.g. maps, directional arrows).
- Most key sites are along Greenbelt Road and in Roosevelt Center.
- Hotels and business parks have their own branding and wayfinding.



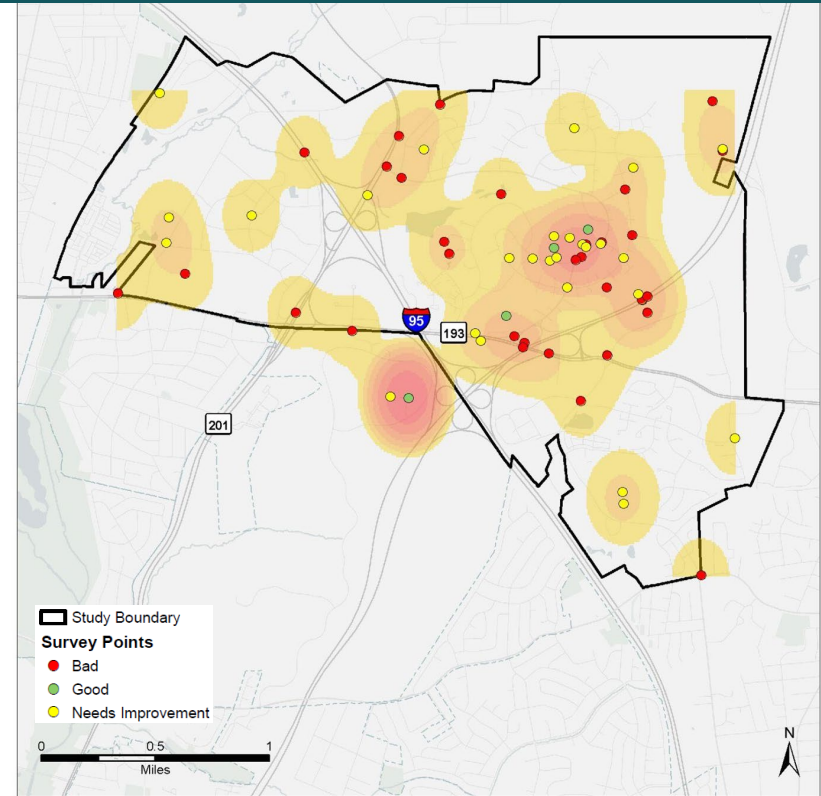
Examples of diverse signage in Greenbelt Source: Neighborhood Design Center (NDC)

Community Engagement Summary

- **Survey:** Residents highlighted the need for better signage visibility and placement, especially for cultural amenities, and recreation facilities. Roosevelt Center and Greenbelt Center City were noted as areas with inadequate signage.
- **GIS Mapping Results:** The mapping activity identified Greenbelt Center City as the area with the most signage issues, with many locations marked as needing improvement.

STAKEHOLDERS

- Community Members
- Greenbelt Advisory Planning Board
- Greenbelt Arts Advisory Board
- Greenbelt City Council
- Greenbelt City Staff
- The State Highway Administration (MDOT SHA)
- Prince George's County Department of Public Works & Transportation (DPW&T)
- Department of Parks & Recreation trails staff (DPR)
- Anacostia Trails Heritage Area Inc (ATHA)



Connecting Corridors

- Community Wayfinding focuses on the public realm and should bring people to main community amenities in Greenbelt. The majority of these sites are in Greenbelt Center City and Roosevelt Center
- Main Connecting Corridors include:
 - Greenbelt Road (MD 193)
 - Southway
 - Crescent Road
 - Kenilworth Avenue (MD 201)
 - Hanover Parkway
 - Cherrywood Lane



Main connecting corridors in the study area

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by NDC

Wayfinding Plan Objectives

- **Enhance Navigation and Orientation**

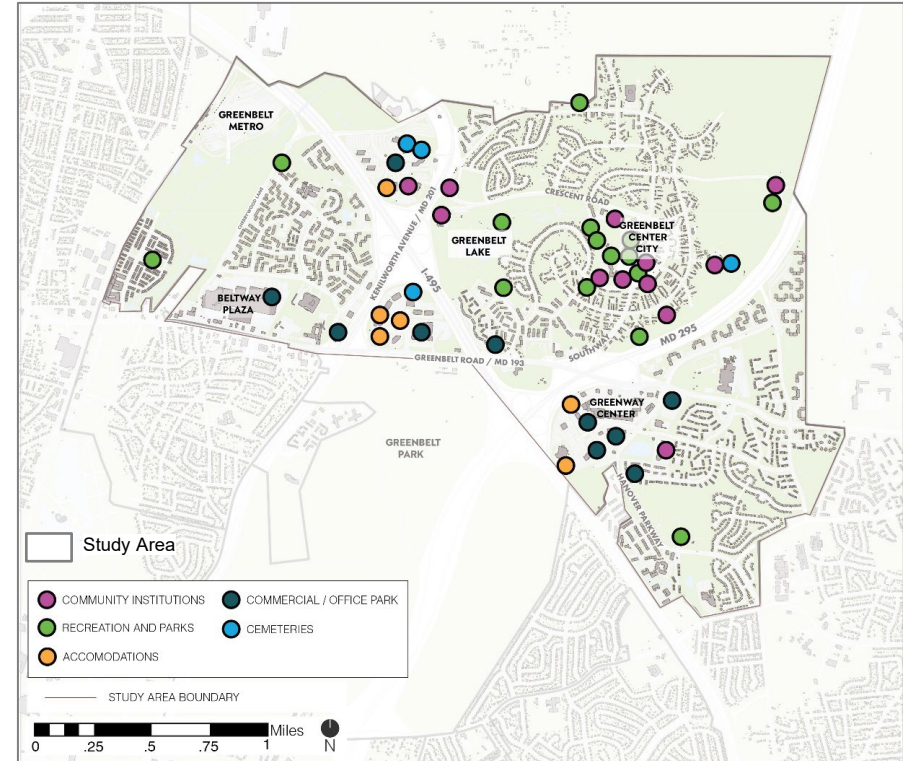
Effectively orient, direct, and inform residents and visitor about both prominent and lesser-known attractions in Greenbelt.

- **Create a Cohesive Identity**

Establish a unified visual identity across all signage by consolidating signs and creating adaptable templates for different travel modes and site contexts.

- **Highlight the unique character and history of Greenbelt**

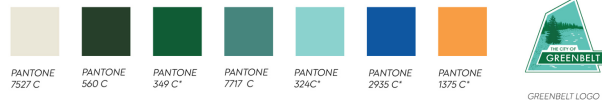
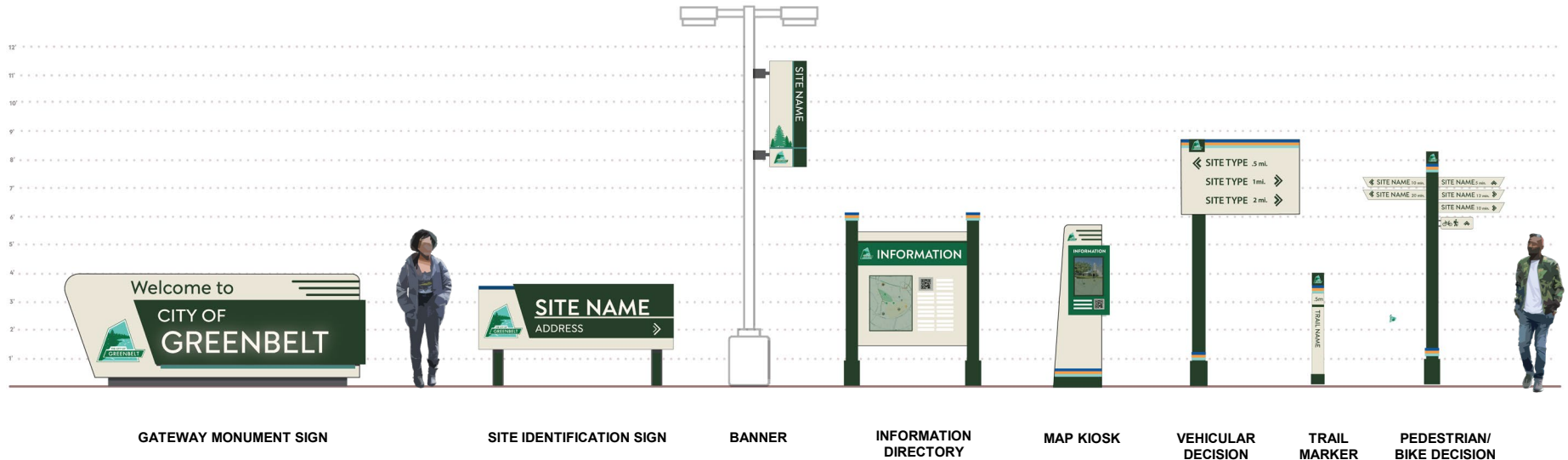
Use the city's seal, historical colors and fonts, architectural styles, history to inspire the design of signage.



Key sites in wayfinding focus area

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by Prince George's County Planning Department. Page 63 of 81

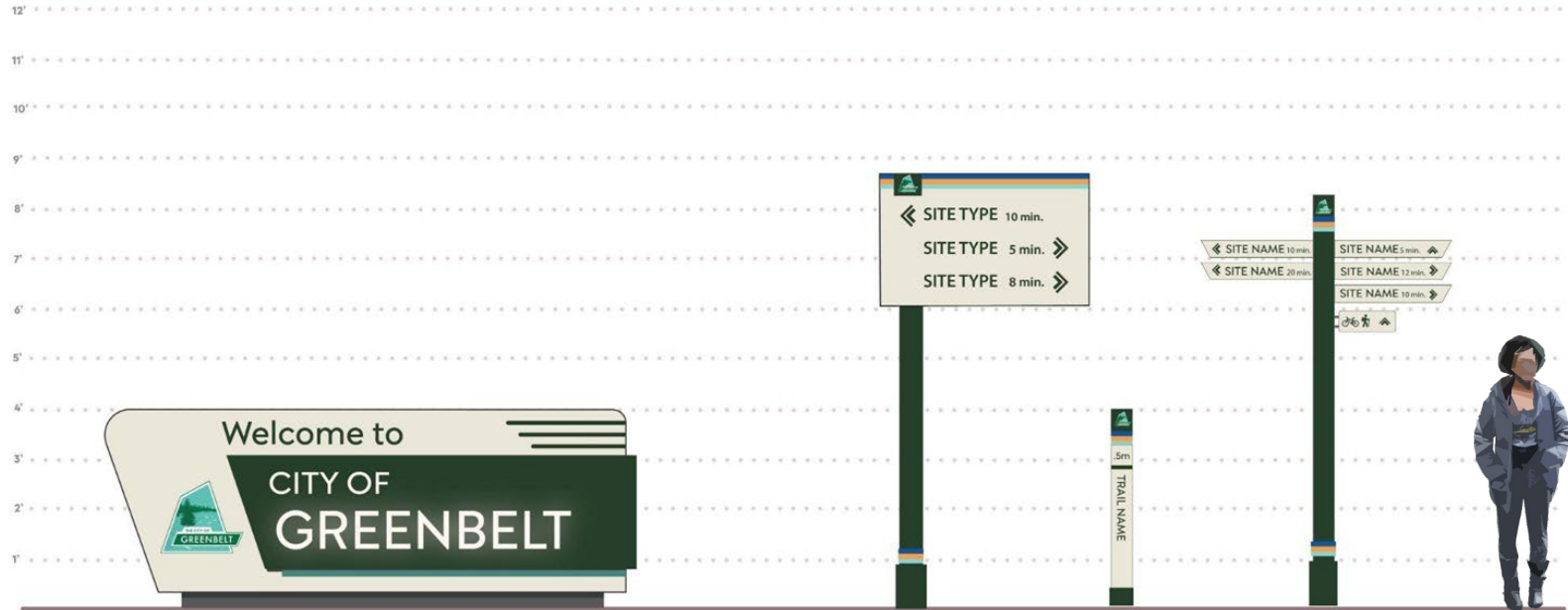
Final Design Concept



PART OF EXISTING GREENBELT CITY BRANDING COLORS
Source: City of Greenbelt

Greenbelt Signage Final Concept Design
Source: NDC

Types of Signage - Sign Family



GATEWAY MONUMENT SIGN

VEHICULAR DECISION

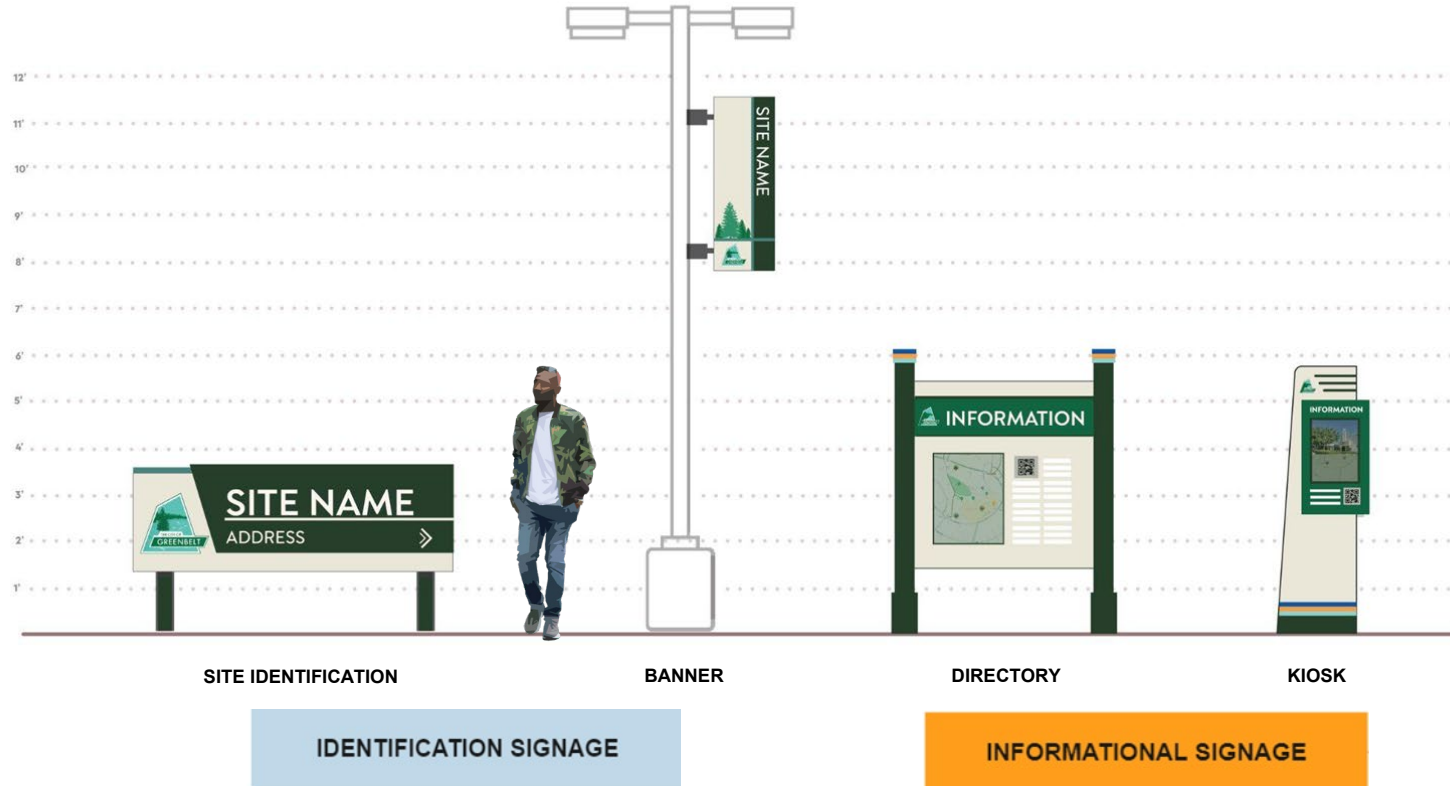
TRAIL
MARKER

BIKE/ PEDESTRIAN
DECISION

WELCOME SIGNAGE

DIRECTIONAL SIGNAGE

Types of Signage - Sign Family

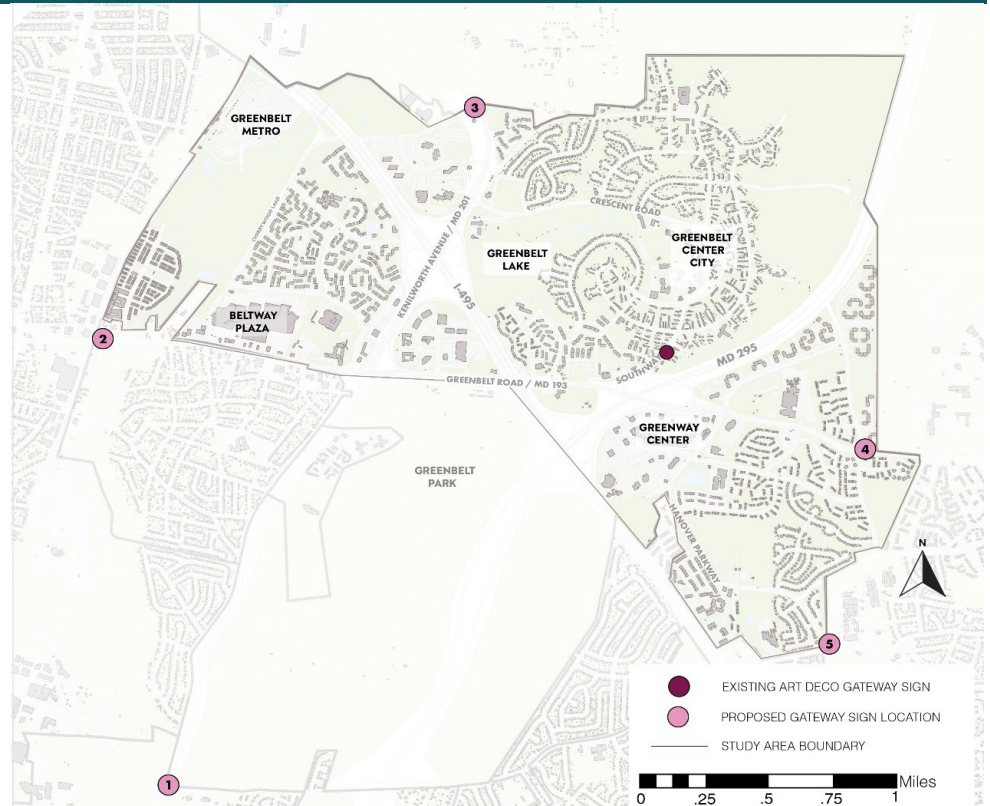


Gateway Monument Sign

- Used as confirmation signs to welcome visitors at city limits or to differentiate one jurisdictional boundary from another
- Cohesive welcome signage into Greenbelt from the North, South, East and West Corridors, Greenbelt Rd. (MD 193) and Kenilworth Ave.(MD 201)
- Monument signs with Greenbelt Logo



GATEWAY MONUMENT SIGN



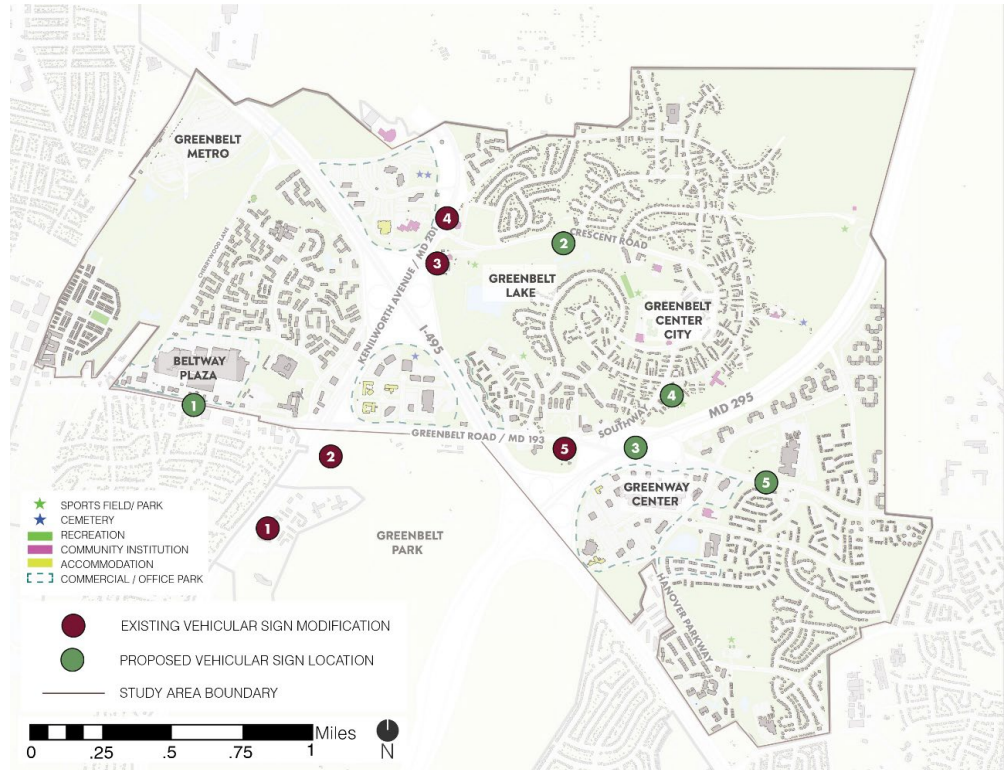
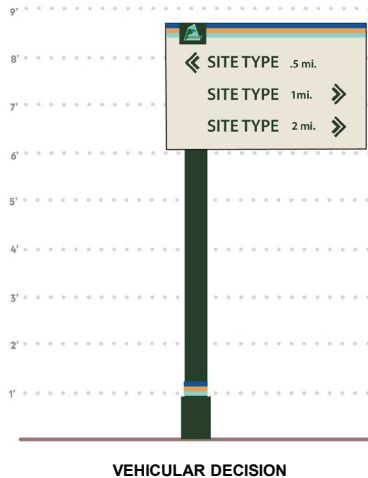
Gateway monument sign location

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by NPC

Directional Vehicular Sign

These signs indicate directional information to key destinations, including the following uses:

- Arts/Culture
- Recreation
- Food
- Retail

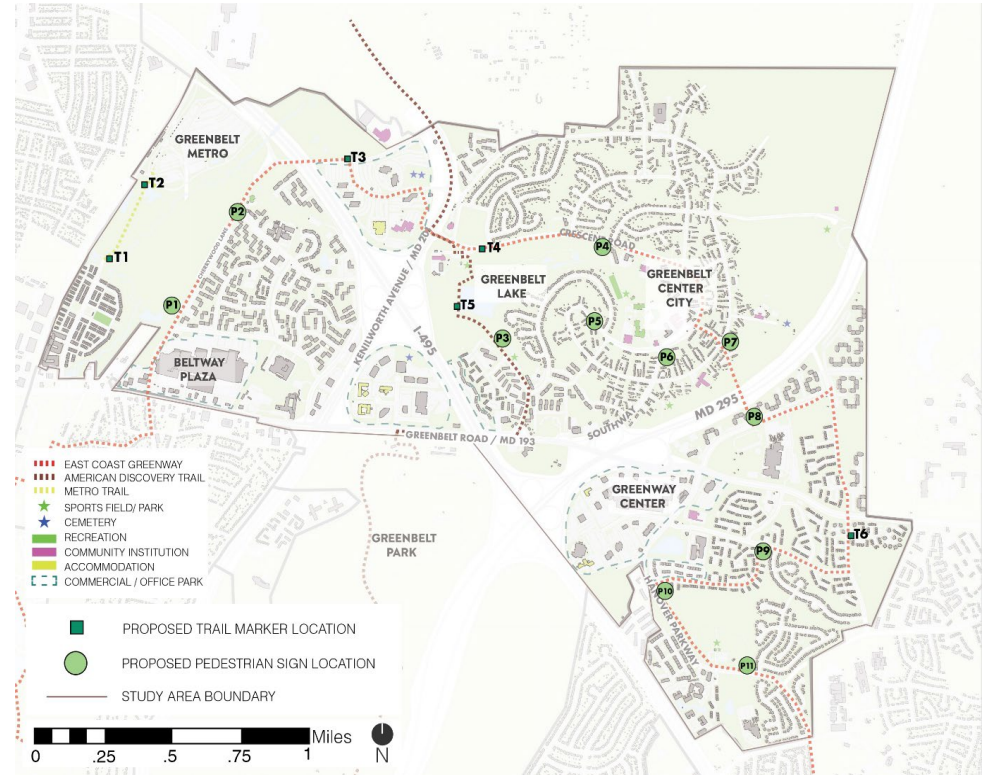
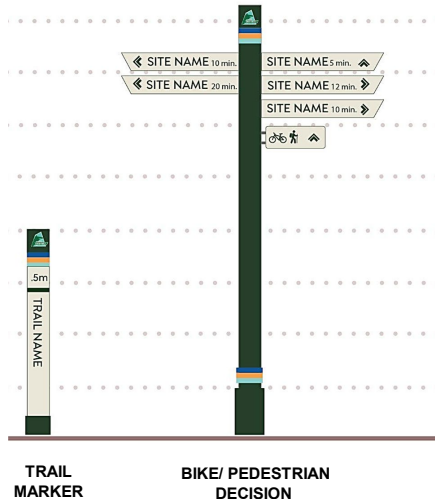


Vehicular existing and proposed directional sign locations

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by Prince George's County. Page 68 of 81

Directional Pedestrian Sign

- Enhances wayfinding along pedestrian and bike trails with clear iconography and trail names.
- These signs indicate directional information to specific key sites such as:
 - Youth Center
 - Greenbelt Cinema
 - Greenbelt Skatepark
 - Buddy Attick Lake Park

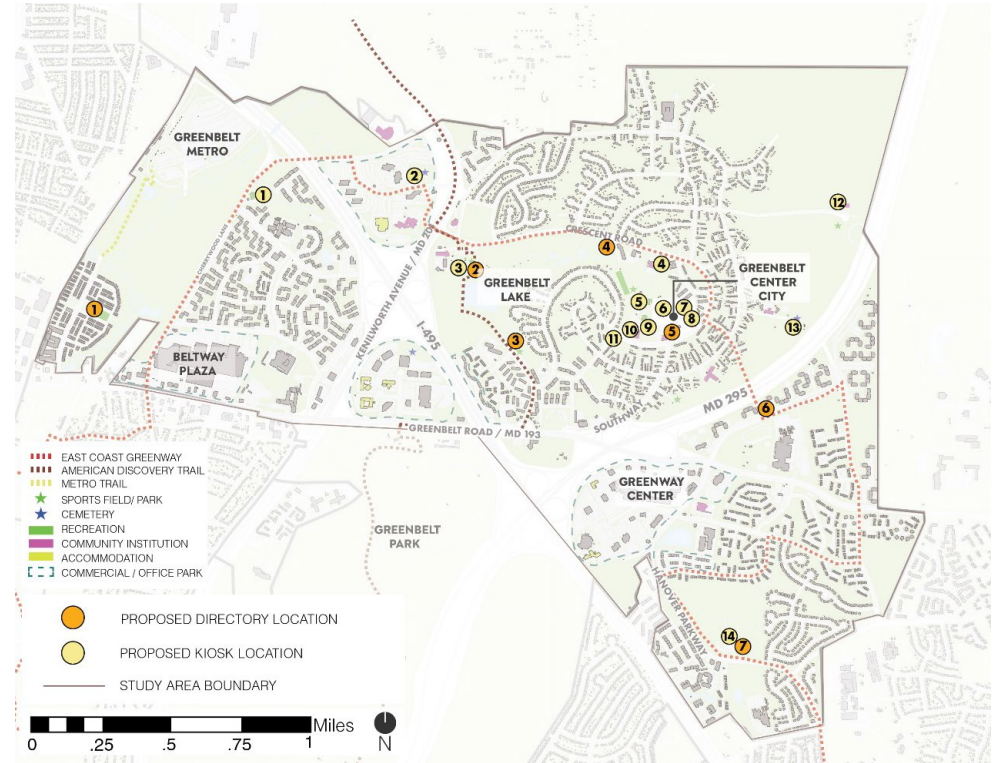
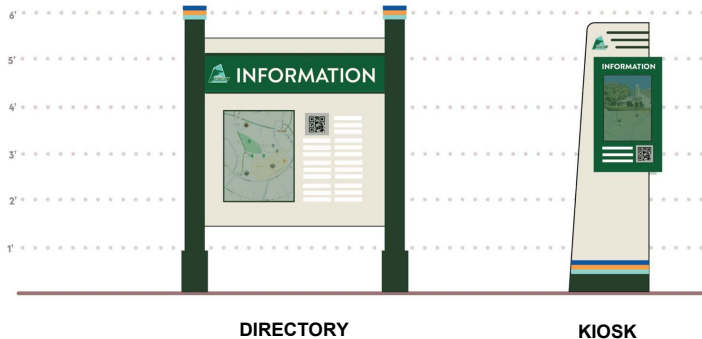


Pedestrian-oriented directional sign location

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by NDC

Informational Directories and Kiosks

- Provide maps and highlight important sites and attractions for easier navigation.
- Kiosks serve as visual markers for significant sites, enhancing historical and cultural understanding.
- Provide essential details about places, services, and points of interest.
- QR codes linking to additional information via mobile devices.
- Opportunity for digital screens for real-time updates.



Informational sign locations (kiosk and directory)

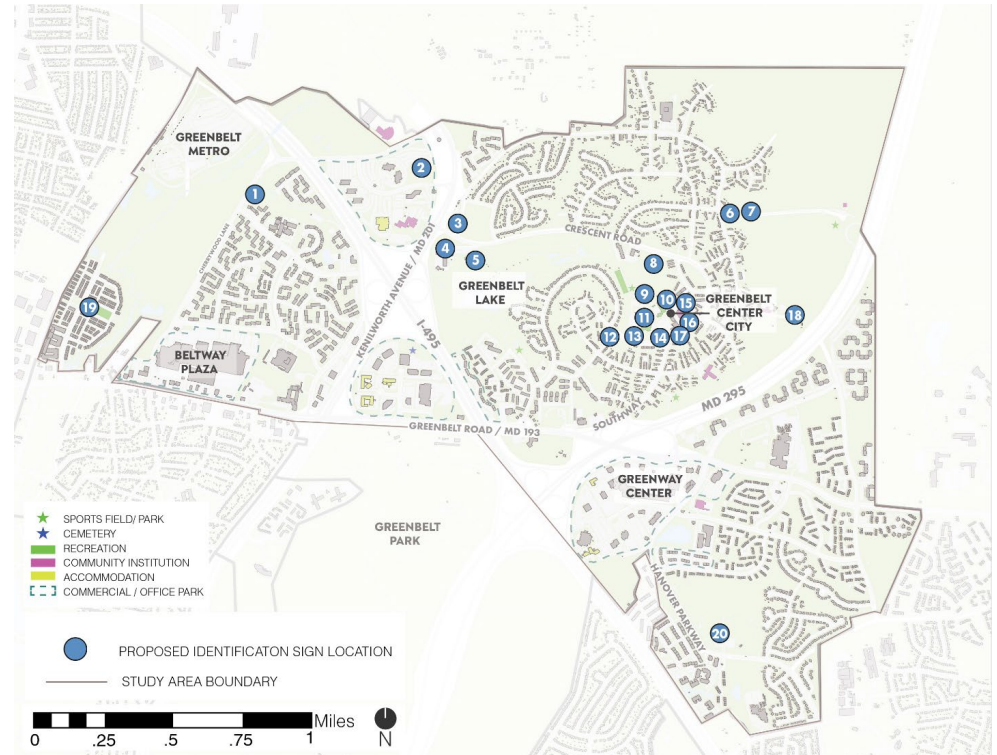
Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by NDC

Identification - Building Name

- Cohesive identification signage ensures that all signs share a common design language, making them instantly recognizable.
- Key sites such as Recreation and Community Institutions are recommended to have unified identification signage.
- Key sites that may be privately owned may not allow city signage and have their own branding.



SITE IDENTIFICATION

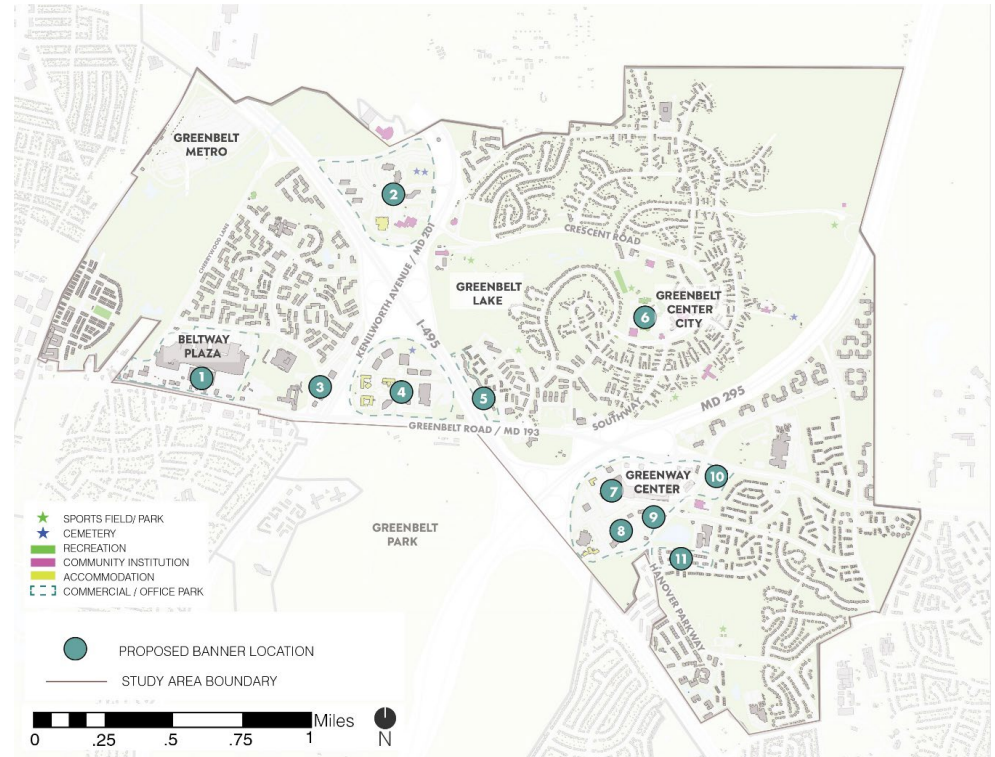
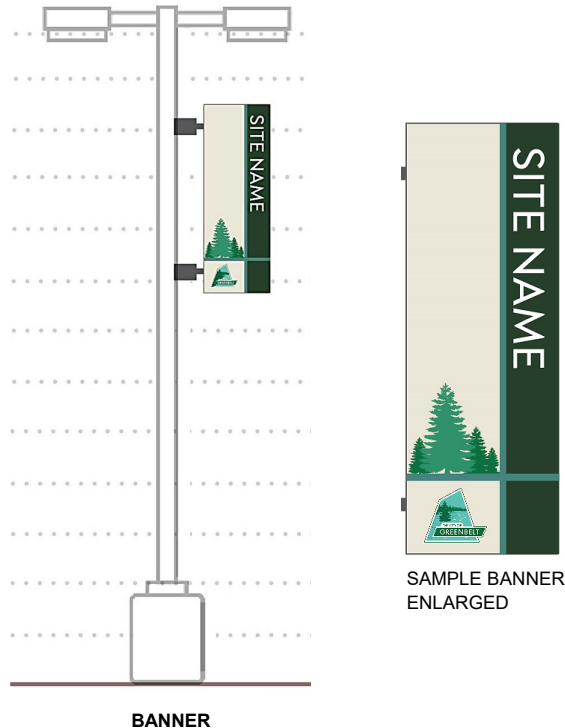


Identification sign locations (Site names)

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by NDC

Identification - Banner

Roosevelt Center, Office Parks and Commercial Center may consider a cohesive identification system through banners.



Identification sign locations (Banner)

Source: Base aerial by Esri, Maxar, Earthstar Geographics, and the GIS User Community. Informational layers by Prince George's County (<https://gisdata.pgplanning.org/opendata/>). Map created by NDC

Materials

Sign Panels:

- Aluminum: Most common, corrosion-resistant, lightweight, and long-lasting. (MUTCD-preferred)
- Etched Metal Panels (Bronze or Brushed Aluminum) – For engraved maps, directories, or historical information. This material offers longevity and a refined look.
- Digital E-Paper or LED Screens – if digital displays are preferred.
- Reflective Sheeting: Diamond Grade Reflective Sheeting – Recommended for high-traffic or major roadways like MD 201 (Kenilworth Ave.) and MD 193 (Greenbelt Rd.).

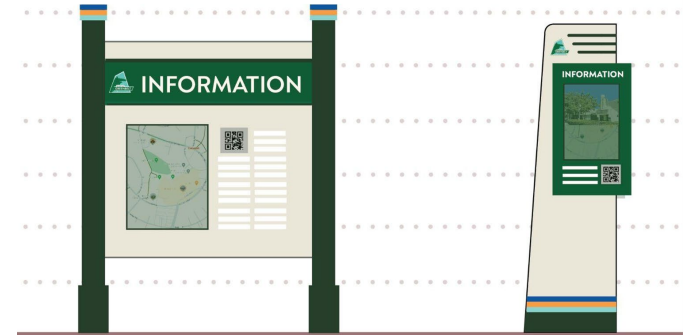
Post and Mounting System:

- Powder-Coated Aluminum or Galvanized Steel Posts ensuring rust resistance and longevity.

Graphics and Lettering:

- Digitally Printed UV-Resistant Inks – Prevents fading, ensuring long-term clarity.

UV-Resistant and Anti-Graffiti Coatings: Maintains the appearance and prevents vandalism.



Materials

Gateways

- Precast Concrete or GFRC (Glass Fiber Reinforced Concrete): Mimics natural stone but is lighter and more durable.
- Lettering and graphics: Laser-Cut or Routed Aluminum Lettering Mounted onto the aluminum panel for a dimensional effect.
- Illumination: Integrated LED Backlighting which adds nighttime visibility.



Banners

- Heavy-Duty Vinyl, which is waterproof, uv-resistant, strong against wind and tearing and can be printed with high quality graphics.

Cost Estimate – Sign Type

Wayfinding	Sign Type	Cost Range*
Gateway	Monument	\$10,000-30,000
Directional	Vehicular	\$2,000-4,000
Directional	Pedestrian	\$1,600-2,500
Directional / Identification	Trail Marker	\$250-350
Identification	Site Name	\$1,000-2,500
Identification	Banner	\$200-500
Informational	Directory	\$2,000-5,000
Informational	Kiosk	\$1,000-3,500

ADDITIONAL CONSIDERATIONS:

Installation Costs

Varies widely - 35% - 50% of the sum total for manufactured components

Lighting

\$1,500 to \$5,000 per sign (for integrated LED lighting)

Design, Permitting, & Engineering Fees

10-20% of total project cost

* May vary based on key factors referenced on the next slide. These estimates are based on averages derived from signage manufacturers and similar wayfinding plans.

Cost - Key Factors



Material Selection



Lighting & Electrical Needs



Sign Size & Complexity



Customization & Branding



Installation Costs



Regulatory Compliance & Permitting



Site Preparation & Landscaping



Maintenance & Longevity

Funding Opportunities

FEDERAL AND STATE GRANTS

- Maryland Department of Transportation (MDOT) - Transportation Alternatives Program (TAP)
- Maryland Heritage Areas Authority (MHAA) Grants
- Maryland Department of Housing and Community Development (DHCD) - Community Legacy Program
- Federal Highway Administration (FHWA)- Recreational Trails Program (RTP)

LOCAL AND REGIONAL FUNDING

- Prince George's County Redevelopment Authority

PUBLIC-PRIVATE PARTNERSHIPS & SPONSORSHIPS

- Business Improvement Districts (BIDs) & Main Street Programs
- Corporate Sponsorships
- Nonprofit Grants & Philanthropic Foundations

Implementation Strategy Recommendations

SITE REVIEW AND STAKEHOLDER INPUT

- City staff and stakeholders will review key sites before implementation.
- Priorities may shift with new developments or changes in public spaces.
- Collaboration with stakeholders (local businesses, parks departments, transit agencies) to consolidate or replace outdated or redundant signage for a more cohesive system.

COMMUNITY ENGAGEMENT AND PUBLIC OUTREACH

Ongoing engagement ensures public awareness and support.

Hold a public launch event to introduce the wayfinding system.

FLEXIBLE IMPLEMENTATION

Signs can be installed independently based on available resources.

This approach allows incremental improvements while maintaining a cohesive wayfinding system.

Implementation Strategy Recommendations cont.

FINALIZE CONCEPT DESIGN AND ENGINEERED DRAWINGS

- Concept designs from this phase serve as the foundation for the next stage.
- Engineered drawings will specify materials, structural details, and fabrication needs.

COMMUNITY ENGAGEMENT AND PUBLIC OUTREACH

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Hold a public launch event to introduce the wayfinding system.

FLEXIBLE IMPLEMENTATION

Signs can be installed independently based on available resources.

This approach allows incremental improvements while maintaining a cohesive wayfinding system.

Implementation Strategy Recommendations cont.

PHASED IMPLEMENTATION ORDER

- **Gateway Signage** – Installed first to establish key entrances and create a strong first impression.
- **Vehicular Directional Signage** – Helps drivers navigate before reaching pedestrian areas.
- **Pedestrian Directional Signage** – Enhances walkability and guides visitors to attractions.
- **Informational Kiosks & Directories** – Provide historical insights, maps, and digital access via QR codes.
- **Business Center Banners** – Reinforce branding and attract foot traffic to commercial areas.
- **Trail Markers** – Installed later due to environmental and parks department coordination.

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Thank You!

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