

**AMENDED
STATEMENT OF JUSTIFICATION
CSP-05007**

Beltway Plaza

OWNER/APPLICANT: GB Mall Limited Partnership
4912 Del Ray Avenue
Bethesda, MD 20814-2517

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REQUEST: Conceptual Site Plan (CSP-05007) to outline a comprehensive redevelopment approach including approximately six (6) phases consisting of approximately 175-250 townhouse/two over two units; 875-2,250 multifamily units, and 435,000-700,000 square feet of commercial retail.

I. DESCRIPTION OF PROPERTY

1. Location – Located on the north side of Greenbelt Road (MD 193), at the northeast quadrant of its intersection with Cherrywood Lane.
2. Use –Comprehensive redevelopment approach including approximately six (6) phases consisting of approximately 175-250 townhouse/two over two units; 875-2,250 multifamily units, and 435,000-700,000 square feet of commercial retail.
3. Incorporated Area – Greenbelt.
4. Council District – 4.
5. Parcels – Parcels AA, CC, DD, FF, Y, and Z.
6. Total Area – 53.88 acres.

7. Tax Map/Grid – 26/A-4.
8. Zoned: M-U-I/D-D-O.
9. Zoning Map – 210NE05.

II. APPLICANT'S PROPOSAL

A Conceptual Site Plan for Beltway Plaza (CSP-05007, formerly referred to as “Greenbelt Town Center at Beltway Plaza”) was accepted on August 8, 2006 by the Development Review Division of the Maryland-National Capital Park and Planning Commission (“M NCPPC”). Pursuant to Section 27-548.26(b)(1)(B), as originally filed, the application sought to rezone a portion of the subject property (approximately 15.4 acres) from the C-S-C Zone to the M-U-I Zone. On January 13, 2011, CSP-05007, as then submitted, was the subject of a public hearing before the Prince George’s County Planning Board. That hearing ended in tie vote, so no action was taken by the Planning Board on CSP-05007. On January 25, 2011, CSP-05007, as then submitted, was transmitted to the County Council of Prince George’s County, sitting as the District Council. On March 5, 2013, the District Council adopted CR-14-2013 for the purposes of approving and adopting the Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment. Among other things discussed in more detail infra, the SMA (Change Number 2), in order to “allow for a mix of uses to support the sector plan’s recommendations for the phased, comprehensive redevelopment of the [Beltway Plaza property] over time into a pedestrian friendly, mixed-use development, rezoned the entire Beltway Plaza property from the C-S-C Zone to the M-U-I Zone. The adoption of the SMA and subsequent rezoning of the subject property effectively addressed the original request made in CSP-05007 to rezone the subject property. Thus, the District Council never had a hearing nor took any action on CSP-05007, and the full case record remained with M-NCPPC. Since that time, the case has remained “pending” with no additional action until now.

Pursuant to the Applicability and Administration Section of the 2013 *Approved Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment*, the applicant is requesting a Conceptual Site Plan (CSP-05007), currently in review, to outline a comprehensive redevelopment approach that contemplates approximately 6 phases consisting of approximately 175-250 townhouse/2 over 2 units; 875-2,250 multifamily units, and 435,000-700,000 square feet of commercial retail. Specifically, the Sector Plan provides that “[a] conceptual site plan shall be approved prior to detailed site plan submittal for development within the . . . Beltway Plaza subarea.” (Sector Plan at p. 202). The Sector Plan further provides that the “conceptual site plan should outline a comprehensive approach to redevelopment of the subject properties, including a general indication of phasing, future land uses, and future connections to adjacent properties.” (*Id.*). Accordingly, the conceptual site plan submitted in conjunction with this application provides a comprehensive approach for the future redevelopment of Beltway Plaza.

The Sector Plan acknowledges that “the size, consolidated ownership, and strategic location of Beltway Plaza position the shopping center to redevelop *over time* into a vibrant, pedestrian friendly, mixed use landmark along the MD 193 Corridor.” (*Id.*, at p. 106; emphasis added). At the heart of this application, as recommended in the Sector Plan, is a strategic,

realistic, and thoughtful phasing plan with design elements that facilitate infill development and redevelopment while ensuring the site remains economically marketable/viable (to the fullest extent practicable). Indeed, nationwide, every shopping center owner, right now, is thinking about (and should be planning for) the center's longevity. That is accomplished, as recommended and envisioned in the Sector Plan, by providing phasing to accommodate the future redevelopment of a live, work, and play environment to transition the mall into a life-style center with 24/7 vibrant experiential mixed uses including residential units, commercial/retail space, restaurants, and office (medical or other professional spaces). The 2017 *Prince George's County Competitive Retail Market Strategic Action Plan* acknowledged that the current issue with the retail market in the County is quality. The Study expressed the need for shopping centers to avoid the vicious cycle of downward trending rents and marginalized centers, by instead densifying these centers with mixed-uses that include housing and commercial. Some examples of this strategy being successfully implemented throughout the region include Westfield Montgomery; Springfield Town Center; White Flint Mall; and Pike and Rose. This proposal will facilitate the future redevelopment of the Beltway Plaza shopping center into a life-style center that provides a balance of true mixed-uses that will create an energy curve that supports retailers and restaurants (among other uses). Simply put, to facilitate longevity, a comprehensive, strategic, realistic, and thoughtful phasing plan with design elements that facilitate infill development and redevelopment is needed – if not overdue.

Again, the conceptual site plan filed in conjunction with this application seeks to establish a feasible and responsible future infill/redevelopment framework for the existing Beltway Plaza Shopping Center. This framework is created primarily in response to well-documented land use and market trends that indicate serious near and long term instability in the marketplace for conventional, single-use shopping malls. This disruption potentially places neighborhood-serving retail services, municipal tax revenue, and local employment opportunities at risk. In response, the applicant is proposing a more resilient mixed-use neighborhood anchored by civic amenities, diverse land uses including housing, retail and other commercial uses consistent with the Sector Plan. This project requires a phased implementation in order to remain flexible to dynamic market conditions, minimize physical and operational impacts to existing uses/lease agreements and to balance proposed improvements with commensurate levels of development.

As designed, the conceptual site plan seeks to target five (5) Core Design Principles, as follows:

1. Market;
2. Planning/Urban Design/Amenities/Connectivity;
3. Housing;
4. Infrastructure; and
5. Environment.

1. Market

The Design Principles that make up Market include:

- a. Limit physical and operational impacts to existing uses until market conditions necessitate broader implications.

- b. Phase development only as market conditions allow.
- c. Maximize regulatory flexibility with diversity of allowable land uses and intensities to enhance absorption and allow nimble response to market conditions.
- d. Ensure various formats of retail, housing types and employment opportunities are provided/maintained in order to meet community/market needs.
- e. Maintain/enhance high visibility corridors and provide adequate separate and shared parking regimes to ensure an efficient and successful retail environment.

2. Planning/Urban Design/Amenities/Connectivity

The Design Principles that make up Planning/Urban Design/Connectivity include:

- a. Create a compact, safe, walkable urban neighborhood center for the use and enjoyment of residents and consumers.
- b. Create identifiable adjacent districts to coordinate proper design context and development timing.
- c. Leverage anchor tenants to attract smaller scale shops.
- d. Leverage programmed amenities to draw residents, consumers and employers.
- e. Provide streetscape improvements that enhance the functionality and aesthetic character of the neighborhood.
- f. Identify and improve multi-modal accessibility throughout the site to access key community nodes.
- g. Utilize flexible bulk regulation design standards to promote urban form and a pedestrian scale.
- h. Substantially conform to the Greenbelt Sector Plan.

3. Housing

The Design Principles that make up Housing include:

- a. Provide the potential for housing diversity to reach a broad spectrum of socioeconomic residents.
- b. Provide dense housing types in order to allocate sufficient land as common open space/pocket parks.
- c. Provide the potential for both home ownership and leasing opportunities.
- d. Provide realistic and cost effective housing typologies.

4. Infrastructure

The Design Principles that make up Infrastructure include:

- a. Improve certain property frontages to help complete neighborhood pedestrian networks.
- b. Revitalize and update certain corridor, parking facilities, landscape, hardscape and wayfinding features.
- c. Maximize utilization of existing Metrobus service and accessibility to Greenbelt Metro.

- d. Maximize opportunities for residents to access/utilize the Indian Creek Stream Valley Park and Greenbelt Middle School.
- e. Leverage existing parking facilities for both commercial and residential use.

5. Environment

The Design Principles that make up Environment include:

- a. Incorporate modern Environmental Site Design features and techniques for improved water quality.
- b. Convert portions of existing, underutilized parking lots to pervious surfaces with street trees and landscaping.
- c. Convert certain redeveloped aging building systems to modern energy efficient construction.
- d. Provide livable spaces through co-location of green infrastructure in pocket parks, buffers and edges.

These Design Principles have been well thought out and, to the fullest extent practical, included in the conceptual design of the phasing plan proposed with the conceptual site plan. Again, the purpose of the conceptual site plan, in this instance, is to create a strategic, realistic, and thoughtful phasing plan that is not only responsive to the above-mentioned design principles, but is also flexible to quickly respond to the ever changing and dynamic market conditions, minimize physical and operational impacts to existing uses/lease agreements, and balance proposed improvements with commensurate levels of development. The foregoing shapes the basis for the proposed phasing as follows.

Summary of Proposed Phasing

Phase 1 (Residential Transition Zone)

Phase 1 contemplates the redevelopment/infill of the existing surface parking lot areas on the north side of the subject property. This area is identified as the “Residential Transition Zone,” and is generally bounded by Breezewood Drive to the north, and the existing mall “ring road” to the south. This area is proposed to be exclusively residential in character, and is anticipated to contain approximately 175-250 townhomes and/or 2-over-2 residential dwelling units. A new street/sidewalk connection opposite Cherrywood Terrace is envisioned as well as a potential new street connection opposite the existing eastern parking lot entrance (subject to final grading/engineering feasibility). A new vehicular entrance/intersection is also envisioned on Cherrywood Lane in order to potentially consolidate multiple existing driveways in that general vicinity. The existing ring road within the Residential Transition Zone is proposed to be converted into a safe, pedestrian-centric, urban street section with on-street parking, street trees and site furnishings (benches, trash receptacles, street lights, bike racks, etc., to be determined with the detailed site plan). Multiple amenities such as pocket parks, mews, sidewalk and trailhead connections are conceptually envisioned, along with Environmental Site Design (“ESD”) features. A tot-lot and connection to the existing Greenbelt Middle School is proposed. Parking along Breezewood Drive would be encouraged to activate the streetscape in this district as well as the construction of a new sidewalk along the length of the southern portion of Breezewood Drive. Shared/mixed-use parking is proposed in this phase.

Phase 2 (Multifamily)

Phase 2 contemplates redevelopment/infill of the area immediately adjacent/south of Phase 1, proximate to the existing Garage 'B.' This phase contemplates the addition of new multifamily residential dwelling units, utilizing the existing structured parking garage 'B' or a possible reconstruction in the general area of garage 'B' over existing commercial/retail space (subject to engineering/structural feasibility). This area is proposed to be predominantly residential in character with vertically integrated mixed-uses possible on those commercial anchor spaces that are contemplated for long-term retention. Dwelling unit ranges in this area are anticipated to range from 100 – 225 dwelling units. On-site urban amenities such as a fitness center, swimming pool, meeting spaces, etc. will be determined with the detailed site plan. New residential units in this area are proposed to complement the existing units in Phase 1 so as to form a residential-character neighborhood, helping to obscure much of the rear portion of the mall superstructure. Shared/mixed-use parking is proposed in this phase.

Phase 3 (Neighborhood Shopping Center)

Phase 3 contemplates redevelopment/infill of those areas immediately adjacent to the existing grocery anchor on the western portion of the mall, in the area described as the "neighborhood shopping center" district. This phase will likely require partial demolition of the mall superstructure in order to accommodate a repositioning of the surface parking lot in order to enhance the utility, function and accessibility for the grocery store. New development is proposed in the form of multifamily units (possible age-restricted units), as podium/surface-parked. Dwelling unit ranges in this area are anticipated to range from 225 – 500 dwelling units. A new vehicular/pedestrian connection is envisioned along the front of the grocery anchor, connecting the northern "ring road" with the parking lot abutting Greenbelt Road. This phase will necessitate the reconfiguration of the existing surface parking lot proximate to the Cherrywood Lane/Greenbelt Road intersection. New/replacement commercial yield in this area allows for multiple buildings, anticipated to be ground-floor commercial/retail uses with potential office/flex uses above, totaling approximately ±150,000 – 200,000 square feet. The primary vehicular/pedestrian connection from the main entrance on Greenbelt Road to the northern ring road is proposed. Shared/mixed-use parking is proposed in this phase.

Phase 4 (Amenity Core & Mixed-Use Neighborhood Core)

Phase 4 is the most complex portion of the phased redevelopment of the mall and is the area identified as the "Amenity Core" and "Mixed-Use Neighborhood Core." This phase will require substantial demolition of large portions of the remaining mall superstructure, with anticipated retention of the existing mall anchor store spaces. New development/replacement commercial yield in this area will generally utilize the existing garage "A," or a possible reconstruction/addition (subject to engineering/structural feasibility). Dwelling unit ranges in this area are anticipated to be in increments of ±250 units, up to 1,000 total units. New/replacement commercial yield in this area allows for multiple buildings, anticipated to be ground-floor commercial/retail uses with predominantly residential uses above totaling approximately ±125,000 – 175,000 square feet. An intensive amenity core is proposed along with the timed redevelopment of this area to anchor the development and provide an outdoor, civic-style gathering space with urban amenities and activities. An urban-style plaza with amenities such as fountains, splash pad, meeting/gathering space, event lawn and enhanced retail/dining experiences such as café-style dining is envisioned at the primary locus of the site. An additional

street connection will be made from garage “B” to the existing southern “ring road.” Significant streetscape improvements will be provided such as parallel on-street parking, site furnishings (benches, trash receptacles, street lights, bike racks, etc., to be determined at the time of detailed site plan).

Phase 5 (Destination Retail)

Phase 5 includes the existing parking lot immediately adjacent to the easternmost retail anchor in the area identified as “destination retail” on the conceptual site plan. This phase will require infill of portions of the existing parking lot and a possible new structured parking facility. The existing retail anchor space is proposed to be retained, with new development being predominantly mixed-use in character. Dwelling unit ranges in this area are anticipated range from 175 to 250 dwelling units, new/replacement commercial/retail is anticipated to range from 40,000 to 60,000 square feet. Streetscape improvements are proposed to be expanded to complete the conversion of the ring road into a safe, pedestrian-centric, urban street section with on-street parking, street trees and site furnishings (benches, trash receptacles, street lights, bike racks, etc., to be determined at the time of detailed site plan).

Phase 6 (Pad Site Retail)

Phase 6 comprises of the existing retail pad sites located in the area identified as “Pad Site Retail” along the frontage of MD 193. This area offers the highest visibility and convenient access to Greenbelt Road and as such, fills a much needed convenience and highway retail segment to support the overall retail diversification and community-needs strategy. Views into the site through/beyond the pad sites are important to maintain for the overall project benefit, and only limited potential infill of this area is anticipated. Long term future commercial yield in this area allows for the potential of multiple buildings, anticipated to be free-standing or possibly vertical mixed-use, with predominantly office uses above, totaling approximately 15,000 – 25,000 square feet of new space. Re-positioning of the pad sites is also possible in response to future market conditions without regard to phasing and may allow for interior streetscape and pedestrian improvements to the secondary ring road.

Summary of Proposed Sustainability and Environmental Design Building Techniques

Chapter VI, Page 241-244, of the Sector Plan suggests the following on sustainable building techniques.

Sustainability and the Environment

Leadership in Energy and Environmental Design (LEED®) Certification

- LEED® standards for building, as set forth by the U.S. Green Building Council or other similar rating system standards, should be reviewed and integrated into the design and construction process for all new development and renovation projects. LEED-Silver or better certification (or the equivalent) is desired for all new development.
- LEED-Gold or platinum certification under an applicable LEED® rating system is encouraged for all development when feasible.
- Developments composed of several buildings should pursue LEED® for neighborhood development certification.

COMMENT: The Applicant will seek a Green Globes certification, which is a a weighted, point-based system which assesses a project's environmental impact and sustainability. Similar to LEED®, Green Globes measures achievement in seven Environmental Assessment Areas:

- Project Management
- Site
- Energy
- Water
- Materials and Resources
- Emissions, and
- Indoor Environment.

Passive Solar and Ventilation Design

- Provide shade for south-facing façades by designing properly-sized overhangs on south-facing glazing. Mature trees can also fulfill the need for shade on south-facing façades.
- Solar tubes and skylights can reduce the need for electric lighting or provide sunlight to rooms that have few or no windows. These are encouraged, because they provide natural daylighting to interior spaces.
- Maximize opportunities to align fenestration on opposite façades of buildings in order to facilitate cross ventilation. Minimize floor plate sizes so that rooms may have access to light and air.

COMMENT: The building architecture has not been determined at this stage however all of the above will be taken into account as the plan for the redevelopment of the site evolves.

Materials

- Wherever possible, green materials shall be used in both the structure and interior finishes of buildings. These include: recycled or salvaged materials, rapidly renewable materials (derived from plants with a fast growth cycle), Forest Stewardship Council® certified wood, and materials harvested or manufactured locally.

COMMENT: The building architecture has not been determined at this stage however all of the above will be taken into account as the plan for the redevelopment of the site evolves. Proposed buildings will almost certainly include a percentage of recycled, regional, and low VOC materials.

On-Site Energy Generation and Efficiency

- In the case of pitched roofs, place photovoltaic panels on the slope that has the highest amount of solar gain.
- In the case of flat-roofs, place photovoltaic panels behind a parapet so that they are not visible from the street, and orient them as closely as possible to the ideal angle for solar gain. Sun-tracking panels are encouraged.
- Roof-mounted solar hot water and/or photovoltaic panels are encouraged to reduce grid-demand energy use.
- Proposed plantings and/or building additions that will shade preexisting solar panel installations on adjacent properties shall be avoided.

COMMENT: The building architecture has not been determined at this stage however all of the above will be taken into account as the plan for the redevelopment of the site evolves. The applicant envisions the Property being developed in an efficient, sustainable manner, with native species and environmentally sensitive architecture meeting Green Globes standards.

- The phasing out of fossil-fuel climatization systems, such as oil heating, is encouraged. Renewable energy sources, such as wind, solar, and geothermal generation, should be pursued.

COMMENT: The current heating and cooling system used by the existing mall is dated and inefficient. As the mall is repurposed, the existing system will be decommissioned and replaced with the latest technology. At that time, all options including renewable energy sources will be considered.

- Air-conditioning systems and appliances should be of the highest efficiency ratings. Wherever possible, use Energy Star appliances.

COMMENT: This will certainly be a consideration when the heating and cooling systems are replaced. The builder of the townhomes and multifamily residences will need to provide Energy Star (or similar) appliances as demanded by the end user in order to stay competitive in the residential market.

- All lighting should use high-performance or LED lighting systems.

COMMENT: Lighting will be high-performance. Exterior lighting will be LED with cut-off fixtures.

Landscaping

- Minimize lawn or turf area. Turf should only be used in areas where it provides functional benefits.

COMMENT: The redevelopment of the mall into a dense urban development results in limited lawn panels. The one major turf area serves as a central gathering area where it is envisioned that outdoor concerts and exhibitions could take place.

- Use drought-tolerant and/or slow-growing hardy grasses, native and indigenous plants, shrubs, ground covers, and trees appropriate for local conditions.

COMMENT: These will be used in the planting design and the Landscape Plans submitted with the future detailed site plan will be in conformance with MNCPPC's Native Species requirements.

- Permanent irrigation systems shall only utilize captured rainwater and/or building graywater (with approved filtration systems).

COMMENT: As the design for the green areas develop, we will look to utilize captured rainwater or building graywater for irrigation of those areas.

- Potable water use should not be permitted in permanent irrigation systems.

COMMENT: Potable water will not be the first choice for permanent irrigation systems. We envision that proper plant selection and the use of non-potable water should be sufficient for most applications.

- Use mulches to minimize evaporation, reduce weed growth, and slow erosion.

COMMENT: We anticipate that mulch will be used for this project in this fashion.

- Encourage on-site food production by planting fruit-bearing trees adapted to the local climate.

COMMENT: The applicant will work with potential restaurant tenants to provide space on-site for limited food production and encourage local food sourcing.

- Encourage setting aside areas and constructing composting areas and planting beds for the cultivation of fruits, vegetables, and herbs.

COMMENT: At this time, with CSP-05007, no such areas are proposed.

Water Efficiency and Recharge

- Surface parking areas, alleyways, and driveways should be constructed with durable, pervious paving materials (grass paver systems, porous paving, or pervious asphalt) to promote groundwater recharge and reduce stormwater runoff quantity and flow rates. Gravel is discouraged because of issues related to dust generation.

COMMENT: Bio-retention and submerged gravel wetland facilities are proposed to promote the groundwater recharge and reduce stormwater runoff. An underground attenuation facility is proposed to mimic existing condition flow rates.

- All at-grade walks (excluding public sidewalks) and pathways should be constructed with pervious materials.

COMMENT: Due to the heavy use of the proposed private sidewalks by the public, they are envisioned to be pervious. Where possible, runoff from sidewalks will be designed to flow to grass panels to utilize disconnection from storm drain for stormwater management.

- Capture slow runoff using exfiltration tanks, drainage swales, and other devices.

COMMENT: Swales, bio-retention and submerged gravel wetland facilities are designed to capture runoff and control water quality.

- Use low-flow water closets, faucets, showerheads, washing machines, and other efficient water-consuming appliances.

COMMENT: Energy efficient plumbing systems will be employed.

Stormwater Management

- All new development within established floodplains shall comply with all adopted County, state, and federal environmental regulations to prevent unnecessary runoff and pressure on the Indian Creek and the local watersheds.

COMMENT: Site is outside of an established floodplain. An underground retention system is proposed to attenuate the 100 year storm prior to draining to the floodplain area. The Stormwater Concept Plan submitted for approval includes swales, bio-retention and submerged gravel wetland facilities.

- Underground or above-grade cisterns should be integrated into the site plan for all new development within or abutting tributaries to the Anacostia River. These cisterns will both reduce the amount of stormwater flowing into the river and help to store water on-site for uses such as landscape irrigation.

COMMENT: No cisterns are proposed. Stormwater quality and runoff reduction are achieved utilizing other on-site facilities.

- Site grading, paving, and planting shall be done in a manner that minimizes off-site stormwater runoff.

COMMENT: Off-site run-off is minimized by grading, which provides swales, bio-retention and other facilities for on-site storage.

- Suburban stormwater management measures, such as regional storage and drainage ponds, shall be prohibited.

COMMENT: Stormwater management quality is treated by meeting minimum MDE Environmental Site Design requirements using small scale facilities such as swales and bio-retention facilities.

Food Production

Local food production techniques are appropriate throughout the Greenbelt Metro Area and MD 193 Corridor development district. Cities are increasingly allowing urban agriculture and the raising of animals for supplies and reduction in energy consumption for food transport.

- Community gardens provide a focus for recreation and sociability greater than that of private yards. They are also welcomed by apartment-dwellers who enjoy gardening. Community garden plots are not sold but rather left under municipal or private administration.

COMMENT: No community garden is proposed. The site is fully developed.

- Green roofs also provide opportunities for food production even as they mitigate carbon emissions and reduce stormwater runoff. They may be incentivized by giving developers bonuses for installing them.

COMMENT: The building architecture has not been determined at this stage however green roofs will be considered as the plan for the redevelopment of the site evolves.

- Fruit trees may be included and designated for local food production.

COMMENT: The applicant will work with potential restaurant tenants to provide space on-site for limited food production and encourage local food sourcing.

III. COMMUNITY

Beltway Plaza consists of approximately 53.88 acres of land in the M-U-I/D-D-O Zone, and is on the north side of Greenbelt Road (MD 193), at the northeast quadrant of its intersection with Cherrywood Lane. To the north, across Breezewood Drive, include multifamily residential units in the M-U-I Zone. To the south of the property, across Greenbelt Road, are existing properties in the C-S-C Zone. To the west of the property, Cherrywood Lane, and beyond are commercial uses as well as vacant land in the M-U-I Zone, and to the east of the property is land in the O-S Zone that includes property utilized by the Board of Education (i.e., Greenbelt Middle School).

The subject property is located in the 2013 *Approved Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment*.

IV. CRITERIA FOR APPROVAL OF A CONCEPTUAL SITE PLAN & DESIGN GUIDELINES

The following Sections of the Prince George's County Zoning Ordinance are applicable to this application.

Sec. 27-276. Planning Board procedures.

(b) Required findings.

(1) The Planning Board may approve a Conceptual Site Plan if it finds that the Plan represents a most reasonable alternative for satisfying the site design guidelines without requiring unreasonable costs and without detracting substantially from the utility of the proposed development for its intended use. If it cannot make this finding, the Planning Board may disapprove the Plan.

COMMENT: Based on the points and reasons provided herein, in addition to the evidence filed in conjunction with this application, the applicant contends that this CSP represents the most reasonable alternative for satisfying the site design guidelines without requiring unreasonable

costs and without detracting substantially from the utility of the proposed development for the intended uses. Furthermore, it is worth highlighting that the M-U-I Zone does not require the approval of a conceptual site plan; however, the Sector Plan, for the Beltway Plaza subarea, requires a conceptual site plan prior to submittal of a detailed site plan. The basis for the Sector Plan's requirement to obtain a conceptual site plan for the Beltway Plaza subarea is to "outline a comprehensive approach to redevelopment of the subject properties, including a general indication of phasing, future land uses, and future connections to adjacent properties." (Sector Plan at p. 202). The CSP submitted in conjunction with this application provides for a comprehensive approach to redevelop the subject property that includes phasing, future land uses, and future connections to adjacent properties. Consequently, this requirement and the requirement of the Sector Plan are met.

(2) The Planning Board may approve a Conceptual Site Plan for a Mixed-Use Planned Community in the E-I-A or M-X-T Zone if it finds that the property and the Plan satisfy all criteria for M-X-T Zone approval in Part 3, Division 2; the Plan and proposed development meet the purposes and applicable requirements of the M-X-T Zone; the Plan meets all requirements stated in the definition of the use; and the Plan shows a reasonable alternative for satisfying, in a high-quality, well-integrated mixed-use community, all applicable site design guidelines.

COMMENT: This criterion is not applicable. Beltway Plaza is not a Mixed-Use Planned Community, as that term is defined in Section 27-107.01(a)(151.1) of the Zoning Ordinance, and the subject property is not located in the M-X-T Zone. Again, the M-U-I Zone does not require the approval of a conceptual site plan; however, the Sector Plan, for the Beltway Plaza subarea, requires a conceptual site plan prior to submittal of a detailed site plan. The basis for the Sector Plan's requirement to obtain a conceptual site plan for the Beltway Plaza subarea is to "outline a comprehensive approach to redevelopment of the subject properties, including a general indication of phasing, future land uses, and future connections to adjacent properties." (Sector Plan at p. 202). The CSP submitted in conjunction with this application provides for a comprehensive approach to redevelop the subject property that includes phasing, future land uses, and future connections to adjacent properties.

(3) The Planning Board may approve a Conceptual Site Plan for a Regional Urban Community in the M-X-T Zone if it finds that proposed development meet the purposes and applicable requirements of the M-X-T Zone and the Plan meets all requirements stated in the definition of the use and Section 27-544 of this Code.

COMMENT: Not applicable. Beltway Plaza is not a Regional Urban Community, as that term is defined in Section 27-107.01(a)(197.1) of the Zoning Ordinance, and the subject property is not located in the M-X-T Zone. Again, the M-U-I Zone does not require the approval of a conceptual site plan; however, the Sector Plan, for the Beltway Plaza subarea, requires a conceptual site plan prior to submittal of a detailed site plan. The basis for the Sector Plan's requirement to obtain a conceptual site plan for the Beltway Plaza subarea is to "outline a comprehensive approach to redevelopment of the subject properties, including a general indication of phasing, future land uses, and future connections to adjacent properties." (Sector Plan at p. 202). The CSP submitted in conjunction with this application provides for a

comprehensive approach to redevelop the subject property that includes phasing, future land uses, and future connections to adjacent properties.

(4) The plan shall demonstrate the preservation and/or restoration of the regulated environmental features in a natural state to the fullest extent possible in accordance with the requirement of Subtitle 24-130(b)(5).

COMMENT: The site is currently developed with over 800,000 square feet shopping mall and large expansive parking fields – including structured parking. A Natural Resources Inventory Equivalency Letter was approved for the CSP review (to wit: NRI-156-2018). A Tree Conservation Plan Type 1 has been submitted with this this application. Finally, an approved stormwater management plan and concept approval letter was issued (to wit: Case No.: 46825-2005-02). Therefore, regulated environmental features are either being preserved or have already been impacted by prior approvals accommodating the existing development.

Sec. 27-546. Site plans.

(d) In addition to the findings required for the Planning Board to approve either the Conceptual or Detailed Site Plan (Part 3, Division 9), the Planning Board shall also find that:

(1) The proposed development is in conformance with the purposes and other provisions of this Division;

COMMENT: The proposed application is in direct response to the Sector Plan’s vision, goals, recommendations to provide a realistic and thoughtful phasing plan and design elements that fulfill infill development and future redevelopment ensuring the site remains economically marketable/viable (to the fullest extent practicable). The plan submitted herein attempts to accommodate most of the suggestions/recommendation provided for in the Sector Plan’s “Beltway Plaza Illustrative Phasing Plan,” and is consistent with the Urban Land Institute’s recent Technical Assistant Panel Report on “Creating a Future for Greenbelt Road/MD 193. (See Sector Plan at p. 106-107 and Appendix A). Indeed, the pending application proposes a comprehensive phasing plan for the future redevelopment of the Beltway Plaza shopping center that utilizes five cored design principles (outlined above). The overall phasing plan for the repurposing and redevelopment of the Beltway Plaza mall will create a “live/work” component that does not currently exist. Furthermore, this application undoubtedly promotes reinvestment in, and provides appropriate redevelopment of, an older large scale commercial center that will, over time, create an attractive and distinctive community center for shopping, socializing, living, and will promote economic vitality with varying residential product types. This is certainly true with the proposed phasing and ultimate redevelopment of superstructure and underutilized parking fields.

(2) For property placed in the M-X-T Zone through a Sectional Map Amendment approved after October 1, 2006, the proposed development is in conformance with the design guidelines or standards intended to implement the development concept recommended by the Master Plan, Sector Plan, or Sectional Map Amendment Zoning Change;

COMMENT: Not applicable. The property is located in the M-U-I Zone.

(3) The proposed development has an outward orientation which either is physically and visually integrated with existing adjacent development or catalyzes adjacent community improvement and rejuvenation;

COMMENT: The requirement for a conceptual site plan, in this instance, stems from the Sector Plan requirement to “outline a comprehensive approach to redevelopment of the subject properties, including a general indication of phasing, future land uses, and future connections to adjacent properties.” (Sector Plan at p. 202). Consequently, in as much as this criterion is even applicable, the phasing plan for the future redevelopment of Beltway Plaza utilizes five core design principles resulting in a development that will catalyze the community and rejuvenation of the MD 193 corridor. At build-out, the redeveloped mall, as outlined in the phasing summary above, will be completely transformed into a vibrant and competitive mixed-use center featuring a network of walkable streets, pedestrian-oriented development, and attractive open/ amenity spaces. The mall's largest tenants will continue to anchor the site while new residential, retail, office, plaza, and amenity uses define its street grid and the MD 193 Corridor. This will result in compilation of both physical and visual integration with the area.

(4) The proposed development is compatible with existing and proposed development in the vicinity;

COMMENT: The proposed conceptual site plan is the first step to better interconnect Beltway Plaza with development in the vicinity by creating a vibrant and diverse mixed-use metropolitan center (i.e., a life-style center) that provides new housing, employment, and recreational opportunities by capitalizing on the property's location to existing transportation network/assets (including Metro) and improved pedestrian-oriented commercial/office potential. With the subsequent detailed site plans that will be required prior to building permits, the development scheme will be tested against the applicable development district standards to ensure the project achieves the vision of the Sector Plan. This will further ensure compatibility with existing and proposed development in the vicinity of the property.

(5) The mix of uses, arrangement and design of buildings and other improvements, and provision of public amenities reflect a cohesive development capable of sustaining an independent environment of continuing quality and stability;

COMMENT: The design of buildings in mass and structure fit well into the site and provide for the development of a cohesive development of residential and commercial structures on-site. Please also refer to the phasing summary above for a detailed analysis of each phase and development proposal therewith.

(6) If the development is staged, each building phase is designed as a self-sufficient entity, while allowing for effective integration of subsequent phases;

COMMENT: It is intended that the development associated with this CSP will be staged and developed as separate entities, with separate plans of development moving forward dependent on

market demands and trends. Regardless, the applicant contends that the development will be self-sufficient as each phase moves forward. Indeed, the Sector Plan recommended near-term, medium-term, and build-out phases, which are generally consistent with the applicant's proposed phasing. Critically important to propose phasing of this redevelopment project is to ensure flexibility to quickly respond to the every changing and dynamic market conditions, minimize physical and operational impacts to existing uses/lease agreements, and balance proposed improvements with commensurate levels of development.

(7) The pedestrian system is convenient and is comprehensively designed to encourage pedestrian activity within the development;

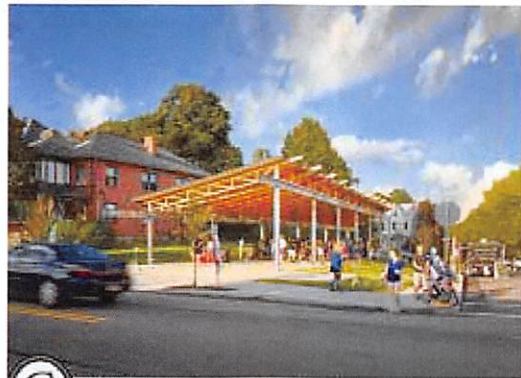
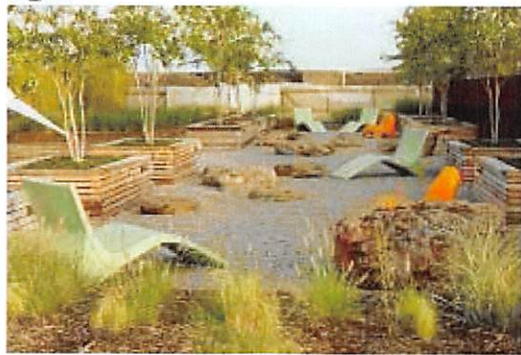
COMMENT: The proposed CSP contemplates upwards of six distinct phases (i.e., Residential Transition Zone; Multifamily; Neighborhood Shopping Center and Senior Living Residential; Amenity and Mixed-Use Neighborhood Core; Destination Retail; and Pad Site Retail) outlined above. Each of these areas will include and provide convenient accessible pedestrian systems.

(8) On the Detailed Site Plan, in areas of the development which are to be used for pedestrian activities or as gathering places for people, adequate attention has been paid to human scale, high quality urban design, and other amenities, such as the types and textures of materials, landscaping and screening, street furniture, and lighting (natural and artificial); and

COMMENT: At the time of DSP, it is expected that the areas of the development that will be used for pedestrian activities or as gathering places for people will provide human scale, high quality urban design, and other amenities, such as the types and textures of materials, landscaping and screening, street furniture, and lighting (natural and artificial). Some of these amenities may include the following:



Splashpad



Pocket parks and gathering spaces

(9) On a Conceptual Site Plan for property placed in the M-X-T Zone by a Sectional Map Amendment, transportation facilities that are existing; that are under construction; or for which one hundred percent (100%) of construction funds are allocated within the adopted County Capital Improvement Program, or the current State Consolidated Transportation Program, will be provided by the applicant, or are incorporated in an approved public facilities financing and implementation program, will be adequate to carry anticipated traffic for the proposed development. The finding by the Council of adequate transportation facilities at the time of Conceptual Site Plan approval shall not prevent the Planning Board from later amending this finding during its review of subdivision plats.

COMMENT: Not applicable. The property is located in the M-U-I Zone.

(10) On the Detailed Site Plan, if more than six (6) years have elapsed since a finding of adequacy was made at the time of rezoning through a Zoning Map Amendment, Conceptual Site Plan approval, or preliminary plat approval, whichever occurred last, the development will be adequately served within a reasonable period of time with existing or programmed public facilities shown in the adopted County Capital Improvement Program, within the current State Consolidated Transportation Program, or to be provided by the applicant.

COMMENT: Not applicable. The subject application is for a conceptual site plan for the redevelopment of Beltway Plaza Mall. Subsequently, a preliminary plan and detailed site plan will be required approvals to proceed with the proposed redevelopment envisioned with CSP-05007. Although a transportation adequacy test is not required with the CSP, the applicant has contracted with Lenhart Traffic Consulting, Inc., if any questions arise regarding transportation adequacy associated with the phasing plan.

(11) On a property or parcel zoned E-I-A or M-X-T and containing a minimum of two hundred fifty (250) acres, a Mixed-Use Planned Community including a combination of residential, employment, commercial and institutional uses may be approved in accordance with the provisions set forth in this Section and Section 27-548.

COMMENT: Not applicable. The property is located in the M-U-I Zone.

Section 27-274. Design Guidelines

Generally, Section 27-274 provides design guidelines regarding parking, loading, and circulation; lighting; views; green area; site and streetscape amenities; grading; service areas; public spaces; and architecture. It is worth noting that every sub-part of Section 27-274(a) uses the word “should” when describing each of the guidelines. Thus, none of the design guidelines are mandatory; instead, they are as they appear, guidelines used to promote the purposes of the zone. Consequently, the Planning Board is authorized to approve a conceptual site plan so long as the plan promotes the development in accordance with the principles for the orderly, planned, efficient, and economic development contained in the Sector Plan; and explains the relationship among proposed and existing uses, illustrates approximate locations where buildings and other proposed improvements may be placed, and generally describes recreational facilities, building architecture, and street furniture to be used on the final plan. Ultimately, a future detailed site plan will be filed that will show much more details and the Planning Board is authorized to approve said future detailed site plan so long as the plan represents a *reasonable alternative to satisfying the guidelines* – without requiring unreasonable costs or detracting substantially from the utility of the proposed development for its intended (and *permitted*) use.

Generally, as guidelines, that applicant and its consultants, as much as practical, have designed the site in conformance with said guidelines, but due to not yet having a builder, is limited in the amount of detail that can be shown. As contemplated in Section 27-272, said detail and specificity at the time of conceptual site plan is not required; however, generally, the applicant has endeavored to satisfy the following design guidelines to the fullest extent practical:

- Parking lot have been designed to provide safe and efficient vehicular and pedestrian circulation within the site;
- Parking spaces have been designed to be located near the use that it serves;
- Parking aisles have been oriented and designed to minimize the number of parking lanes crossed by pedestrians;
- Plant materials will be added to the parking lot for the commercial use to avoid large expanses of pavement;
- The loading area will be clearly marked and separated from parking areas;
- Light fixtures will be designed to enhance the site's design character;
- Luminosity and location of exterior fixtures will enhance user safety and minimize vehicular /pedestrian conflicts;
- Lighting will be designed to enhance building entrances and pedestrian pathways;
- The pattern of light pooling will be directed to the site;
- The site complies with the Landscape Manual or seeks Alternative Compliance for any requirements that cannot be met by proposing landscaping that will be equal to or better than what would be required;
- Public amenities including outdoor seating, bike racks, benches, etc. will be proposed; and
- Building architecture and materials will be high quality and visually interesting.

Specifically, the applicant offers the following:

(1) General.

- (A) The Plan should promote the purposes of the [Detailed] Site Plan.

COMMENT: The purposes of the Detailed Site Plan are found in Sections 27-281(b) and (c).

Section 27-281. Purpose of Detailed Site Plans.

(b) General purposes.

- (1) The general purposes of Detailed Site Plans are:

- (A) To provide for development in accordance with the principles for the orderly, planned, efficient and economical development contained in the General Plan, Master Plan, or other approved plan;
- (B) To help fulfill the purposes of the zone in which the land is located;
- (C) To provide for development in accordance with the site design guidelines established in this division; and
- (D) To provide approval procedures that are easy to understand and consistent for all types of Detailed Site Plans.

(c) Specific purposes.

- (1) The specific purposes of Detailed Site Plans are:

- (A) To show the specific location and delineation of buildings and

structures , parking facilities, streets, green areas, and other physical features and land uses proposed for the site;

(B) To show specific grading, planting, sediment control, tree preservation, and storm water management features proposed for the site;

(C) To locate and describe the specific recreation facilities proposed, architectural form of buildings, and street furniture (such as lamps, signs, and benches) proposed for the site; and

(D) To describe any maintenance agreements, covenants, or construction contract documents that are necessary to assure that the Plan is implemented in accordance with the requirements of this Subtitle.

COMMENT: This Conceptual Site Plan will promote the purposes found in Section 27-281 as well as the requirements of the Sector Plan to provide phasing, future land uses, and future connections to adjacent properties. Specifically, this plan helps to fulfill the purposes of the M-U-I Zone in which the subject property is located. A mixed use development consisting of a mix of residential units and commercial retail use(s) are permitted in the M-U-I Zone. Future detailed site plans will give an illustration as to the approximate location and delineation of all proposed buildings, parking, streets, green areas, and other similar physical features and land uses proposed for the site.

In addition to the purposes set forth in Section 27-281, Section 27-274 further requires the Applicant demonstrate the following:

(2) Parking, loading, and circulation

(A) Surface parking lots should be located and designed to provide safe and efficient vehicular and pedestrian circulation within the site, while minimizing the visual impact of cars. Parking spaces should be located to provide convenient access to major destination points on the site.

(B) Loading areas should be visually unobtrusive and located to minimize conflicts with vehicles or pedestrians.

(C) Vehicular and pedestrian circulation on a site should be safe, efficient, and convenient for both pedestrians and drivers.

COMMENT: The proposed Conceptual Site Plan illustrates that all parking and loading areas are located and designed to provide safe and efficient vehicular and pedestrian circulation throughout the entire site.

(3) Lighting.

(A) For uses permitting nighttime activities, adequate illumination should be provided. Light fixtures should enhance the design character.

COMMENT: This Conceptual Site Plan anticipates at least some activities taking place in the evening and will provide adequate lighting levels for safe vehicular and pedestrian movements. The site lighting will provide the new residents and future patrons of the commercial/life-style component with a bright, safe atmosphere while not causing a glare or light bleeding onto adjoining properties, as the applicant would anticipate using full cut-off light fixtures. Although

a specific detail of all residential and commercial lighting has not yet been identified, some possible examples of public lighting may include the following:



(4) Views.

(A) Site design techniques should be used to preserve, create, or emphasize scenic views from public areas.

COMMENT: This Conceptual Site Plan complies with the design guidelines outlined in sub-part (4). This plan is designed to preserve, create, or emphasize views from the public roads and the adjoining property. All buildings will be designed to provide a modern, clean and strong presence along road frontages. Other views and public areas will be emphasized through the anticipated use of sitting areas along with sidewalks to collectively connect the various components of the project. Possible examples of these views and use of public areas are provided below in subpart 9.

(5) Green Area.

(A) On site green area should be designed to complement other site activity areas and should be appropriate in size, shape, location, and design to fulfill its intended use.

COMMENT: An intensive amenity core is proposed along with the timed redevelopment of this area to anchor development and provide attractive outdoor places that promote an engaged user experience and diverse socialization. This proposed amenity core establishes a well-positioned civic-style gathering space and plaza with amenities and uses that provide four seasons of interest. Amenities within the core include fountains, splash pad, space creating landscape planting, meeting/gathering space, event lawn and enhanced retail/dining experiences such as café-style dining. The primary focus of the site is geared toward the retail and dining experience.

Plantings within the proposed ESD facilities will be developed to enhance the surrounding settings by incorporating native and resilient plant communities. These location specific planting designs will provide the biology necessary to complete each living system within the facility and potentially reduce maintenance costs. The proposed ESD facilities are viewed as potential site

assets and habitat opportunities that tie together spaces while providing improved water quality.

The experience of the site will be largely dictated by strategic, aesthetic landscape planting that will encourage circulation, enhance architecture, and compliment the hardscape throughout the development. Planting will be sensitively located to provide adequate view sheds to complimentary spaces to further engage the user. Each proposed green area and its subsequent vegetative enhancement will be assessed for both context hardiness and ecological benefit to the development.

(6) Site and streetscape amenities.

(A) Site and streetscape amenities should contribute to an attractive, coordinated development and should enhance the use and enjoyment of the site.

COMMENT: The Conceptual Site Plan submitted with this application complies with the design guidelines outlined in sub-part (6). The proposed site and streetscape amenities will contribute to be attractive and coordinated with the development. That is, the site fixtures will be durable high quality material and will be attractive, which will enhance the site for the future residents and patrons. As further referenced above, within a number of the proposed phases, additional street connections and street scape amenities are proposed. Some possible examples of site fixtures and anticipated streetscape are provided below.





(7) Grading.

(A) Grading should be performed to minimize disruption to existing topography and other natural and cultural resources on the site and on adjacent sites. To the extent practicable, grading should minimize environmental impacts.

COMMENT: This Conceptual Site Plan complies with the design guidelines outlined in sub-part (7). Although the vast majority of the site is currently developed, grading will be necessary. Nevertheless, all grading and landscaping will help to soften the overall appearance of the improvements once constructed. The proposed development will address the needs and expectations of the modern consumer. To the fullest extent practical, all grading will be designed to minimize disruption to existing topography.

(8) Service Areas.

(A) Service areas should be accessible, but unobtrusive.

COMMENT: Service areas, like loading areas to serve the commercial retail development, will be conveniently located and/or screened. Where possible, service areas serving multiple buildings will be designed so that the number of service areas can be limited.

(9) Public Spaces.

(A) A public space system should be provided to enhance a large-scale commercial, mixed use, or multifamily development.

COMMENT: Some possible examples of public space systems are provided below and described above.





(10) Architecture.

(A) When architectural considerations are references for review, the Conceptual Site Plan should include a statement as to how the architecture of the buildings will provide a variety of building forms, with unified, harmonious use of materials and styles.

(B) The guidelines shall only be used in keeping with the character and purpose of the proposed type of development and the specific zone in which it is to be located.

(C) These guidelines may be modified in accordance with section 27-277.

COMMENT: Architectural plans are not required at the time of CSP. However, the Conceptual Site Plan complies with the design guidelines outlined in sub-part (10). At the time of Detailed Site Plan, the applicant will endeavor to ensure that all architecture for the residential units and

redevelopment of the commercial/retail/office space will provide a high quality of building materials and provide a variety of architectural elements. Some possible examples of possible residential and commercial architecture are provided below.



(11) Townhouses and Three-Story Dwellings.

- (A) Open space areas, particularly areas separating the rears of buildings containing townhouses, should retain, to the extent possible, single or small groups of mature trees. In areas where trees are not proposed to be retained, the applicant shall demonstrate to the satisfaction of the Planning Board or the District Council, as applicable, that specific site conditions warrant the clearing of the area. Preservation of individual trees should take into account the viability of the trees after the development of the site.
- (B) Groups of townhouses should not be arranged on curving streets in long, linear strips. Where feasible, groups of townhouses should be at right angles to each other, and should facilitate a courtyard design. In a more urban environment, consideration should be given to fronting the units on roadways.
- (C) Recreational facilities should be separated from dwelling units through techniques such as buffering, differences in grade, or preservation of existing trees. The rears of buildings, in particular, should be buffered from recreational facilities.
- (D) To convey the individuality of each unit, the design of abutting units should avoid the use of repetitive architectural elements and should employ

a variety of architectural features and designs such as roofline, window and door treatments, projections, colors, and materials. In lieu of this individuality guideline, creative or innovative product design may be utilized.

(E) To the extent feasible, the rears of townhouses should be buffered from public rights-of-way and parking lots. Each application shall include a visual mitigation plan that identifies effective buffers between the rears of townhouses abutting public rights-of-way and parking lots. Where there are no existing trees, or the retention of existing vegetation is not practicable, landscaping, berming, fencing, or a combination of these techniques may be used. Alternatively, the applicant may consider designing the rears of townhouse buildings such that they have similar features to the fronts, such as reverse gables, bay windows, shutters, or trim.

(F) Attention should be given to the aesthetic appearance of the offsets of buildings.

COMMENT: The Conceptual Site Plan complies with the design guidelines outlined in sub-part (11). At the time of Detailed Site Plan, the applicant will endeavor to ensure that all townhouses and three-story dwelling residential units will provide a high quality of building materials and comply with the design standards outlined in sub-part (11). Some possible examples of possible townhouse residential dwellings are provided below.



V. MASTER PLAN CONFORMANCE

Beltway Plaza

Policy 1: Support the phased, comprehensive redevelopment of Beltway Plaza into a pedestrian-friendly, mixed-use development (see pages 106 and 107).

Strategies

Strategy 1.1. Rezone the entire Beltway Plaza property to permit comprehensive, well- designed, mixed-use redevelopment.

Strategy 1.2. Require the approval of a conceptual site plan prior to detailed site plan submittal. This conceptual site plan should outline a comprehensive approach to redevelopment, including a general indication of phasing, future land uses, and future connections to adjacent properties.

Strategy 1.3. Incorporate a mix of housing types that are attractive to a range of homebuyers and renters. Concentrate townhomes at the rear of the property as a transition to the residential uses along Breezewood Drive at Franklin Park at Greenbelt Station and encourage multifamily types throughout the site. Discourage single-family detached development. Include neighborhood-serving retail uses on the ground floor of new buildings to meet convenience needs of existing and future residents.

Strategy 1.4. Encourage a mix of pedestrian-oriented uses, designed both vertically within individual buildings and horizontally among multiple buildings, as the property redevelops.

Strategy 1.5. Frame the MD 193 Corridor with enhanced landscaping; a wide, continuous sidewalk; and, over the medium- to long-term, new mixed-use commercial development featuring rear-oriented parking.

Strategy 1.6. Provide urban design standards to guide the redevelopment of Beltway Plaza and ensure high-quality streets and streetscape, open and public spaces, and building form and architecture.

Strategy 1.7. Incorporate environmental site design techniques and innovative approaches to stormwater management, reduction of impervious surfaces, green roofs, and other sustainable development practices in all phases of redevelopment.

Strategy 1.8. Work with the property owner to address the constraints existing long-term leases pose to redevelopment. Consider financial incentives, guarantees for relocation, and other techniques that may encourage tenants to take a flexible approach to redevelopment.

Strategy 1.9. Prior to the submission of any conceptual or detailed site plans, the applicant should conduct community outreach meetings to collaborate with and obtain input and feedback from area residents and the City of Greenbelt and Town of Berwyn Heights.

Strategy 1.10. Integrate and amenitize safe, attractive, and accessible public open spaces in all phases of redevelopment.

Policy 2: Ensure the character of new development is connected to and compatible with Franklin Park at Greenbelt Station to the north and the commercial uses along the southern side of MD 193.

Strategies

Strategy 2.1. Incorporate clear pedestrian- and bicycle-friendly linkages that connect Beltway Plaza to Franklin Park at Greenbelt Station and the Town of Berwyn Heights.

Strategy 2.2. In coordination with the Town of Berwyn Heights and the City of Greenbelt, encourage redevelopment to frame new gateways along MD 193 at Cherrywood Lane, Cunningham Drive, and 62nd Avenue.

Beltway Plaza Illustrative Phasing Plan

The size, consolidated ownership, and strategic location of Beltway Plaza position the shopping center to redevelop over time into a vibrant, pedestrian-friendly, mixed-use landmark along the MD 193 Corridor. Two elements will prove critical to the site's evolution—public-private investment in infrastructure and streetscape improvements, and a realistic and thoughtful phasing plan and design elements that facilitate infill development and redevelopment while ensuring the site is examined comprehensively.

Any proposed phasing plan should involve a commitment by the property owner to comprehensively craft:

- ❖ A circulation network that establishes a system of internal streets, scaled, as appropriate, for pedestrian, bicycle, and transit use, and new connections between MD 193 and Breezewood Drive and to Franklin Park at Greenbelt Station across Breezewood Drive.
- ❖ A coordinated landscaping, signage, and lighting plan and design theme that incorporates lessons from historic Greenbelt while encouraging the site to shape its own unique sense of place.
- ❖ A sustainability plan that demonstrates the site's holistic and innovative approaches to reducing impervious surfaces, improving water and air quality, and limiting noise and light pollution.
- ❖ A land use program that:
 - Requires a mix of uses—including ground-floor retail; a range of housing types; and public, open spaces—while providing flexibility to the property owner to respond to market demands.
 - Establishes gateways along MD 193 at Cherrywood Lane, Cunningham Drive, and 62nd Avenue, and frame/define these gateways with multi-story buildings placed close to the streets, publicly accessible plazas, landmark structures or features, and special landscaping and signage treatments.
 - Transitions in height, building types, and building massing to ensure a more compatible relationship to the mixed-use residential neighborhood at Franklin Park at Greenbelt Station.
 - Fosters a vibrant and safe, pedestrian-oriented environment.
- ❖ A coordinated parking management plan that encourages shared- parking and minimizes the visual impact of surface parking lots and parking garages through appropriate screening and landscaping.

This sector plan should serve as a guide for the phased redevelopment of the Beltway Plaza holdings. The following illustrative site plan diagrams show how the site could evolve in a comprehensive manner. These illustrative site plan diagrams should not be construed as a mandate. The sector plan recognizes that market conditions will dictate specific phasing and uses.

TOP: In the near-term, residential infill and integrated public open spaces are constructed in the rear of the property along Breezewood Drive to frame the street. New landscaping, lighting, and pedestrian paths create a welcoming transition to Franklin Park at Greenbelt Station. Liner uses and appropriate buffering conceal parking. Streetscape improvements are made along MD 193 to complete sidewalk networks and widen existing sidewalks, provide street trees, and accommodate bicycles.

COMMENT: The proposed phasing plan above adheres to this recommendation.

MIDDLE: In the medium-term, a new pedestrian and transit- oriented grid system begins to form, bisecting the Beltway Plaza Mall while retaining its principal anchors. Direct road connections from Cherrywood Terrace, Cunningham Drive, and 62nd Avenue are constructed into the core of the site. New high-quality retail uses frame the intersections of MD 193 and Cherrywood Lane and MD 193 and Cunningham Drive, and serve as gateways to the center while retaining many of the mall’s pad sites and maintaining unobstructed view corridors to the mall’s anchor tenants. The MD 193 streetscape is improved in concert with State Highway Administration improvements to the roadway, with emphasis on dedicated bicycle facilities.

COMMENT: The proposed phasing plan above adheres to this recommendation.

BOTTOM RIGHT: At buildout, the Beltway Plaza Mall is transformed into a vibrant and competitive mixed-use center featuring a network of walkable streets, pedestrian-oriented development, and attractive open spaces. The mall’s largest tenants continue to anchor the site while new retail and office uses, plazas, and pocket parks define its street grid and the MD 193 Corridor.

COMMENT: The proposed phasing plan above adheres to this recommendation.

VI. DEVELOPMENT DISTRICT STANDARDS

While development in the Greenbelt Metro Area and MD 193 Corridor DDOZ is subject to the development district standards, the “Applicability and Administration” Section of the Sector Plan, as well as Section 27-548.25 of the Zoning Ordinance, clearly provides that said standards must be met at the time of detailed site plan, not at the time of conceptual site plan. Specifically, the “Site Plan Submittal Requirements” on page 204 of the Sector Plan reference detailed site plan submittal requirements relative to the standards, and Section 27-548.25(b) provides that “[i]n approving the *Detailed Site Plan*, the Planning Board shall find that the site plan meets applicable Development District Standards.” (Emphasis added). Neither the Sector Plan nor the Zoning Ordinance require conformance to the Development District Standards at the time of CSP, and Section 27-548.25(b) very clearly requires the Planning Board to make a finding of conformance to said standards with the detailed site plan, and not the conceptual site plan.

Moreover, the M-U-I Zone does not require the filing of a conceptual site plan. The Sector Plan, however, requires a conceptual site plan for the Beltway Plaza Subarea in order to “outline a comprehensive approach to redevelopment . . . , including phasing, future land uses,

and future connections to adjacent properties.” (Sector Plan at p. 202). This is the basis for the filing of CSP-05007, as the applicant is conforming to the Sector Plan’s policies and strategies for the Beltway Plaza Subarea by submitting a CSP that outlines a comprehensive approach to redevelop the property by including phasing, future land uses, and future connections to adjacent properties. With each future DSP, the applicable Development District Standards will be addressed pursuant to the Sector Plan and Section 27-548.25. Until then, conformance with the Development District Standards is not required, and any such analysis, given the fact that the Sector Plan only requires a CSP to provide a comprehensive approach for phasing, land use, and future connections, would be impractical. This is further confirmed by the Community Planning Division’s comments that “when the site is ready to move to a DSP, the submittal requirements can be found on pages 204-205; the Development District Standards for Beltway Plaza are on pages 220-221 . . . ; [and] other general standards that may apply are on pages 223 -249 [of the Plan].”

VII. PRIVATE RECREATIONAL FACILITIES


The applicant will be proposing private facilities that will ultimately be determined at the time of preliminary plan of subdivision review with future phases.

VIII. CONCLUSION

Based on the foregoing, as well as all of the development plans filed in conjunction with this application, the applicant respectfully requests the approval of CSP-05007.

Respectfully submitted,

MCNAMEE HOSEA

By: 
Matthew C. Tedesco, Esq.

Date: November 20, 2018