

# BELTWAY PLAZA

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ADVISORY PLANNING BOARD MEETING | JANUARY 2 2018



**LENHART TRAFFIC CONSULTING, INC.**  
645 BALTIMORE ANNAPOLIS BLVD, SUITE 214  
SEVERNA PARK, MD 21146  
TEL: (410) 216-3333  
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[www.lenharttraffic.com](http://www.lenharttraffic.com)

**QUANTUM**  
COMPANIES

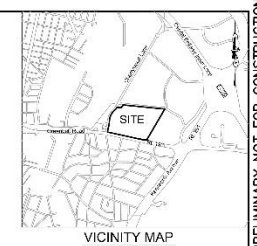
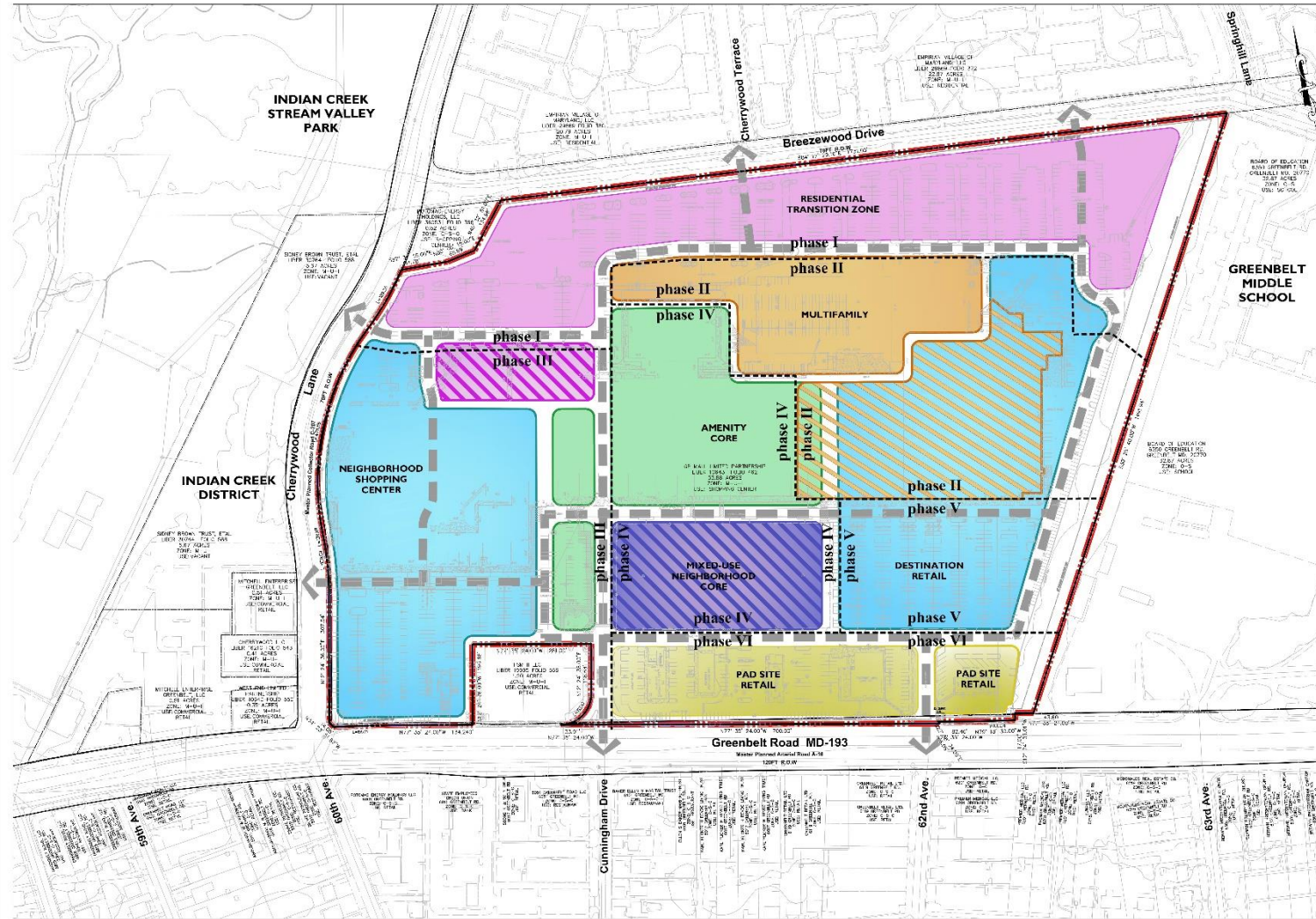
**MH** | **McNamee Hosea**  
Attorneys & Advisors

**RODGERS** | Knowledge  
CONSULTING | Creativity  
Enduring Values



# PHASING PLAN AS SUBMITTED

## PHASING PLAN CSP-05007 BELTWAY PLAZA



**LEGEND**

- SUBJECT PROPERTY BOUNDARY
- PROPOSED PARKWAY & ROAD
- PROPOSED BI-WAY ACCESS
- RESIDENTIAL - MULTI-FAMILY
- RESIDENTIAL - SINGLE-FAMILY A-FACHS
- RESIDENTIAL - SENIOR LIVING
- COMMERCIAL/RETAIL/CAFE
- MIXED USE
- CORE AREA
- RESIDENTIAL - MULTI-FAMILY OVER EXISTING COMMERCIAL
- FUTURE COMMERCIAL

**APPROVAL**

PROJECT NAME: BELTWAY PLAZA  
 PROJECT NUMBER: CSP-05007

**SCALE** 1" = 100'

**DATE** 12/24/2024  
**BY** JLD  
**CHECKED** JLD  
**DESIGNED** JLD  
**DATE** 12/24/2024

**RELEASE TO:** \_\_\_\_\_

NOTE: Conceptual Site Plans are not required for properties in the M-U-1 zone, however this CSP is being submitted to fulfill the requirements of the 2013 Greenbelt Metro area and MD-193 Corridor Plan and Sectional Map Amendment (S.M.A.). The S.M.A. requires a Conceptual Site Plan to be approved prior to submittal of a Detailed Site Plan. The CSP is to show phasing of redevelopment, future land uses, and future connections to adjacent properties, all of which are reflected on the above.



REASON	DATE	REASON	DATE	REV. NO.	DATE	Owner/Developer:
						Quantum Companies c/o Fred Wine The Quantum Building 4912 Del Ray Avenue Beltsville, MD 20814

**BELTWAY PLAZA**

FLECTION DISTRICT No. 21  
 PRINCE GEORGE'S COUNTY, MARYLAND  
 TAX MAP 26.24 0101 41.4-01.01.02  
 200 FOOT MAP 210VC05,210NC06,211NE05,211ND06

**RODGERS CONSULTING**

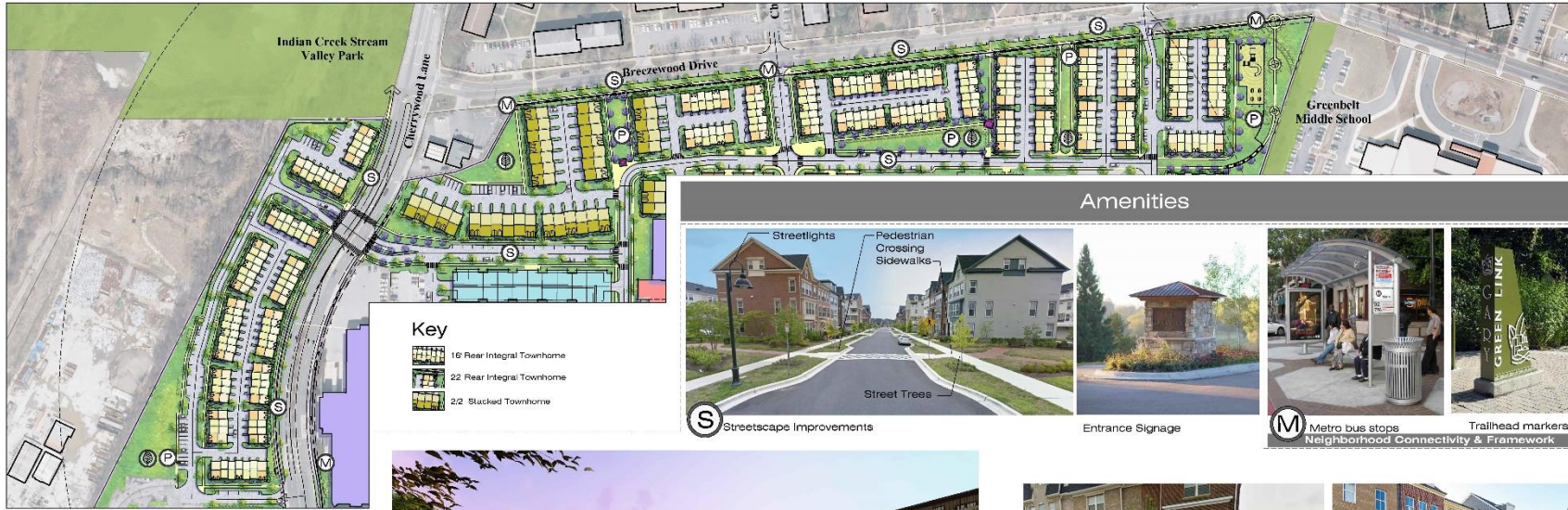
1811 North Lee, Suite 100, Largo, Maryland 20775  
 P: 301.946.0300 F: 301.946.8226 www.rodgers.com

**CONCEPTUAL SITE PLAN  
PHASING PLAN**

SCALE: 1" = 100'  
 AS NO. 1287A  
 DATE: 12/24/24  
 SHEET NO. 2 OF 2

PRELIMINARY NOT FOR CONSTRUCTION

# HOUSING DIVERSITY & AMENITIES



## Housing Variety and Choice



Units of different sizes and configurations



Rooftop terraces



2/2 stacked townhomes



Breezewood Drive, with proposed Townhome units, landscaping, additional pedestrian sidewalks and road improvements



Large, passive open spaces for exercise or play



**P** Play Areas



**G** Pocket parks, seating areas, and gathering spaces



Jogging paths



Dog Park



**N** Neighborhood picnic and bbq areas



Urban recreation with wifi plazas, collaboration spaces, restful seating plazas and open spaces

Places to Work and Play

### Amenities

Streetlights  
Pedestrian Crossing Sidewalks  
Street Trees

Entrance Signage

**M** Metro bus stop  
Neighborhood Connectivity & Framework  
Trailhead markers



Note: Exhibit for illustrative purposes only and to imply design intent. Final architecture, plan layout, materials and details to be determined at CSP stage.

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Neighborhood Visioning  
Housing Diversity and Amenities



Community Responsibility

Design Principles

Neighborhood Connectivity & Framework

Environmental Stewardship & Sustainability

Housing Variety and Choice

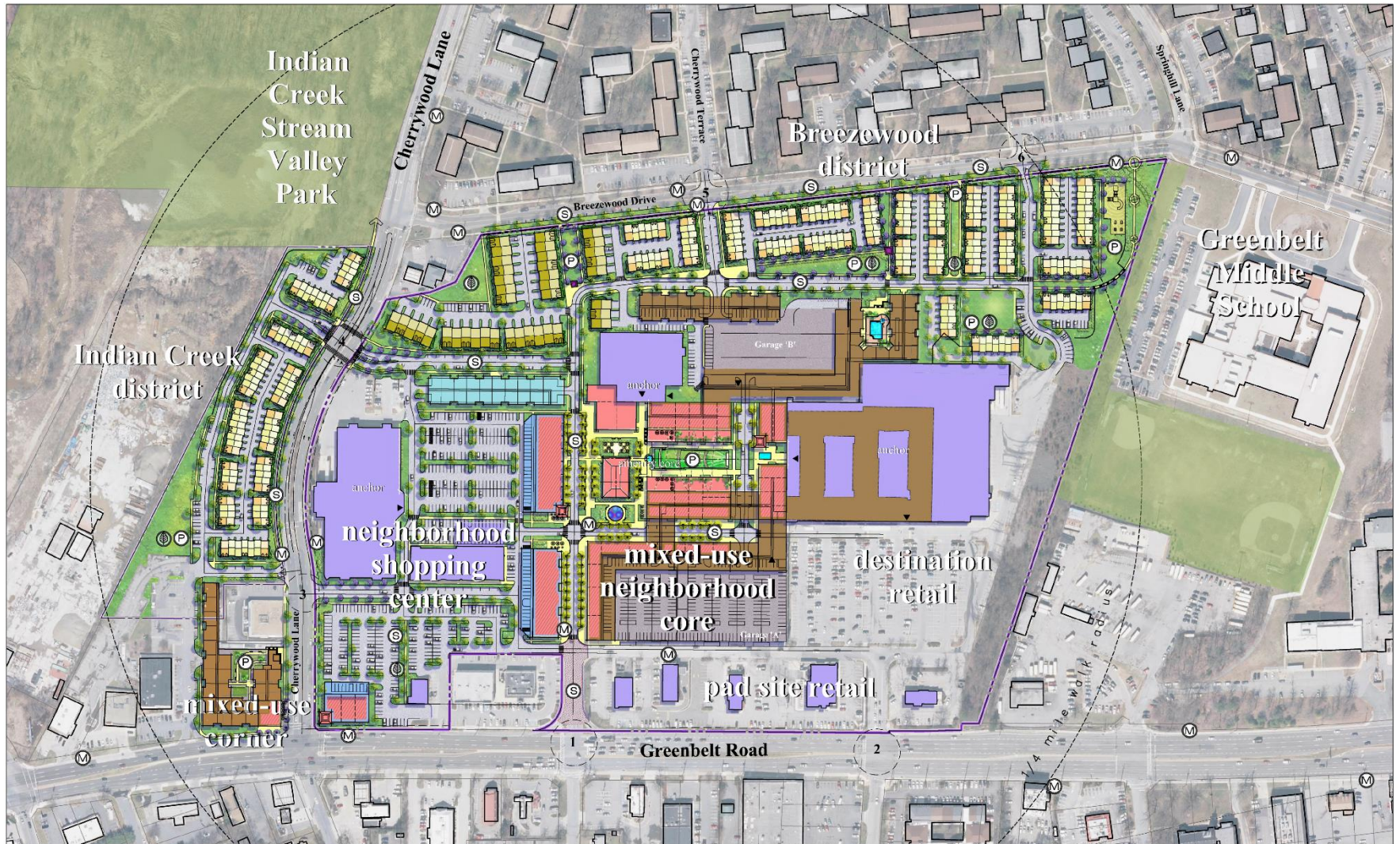
Sustainable Phasing

Places to Work and Play



RODGERS CONSULTING  
10000 Greenbelt Road, Suite 200, Greenbelt, MD 20770  
301.261.1111 | www.rodgersconsulting.com

# MASTER DEVELOPMENT PLAN



**Key**

	2C Rear Integral Townhome		M Metrobus Stop
	2C' Rear Integral Townhome		P Pocket Park/Open Space/Amenity
	2Z Stacked Townhome		ESD
	Multi-Family		S Streetscape Improvements
	Multi-family over Retail		1 Intersection Reference #
	Ex. Retail to remain		
	Office/Flex over Retail		
	Ex./expanded Parking Garage		

**General Notes:**

This Master Development Plan (MDP) is a vision document meant to establish a feasible and reasonable 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 situation potentially places neighborhood serving retail services, municipal tax revenue and local employment opportunities at risk. In response, this MDP proposes creation of a more resilient mixed-use neighborhood anchored by civic amenities, diverse land uses including housing, retail and other commercial uses consistent with the Approved Greenbelt Metro Area and MD 153 Corridor Sector Plan. This project requires a phased implementation in order to remain flexible to dynamic market conditions, minimize physical and operational impacts to existing users/lease agreements and to balance proposed improvements with commensurate levels of development.

The plan as indicated is conceptual and may vary subject to application, submittal, review and regulatory approvals as applicable.

- MDP Core Design Principles:**
- 1.1. Utilize a mix of residential densities, building types and market conditions to create a diverse, resilient and vibrant community.
  - 1.2. Place development on all vacant conditions allow.
  - 1.3. Integrate a mix of building types and market conditions to create a diverse, resilient and vibrant community.
  - 1.4. Integrate a mix of building types and market conditions to create a diverse, resilient and vibrant community.
  - 1.5. Integrate a mix of building types and market conditions to create a diverse, resilient and vibrant community.
  - 2.1. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
  - 2.2. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
  - 2.3. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
  - 2.4. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
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  - 2.6. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
  - 2.7. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
  - 2.8. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
  - 2.9. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
  - 2.10. Create a vibrant, walkable, multi-modal neighborhood center for the use and enjoyment of residents and commuters.
  - 3.1. Provide the potential for housing density to meet a broad spectrum of housing needs.
  - 3.2. Provide the potential for housing density to meet a broad spectrum of housing needs.
  - 3.3. Provide the potential for housing density to meet a broad spectrum of housing needs.
  - 3.4. Provide the potential for housing density to meet a broad spectrum of housing needs.
  - 3.5. Provide the potential for housing density to meet a broad spectrum of housing needs.
  - 4.1. Integrate a mix of building types and market conditions to create a diverse, resilient and vibrant community.
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  - 4.3. Integrate a mix of building types and market conditions to create a diverse, resilient and vibrant community.
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  - 4.5. Integrate a mix of building types and market conditions to create a diverse, resilient and vibrant community.
  - 5.1. Integrate a mix of building types and market conditions to create a diverse, resilient and vibrant community.
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  - 5.5. Integrate a mix of building types and market conditions to create a diverse, resilient and vibrant community.



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Master Development Plan



- Community Responsibility
- Design Principles
- Neighborhood Connectivity & Framework
- Environmental Stewardship & Sustainability
- Housing Variety and Choice
- Sustainable Phasing
- Places to Work and Play



The background features abstract geometric shapes. At the top, there are overlapping, semi-transparent green shapes that create a layered effect. At the bottom, there are overlapping, semi-transparent grey shapes that also create a layered effect. The central area is a plain white background where the text is located.

# PERSPECTIVES



## Breezewood Drive

Pedestrian connectivity and roadway/ streetscape improvements, showing proposed townhomes on existing plaza parking lot with additional landscaping and open spaces



## Linear Park and Urban Recreation Plaza

Linear park central to the neighborhood, with large open spaces for passive and active play, with an urban plaza providing seating areas, gardens, and gathering places for social recreation





## Urban Recreation Plaza

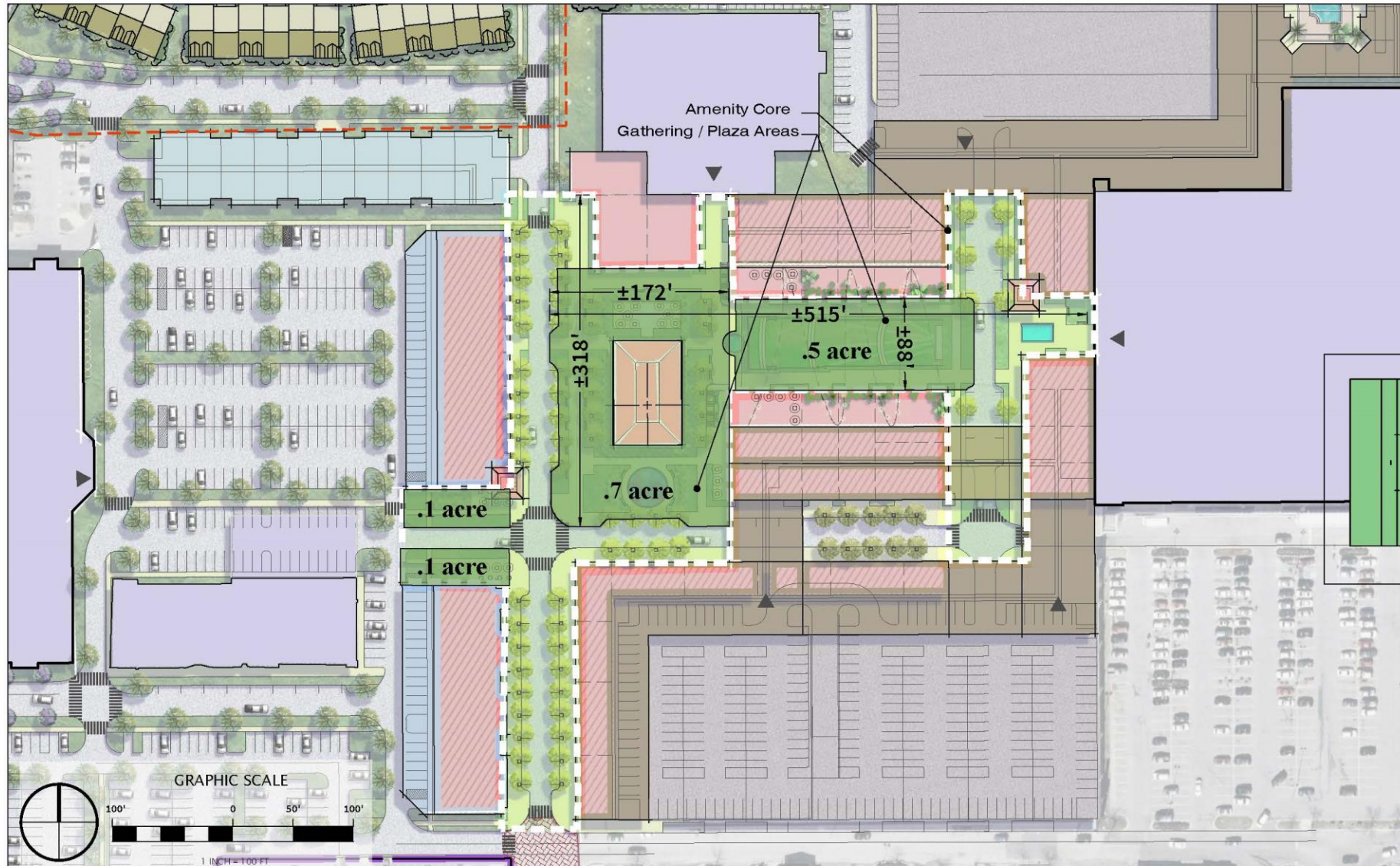
Urban public space with seating areas, open lawn, gardens, and wifi plaza providing places for social interaction and relaxation

# Beltway Plaza

Greenbelt, Prince George's County



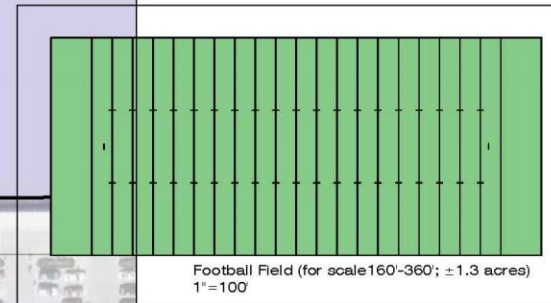
Location Map



**Legend**

- Gathering/Plaza Areas
- Misc. Enhanced Streetscape
- Amenity Core

**Gathering/Plaza Areas**  
 Splash Pad and Plaza= .7 acre  
 Sitting Areas= .2 acre  
 Amphitheater and Green = .5 acre  
 1.4 acre  
 misc. enhanced streetscape: 1.9 acres  
**Amenity Core: ±3.3 acres**



**Development Program:**  
 ±60 acres  
 ±700,000 sq. ft. of retail, office and flex space  
 ±2,250 mf residential units



# COMPARABLE LIFESTYLE CENTERS

# Bethesda Row

Bethesda, Montgomery County

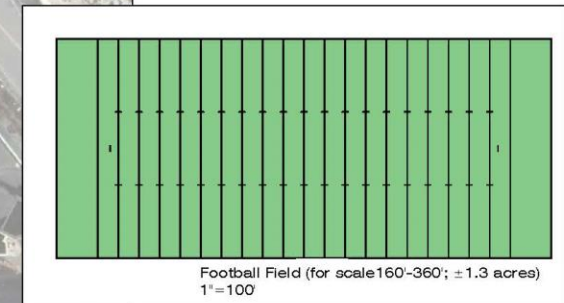
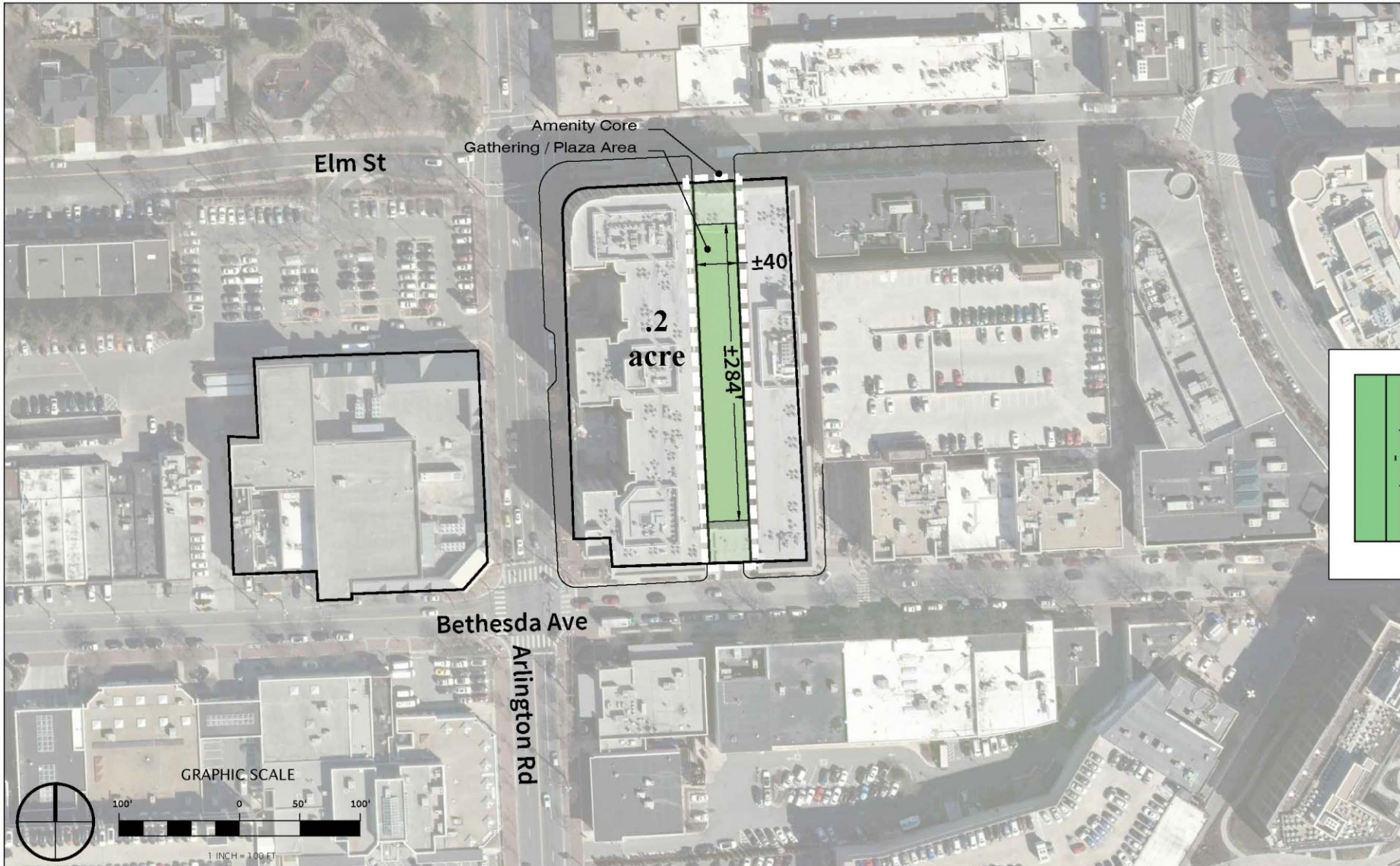


Location Map

**Legend**

- Gathering/Plaza Areas
- Misc. Enhanced Streetscape
- Amenity Core

Gathering/Plaza Areas  
 40' x 284" = .2 acre  
 misc. enhanced streetscape: .2 acre  
**Amenity Core: ±0.4 acres**



Development Program:  
 ±2 acres  
 ±530,000 sq. ft. of shopping and residential



# Fairfax Corner

Fairfax, Virginia



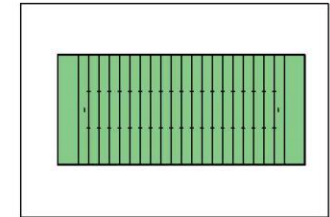
Location Map

**Legend**

- Gathering/Plaza Areas
- Misc. Enhanced Streetscape
- Amenity Core

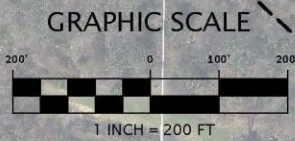


Gathering/Plaza Areas  
 190' x 117' = .6 acre  
 102' x 119' = .25 acre  
 .85 acre  
 misc. enhanced streetscape: 2.45 acres  
**Amenity Core: ±3.3 acres**



Football Field (for scale 160'-360'; ±1.3 acres)  
 1"=200'

Development Program:  
 ±48 acres  
 ±1 million sq. ft. of retail, office, entertainment,  
 and restaurants  
 400 mf residential units



# Kentlands

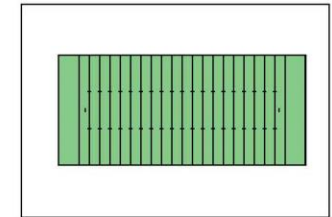
Gaithersburg, Montgomery County



**Legend**

- Gathering/Plaza Areas
- Misc. Enhanced Streetscape
- Amenity Core

Gathering/Plaza Areas  
212'-58" x 204' = .7 acre  
misc. enhanced streetscape: 3.1 acres  
**Amenity Core: ±3.8 acres**



Football Field (for scale 160'-360'; ±1.3 acres)  
1"=200'

Development Program:  
±21 acres  
±250,000 sq ft restaurants, shopping and entertainment



GRAPHIC SCALE



1 INCH = 200 FT

# Pike and Rose

Rockville, Montgomery County



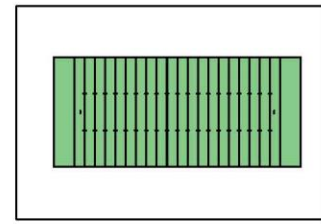
Location Map



**Legend**

- Gathering/Plaza Areas
- Misc. Enhanced Streetscape
- Amenity Core

Gathering/Plaza Areas  
 $160' \times 140' = .5 \text{ acre}$   
 $47' \times 253' = .2 \text{ acre}$   
 $268' \times 57' = .3 \text{ acres}$   
 1 acre  
 misc. enhanced streetscape: 2 acres  
**Amenity Core: ±3.0 acres**



Football Field (for scale 160'-360'; ± 1.3 acres)  
 1"=200'

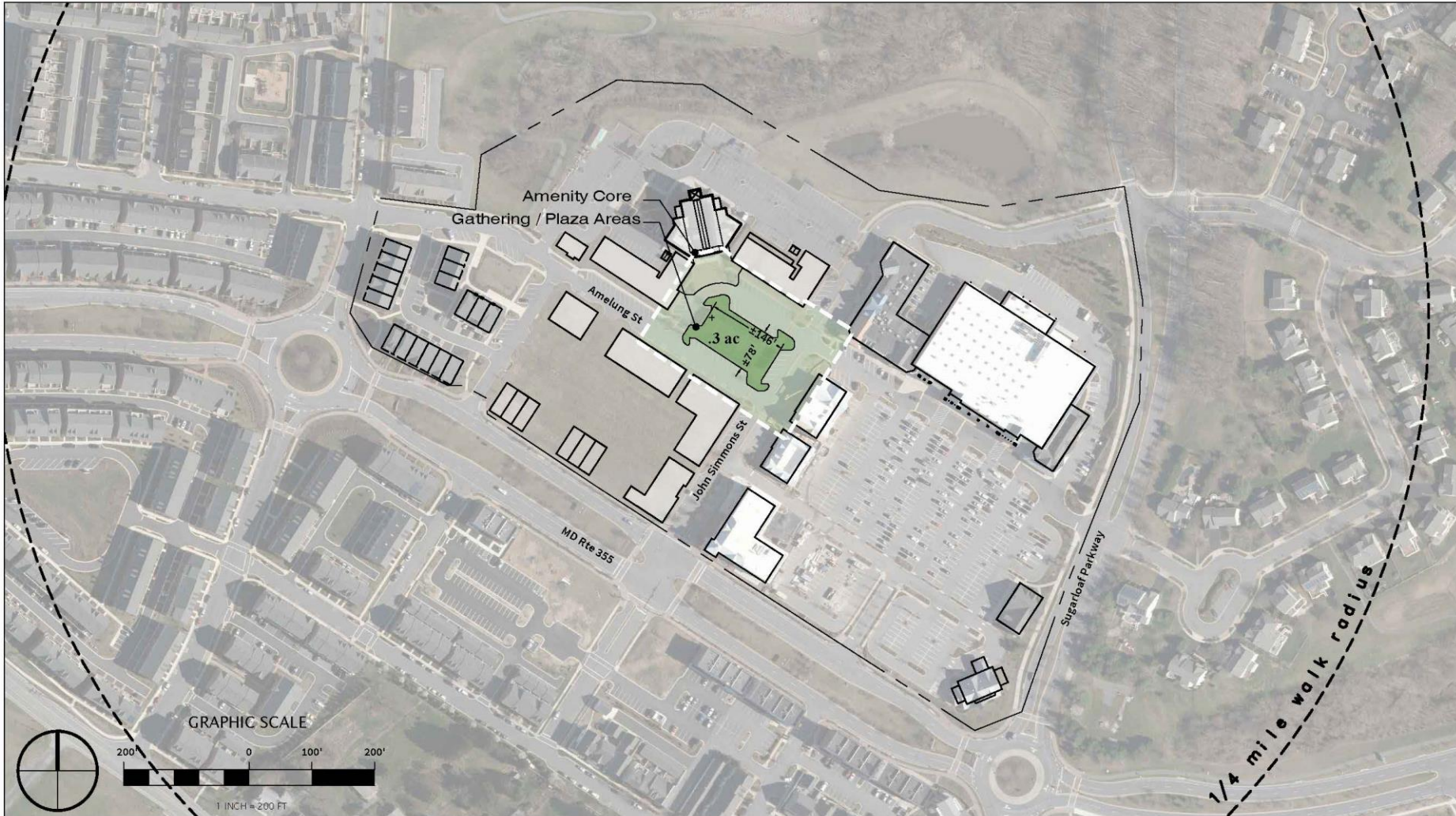
Development Program:  
 ±24 acres  
 ±3.4 million sq. ft. of mixed uses, 1.7 million to be non-residential uses

# Villages of Urbana Town Center

Urbana, Frederick County



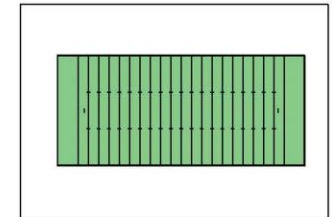
Location Map



**Legend**

- Gathering/Plaza Areas
- Misc. Enhanced Streetscape
- Amenity Core

Gathering/Plaza Areas  
146' x 78' = .3 acre  
misc. enhanced streetscape: 1.3 acres  
**Amenity Core: ±1.6 acres**



Football Field (for scale 160'-360'; ±1.3 acres)  
1"=200'

Development Program:  
±23 acres  
±250,000 sq ft office, entertainment, shopping  
and restaurants





# White Flint Mall Redevelopment

White Flint, Montgomery County

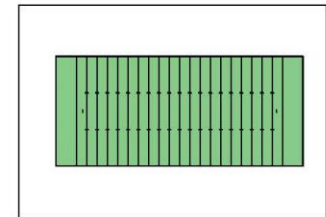


Location Map

**Legend**

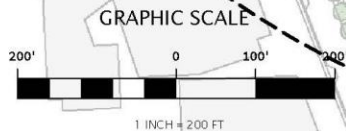
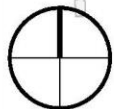
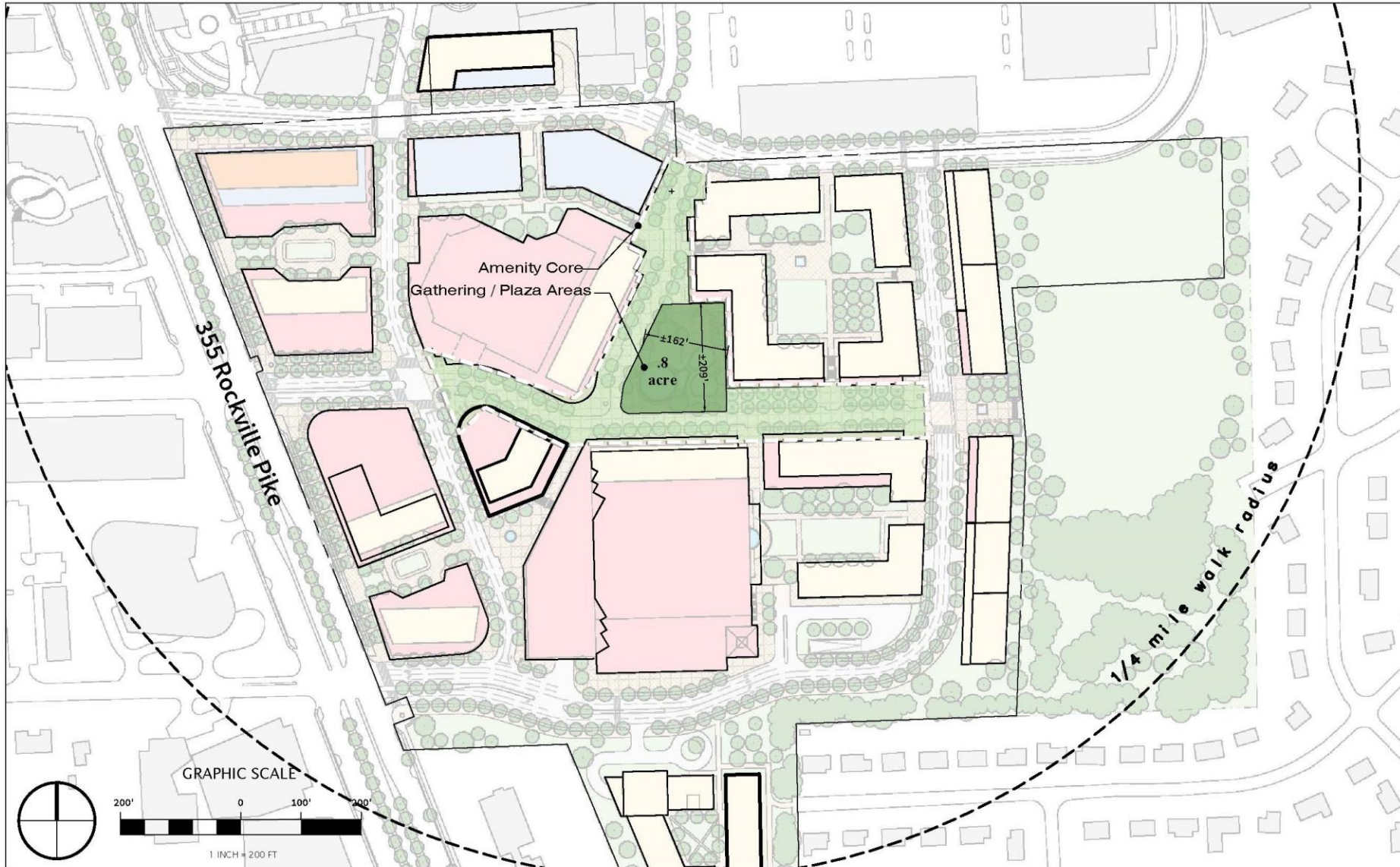
- Gathering/Plaza Areas
- Misc. Enhanced Streetscape
- Amenity Core

Gathering/Plaza Areas  
 162' x 209' = .8 acre  
 misc. enhanced streetscape: 2.9 acres  
**Amenity Core: ±3.7 acres**



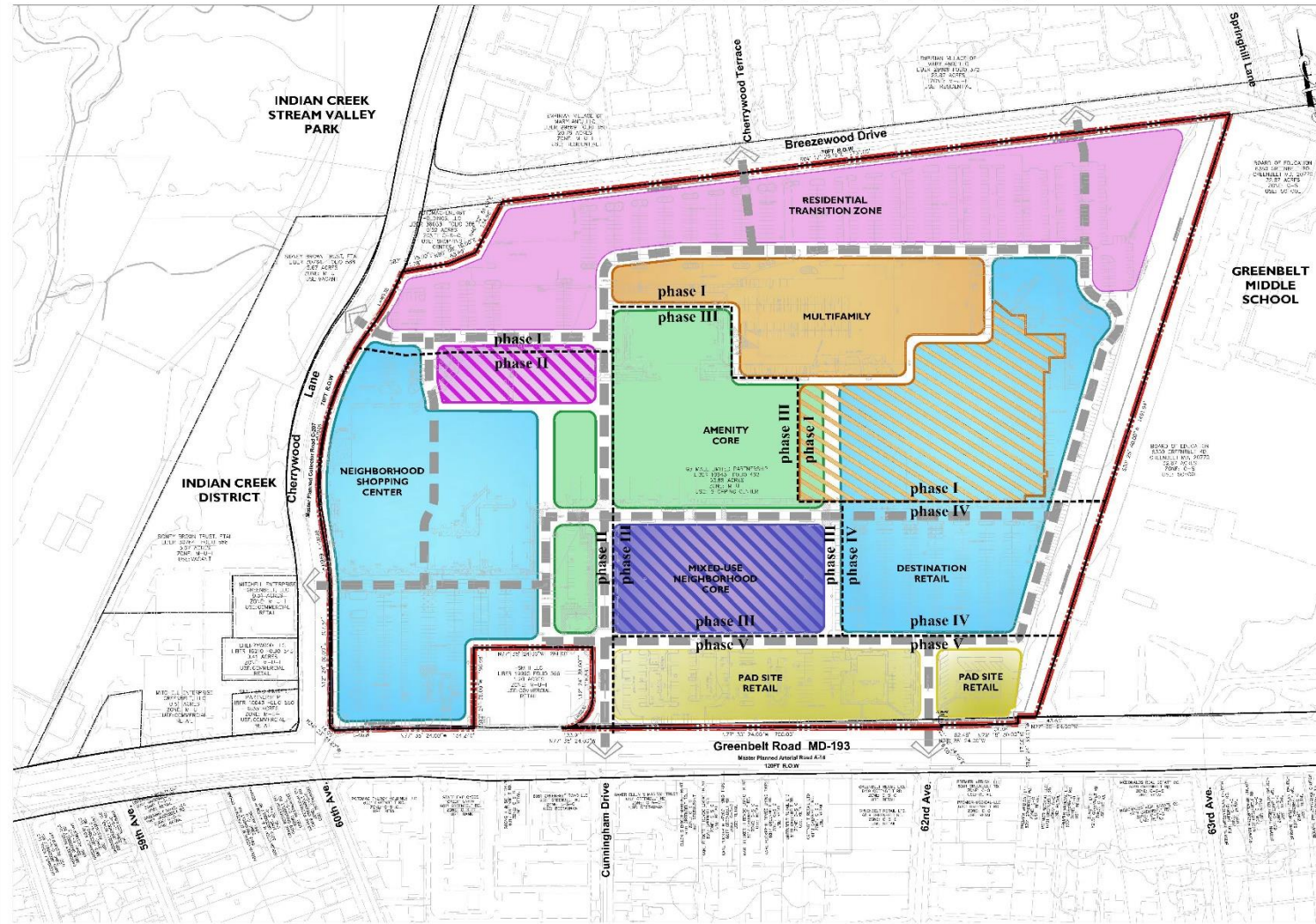
Football Field (for scale 160'-360'; ±1.3 acres)  
 1"=200'

Development Program:  
 ±42 acres  
 ±1 million square feet of office space  
 ±2,400 residential units  
 ±1 million square feet of retail space  
 ±280,000-square-foot hotel.



# REVISED PHASING PLAN

## PHASING PLAN CSP-05007 BELTWAY PLAZA



**LEGEND**

- SUBJECT PROPERTY BOUNDARY
- PROPOSED PRIVATE ROAD
- PROPOSED SITE ACCESS
- RESIDENTIAL (MULTI-FAMILY)
- RESIDENTIAL (SINGLE-FAMILY ATTACHED)
- RESIDENTIAL (SENIOR LIVING)
- COMMERCIAL RETAIL AREA
- MIXED USE
- OPEN AREA
- RESIDENTIAL (MULTI-FAMILY OVER EXISTING COMMERCIAL)
- FUTURE COMMERCIAL

THIS LEGEND IS FOR OFFICIAL USE ONLY. It is intended for use by the County of Prince George's Department of Planning and Zoning in the approval of this project. It is not intended for use by any other party.

**APPROVAL**

PROJECT NAME: BELTWAY PLAZA  
 PROJECT NUMBER: CSP-05007  
For Conditions of Approval on this Plan, please refer to the attached Report. Review conditions that apply to this project.  
 New Approval Block



NOTE: Conceptual Site Plans are not required for properties in the M-U-1 zone, however this CSP is being submitted to fulfill the requirements of the 2013 Greenbelt Metro area and MD188 Corridor Plan and Sectional Map Amendment (S.M.A.). The S.M.A. requires a Conceptual Site Plan to be approved prior to submittal of a Detailed Site Plan. The CSP is to show phasing of redevelopment, future land uses, and future connections to adjacent properties, all of which are reflected on the above.

DATE	BY	DESCRIPTION

Owner/Developer:  
 Quantum Companies  
 c/o Fred Wine  
 The Quantum Building  
 4812 Del Ray Avenue  
 Bethesda, MD 20814

**BELTWAY PLAZA**  
 SECTION DISTRICT No. 21  
 PRINCE GEORGE'S COUNTY, MARYLAND  
 TAX MAP 08-14-010-11-17-31-24-04  
 200' FOOT MAP 210AC05, 210NC06, 211AC05, 211NC08

**RODGERS CONSULTING**  
 1101 Research Lane, Suite 200 Largo, Maryland 21104  
 Tel: 301.948.0200 Fax: 301.948.4356 www.rodgers.com

DATE	BY	DATE

### CONCEPTUAL SITE PLAN PHASING PLAN

SCALE: 1"=100'
DATE: 08/28/24
DRAWN: 08/28/24
SHEET NO: 2 of 2



PRELIMINARY NOT FOR CONSTRUCTION