

**ADVISORY PLANNING BOARD
REPORT TO COUNCIL**

**REPORT NO. 2019-01
Date: 1/30/2019**

**SUBJECT: Beltway Plaza
CSP-18010**

BACKGROUND: Quantum Companies submitted a Conceptual Site Plan (CSP) to the Maryland-National Capital Park and Planning Commission, to redevelop and repurpose the Beltway Plaza Property (BPP) site from a retail shopping center to a mixed-use development. The CSP indicates a range of 175-250 townhomes and 875-2,250 multifamily dwelling units and 435,000 - 700,000 square feet of commercial space. The proposed phased redevelopment calls for a neighborhood shopping center and other destination commercial/retail and residential uses situated between the anchor tenants. The residential district on the north side of the property would include townhomes, multifamily housing, and senior housing. The pad sites facing Greenbelt Road are included in Phase 5 and a smaller mixed-use development is proposed at the northeast corner of the intersection of Greenbelt Road and Cherrywood Lane.

The Advisory Planning Board (APB) met with representatives from Beltway Plaza on August 15, 2018 and January 2, 2019. Based on these meetings and the CSP submittal documents, APB reviewed the conceptual site plan proposed by Beltway Plaza for a phased mixed-use redevelopment.

ANALYSIS: The City of Greenbelt's Advisory Planning Board recognizes the opportunity presented by The Quantum Companies' desire to redevelop BPP which is bound by Greenbelt Road, Cherrywood Lane, and Breezewood Drive. We see that this project can be a great addition to the makeup of the City of Greenbelt and add to the range of its current housing choices, which emphasize design quality, the provision of recreational amenities, greenery and walkability.

The Greenbelt West landscape east of Cherrywood Lane consists largely of three properties; Beltway Plaza, Franklin Park at Greenbelt Station Apartments, and public property consisting of schools and recreation space. Commercial and professional office space is found along Edmonston Road between Greenbelt Road and Springhill Drive.

The redevelopment of BPP represents the opportunity for the City to actively participate in crafting a neighborhood which establishes a desirable destination for living, working, shopping and recreation. A neighborhood that is accessible, sustainable and incorporates the best and leading practices in urban/suburban development, in housing, in the provision of open space, and in all modes of transportation including pedestrian. By doing so the BPP will not only reflect our expectations for a "Greenbelt development" but will become an exemplar of sustainable, accessible communities in the 21st century.

While APB recognizes the opportunity presented by the desire for redevelopment, the Board has raised several issues regarding this proposal. APB has discussed with Quantum Companies that any proposed housing stock not merely reflect what is currently available in the City. The Board shared examples of creative, sustainable, and accessible housing options with the representatives from Beltway Plaza.

APB expressed interest in the examples of townhomes that were presented on January 2nd that respect the architectural style that is prevalent in Historic Greenbelt. Concerns remain, however, about the total number of housing units and the townhomes proposed in part because of the existing number of townhomes in Greenbelt West. Concern also remains about how the residential units proposed in the first phase will be integrated into the existing mall structure. The Board has raised the necessity of including affordable and senior housing components in the first phase of the redevelopment and has shared with representatives from Beltway Plaza organizations that can provide for such housing.

The Board has conveyed on multiple occasions that the open spaces provided under the proposal are too small and scattered to be truly functional. The Board has noted the additional strain this redevelopment will place on recreation facilities in Greenbelt West. Recreation facilities/amenities do not appear to be sufficient, particularly in Phase 1 which is exclusively residential development.

The proposed redevelopment will impact school and transportation capacity and needs to affirmatively address these issues. With regard to transportation the plan needs to address how the site will accommodate increased pedestrian traffic and all modes of transportation, including public transportation, within the site as well as to and from the site.

RECOMMENDATION: The Board recommends City Council support the CSP for Beltway Plaza with the following conditions:

1. Concurrent with the submission and approval of the first detailed site plan, the applicant shall undertake engineering studies and implement complete and green street improvements along the property's frontage with Greenbelt Road and Cherrywood Lane, and on the entirety of Breezewood Drive.
2. The existing parking structures shall be masked using architectural elements and/or green walls.
3. Concurrent with the review and approval of the first Detailed Site Plan for each phase of the redevelopment the applicant agrees to work with the City to identify opportunities for public art.

4. Concurrent with the submission and approval of the first Detailed Site Plan the applicant shall explore with Franklin Park at Greenbelt Station, the Greenbelt Metro Station South Core development, and when feasible Greenbelt Metro Station developers on the funding of a local circulator creating a mobile connection between the properties.
5. The plan shall include affordable housing units and/or moderately priced dwelling units, as defined as households earning 30%-80% or less of the area median income in all phases of the redevelopment. Senior housing, meaning units that are restricted to individuals age 55 and older, shall also be included in all phases of the redevelopment. Cooperative housing should be considered at all stages of development.
6. At the time of each detailed site plan the applicant shall demonstrate how parking and access will be retained to serve the existing retail during construction.
7. Where appropriate, low impact development techniques shall be incorporated in the development by making design, materials, and construction and stormwater management best practices. The redevelopment shall be constructed to LEED or comparable standards.
8. Large blank building walls shall not be permitted when facing public areas, such as streets, parking lots, recreation areas, or zones of pedestrian activity
9. The Applicant shall provide additional public open space which may include increasing density through building height or by devoting the roofs of sheltered parking to open space activities.
10. Townhouses must be rear-loaded and should not exhibit blind gables along Breezewood Drive. Their design and landscaping should emulate the simplicity and openness of garden apartments and rowhouses in Historic Greenbelt. Community-based sculpture, pathways creating geometric patterns, extensive glazing, integral balconies, flat roofs doubling as decks, cubical entrance canopies, glass block patterning, curved corners, walls in various light-tone colors with contrasting striping are distinctive elements found in Greenbelt's pre-1945 housing, shopping center and community center which can be easily referenced instead of fake Victorianism. Examples of this style townhouse can be found in Exhibit A which contains the presentation APB received from BPP on January 2, 2019.
11. At the time of first detailed site plan the applicant shall provide a plan for the greening of the surface parking lots along the front of the existing Beltway Plaza Mall, including but not limited to the planting of shade trees, bioretention areas, and landscaped medians.
12. Electric vehicle charging stations shall be provided. The appropriate number and locations will be determined at the time of each Detailed Site Plan.
13. At the time of each Detailed Site Plan, the applicant shall submit a transportation circulation plan showing all public transportation stops and amenities and locations for rideshare pickup/drop off locations.

The Board's recommendation passed by a vote of 6 to 0.

Respectfully submitted,

Keith Chernikoff
Chair

Attachments:

Exhibit A: BPP presentation to APB January 2, 2019

BELTWAY PLAZA

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
FAX: (443) 782-2288
www.lenharttraffic.com

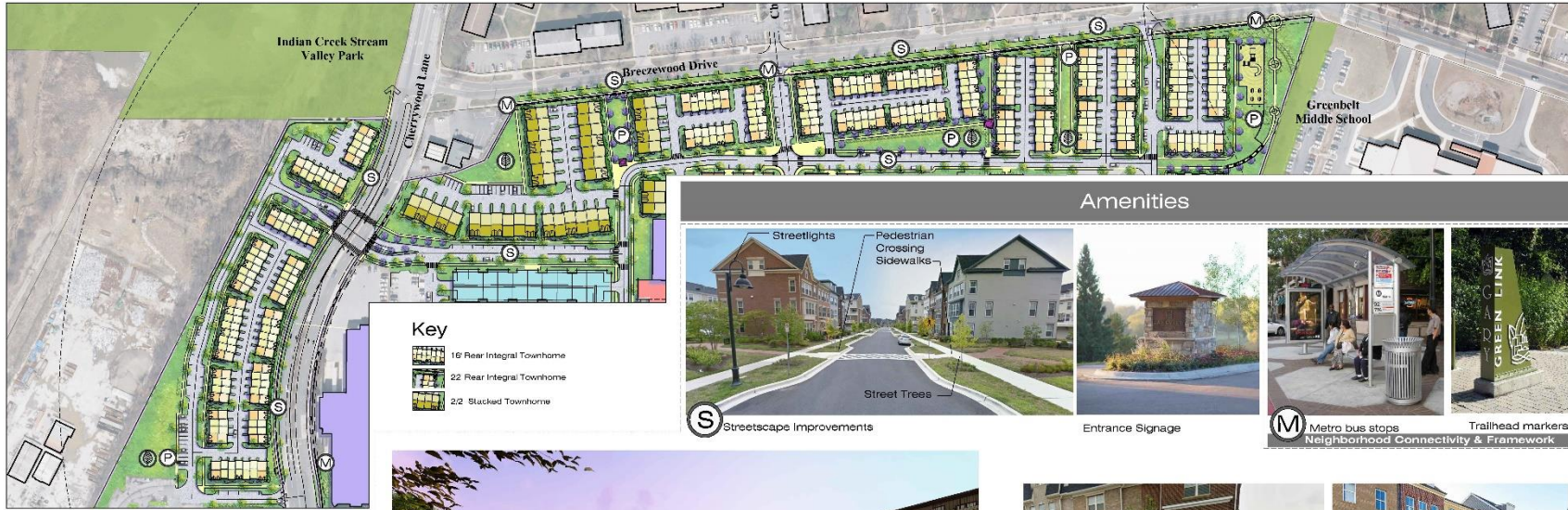
QUANTUM
COMPANIES

MH

McNamee Hosea
Attorneys & Advisors

RODGERS
CONSULTING | Knowledge
Creativity
Enduring Values

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



Environmental Site Design (ESD)
Environmental Stewardship & Sustainability



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

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

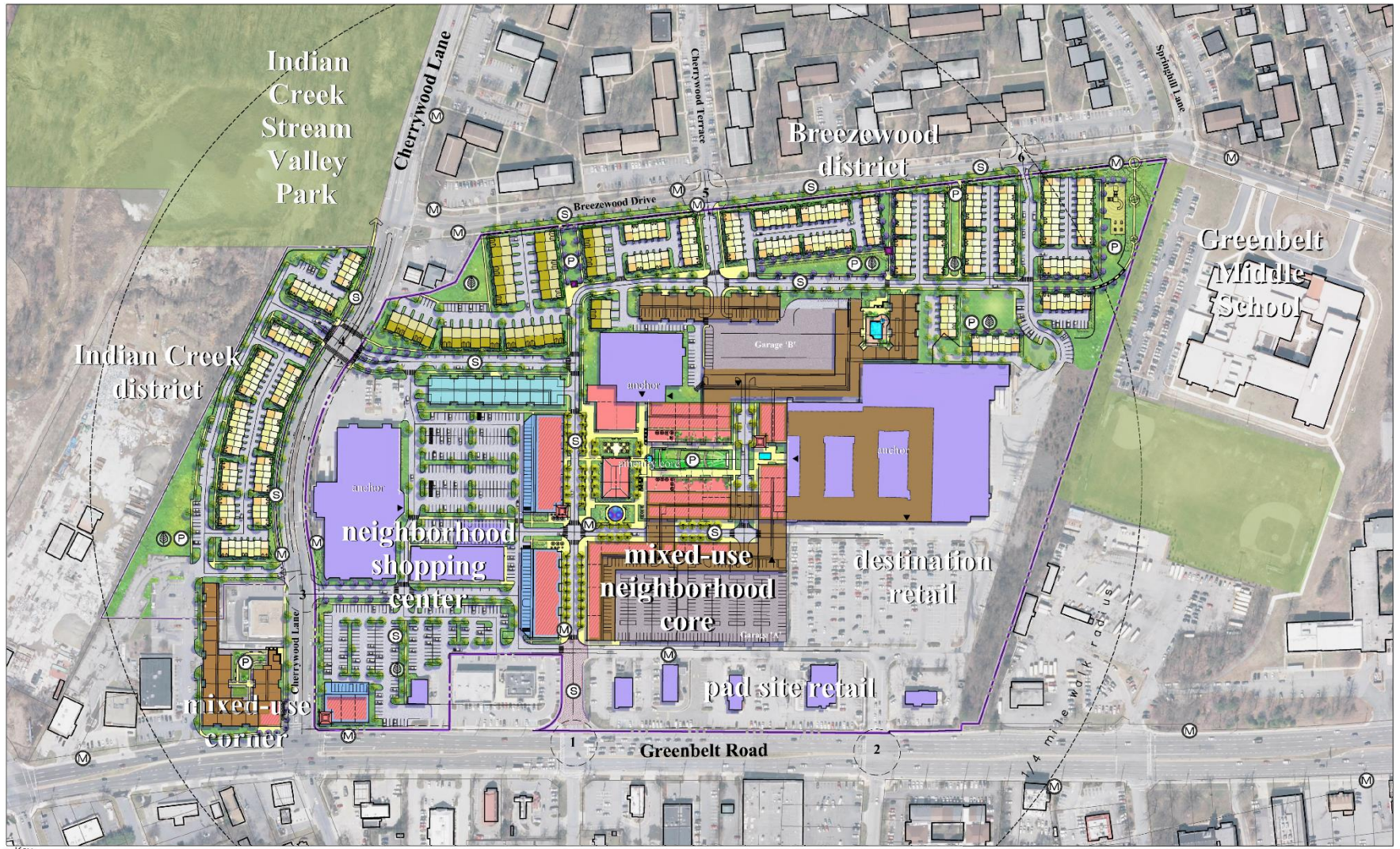
Sustainable Phasing

Places to Work and Play



RODGERS CONSULTING
10000 Greenbelt Road, Suite 200, Greenbelt, MD 21040
410.321.5000 | 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 existing and operational streets for bicycle, pedestrian and transit use to create a more vibrant, walkable and transit-oriented neighborhood.
 - 1.2. Place development on all vacant lots and parcels to create a more vibrant and transit-oriented neighborhood.
 - 1.3. Integrate various forms of transit, including transit, to create a more vibrant and transit-oriented neighborhood.
 - 1.4. Integrate various forms of transit, including transit, to create a more vibrant and transit-oriented neighborhood.
 - 2.1. Maximize transit connectivity.
 - 2.2. Create a vibrant, walkable, and transit-oriented neighborhood.
 - 2.3. Integrate various forms of transit, including transit, to create a more vibrant and transit-oriented neighborhood.
 - 2.4. Integrate various forms of transit, including transit, to create a more vibrant and transit-oriented neighborhood.
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Community Responsibility

Design Principles

Neighborhood Connectivity & Framework

Environmental Stewardship & Sustainability

Housing Variety and Choice

Sustainable Pricing

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

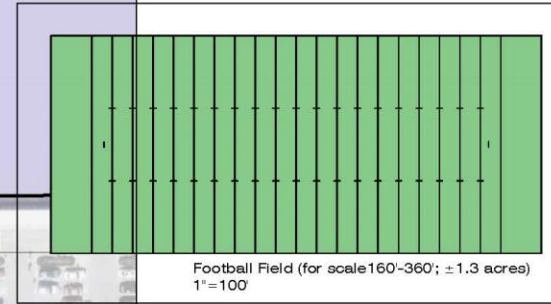
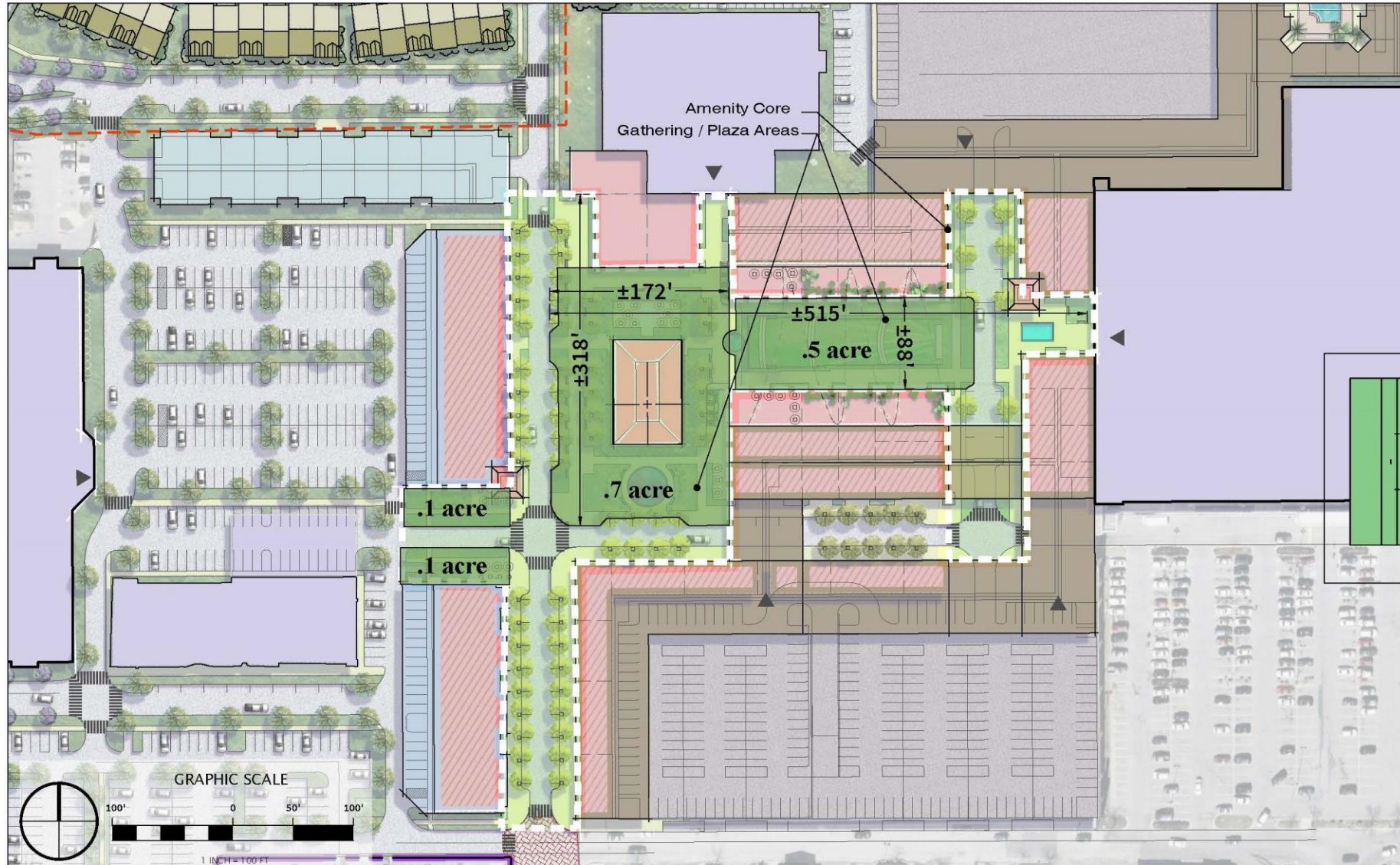


Location Map

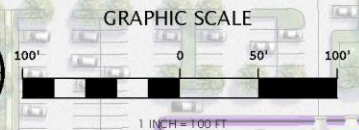
Legend

- 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



Football Field (for scale 160'-360'; ±1.3 acres)
 1"=100'



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

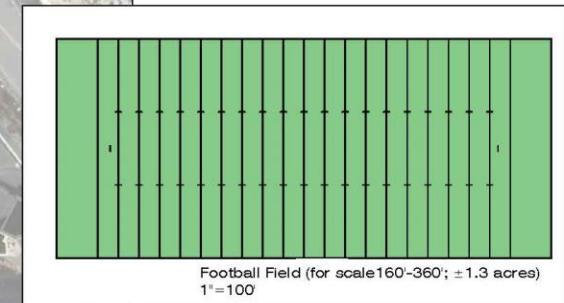
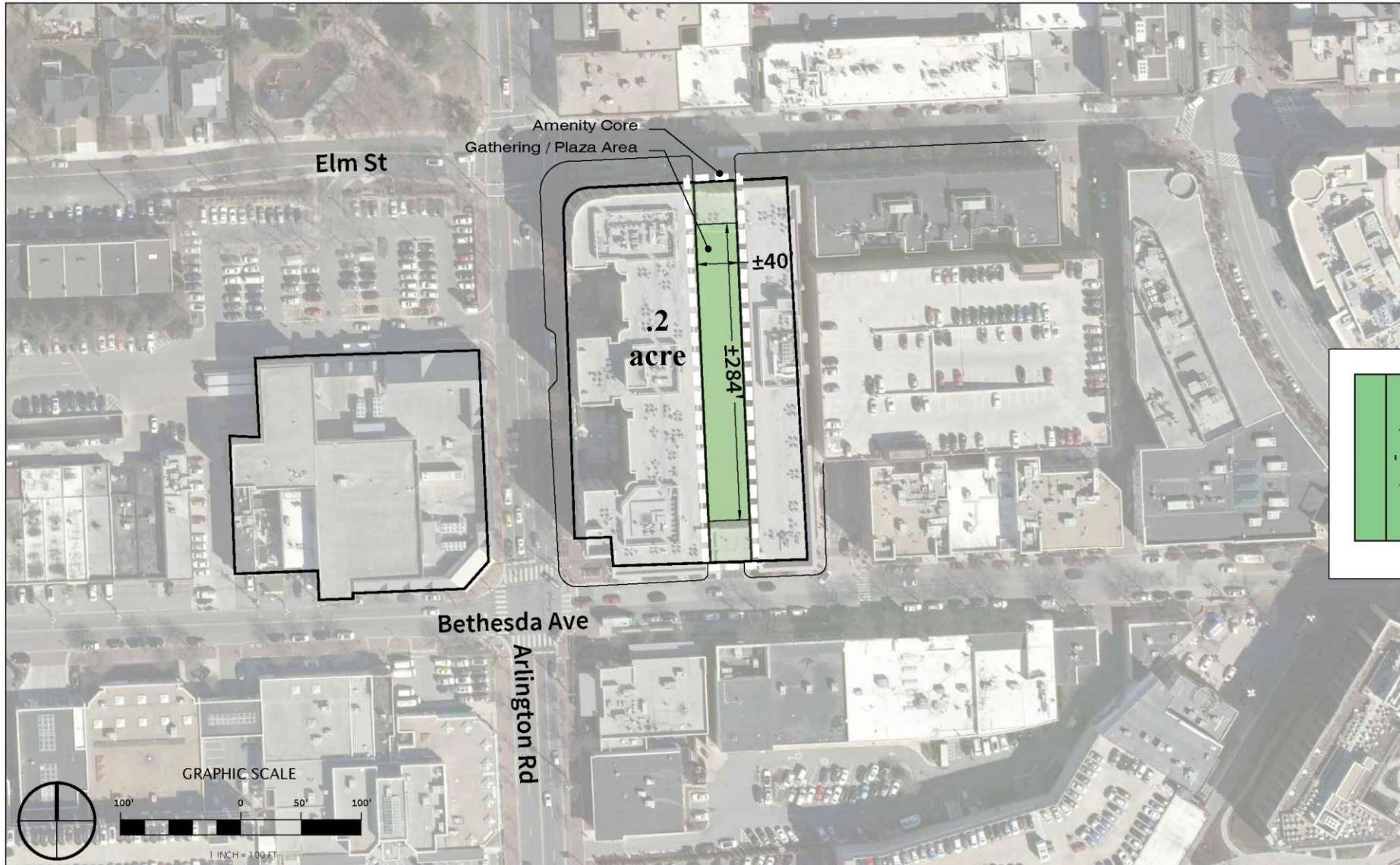


Location Map

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



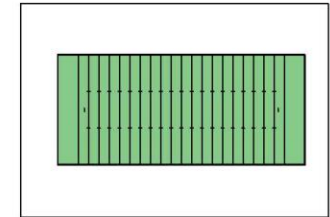
Location Map

Legend

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

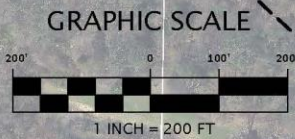


Gathering/Plaza Areas
 $190' \times 117' = .6$ acre
 $102' \times 119' = .25$ acre
 .85 acre
 misc. enhanced streetscape: 2.45 acres
Amenity Core: ±3.3 acres



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

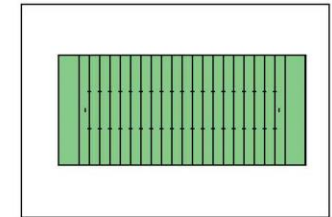


Location Map

Legend

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

Gathering/Plaza Areas
 $212' \times 58' = .7$ 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

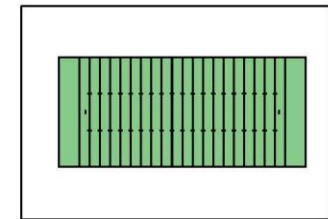


Location Map

Legend

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

Gathering/Plaza Areas
 $160' \times 140' = .5$ acre
 $47' \times 253' = .2$ acre
 $268' \times 57' = .3$ 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

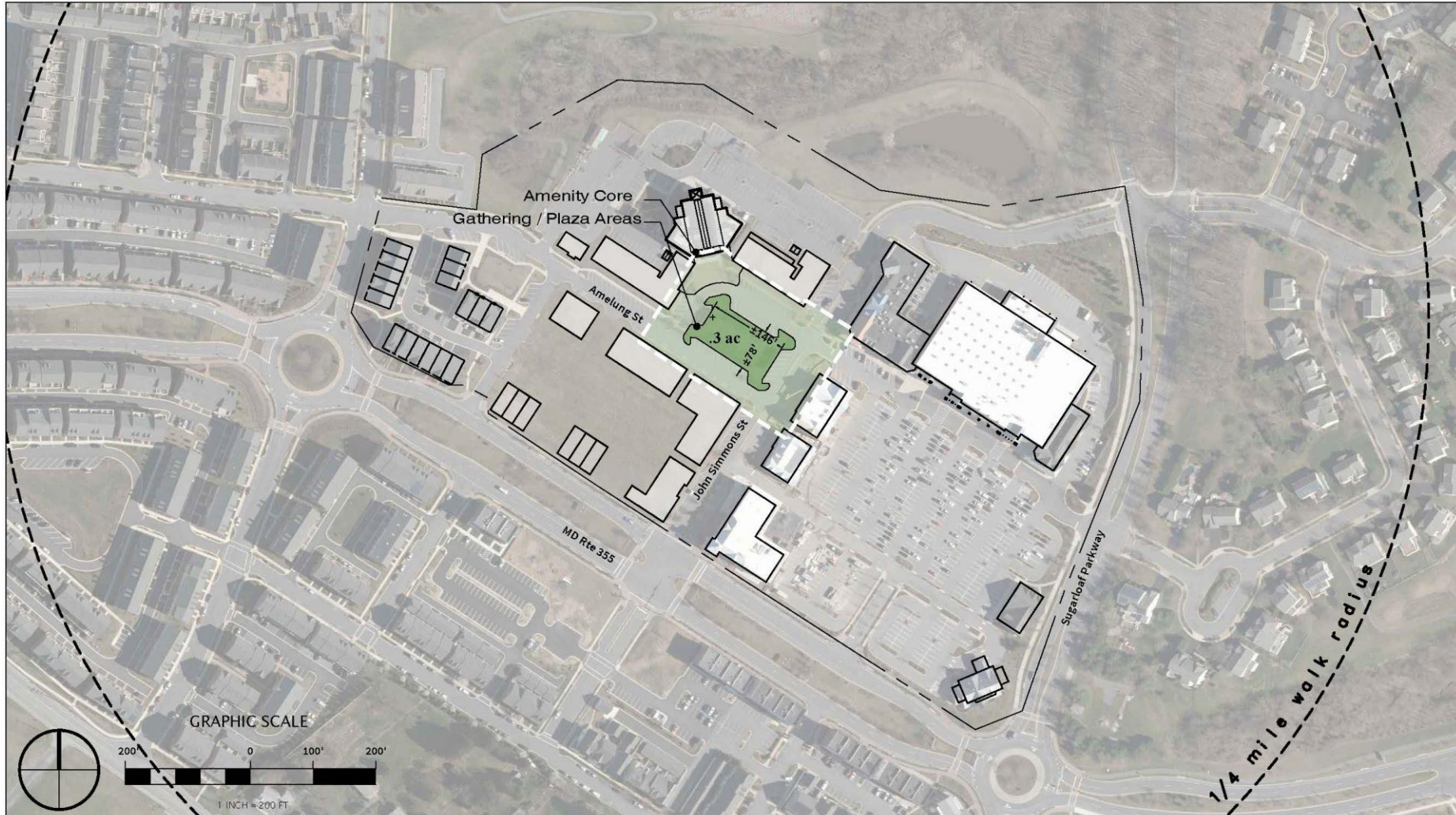


Villages of Urbana Town Center

Urbana, Frederick County



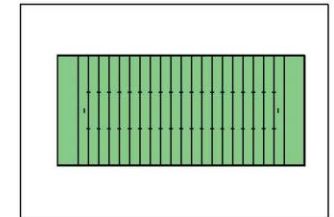
Location Map



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

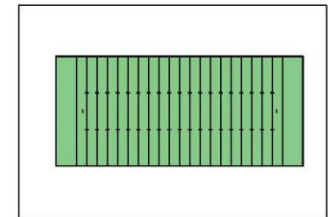


Location Map

Legend

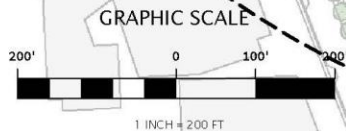
- Gathering/Plaza Areas
- Misc. Enhanced Streetscape
- Amenity Core

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



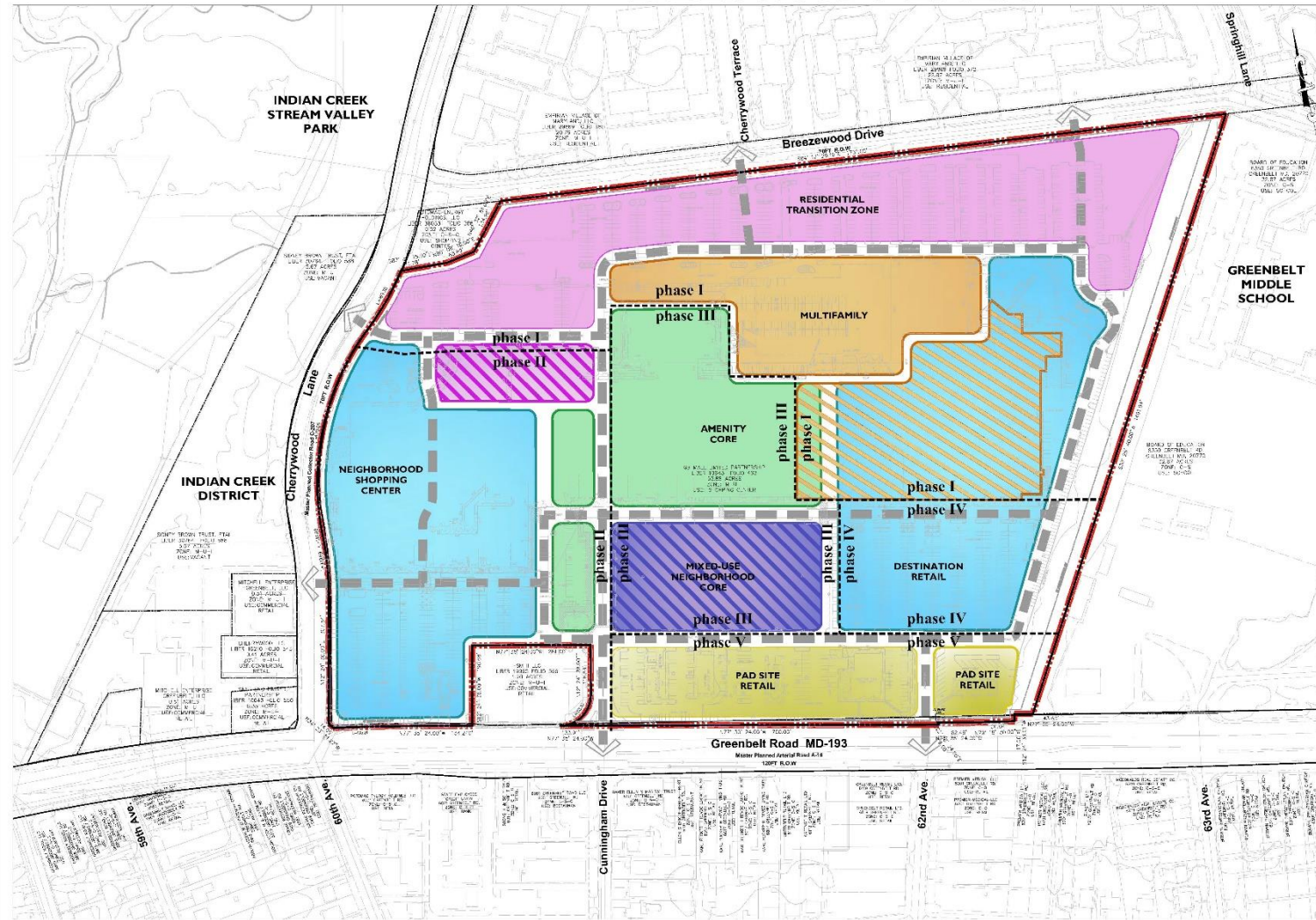
Football Field (for scale 160'-360'; ±1.3 acres)
1"=200'

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 AT 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 event of a dispute over the interpretation of this plan. 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 on the attached Report.
 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.

OWNER/DEVELOPER:	Quantum Companies c/o Fred Wine The Quantum Building 4812 Del Ray Avenue Bethesda, MD 20814
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BELTWAY PLAZA

SECTION DISTRICT No. 21
 PRINCE GEORGE'S COUNTY, MARYLAND
 TAX MAP 08-14-010-11-17-31-24-04
 200' TOOT VAP 219AC05, 219AC06, 219AC05, 219AC08

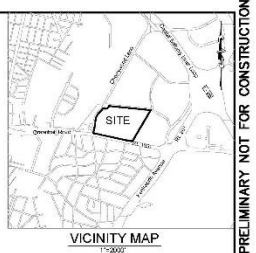
RODGERS CONSULTING

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

DATE:	REV:	DATE:
DESIGNED:		
CHECKED:		
APPROVED:		
PROJECT CONTACT:		
SCALE:	1"=100'	

**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