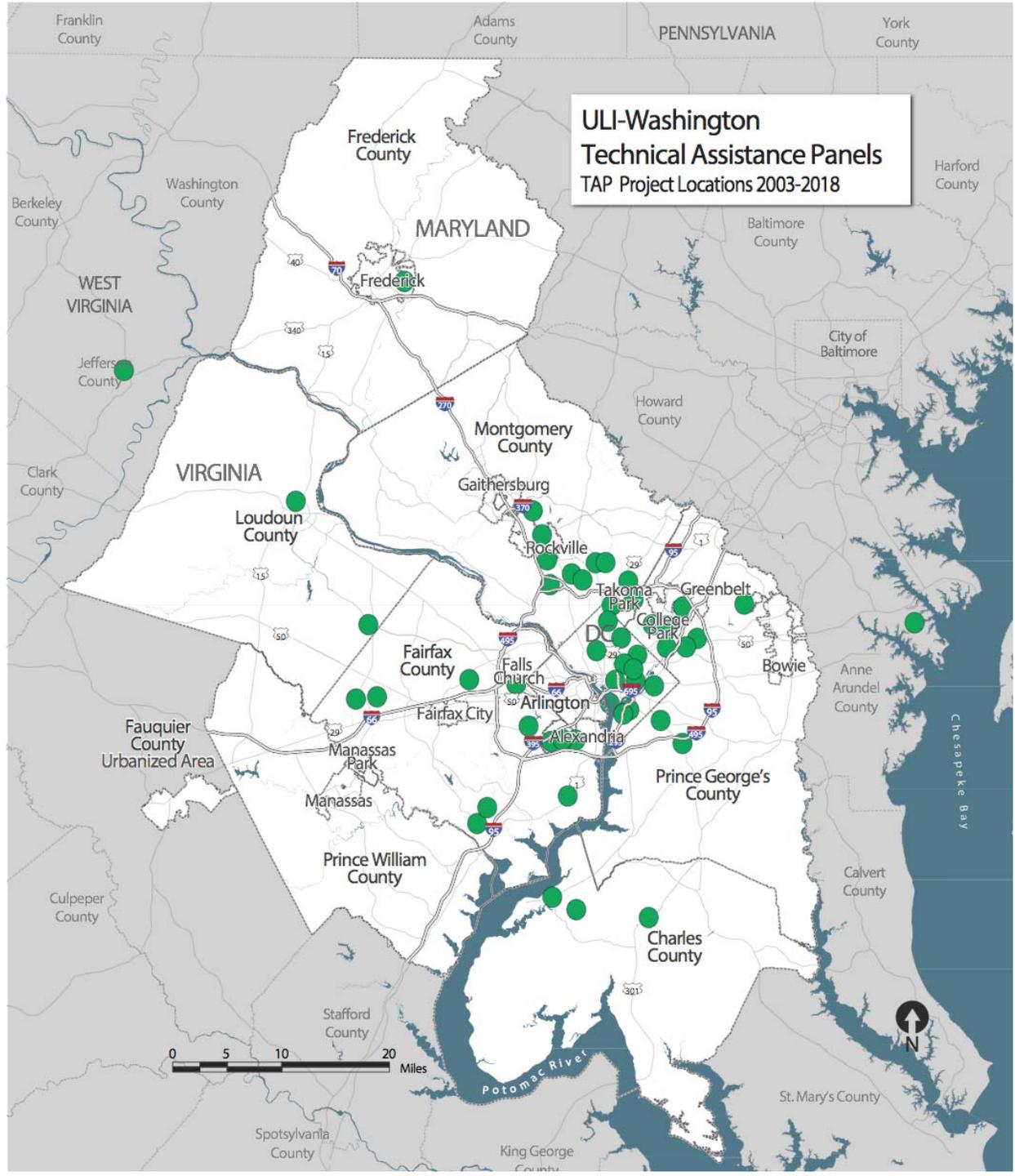


Creating a Future for Greenbelt Road/MD-193

ULI Washington
Technical Assistance Panel
June 4-5, 2018

ULI – the Urban Land Institute

The **mission** of the Urban Land Institute is to provide **leadership** in the **responsible use of land** and in creating and sustaining **thriving communities** worldwide.



Greenbelt Road TAP: June 4-5, 2018



15-minute Overview of TAP Findings / Recommendations

1. What We Heard and Learned
2. Market Realities
3. Mobility Possibilities
4. Land-Use Enhancements
5. Implementation Strategies



What We Heard

What We Heard: It's a Mixed Bag!

- Potential to serve as residential community for UMD faculty and staff → Area elementary schools are at or over capacity
- Mall is a large parcel → Mismatch btwn offerings and desires of part of community
 - Mixed vision for what the future of the Mall will look like
- A vision for multi-modalism, particularly bike/ped:
 - Many residents choose not to own cars
 - Ample bus routes and lines serving the area

What We Heard: It's a Mixed Bag!

- Assets and amenities:
 - **Transportation:** Metro station, BW Parkway, I-495
 - **Industry:** NASA Goddard, UMD, nearby healthcare uses (Children's Hospital, Kaiser Permanente)
 - **Parks:** Trails, Greenbelt Park, Lake Artemesia
- BUT local tourism opportunities remain unleveraged
- Desire for the area:
 - More tech companies
 - Leverage nearby arts scene
 - Local hub
- Greenbelt Road is a:
 - Connector between Old Town College Park and Greenbelt
 - Main Street of Berwyn Heights

What We Consistently Heard

- Four guiding principles:
 - Bike/ped improvements
 - Different kinds of retail
 - Quality open space
 - Aging in Place
- Why aren't we getting a ...?



Market and Social Realities

Market Analysis

Retail Demand

<u>Industry Group</u>	<u>Demand</u>	<u>Supply</u>	<u>Gap</u>
Furniture & Home Furnishings Stores	\$7,741,746	\$5,332,767	\$2,408,979
Furniture Stores	\$4,613,915	\$994,066	\$3,619,849
Home Furnishings Stores	\$3,127,831	\$4,054,945	(\$927,114)
Electronics & Appliance Stores	\$8,513,051	\$8,688,330	(\$175,279)
Lawn & Garden Equip & Supply Stores	\$973,482	\$312,553	\$660,929
Grocery Stores	\$34,890,652	\$104,379,849	(\$69,489,197)
Specialty Food Stores	\$2,071,126	\$735,028	\$1,336,098
Beer, Wine & Liquor Stores	\$4,346,588	\$10,350,223	(\$6,003,635)
Health & Personal Care Stores	\$13,143,742	\$16,745,146	(\$3,601,404)
Gasoline Stations	\$19,891,546	\$58,568,341	(\$38,676,795)
Clothing & Clothing Accessories Stores	\$15,405,146	\$15,799,137	(\$393,991)
Clothing Stores	\$10,513,764	\$9,196,528	\$1,317,236
Shoe Stores	\$2,412,828	\$3,575,756	(\$1,162,928)
Department Stores Excluding Leased Depts.	\$23,517,265	\$62,907,513	(\$39,390,248)
Food Services & Drinking Places	\$24,130,872	\$63,345,642	(\$39,214,770)
Drinking Places - Alcoholic Beverages	\$713,242	\$343,182	\$370,060
Restaurants/Other Eating Places	\$22,671,416	\$58,234,685	(\$35,563,269)

Market Analysis

Residential Demand



Two-over-two's from ~\$350;
Full townhomes up to \$600k

1BR from ~\$1,500
2BR from ~\$2,000

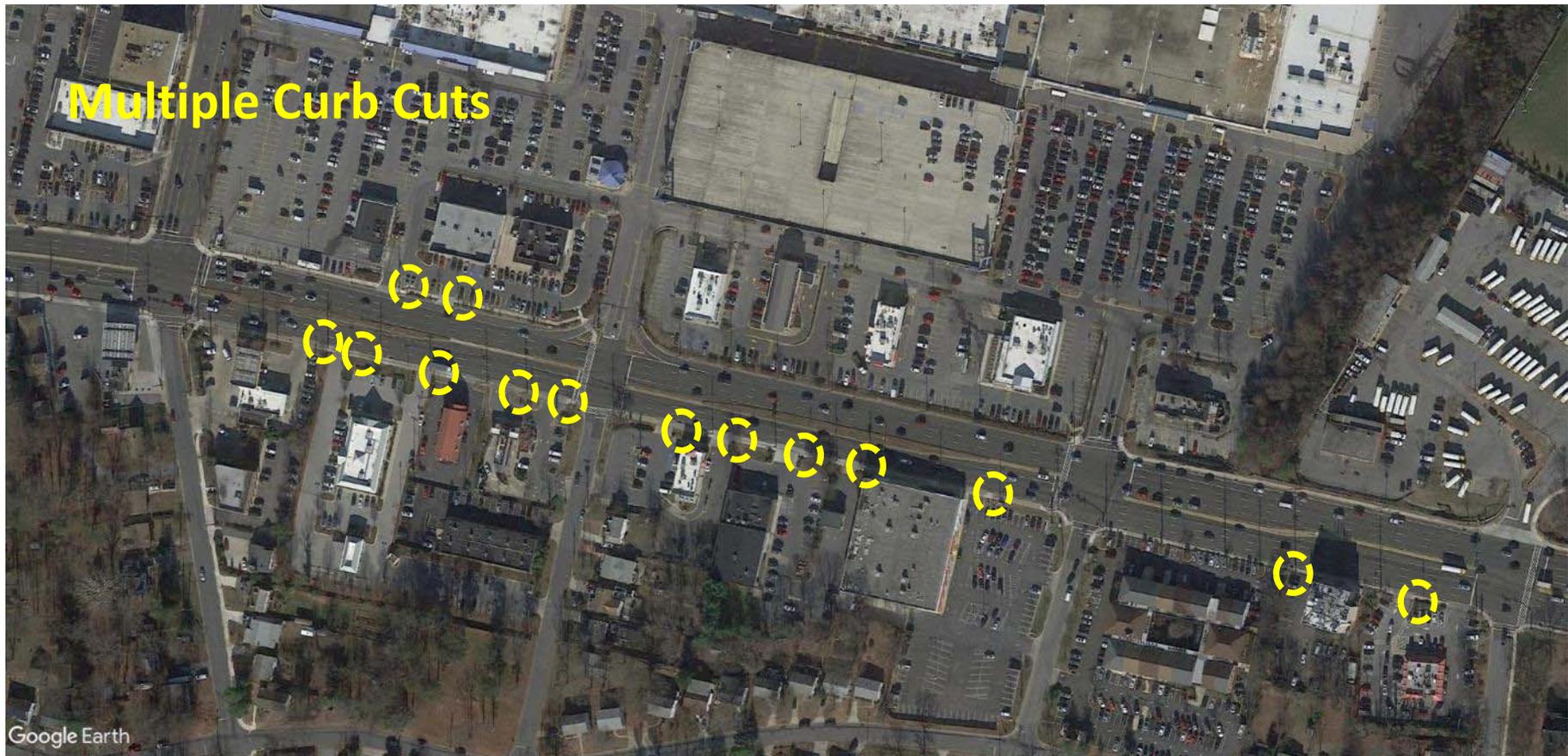


Mobility Possibilities

Existing Greenbelt Road



Existing Greenbelt Road



Existing Greenbelt Road Conditions

- Approximately 96' curb to curb near Beltway Plaza
- 120' Right of Way
- Gaps in Sidewalk
- Limited to No Buffer between Sidewalk and Street
- Dedicated Right Turn Lanes with Slip Lanes

Potential Greenbelt Road

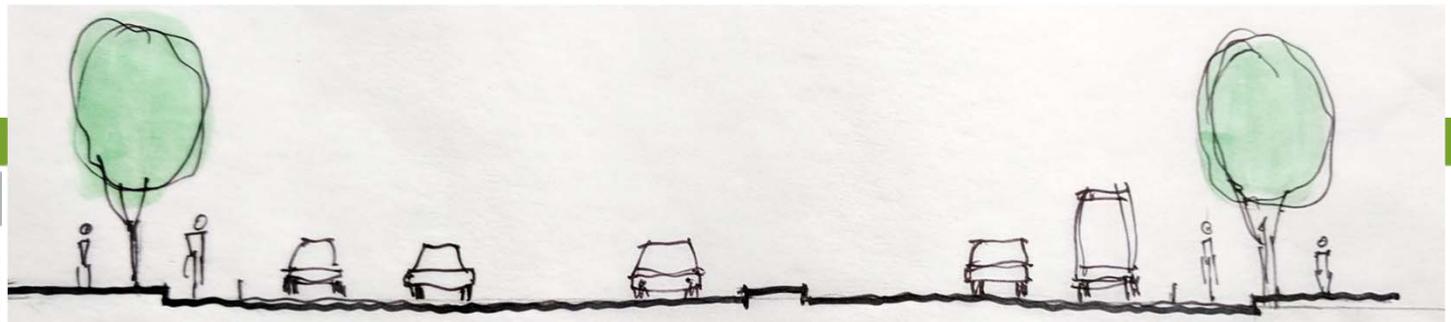
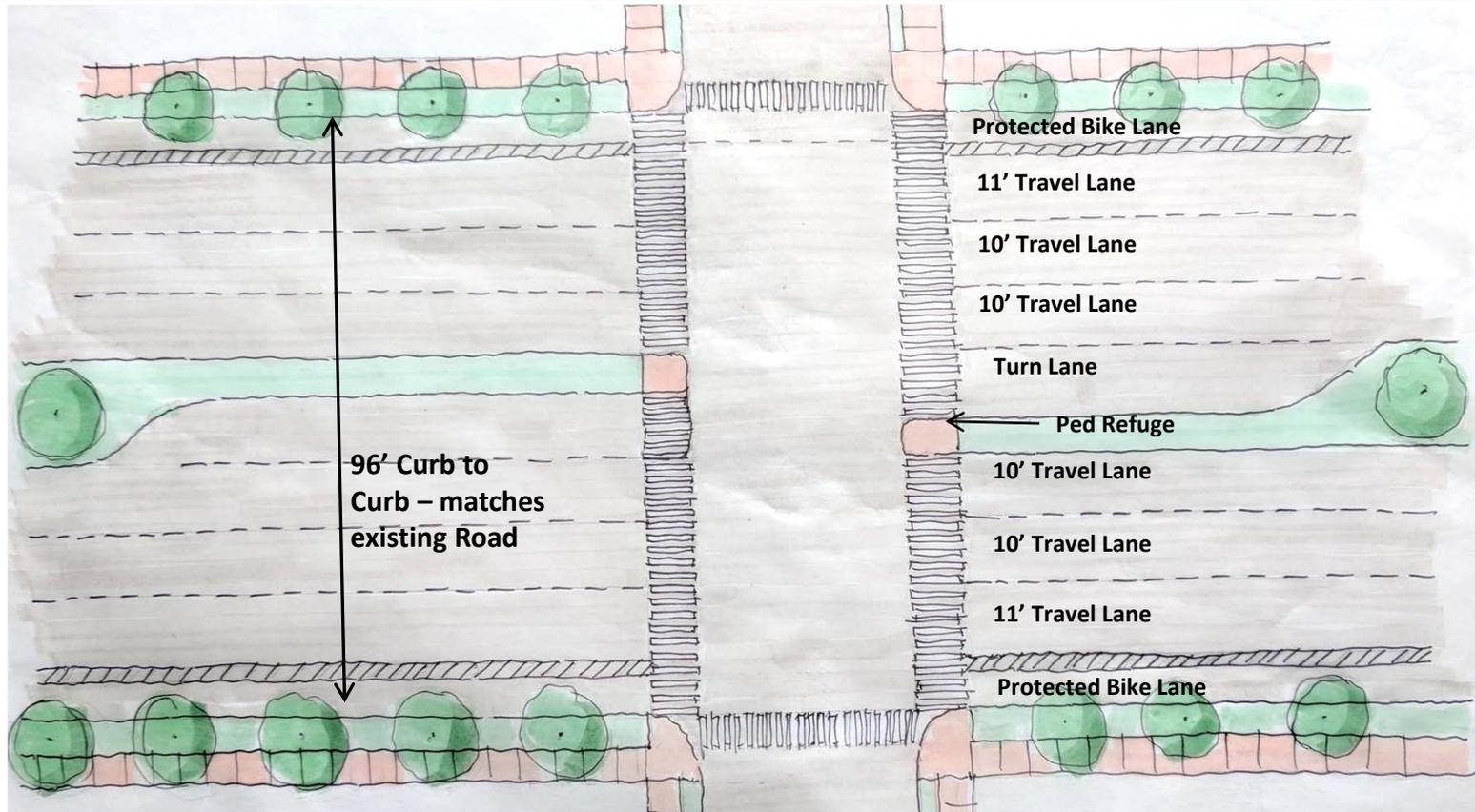
- Re-plan existing travel lanes within 96' curb to curb area
- Incorporate bike lanes
- Eliminate dedicated right turn lanes
- Incorporate planting strip and sidewalk on both sides
- Add pedestrian refuge in median
- Consolidate curb cuts



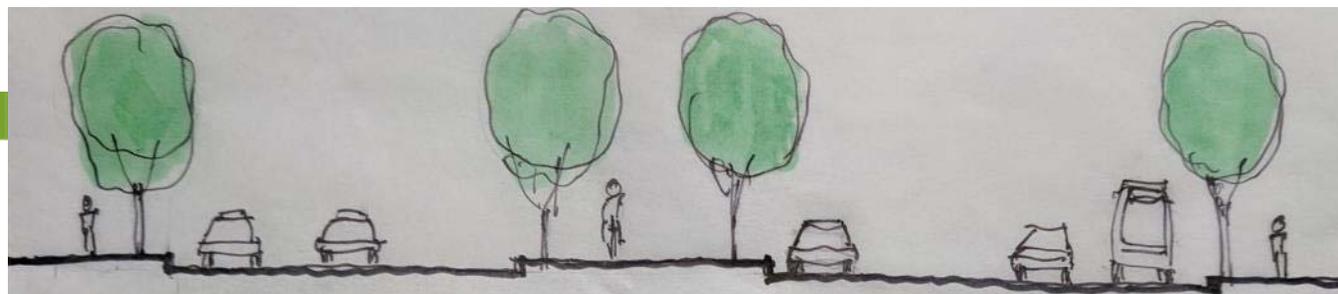
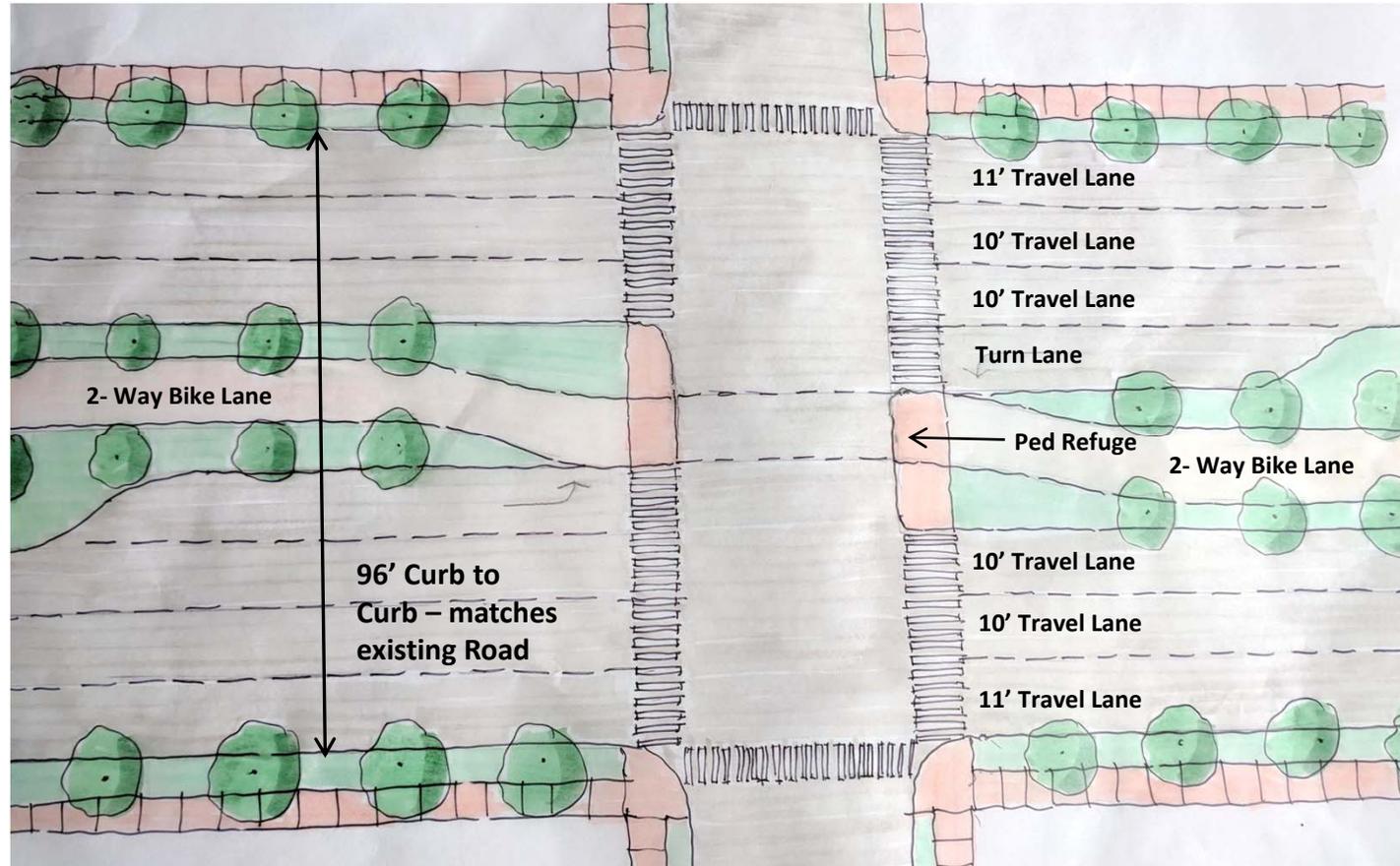
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Greenbelt Road – Option 1

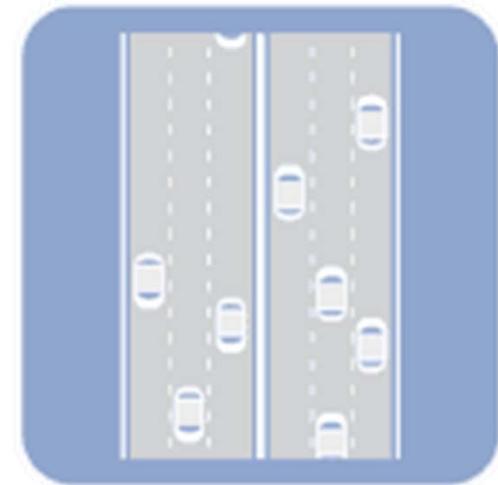


Greenbelt Road – Option 2



Mobility

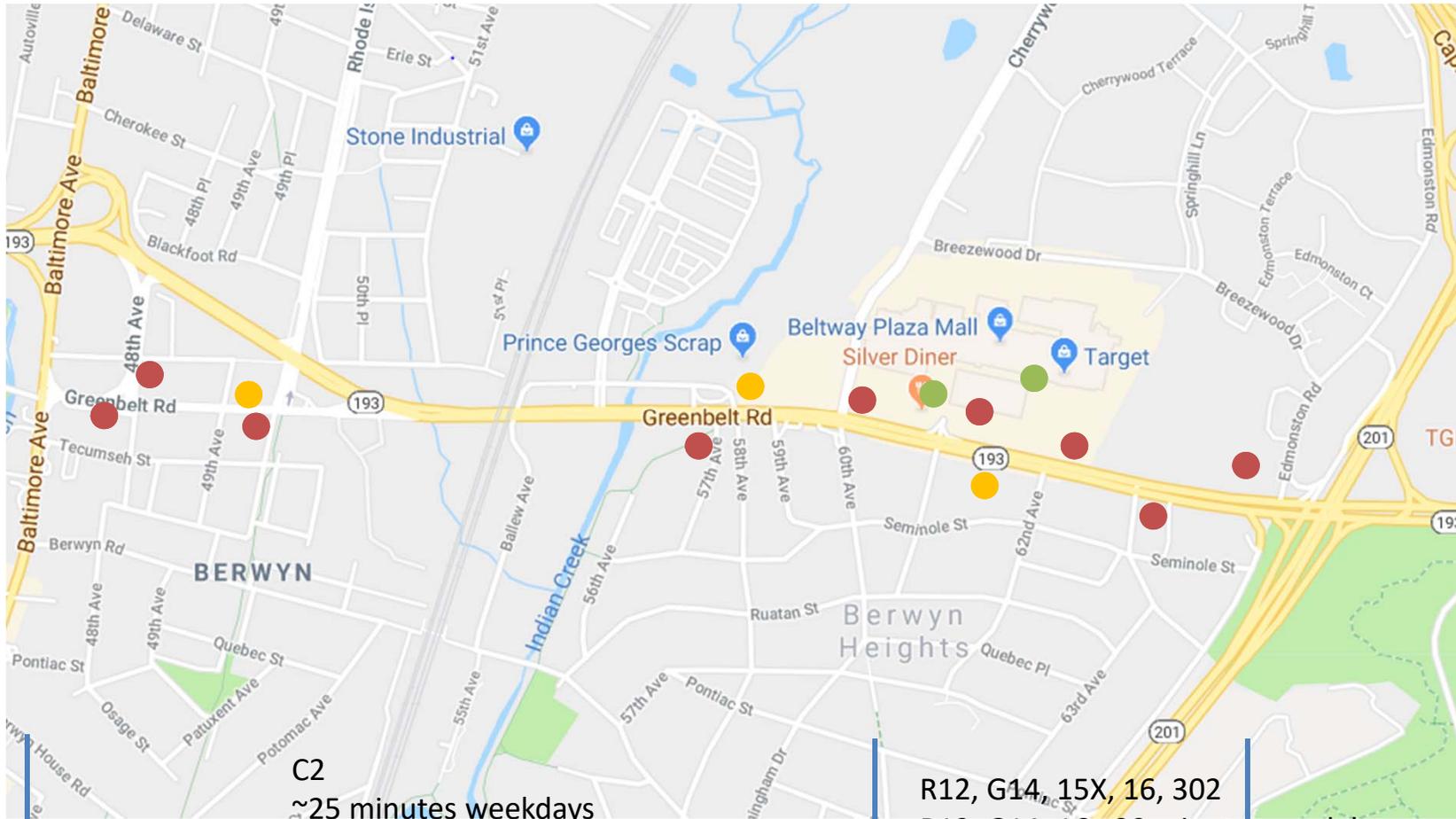
- Bus Rapid Transit (BRT) Alternatives
- Median: approximately 50 feet-would require lane reductions or expanded right-of-way.
- Mixed Traffic: typically curb lanes



Mobility

- Queens Chapel Road (MD 500)
- Streetscape improvement project, including sidewalks, stormwater management, bike lanes and street lights.
- \$18 M-some cost sharing from the municipalities of Hyattsville and Mount Rainier.

Existing Bus Service and Facilities



- 50+ boardings/day
- 20-49 boardings/day
- 1-19 boardings/day

Metrobus Only

Bus Facility Suggestions

- Safety and ADA
 - Sufficient sidewalk and waiting space at all stops
 - Crosswalks and pedestrian signals
 - Ensure sidewalk connectivity from all stops
- Comfort using common design elements
 - Shelters – WMATA guidelines 50 boardings/day
 - Not funded by WMATA
- Bus priority treatments to speed up connections
 - US-1 to Cherrywood Lane a WMATA priority corridor – priority treatments
 - Could be viable from Cherrywood Lane to Kenilworth based on level of service

Future The Bus Service Recommendations

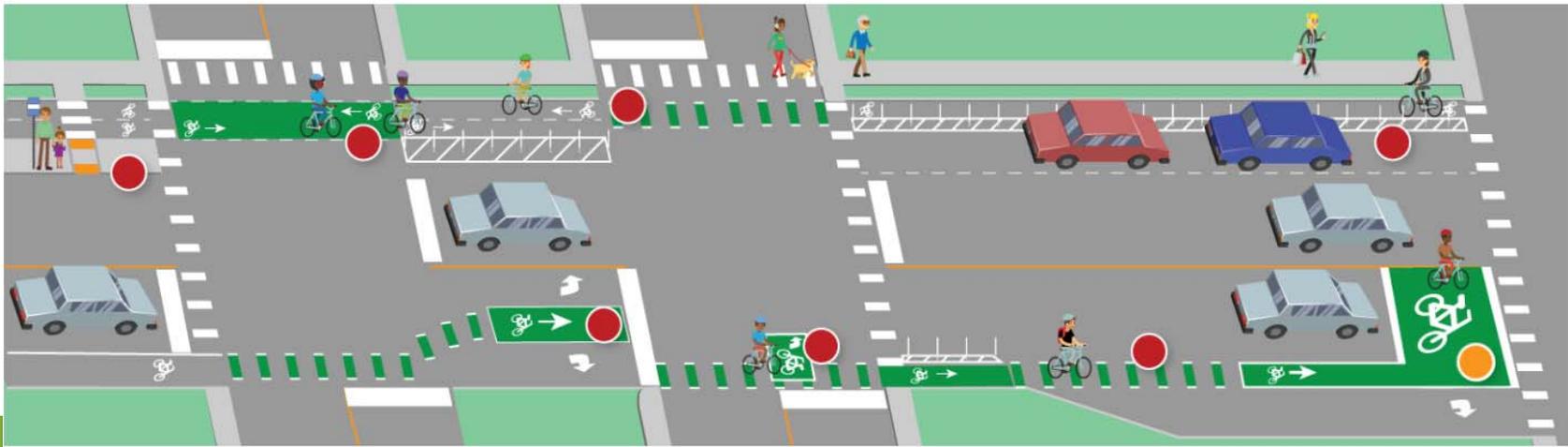
- 15X: Limited stop service - Greenbelt Metro to Greenbelt Station Community
 - Improve peak frequencies to 30 minutes
 - Evening service to 10:00pm
- 16: Local on Greenbelt Road from Cherrywood to Kenilworth
 - Improve mid-day frequency to 45 minute; longer term mid-day to 30 minutes and peak to 20 minutes
 - Evening service to 10:00pm
 - Add Saturday service (every 45 minutes)

Metrobus and UMD Future Service

- Metrobus
 - G14 and R12 going into Beltway Plaza is not in-line with WMATA service design guidelines
- UMD Shuttle Route 143 – consider adding greater frequency and weekend service
 - Access to Giant and potential new development
 - Access to campus for faculty, staff, students in Berwyn Heights and Greenbelt

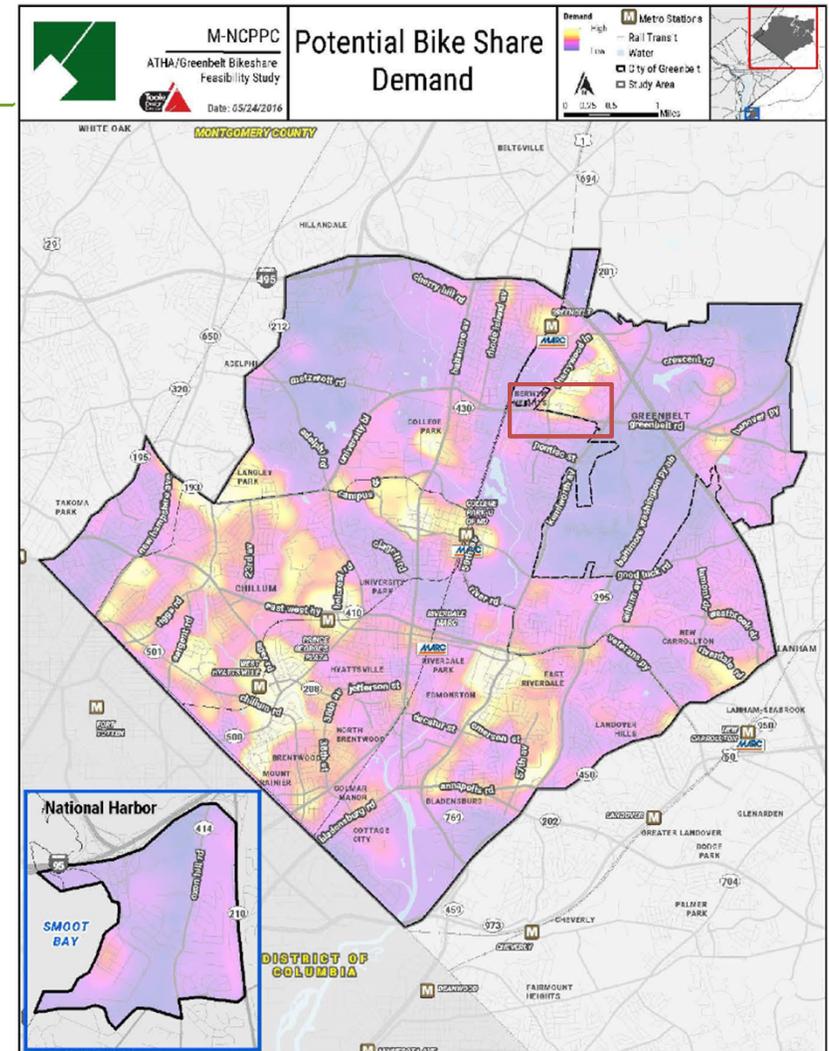
Bicycle Facilities

- Additional bike facilities and crossings will require public education
 - [Example - http://www.montgomerycountymd.gov/DOT-DIR/commuter/bikeshare/lookout.html](http://www.montgomerycountymd.gov/DOT-DIR/commuter/bikeshare/lookout.html)
- Add wayfinding and entrance signage to direct bikers to trails and connections to rail



Bike Share

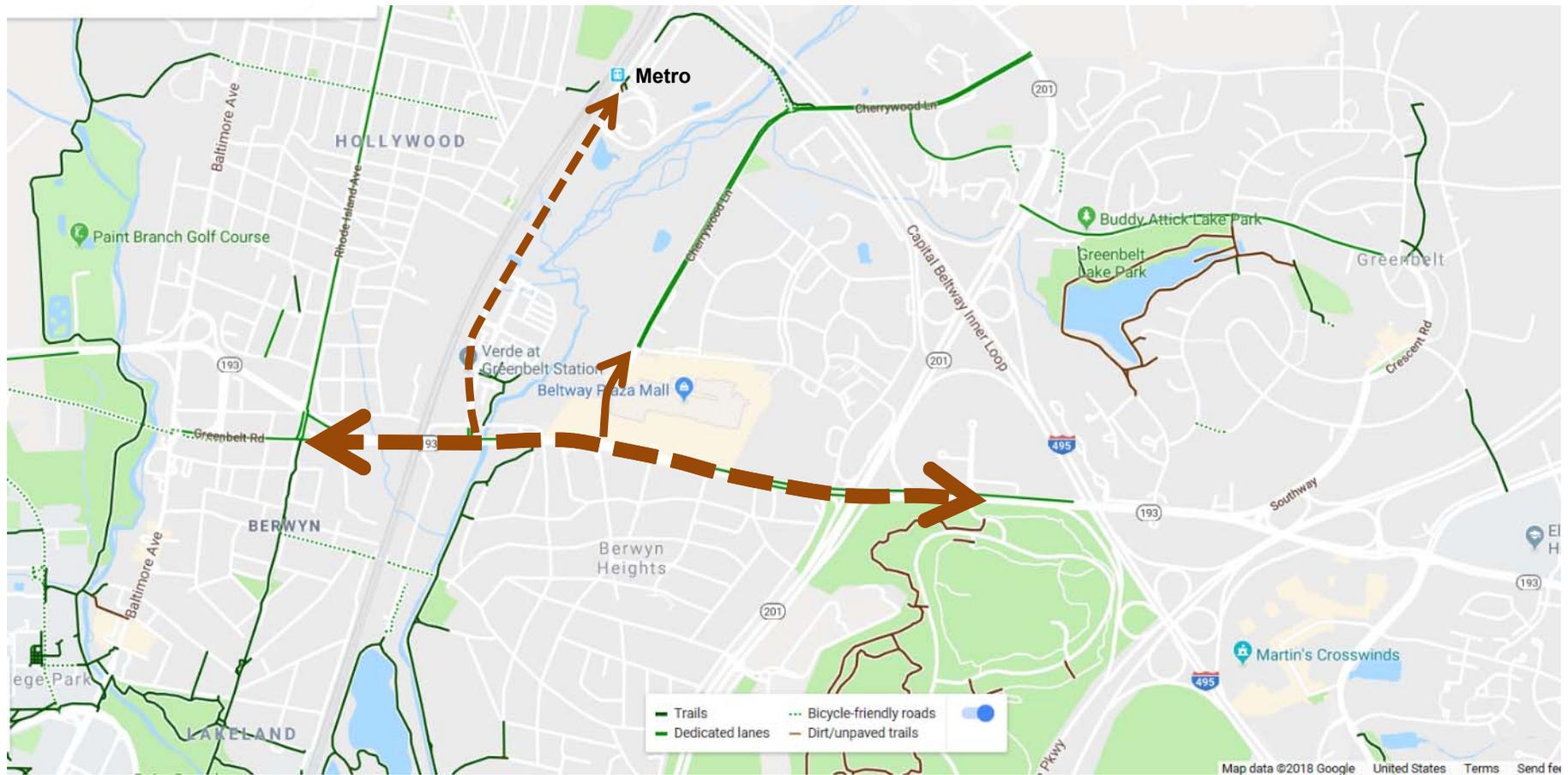
- Capital Bikeshare stations recommended for Phase 2 of Prince George's County implementation plan
 - In conjunction with new bike facilities and wayfinding
- Capital Bikeshare for regional connections, mBike for local trips





Land Use Enhancements

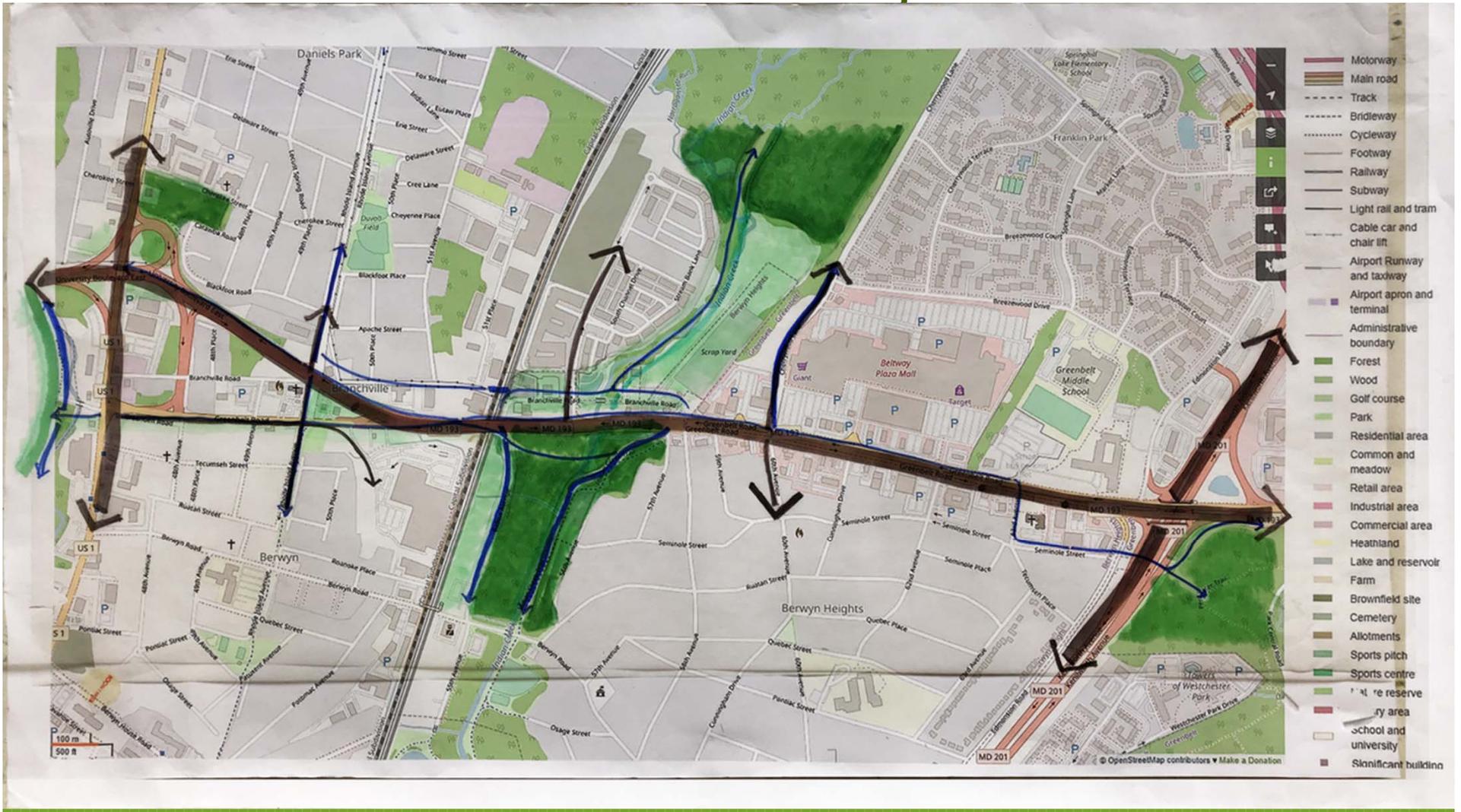
Future Trail/Pedestrian Connections



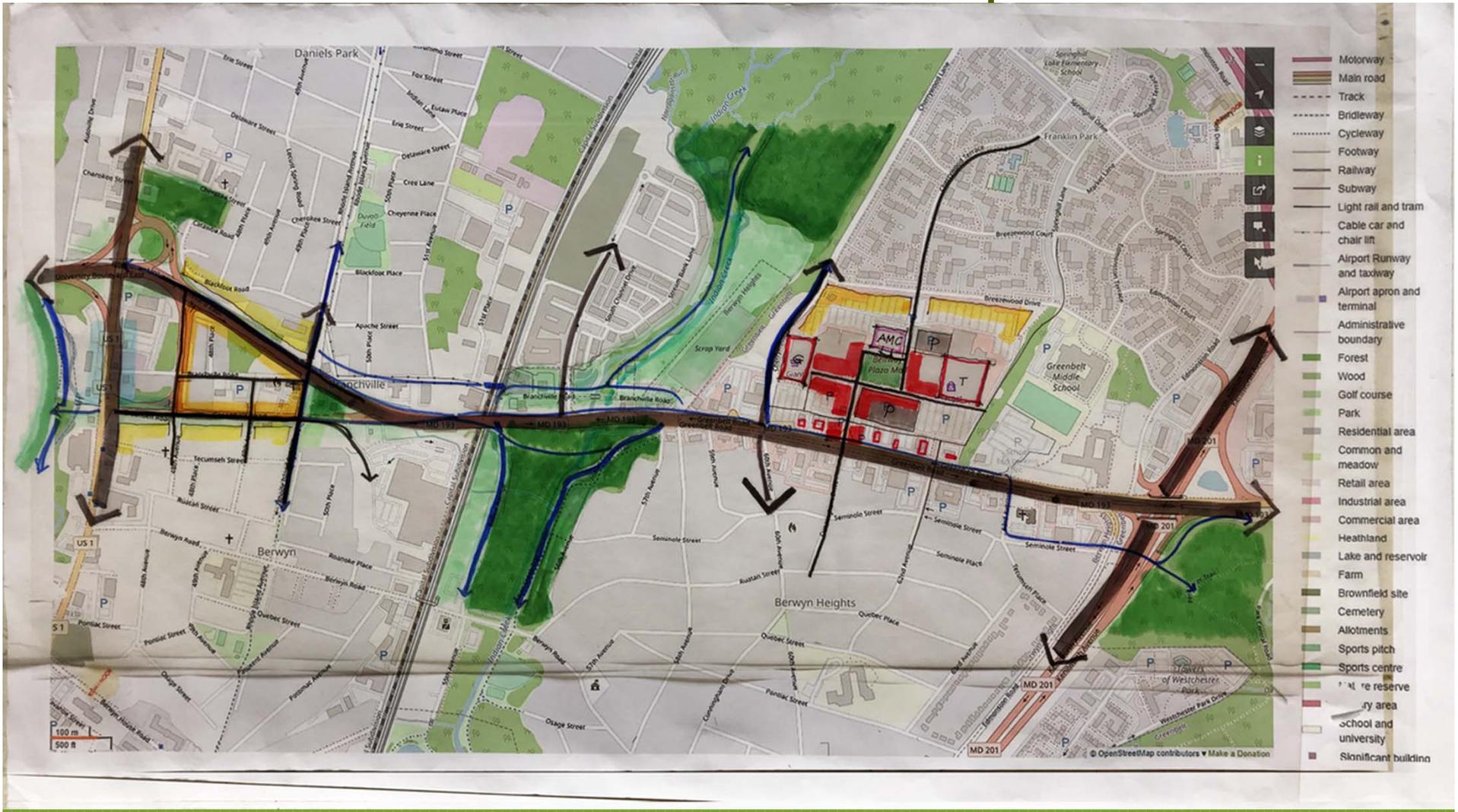
Land Use – Road Network



Land Use – Trails and Green Space



Land Use – Medium Term Development



Land Use – Medium Term Development



Beltway Plaza

- Keep Giant, Target, AMC
- Keep pad sites except at Cunningham create new parcels/entry
- Large central open space surrounded by mixed-use
- North-south and east-west connector streets
- Re-use and line existing parking structure
- Mid-rise housing (incl. senior living) on north side of site
- Staples site - catalyst
- Enhanced streets and trail connections

Land Use – Long Term Development



Beltway Plaza

- Office development along south side of Greenbelt Road
- Additional residential to connect to Metro

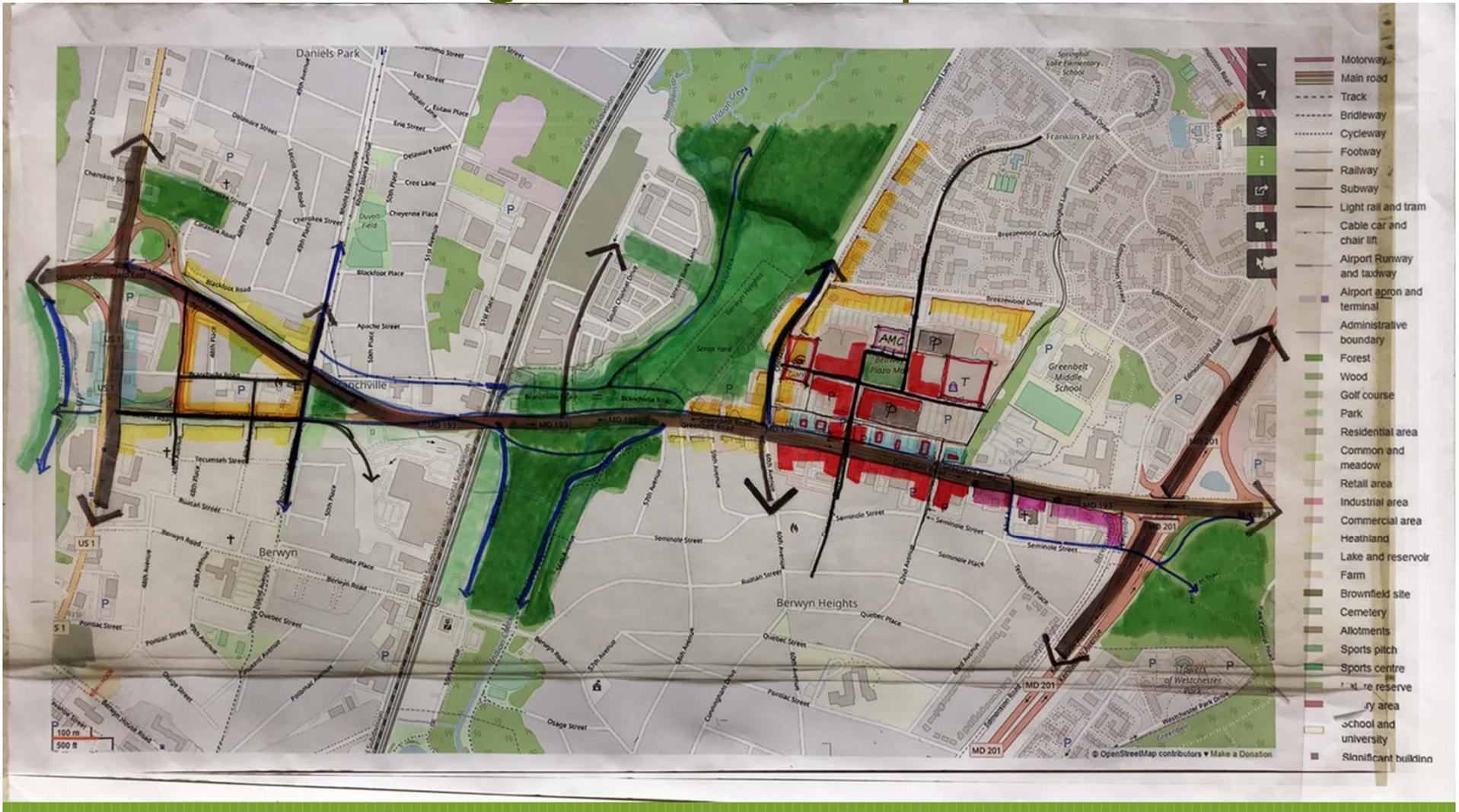
Land Use – Long Term Development



The Triangle

- Iconic development
- University uses
- Office uses
- Medium-density housing further east

Land Use – Long Term Development





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Economic Development

- Enhance Capacity to Affect Change
 - Create 4-cities Economic Development Organization (EDO)
 - Resource pooling
 - Staff augmentation
 - Project prioritization
 - Proactive implementation

Economic Development

- Build a brand
 - Create a brand for 4CD/municipalities
 - Define your future
 - Coordinate with County/State
 - Develop a proactive marketing and outreach strategy
 - Increase awareness of opportunities/vision
 - Guide your own future
 - Build relationships

Economic Development

- Programs

- Tax Increment Financing (TIF)
- Rehabilitation Tax incentive (2014 ED Strategy)
- Municipal bonding
- General fund investment
- Grants
- Implementation partner programs
 - County
 - State
 - Federal

Transportation

- **Funding Programs**

- Transportation Land Use Connections (TLC)
- Transportation Set Aside Program (TAP)
- Transportation Infrastructure Finance & Innovation Act (TIFIA)
- Railroad Rehabilitation & Improvement Financing (RRIF)
- Maryland Bikeways Program
- Consolidated Transportation Program (CTP)

A photograph of a street scene. In the foreground, a group of people, including a man in a light blue shirt and a woman in a striped shirt, are walking on a sidewalk on the right side of the road. The road is paved and has a white line marking. In the background, there are several commercial buildings, including a Domino's pizza store and a Superstore. The sky is blue with some clouds. A semi-transparent white box with the word "Discussion" is overlaid on the road.

Discussion