

Memo

To: Mayor and City Council

From: Jim Chandler, Assistant City Administrator and Director, Community & Economic Development
Kate Powers, City Planner

Date: February 26, 2020

Re: Dewey East Development – Detailed Site Plan (DSP-19050) Discussion and Action

Attachments: CIVP-DSP-19050
A-SOJ-DSP-19050
A-SOJ-DDS-660
ARCH_Plan-DSP-19050
BPIS_DSP-19050
Recreational Facilities
UTC Parking Memo 11-05-2019
Illustrative Renderings
BTL-DSP-19050
LSPL-DSP-19050

The purpose of this memorandum is to provide the City Council with a summary of the detailed site plan (DSP) application for the Dewey (Parcel 5) development as well as City Staff recommendations.

Project Summary

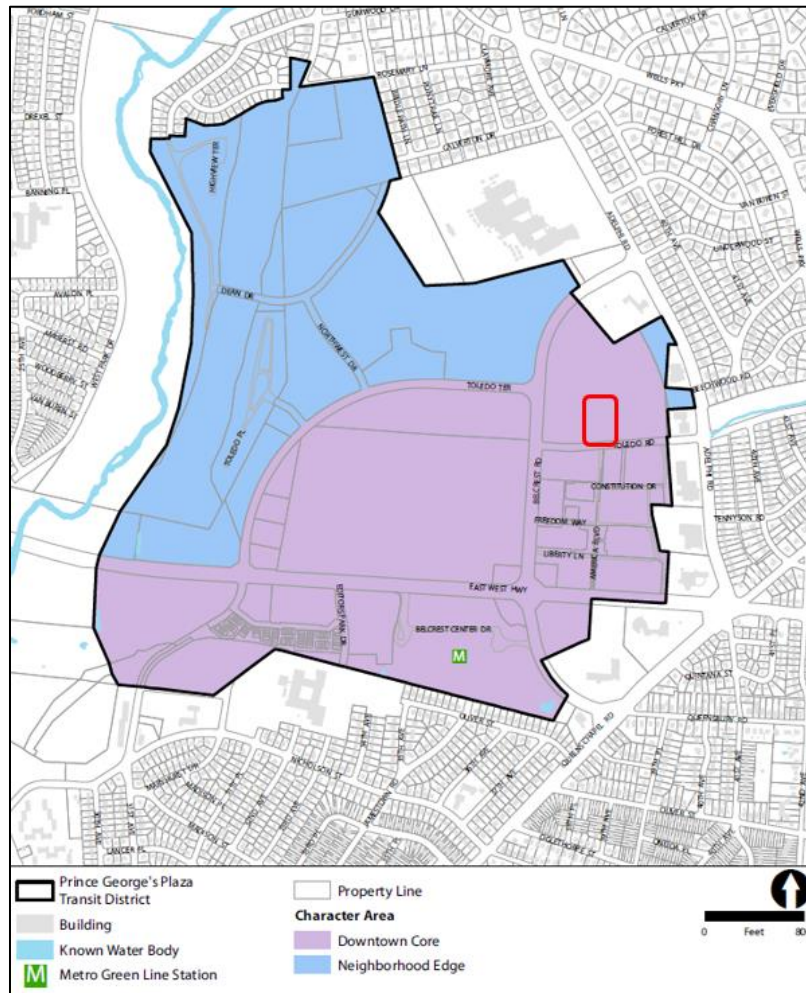
- The Dewey Property is located in the northeastern quadrant of Belcrest Road and Toledo Road and is within the “Downtown Core” character area of the Prince George’s Plaza Transit District Overlay Zone.
- The property is subdivided into 5 parcels. The applicant intends for two of the parcels be used for multifamily residential buildings (Parcel 1 and Parcel 5), two of the parcels be used for townhouses (Parcel 2 and Parcel 3), and the final parcel to be used as a stormwater management facility operated by the County (Parcel 4).
- A single parcel, Parcel 5, is the subject of DSP-19050. It is 3.32 acres and fronts Toledo Road.

- The applicant is proposing the development of a five-story mixed use building consisting of 321 multifamily units and 1,258 square feet of retail space.
- The applicant is requesting a departure from Section 27-558 of the Prince George’s County Zoning Ordinance by proposing the inclusion of 9’ x 18’ universal sized parking spaces within the parking garage structure, rather than the required 9.5’ x 19’.

Project Details

The Dewey Property is a total of 21.16 acres and located north of Toledo Road, east of Belcrest Road, and west of Adelphi Road. This application (DSP-19050) is specific to Parcel 5 within the larger Dewey Property; Parcel 5 consists of 3.32 acres along Toledo Road and is intended to be part of the first phase of the development for the property. Parcel 5 is located in the Downtown Core Land Use Character Area as designated by the *Prince George’s Plaza 2016 Approved Transit District Development Plan (TDDP)*. The Downtown Core is the Transit District’s central activity hub, with a mix of residential, retail, and office development framing lively walkable streets (TDDP, pg. 70). The general location of the proposed development can be seen circled in red in Exhibit 1. The Character Areas map can be found on page 71 of the TDDP.

Exhibit 1



The applicant is proposing the construction of a five-story mixed use building consisting of 321 multifamily dwelling units and 1,258 square feet of ground floor commercial retail. Structured parking will be provided in a garage which will contain 334 spaces. Approximately two parking spaces per floor will have accompanying electric vehicle charging stations. The commercial space will front Toledo Road and the residential entrance will front "Public Road B."

The existing property is made up of two distinct attributes. The first attribute is a surface parking lot constructed in the 1960s. The second attribute is a linear environmental feature associated with Wells Run, which extends from the northwest corner of the site to the southeast corner.

The development of the subject property will eliminate the surface parking located north of Toledo Road. The spaces currently being leased to Metro III from this surface lot will be relocated into an existing parking garage located on the south side of Toledo Road.

The environmental feature has been identified by the TDDP as the location of a regional stormwater management facility. The ownership of this parcel will be transferred to the Prince George's County Department of Environmental Resources (DER), who will operate and manage the site.

Prior Approvals

The property has been the subject of two separate preliminary plans of subdivision applications due to division of ownership. The first preliminary plan (PPS 4-18022) was approved by the Prince George's County Planning Board on June 27, 2019. The second preliminary plan (PPS 4-19033) was approved by the Prince George's County Planning Board on December 12, 2019.

Parking Analysis

The current surface parking lot supporting the adjacent Metro 3 office building will be eliminated due to this development, a shared parking analysis was prepared by Lenhart Traffic Consulting Inc. dated November 5, 2019. A memo outlining the results of their analysis can be found attached. There are currently, 4,845 parking space existing, both north and south of Toledo Road. There are 1,503 parking spaces currently located on the subject property. If removed, 3,342 total parking spaces will continue to exist south of Toledo Road. The analysis concluded that 2,334 parking spaces are needed to service peak parking demand. Based on this analysis, there will continue to be a surplus of 1,008 spaces with the removal of the existing surface parking lot on the subject property.

Architecture

The proposed development is a five-story mixed use building, that is primarily residential in nature. The leasing office, considered the primary entrance to the multifamily building, is located approximately 250 feet north of Toledo Road, along Public Road 'B'. The entrance to the retail space is located east of the corner of Toledo Road and Public Road 'B', fronting on Toledo Road. The TDDP designates Toledo Road as a Downtown Core A Street and states that primary entrances to new buildings be located on 'A' Streets (TDDP, pg. 265).

















In terms of building materials, the development will employ a combination of masonry, corrugated metal, cementitious siding and panels, as well as metal panels, railings, and signage. A more granular breakdown of the materials used on each side of the building can be found in Table 1. The developer is proposing a

neutral color palette for the building. Exhibit 2 showcases the finish schedule and the color associated with each finish in the architectural plans.

Table 1

	Toledo Road	New Road	North Elevation	East Elevation
Metal Panel	32%	30%	-	7%
Masonry	3%	7%	5%	3%
Corrugated Metal	12%	12%	-	5%
Cementitious Siding	11%	12%	49%	55%
Cementitious Panel	42%	39%	46%	27%

Exhibit 2

FINISH SCHEDULE	
	MASONRY - COLOR 1
	MASONRY - COLOR 2
	CMNT PANEL W/ REVEAL - COLOR 1
	CMNT PANEL W/ REVEAL - COLOR 2
	CMNT PANEL W/ REVEAL - COLOR 3
	CMNT SIDING W/ REVEAL - COLOR 1
	CMNT SIDING W/ REVEAL - COLOR 2
	METAL PANEL - COLOR 1
	METAL PANEL - COLOR 2
	CORRUGATED METAL - COLOR 1
	METAL CHANNEL
	ALUMINUM STOREFRONT SYSTEM
	PRE-FAB ALUMINUM CANOPIES
	DECORATIVE METAL RAILING
	GLASS RAILING
	METAL SIGNAGE

Departure from Design Standards (DDS-660)

The applicant is proposing a departure from the design standards, specifically the inclusion of 9’ x 18’ universal sized parking spaces within the parking garage structure rather than the 9.5’ x 19’ spaces typically required by the Zoning Ordinance. This is a departure from Section 27-558 of the Prince George’s County Zoning Ordinance. Requirements of Section 27-558 can be found in Table 2, where the relevant design standard is highlighted in yellow.

Table 2

Type of Space	Minimum Size (in Feet)
<i>Standard car spaces:</i>	
Parallel	22 by 8
Nonparallel	19 by 9 1/2
<i>Compact car spaces:</i>	
Parallel	19 by 7
Nonparallel	16 1/2 by 8
Spaces for boat ramps (to accommodate length of, and maneuvering space for, both car and boat)	40 by 12

The applicant states in its Statement of Justification (SOJ) that a departure from the standards allows the proposed parking garage to function more efficiently than providing a mixture of standard size parking spaces and compact spaces, as well as ensures a better circulation of vehicles. The proposed mix use development is providing a total of 334 parking spaces, all measuring 18' x 9' (except for the required handicapped spaces).

In addition to the departure from standards requested for the dimensions of the parking spaces within the parking structure, the applicant has requested the following design standard modifications: Requesting 50' additional block length, from the 500' standard, on the west side of parcel 2 fronting Belcrest Road.

- Requesting transformer for the building be permitted above-ground and screened from view.
- Requesting an extension from the required build-to line of 25' for 39% of the building fronting Toledo Road.
- Requesting an extension from the required build-to line of 20' for 7% of the building fronting the new "B" street running parallel to Belcrest Road.
- Requesting 4' extension from the required build-to line of 25' for the stoops present along Toledo Road.
- Requesting the retail space have a storefront fenestration height of 10' as opposed to the required 14'.
- Requesting an extension from the required build-to line for the proposed retail space.
- Requesting the building's service entrance front Public Road B as opposed to the rear of the building which will be obstructed by the proposed greenway.
- Requesting the entrance of the apartment building front Public Road B as opposed to a Downtown Core "A" Street (Toledo Road).

Bicycle and Pedestrian Impact Statement (BPIS)

The applicant submitted a BPIS at the time of preliminary subdivision, where on- and off-site facilities proposed by the applicant were evaluated by Planning Department staff. BPIS measures associated with this application are as follows:

- 925 linear feet sidewalk removal and sidewalk replacement along the east side of Adelphi Road.
- Upgrade pedestrian push button assembly on both sides of the southern leg of the intersection of Toledo Road and Adelphi Road.
- Installation of five “A” sidewalk ramps along Adelphi Road.
- Installation of “B” sidewalk ramp on the southeast corner of the intersection of Toledo Road and Adelphi Road.
- Installation of a crosswalk and stop bar across Toledo Road at its intersection with Adelphi Road.

Planning Committee Review

The applicant presented to the Planning Committee on February 25, 2020. The Planning Committee responded positively to the proposal and were specifically appreciative of the applicant’s responsiveness to City and M-NCPPC comments to the DSP application.

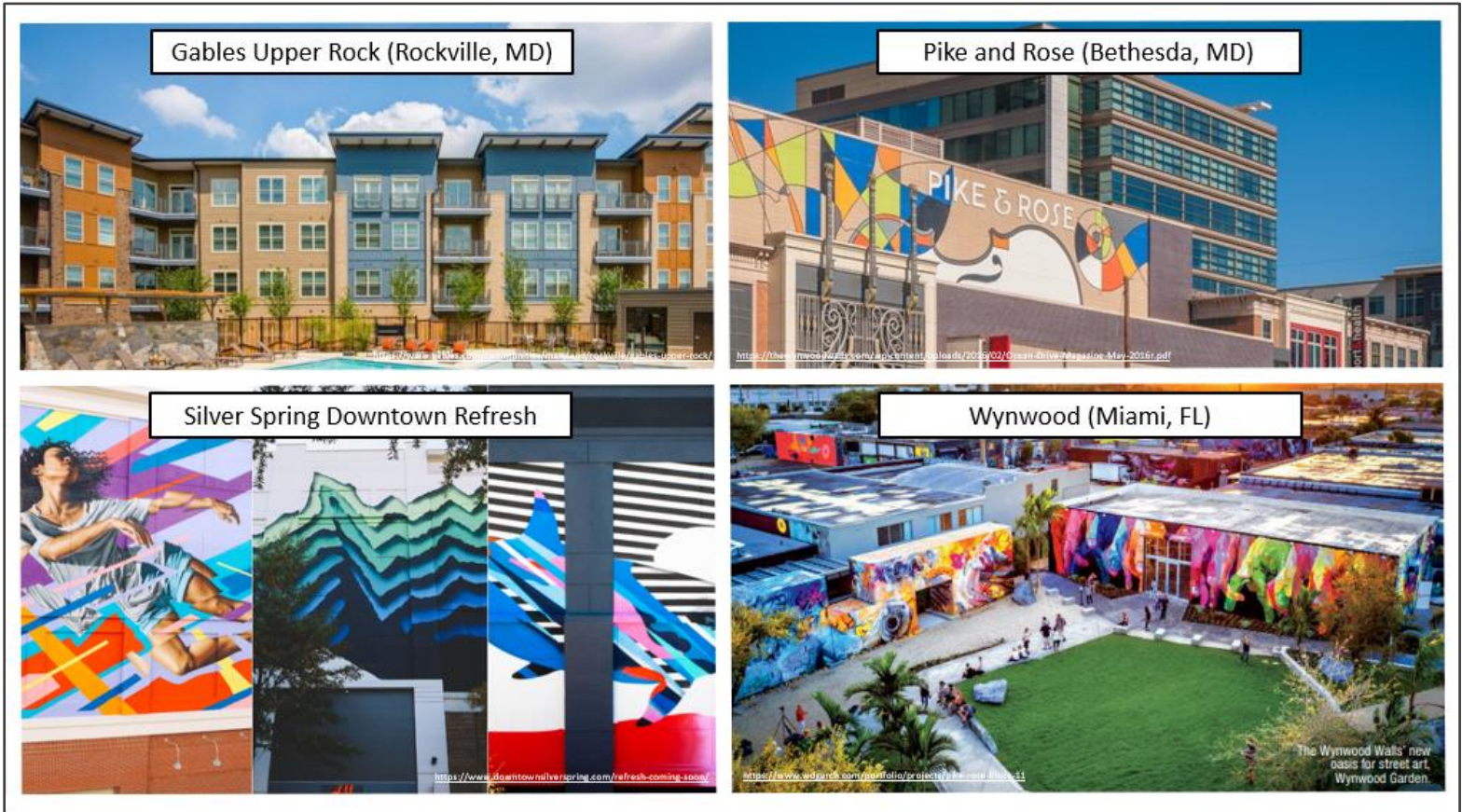
The Planning Committee discussed expanding the color choices used in the development, options for concealing the proposed transformers, and parking (number of spaces, visitors’ parking, and location of bicycle/motorcycle parking). In addition, the Committee talked about the importance of the crosswalks present on Toledo Terrace, as they are essential to connecting the development to transit and other amenities.

The Committee addressed their concerns with suggested improvements. Below are the recommendations voted on by the Planning Committee:

1. The Planning Committee recommends the City Council support the setbacks proposed by the applicant.
2. The Planning Committee recommends all pedestrian crossings on Toledo Terrace, between and including its intersection with Belcrest Road and Adelphi Road, be improved, especially the crossing at America Boulevard.
3. The Planning Committee recommends the applicant consider solar panels and other environmentally sustainable measures as part of their EarthCraft designation.
4. The Planning Committee recommends the City Council support the applicant’s proposed fenestration height of 10’ and façade treatment of 14’ for the proposed retail space.
5. The Planning Committee recommends the applicant continue to work with City Staff on developing an appropriate color palette and look at the architecture and art of the following projects as example for the Dewey Parcel 5 development:
 - a. Gables Upper Rock (Rockville, MD)
 - b. Pike and Rose (North Bethesda, MD)
 - c. Downtown Silver Spring Refresh Project (Silver Spring, MD)
 - d. Wynwood (Miami, FL)

Pictures of the reference projects and developments suggested by the Planning Committee can be found in Exhibit 3.

Exhibit 3



Minutes from the February 25, 2020 Planning Committee meeting are not yet available.

Recommendations

Departure from Design Standards (DDS-660)

City Staff recommends support of the applicant’s request for a departure from the design standards. Staff does not anticipate any configuration or circulation issues in association with their request for 9’ x 18’ universal sized parking spaces within the proposed parking garage structure.

Recommended Responses to Requested Modifications

1. *Requesting 50’ additional block length, from the 500’ standard, on the west side of parcel 2 fronting Belcrest Road.*

The block length extension requested by the applicant is adjacent to Parcel 2, as opposed to Parcel 5 which is the subject of this application. The applicant is including this modification as part of this DSP because the block length of Parcel 2 depends, in part, on the location of Public Roads A and B, which have already been decided through the preliminary plan of subdivision process. This modification will also be included in the applicant’s next DSP which will focus on Parcels 1, 2, and 3. The variable factor in the block length is the private roadway with an opening onto Belcrest Road; this private road will provide access to the

proposed townhouses on Parcel 2. City Staff will further address this modification at the time of the applicant's next DSP which will include the development of Parcel 2.

Exhibit 3 provides a visualization of the requested block length extension.

Exhibit 3



2. Requesting transformer for the building be permitted above-ground.

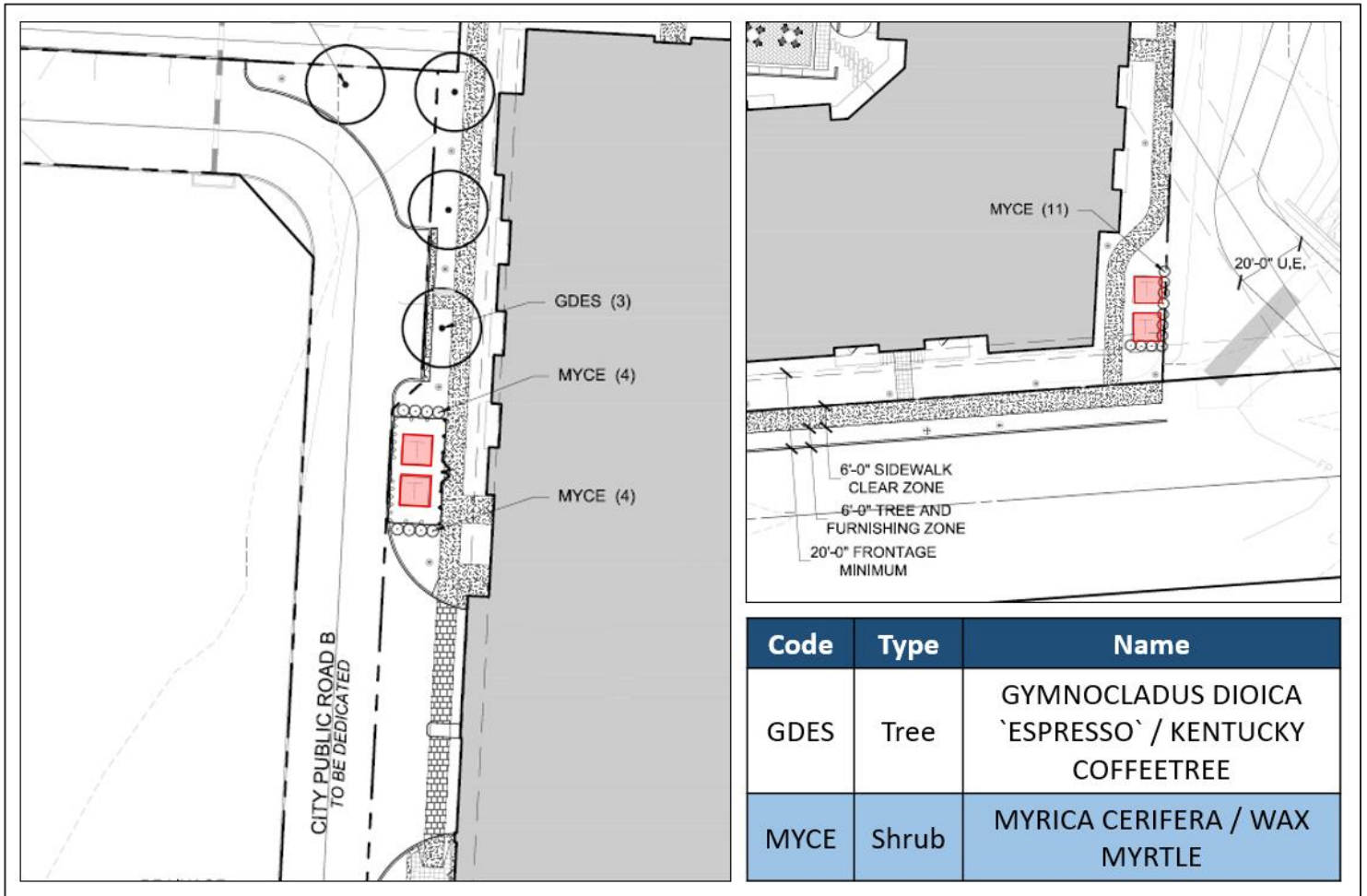
City Staff recommends all transformers associated with this development be installed subgrade, consistent with policy guidance per the Prince George's Plaza TDDP. There are adequate design alternatives available to the developer to accommodate subgrade transformers. Subgrade transformers are more secure, visually appealing, and aligned with the intent of the TDDP than above-grade transformers.

The applicant has proposed the installation of screening devices around the transformers as consistent with the TDDP. See relevant excerpt below:

“All mechanical equipment and meters shall be screened to prevent excessive noise and visual impacts on surrounding properties” (TDDP, pg. 248).

The locations of the applicant’s proposed screening devices can be seen in Exhibit 4. The locations of the transformers can be seen outlined in red.

Exhibit 4



Taking the applicant’s proposed screening in mind, City Staff still believes that all transformers should be underground. There is sufficient evidence within the TDDP to support placing the transformers subgrade in order to best promote a pedestrian-friendly Downtown Core. The Transit District Development Plan is very clear in its intent for utilities to be placed underground whenever possible. Excerpts from the TDDP that support this claim can be found below:

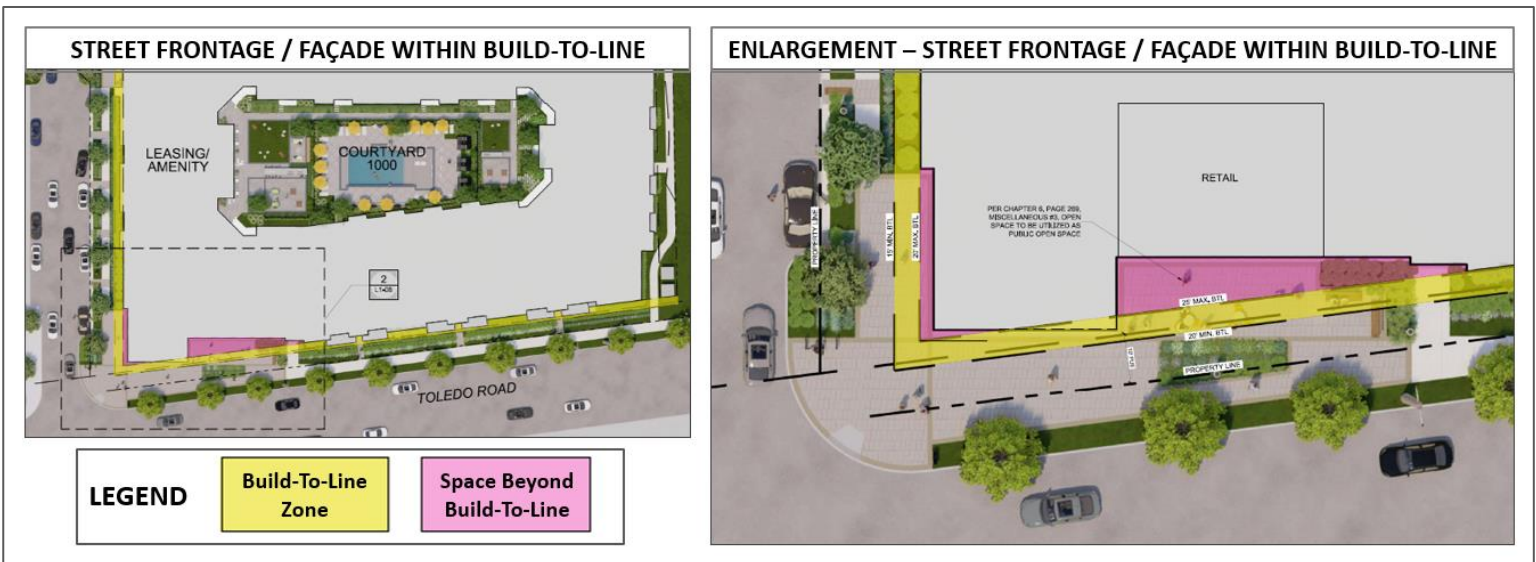
- Policy LU1: Promote a pedestrian-friendly, transit-supportive development pattern in the Transit District.

Strategy LU1.1: Provide consolidated public parking facilities, **underground utilities**, new sidewalks, street trees, bicycle facilities, landscaping, and public spaces to build the urban fabric and infrastructure needed to support and facilitate new development opportunities (TDDP, pg. 75).

- Policy HD4: Create an active, interesting, enlivening, and dynamic public realm.
 - Strategy HD4.10: Wherever feasible, utility structures, equipment, and transmission lines should be **placed underground** (TDDP, pg. 105).
 - Within the Transit District, the property owner is required to construct and may be required to maintain, all the streetscape improvements on the proposed development site. These improvements may include but are not limited to, the installation of sidewalks, curbs, and gutters; street trees; street furnishings; and **the undergrounding of utilities** in accordance with any comprehensive undergrounding program that may be established to implement the recommendations of the TDDP (TDDP, 191).
3. *Requesting an extension from the required build-to line (BTL) of 25' for 39% of the building fronting Toledo Road. Requesting an extension from the required build-to line of 20' for 7% of the building fronting the new "B" street running parallel to Belcrest Road. Requesting 4' extension from the required build-to line of 25' for the stoops present along Toledo Road.*

City Staff is amenable to the applicant's build-to-line extensions (except for the proposed retail space), as they are minimal and add visual interest to the development. Exhibit 5 provides a visualization of the applicant's proposed extension from the BTL.

Exhibit 5



4. *Requesting the retail space have a storefront fenestration height of 10' as opposed to the required 14'.*

Within their Statement of Justification, the applicant informed City Staff that the retail portion of this development has been designed to emphasize a two-story aesthetic; however, the internal clear height is 10'. TDDP Standards requires a minimum clear height and storefront fenestration of 14' in retail spaces within the Downtown Core (TDDP, pg. 267). In response to M-NCPPC's concerns regarding the economic viability of a retail space with 10' clear height, the applicant provided a list of commercial uses compatible with 10' ceiling heights. There are as follows:

- *Small Service*
 - Specialty fitness
 - Barbershop
 - Hair Salon
 - Boutique Services
 - Technology Services
 - Technology Retail (Cell/Mobile)
 - Independent Retail (Start-up)
- *Medical*
 - Dentist Office
 - Chiropractor
 - Orthodontist
- *Office*
 - Tax Office
 - Legal Office
 - Travel Office
 - Design Office

Despite the list of potential tenets provided by the applicant, City Staff recommends the retail space include a 14' fenestration height as is consistent with the TDDP. Staff believes having a 14' height will aid in the occupancy of the space by increasing the number of compatible commercial uses and potential tenets. The higher, open storefront will foster a better connection between the retail space and the pedestrian streetscape, accommodate a more diverse selection of tenets, and allow for better light and visibility into the retail location.

City Staff is supportive of the elimination of the proposed retail space if the applicant believes the space is not economically viable.

5. Requesting an extension from the required build-to line for the proposed retail space.

Within their Statement of Justification, the applicant expressed their desire to build the retail location further from the road than the surrounding aspects of the building, beyond the required build-to line. The applicant believes this will create a focal point for the retail space. City Staff recommends the retail location be built level with the adjacent, attached building. If the retail location is built inset from the surrounding building, City Staff is concerned that the retail space will become concealed. The retail location may become overshadowed as it resides adjacent to the protruding section of the building on the corner of Toledo Road and Public Road B. City Staff suggests distinct color or signage be used for the retail space to make it a focal point, as opposed to having it be an inset of the larger building.

The applicant plans to activate the inset space with public tables and benches to compensate for the larger setback. City Staff believes having the retail space in line with the adjacent building is the best way to activate the streetscape, as outdoor tables and chairs is not a permanent fixture of the site and may not be compatible with the future commercial use of the retail space.

Exhibit 6 provides an illustrative rendering of the retail space. The retail frontage can be seen circled in red and the applicant's proposed public seating space can be seen circled in blue.

Exhibit 6



- 6. *Requesting the building's service entrance front Public Road B as opposed to the rear of the building which will be obstructed by the proposed greenway.*

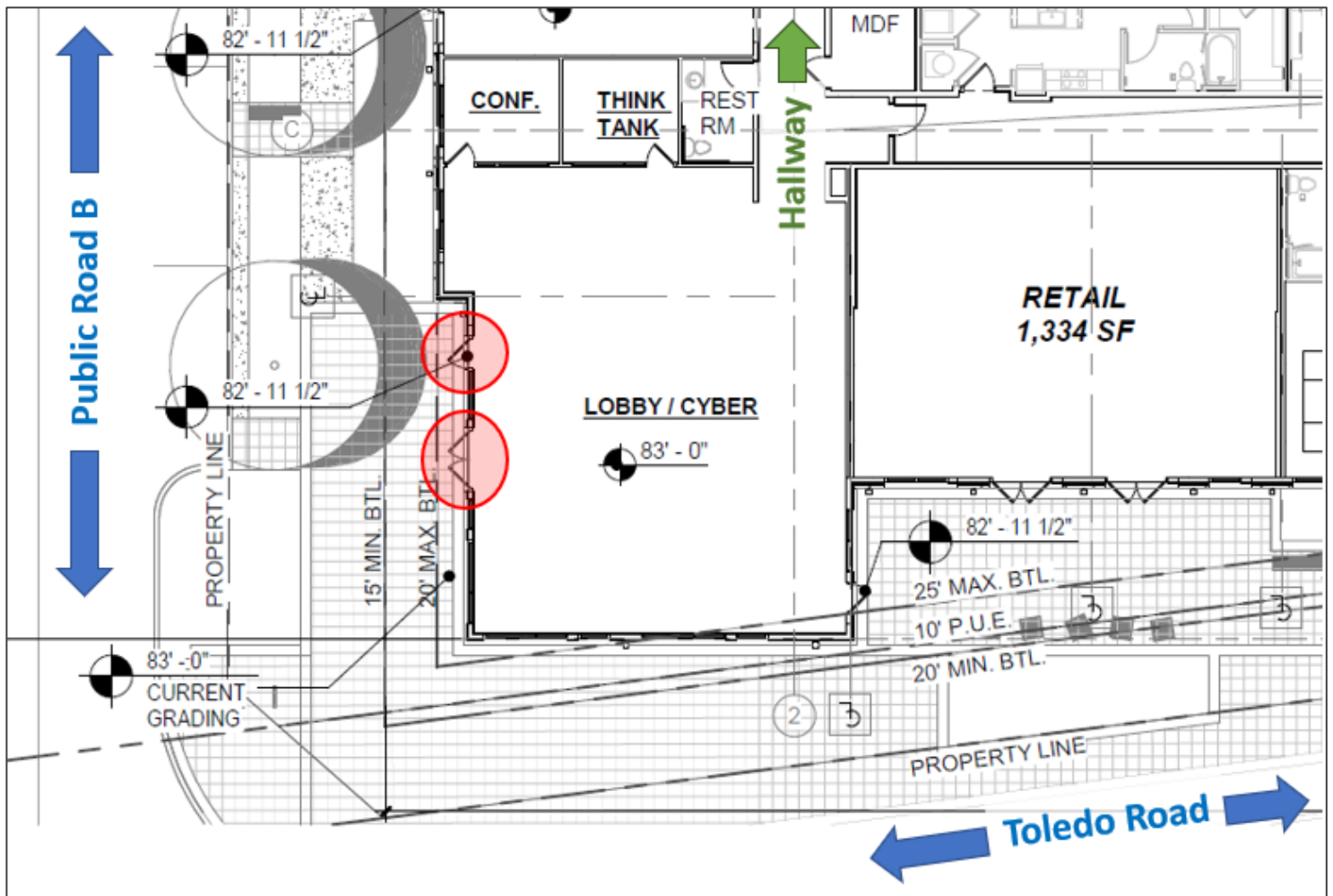
As there is no vehicular access at the rear of the building, City Staff recommends the approval of this modification contingent on the dedication of service space for loading and deliveries within the building's garage.

7. Requesting the entrance of the apartment building front Public Road B as opposed to an "A" Street (Toledo Road).

According to the TDDP, if a building fronts on both A and B streets, Pedestrian Street, or Promenade, its primary entry shall be located on the A Street (TDDP, pg. 210). This development fronts both Toledo Road and Public Road B. As Toledo Road is a Downtown Core A Street, the primary entrance (leasing office/lobby entrance) of the proposed mixed-use building should front Toledo Road as opposed to Public Road B (TDDP, pg. 265).

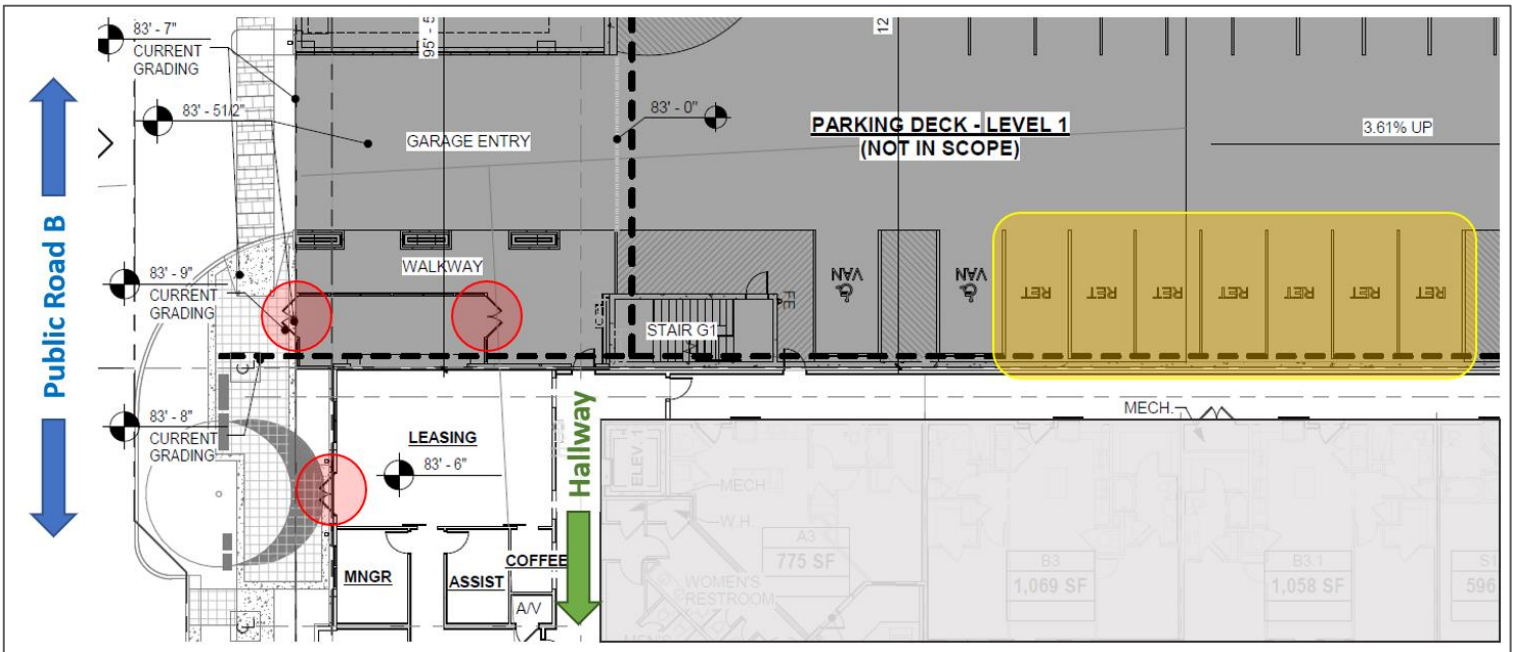
In order to better conform to the TDDP, the applicant has amended their plan to include the building's lobby on the corner of Toledo Road and Public Road B, with an entrance fronting on Public Road B. The TDDP states, "all street-defining buildings on corners should orient main entrances towards the corner" (TDDP, pg. 267). A visualization of this configuration can be found in Exhibit 7. The entrances are circled in red.

Exhibit 7



In the applicant’s revised plan, the leasing office remains next to the garage entrance along Public Road B. The applicant wants the leasing office to be located next to the garage because the reserved parking spaces for future residents are on the ground floor of the structured parking garage. The lobby at the corner of Toledo Road and Public Road B and the leasing office next to the garage are connected by an interior hallway. Exhibit 8 demonstrates the location of the leasing office. The entrances to the leasing office are in red, the reserved parking spaces are circled in yellow, and the hallway is indicated in green.

Exhibit 8



City Staff agrees that the building’s main entrance (in this case, the lobby entrance) must reside at the corner of Toledo Road and Public Road B to best activate the streetscape and help avoid confusion for visitors. City Staff is agreeable to having the leasing office adjacent to the garage in order to provide parking to potential renters. If individuals enter through the lobby, ideally building complex staff will be able to direct individuals to the leasing office internal to the building using the connecting hallway.

City Staff is also amenable to moving the leasing office to the currently proposed retail space fronting “A Street” Toledo Road. In this instance, the applicant would request the removal of the commercial element from the development and the leasing office would go in its place. Under this scenario, the applicant would no longer need to request a modification to the fenestration height, as the space would no longer be commercial in nature. A lower fenestration height would enable the applicant to retain the residential units on the second floor above.

Transportation Recommendations

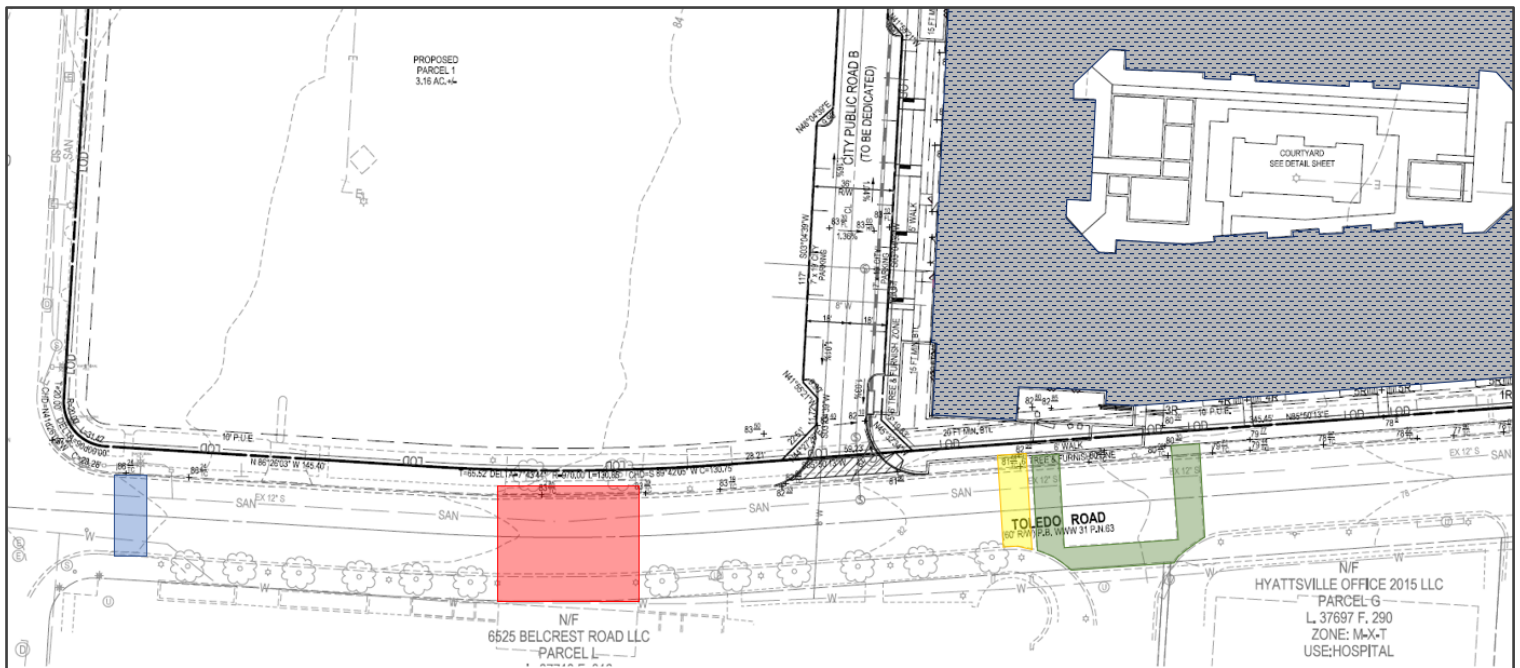
City Staff recommends the establishment of a dedicated delivery and service area within the proposed garage rather than have vehicles utilize Public Road B for deliveries. Having dedicated space within the garage will allow greater availability of street parking for non-delivery vehicles.

In addition, City Staff is recommending the applicant improve the western leg of the existing crosswalk on Toledo Terrace adjacent to America Boulevard. This right-of-way infrastructure is imperative to maintaining the connection between the development and the Prince George's Plaza Metro Station, as well as the amenities present in University Town Center. The southern leg of the crosswalk does not touch the boundaries of the Parcel and therefore is not within the purview of this application. It is City Staff's opinion that the crosswalk at America Boulevard only needs a western and southern leg, as the volume of use and configuration of surrounding buildings does not call for an eastern leg.

In addition, Staff believes the mid-block crossing on Toledo Terrace connecting to Parcel 1 is no longer necessary; it is primarily used by individuals who utilize the existing parking lot, which will be eliminated as part of this development. This mid-block crossing is unnecessary as individuals on Parcel 1 can either utilize the crosswalk adjacent to Belcrest Road or the crosswalk adjacent to America Boulevard.

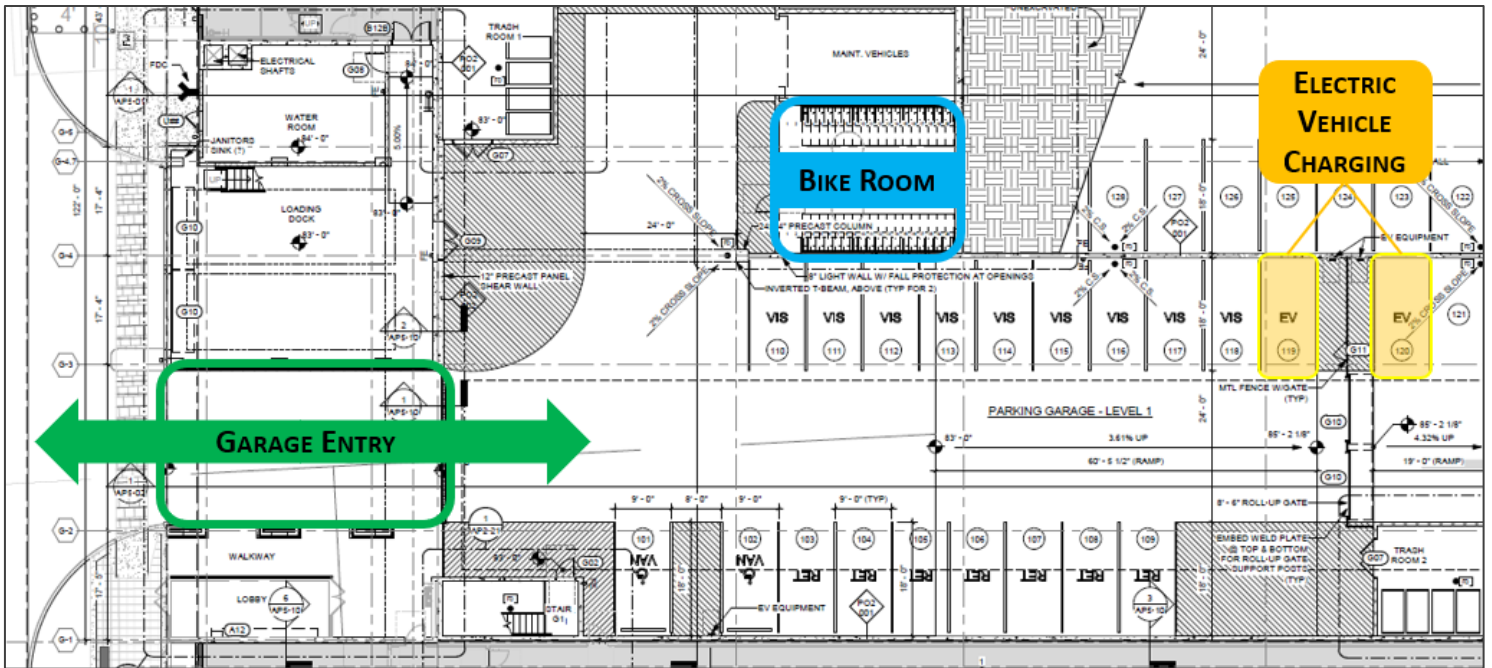
The location of the crosswalks adjacent to America Boulevard can be seen in green on Exhibit 9. The mid-block crossing, providing access from Parcel 1 is outlined in red. The existing crosswalk on Toledo Road adjacent to Belcrest Road is outline in blue. The improved, western leg of the crosswalk can be seen in yellow. The improved crosswalk shall include a non-masonry material with a preference of either stamped concrete or 'poured in place' synthetic product to ensure long-term durability of the crosswalk.

Exhibit 9



In order to further promote bicycle use in the City, City Staff recommends a minimum of two (2) inverted-U shaped bike racks be installed in front of the leasing office and at least two (2) inverted-U shaped bike racks be installed adjacent to the proposed retail space. To ensure the building has adequate bicycle parking capacity for its residents, City Staff recommends a 1:1 ratio of bicycle parking spaces to vehicle parking spaces. This area within the garage should be dedicated to bicycle storage solely, and not used for any other storage purposes. Exhibit 10 demonstrates the applicant’s proposed bicycle storage configuration and capacity within the structured garage, as well as the location of electric vehicle charging stations on the first floor of the garage.

Exhibit 10



Aesthetic Recommendations

City Staff recommends the applicant employ a more diverse and visually appealing color palette for the architecture of the building. In addition, City Staff recommends the incorporation of an art installation in a publicly visual location on or near the proposed building. This art installation can be integrated into a functional piece of the development, be affixed to the building via removal panels, and/or include mural, sculptural, or mosaic elements. City Staff believes a more colorful architectural palette and the incorporation of public art will promote placemaking, further activate the streetscape, and create an overall better development product.

Next Steps

The M-NCPPC Planning Board is scheduled to conduct a hearing to consider DSP-19050 on Thursday, April 2, 2020. Any recommendations adopted by the City Council at the March 2, 2020 meeting will be conveyed to the Planning Board before the M-NCPPC hearing.

Staff is recommending the City Council adopt the following motion:

"I move the City Council authorize the Mayor to provide correspondence to the Maryland-National Capital Park & Planning Commission in support of Detailed Site Plan 19050, subject to the following conditions:

1. All transformers associated with this development shall be installed subgrade.
2. The proposed retail space shall have a fenestration height of 14' and build-to-line within the 25' maximum depth and 20' minimum depth required in the Transit District Development Plan.
3. The applicant shall dedicate space for regular loading and delivery services within the structured parking garage.
4. The applicant shall improve of the western leg of the existing crosswalk on Toledo Terrace adjacent to America Boulevard, as this right-of-way improvement is imperative to maintaining the connection between the proposed development and the Prince George's Plaza Metro Station, as well as the amenities present in University Town Center.
5. The applicant shall install at least two (2) inverted-U shaped bike racks in front of the leasing office and at least two (2) inverted-U shaped bike racks in front of the retail space. The applicant shall accommodate a 1:1 ratio of bicycle parking spaces to vehicle parking spaces.
6. The applicant shall utilize a more vibrant architectural color palette and integrate public art into the development.

The City supports the applicant's following modifications:

1. The City supports of the applicant's request for a departure from the design standards, specifically the request for 9' x 18' universal sized parking spaces within the proposed parking garage structure.
2. The City supports the applicant's requested build-to-line extensions, except for the proposed retail space.
3. The City supports the applicant's proposed location for the lobby entrance at the corner of Toledo Road and Public Road B."