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DEVELOPMENT REVIEW  
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# BELCREST PLAZA MIXED USE

HYATTSVILLE, PRINCE GEORGE'S COUNTY, MD

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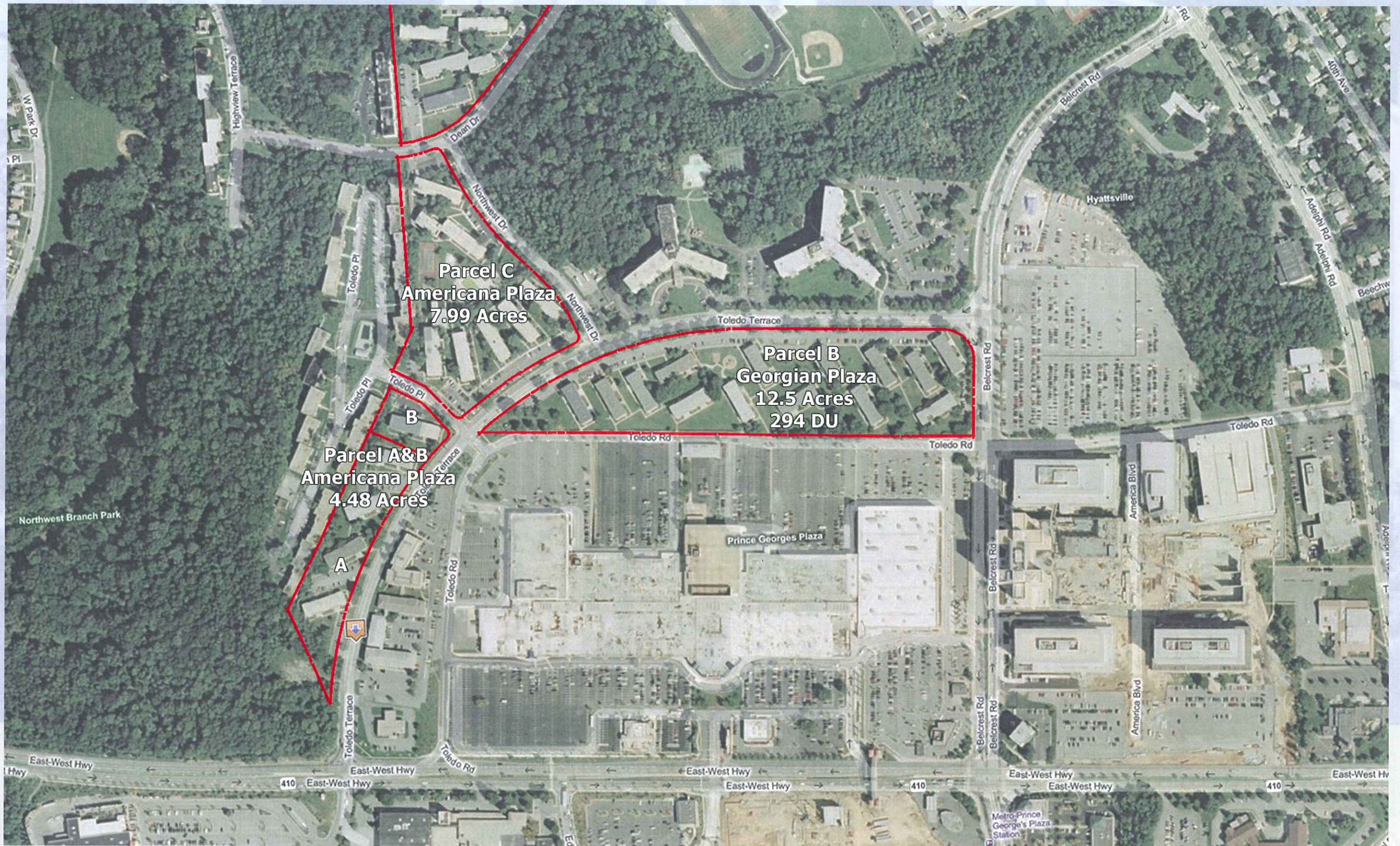




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## 1. Overview

The proposed redevelopment of Belcrest Plaza offers “a once in a lifetime” opportunity to create an exciting, transformational, and vibrant proposal to create a lifestyle community, just steps away from the Prince George’s Plaza Metro Center. This highly sophisticated and carefully crafted vision is the product of careful market research and a sincere dedication to quality- quality in planning; quality of design; quality of construction materials; quality of community amenities; quality of uses and quality of life.

This commitment to quality is showcased in the design of a community that can be an exciting place to live, work and play 7 days a week; morning, noon and night. Our vision will allow current and future residents to work within walking distance from their home, to shop for goods and services without dependence on an automobile, and to live in a community with “state of the art” amenities.

The developer’s vision for Belcrest Plaza will provide a lifestyle consistent with Prince George’s County’s plans for development in areas located in proximity to mass transit systems and is consistent with the stipulations of the Prince George’s Plaza Transit District Overlay Zone.

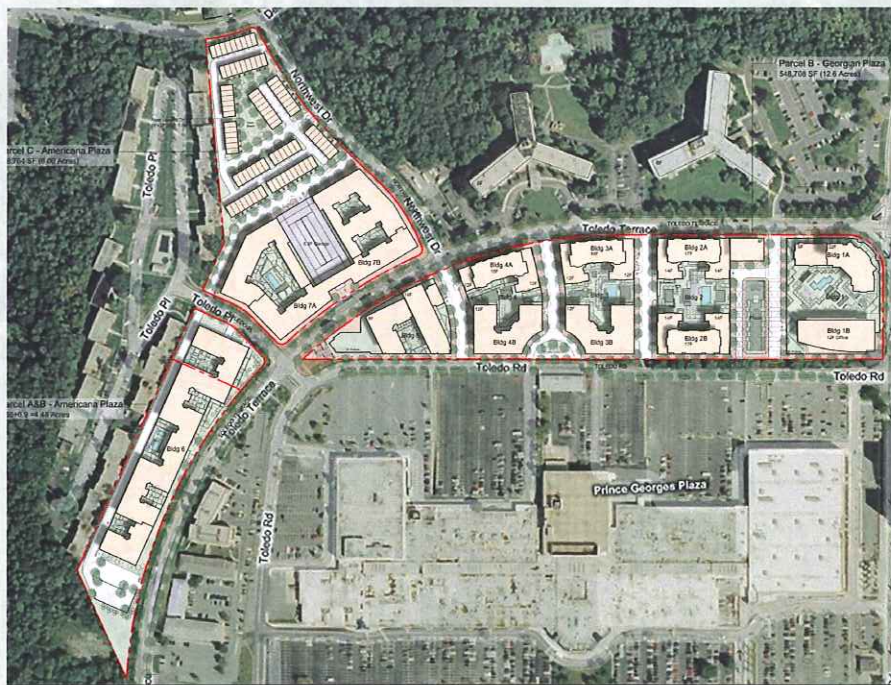
The 25-acre Belcrest mixed-use redevelopment will continue the transformation and the revitalization of Hyattsville. This redevelopment capitalizes on new and recently developed projects as well as the potential energy of this up-and-coming area within an established area of the county. The plan carefully balances a variety of residential uses, office, retail and civic places in a harmonious juxtaposition to the surrounding uses and providing an ultimate living experience for local and future residents.

Planned on 8 blocks adjacent to Toledo Terrace and intersecting with Belcrest Road, this property has been planned for mid- to high-rise mixed-use, as well as low-rise multi-family and townhome components, with both rental and ownership opportunities. With a focus on modern design trends, Belcrest blends comfort with function at a marketable rate.









## 2. Urban Design

Belcrest is presently comprised of four parcels that border the vibrant Mall at Prince Georges and is in close proximity to the nearby Prince George's Plaza Metro Station. This area of the County is rapidly changing with an increase in activity through a younger population, upgraded retail, additional entertainment and culinary options, and new, attractive residential buildings. As public interest in the area grows, there is much opportunity for more, well-designed venues, and associated revenue circulation, thus significantly generating a higher tax base.

The proposed Master Plan and land-use strategy for Belcrest is to frame a holistic community conveniently located near the Metro wherein Hyattsville residents and visitors can enjoy structures and spaces that serve all parts of their day – from the morning at one's home, to mid-day at the office, to evenings at the plaza café.

The site orientation, generous green areas, and street grid, encourages a stroll around the shops and eateries, with easy travel to other parts of the city on public transportation. The fluid layout of buildings and open spaces also avoids a sense of constraint or effort in moving to, from, or about the neighborhood. With a variety of densities, designed in a low-to-high rise movement, the plan provides a varied sense of place without being scattered or disjointed.

Densities also reflect the activity level - with low rises primarily catering to exclusively residential components with high rises offering a greater mix of uses.

Extensive parks, courtyards, and plazas with several pedestrian walkways and a continuous sidewalk along street frontages assist in unifying the site thematically, complement the buildings, and provide iconic art settings. Uninhibited pedestrian links and bicycle facilities also promote sustainable transit. Serving as public gathering places, such natural, open spaces are an ideal means of merging aesthetic with communal site elements.



