CITY COUNCIL WORK SESSION AGENDA

Beltway Plaza

COUNCIL MEETING WILL BE ONLINE ONLY

Due to the COVID-19 precautions, the Council Meeting will be held online and is planned to be cablecast on Verizon 21, Comcast 71 and 996 and streamed to www.greenbeltmd.gov/municipaltv.

Resident participation:
Please click the link below to join the webinar:
https://us02web.zoom.us/j/81511499586?pwd=a3B0b1ZpSUlFUnF2R2pvMTVndTEyUT09
Passcode: 736144

OR

Join By phone: (301) 715-8592
Webinar ID: 815 1149 9586
Password: 736144

In advance the hearing impaired is advised to use MD RELAY at 711 to submit your questions/comments or contact the City Clerk at (301) 474-8000 or email banderson@greenbeltmd.gov.

Wednesday, September 16, 2020
8:00 PM

Work Session Packet

Agenda

- *Introductions*
- *Update on Beltway Plaza*
- *Future of Beltway Plaza*

- *Economic Development*
- *Council Discussion*
- *Other Items*

Beltway Plaza Work Session
Suggested Action:

Reference:
WS170316
WS140917
WS170316.pdf
WS140917-1.pdf

Agenda Item No:

City Council Work Session Agenda Item Report

Meeting Date: September 16, 2020
Submitted by: Shaniya Lashley-Mullen
Submitting Department: Administration
Item Type: Work Session Item
Agenda Section: Work Session Packet

Subject:
Beltway Plaza Work Session

Suggested Action:

Reference:
WS170316
WS140917

Attachments:
WS170316.pdf
WS140917-1.pdf

WORK SESSION OF THE GREENBELT CITY COUNCIL held Thursday, March 16, 2017, to meet with Beltway Plaza.

Mayor Jordan started the meeting at 7:35 pm. The meeting was held in the Council Chambers of the Municipal Building.

PRESENT WERE: Councilmembers Judith F. Davis, Leta M. Mach, Silke I. Pope, Edward V.J. Putens, Rodney M. Roberts and Mayor Emmett V. Jordan. Councilmember Konrad E. Herling was unable to attend because he was attending a class.

STAFF PRESENT WERE: Nicole Ard, City Manager; Celia Craze, Director of Planning and Community Development; and Shaniya Lashley-Mullen, Administrative Assistant.

ALSO PRESENT WERE: Kap Kapastin, Fred Wine and Alex Forbes, Quantum Management; Brian Gibbons, Advisory Planning Board; Mr. Dylan Sinn, Greenbelt News Review; Bill Orleans and others.

Mr. Kapastin stated that the new Chief of Security of Beltway Plaza (BWP) is former Greenbelt Police Officer John Rogers. Mr. Wine provided an update on a police incident at BWP two weeks ago that caused the AMC Theaters to shut down for three hours.

Mr. Wine reported that BWP has less than a 1% vacancy rate and all the major tenants were doing well. He said that Gus's Chicken should be open by mid-April and they are currently working on getting a Peruvian Chicken near TJ Maxx. Mr. Wine said Five Below moved into the space vacated by Party City, Metro PC moved into the space vacated by Radio Shack and Mission BBQ moved into the space vacated by Atlanta Bread. He mentioned upcoming events at BWP include a Wall of Fame Event for Gustavo Torres and Casa Maryland, a bike safety event on May 6 and 13, a table tennis tournament on April 29, a mariachi band on May 5 and 6 and National Night Out with Franklin Park.

Mayor Jordan asked about the Zip Car located on Greenbelt Road at Cherrywood Lane. Mr. Wine answered that the Zip Car is not being used very much.

In response to a question sent in by Mr. Herling, Mr. Wine said they are hopeful that Greenbelt will be selected for the new FBI Headquarters. He noted that, if that doesn't happen, they are prepared to consider other options for the future of BWP.

Mayor Jordan extended an invitation to Quantum Management to attend the work session on Monday, March 20, with Greenbelt Community Development Corporation, the Town of Berwyn Heights and the City of College Park regarding the Greenbelt Road Corridor. Mayor Jordan explained the Urban Land Institute Technical Assistance Panel Program.

Mr. Wine expressed interest in working with the City developing an economic development plan.

Mr. Kapastin reported on the Main Street Fairness Act of 2017 (HB 123 and SB 0855) that establishes appropriate sales taxing for online shopping businesses. Mayor Jordan stated that

the National League of Cities is trying to get the sales tax back to the local municipalities. Council requested Mr. Moran send a letter indicating its support of the bill.
Mr. Kapastin also reported that the AMC Theaters will be closing down four theaters soon for remodeling and these theaters will reopen in May. The theater will have a new bar and seating. Another four theaters will then shut down for remodeling and they will reopen by July 4th.

Mr. Wine stated that there are plans to redo the parking lot behind Gus's Famous Fried Chicken. He said they are checking with security regarding the 18 wheeler trucks and Bolt and Metro busses that park in that area.

Mayor Jordan advised the profile of the area near BWP is changing and Greenbelt Station Phase III will soon be done. Ms. Craze stated that Phase III will include another 1000 townhomes and 302 apartments.

Mr. Kapastin stated they had provided approximately 150 gift boxes that included coupons, maps and goodie bags to new residents at Greenbelt Station. He added that the Greenbelt Station homeowners association had used the AMC Theaters as a meeting location.

Bill Orleans asked and was provided answers to several questions.

Informational Items

Several informational items were discussed.

The meeting ended at 9:34 p.m.

Respectfully Submitted

Shaniya Lashley-Mullen
Administrative Assistant

WORK SESSION #1 OF THE GREENBELT CITY COUNCIL held Wednesday, September 17, 2014, to meet with Beltway Plaza.

Mayor Jordan started the meeting at 7:00 p.m. The meeting was held in the Room 201of the Community Center.

COUNCIL PRESENT WERE: Judith F. Davis, Konrad E. Herling, Leta M. Mach, Silke I. Pope, Edward V.J. Putens and Mayor Emmett V. Jordan. Councilmember Rodney M. Roberts was detained at work and arrived at 7:11 p.m.

STAFF PRESENT WERE: Dale Worley, Acting City Manager, and Cindy Murray, City Clerk.

ALSO PRESENT WERE: Kap Kapastin, Quantum Management; Brian Gibbons and Jeff Lemieux, Advisory Planning Board; Laura Kressler, Public Safety Advisory Committee; Angela Johnson and Crystal Cornish, Franklin Park; and Bill Orleans and others.

Update on Beltway Plaza

Mr. Kapastin reported that T.J. Maxx, AutoZone and a Music and Arts Center had opened this year in Beltway Plaza. He mentioned that Marshalls, Target and Burlington continue to do well but Atlanta Bread had closed. Mr. Kapastin said that Atlanta Bread still has approximately five to seven years left on its lease and he expects they will sublease the space.

Mr. Kapastin commented on the Wall of Fame induction ceremony which was held on September 11th honoring Dorothy Baily, Carolyn Mills-Matthews and David Harrington of the Harlem Remembrance Foundation. Mr. Kapastin said another ceremony will be held on November 10th honoring State Senator Victor Ramirez and County Councilmember Will Campos. Ms. Davis mentioned the poor attendance at the last Wall of Fame event. Mr. Kapastin said media releases had been issued and an email blast to approximately 5,300 people had been sent. Ms. Mach suggested Mr. Kapastin ask Greenbelt Access Television to film the events.

Mr. Kapastin reported on several other mall events including: National Night Out, Utopia Film Festival, Lions Club Toy Drive, Greenbelt Time-Line Exhibit, Greenbelt Blues Festival, Trick or Treat Event and Costume Contest and Shop with a Cop. He also mentioned Beltway Plaza's participation in the Labor Day parade and its purchase of a one page advertisement in the Rexford review. Mayor Jordan suggested Beltway Plaza consider working with Community Clinic, Inc. (CCI) and offering health care programs in the mall.

There was discussion regarding a recent loud music incident at Beltway Plaza. Mr. Kapastin explained that AutoZone had worked with marketing and security representatives from Beltway Plaza to schedule a car show last weekend. He said the event had a much larger crowd than expected, went well beyond the scheduled ending time of 8:00 p.m., and had a DJ who would not comply with multiple requests from mall security personnel to turn the volume down. Mr. Kapastin said a letter is being sent to the manager of AutoZone regarding the incident. He added that if another event of this type is scheduled in the future, Beltway Plaza will be better prepared to handle any problems that may occur.

Mr. Herling asked about the demographics of Beltway Plaza patrons. Mr. Kapastin said 65 to 70 percent of patrons are from the Greenbelt area, 3-5 percent are visitors from out of state, and the remainder are from the areas of Hyattsville, Takoma Park, College Park, the District of Columbia, etc.

In response to a question from Mayor Jordan, Mr. Kapastin said Beltway Plaza had no concerns in regards to City services, such as Police, Code Enforcement, etc.

Ms. Mach commented on the colors of the facades, parking lots, etc. and questioned whether there was an overall design plan. Mr. Kapastin said no, many color choices are tenant driven. Ms. Mach also asked about work being done on the rear parking lot. Mr. Kapastin said he would check on this.

Mr. Kapastin mentioned the successful National Night Out event held at Beltway Plaza. Ms. Pope, Ms. Mach and Mr. Putens mentioned the music had been very loud at the event. Mr. Kapastin agreed the volume had been high at the beginning but was later turned down. Ms. Pope also mentioned the type of music wasn't appropriate for young children.

Update on Carnival

Mr. Kapastin said he had notified the City in March of this year that Beltway Plaza had agreed to host a carnival on August 19-24th to benefit the Lions Club. He reported that the carnival operator had hoped to earn $60,000 in receipts but had received less than $40,000 which may have been due to inclement weather. Mr. Kapastin said Beltway Plaza didn't make any or much money on the permit fees but the Lions Club did receive $5,000. He said the Lions Club is considering holding another carnival again in the spring.

Ms. Davis reported that some individuals expressed concern that Beltway Plaza was trying to take away business from the City's Labor Day Festival by hosting the carnival. She said she didn't necessarily agree with these concerns as residents of Greenbelt West, who were the main patrons of the Beltway Plaza Carnival, don't normally frequent the Labor Day Festival. Mr. Kapastin assured Council of his support of the Labor Day Festival and said the carnival was scheduled to fit with the Lions Club and the carnival operator's availability.

Future of Beltway Plaza

Mayor Jordan asked what Mr. Kapastin sees in the future for Beltway Plaza. Mr. Kapastin said he wants to feel positive about the future of Beltway Plaza but expressed some concerns. He noted the diminishing pool of retailers that will come to a 50 year old shopping center located next to an aging apartment complex in Prince George's County. Mr. Kapastin said he was hopeful the new Federal Bureau of Investigation (FBI) headquarters with 11,000 employees would come to Greenbelt. He noted the positive impacts of the FBI on the entire area. Mr. Herling mentioned the positive impacts of having stable federal agencies in an area and specifically noted the revitalization of L'Enfant Plaza.

Economic Development

Mr. Kapastin said he had attended a focus group session with Sage Consulting. He said he was very impressed with Mr. Basu and requested that Council review the completed study carefully and trust in the proposed recommendations.

Mr. Kapastin said retail is a very tough business but assured Council that Beltway Plaza is doing everything it can to attract retailers and patrons. He noted his attendance at national and regional shopping center conventions. Mr. Kapastin commented that John Henry King, Economic Development Director for the City of Bowie, markets Bowie at the local shopping center convention in National Harbor.

Other Items

Brian Gibbons, Chair of the Advisory Planning Board, and Angela Johnson and Crystal Cornish, Franklin Park, commented that both Beltway Plaza and Franklin Park want many of the same things for Greenbelt West. Mr. Putens and Ms. Davis encouraged Beltway Plaza and Franklin Park to partner and work together.

Ms. Davis reported that large trucks and dumpsters in the area to the rear of CVS and the Atlanta Bread buildings create an eyesore for patrons of area establishments. Mr. Kapastin said he will check.

Mayor Jordan requested pavement be installed on the pathway next to Siri's Chef Secret where bike riders cut through from Cherrywood Lane. Jeff Lemieux, 92 Ridge Road, agreed that pavement was needed in this area. Mr. Kapastin said he believes this area is part of Berwyn Heights but will meet with Mr. Lemieux to discuss.

Mr. Kapastin announced that on Columbus Day this year, he will be celebrating his 25th anniversary with Beltway Plaza.

Mr. Orleans asked and was provided answers to several questions.

The meeting ended at 8:35 p.m.

Respectfully submitted,

Cindy Murray
City Clerk