



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION

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PGCPB No. 15-02

File No. DSDS-687

RESOLUTION

WHEREAS, the Prince George's County Planning Board has reviewed DSDS-687, Steeplechase 95 International Business Park, Parcel 49 requesting a departure request for an increase in the area of building-mounted signage in accordance with Subtitle 27 of the Prince George's County Code; and

WHEREAS, after consideration of the evidence presented at the public hearing on January 8, 2015, the Prince George's County Planning Board finds:

1. **Request:** The subject application requests approval of a departure for an increase in the area of building-mounted signage. This case is companion to the Detailed Site Plan (DSP-05044-07), in which the applicant requests approval of an 8,647-square-foot multi-tenant retail building within the retail area of the Light Industrial (I-1) zoned Steeplechase Business Park.

2. **Development Data Summary:**

	EXISTING	APPROVED
Zone(s)	I-1	I-1
Use(s) – Parcel 49	Vacant	Commercial Retail
Acreage		
Steeplechase Retail Area	12.84	12.84
Parcel 49	1.23	1.23
Building square footage/GFA		
Steeplechase Retail Area	57,844	66,491
Parcel 49	0	8,647

Other Development Data:

Parking Required

8,647 sq. ft. @ 1 space per 250 sq. ft.* 35 spaces

Parking Provided

51 spaces

Standard Spaces

35 spaces

Compact Spaces

13 spaces

Standard ADA Spaces

2 spaces

Van-Accessible ADA Spaces

1 space

Loading Spaces Required

3 spaces**

Parcel 49

1 space

Loading Spaces Provided

4 spaces**

*Note: The Steeplechase retail area is defined as an integrated shopping center and allowed to use the required parking ratio as such.

**Note: The number of required and provided loading spaces is for the entire Steeplechase retail area, which is defined as an integrated shopping center, under 100,000 square feet of gross leasable area.

Sign Design Data—Building-Mounted Signage Area

Lineal feet of width at front of the building	Maximum Area Permitted	Area Requested	Departure Approved
114 feet	228 sq. ft.	420 sq. ft.	192 sq. ft.

3. **Location:** The subject property is known as Parcel 49, located on the northeastern corner of the intersection of Hampton Park Boulevard and Ritchie-Marlboro Road, west of its intersection with the Capital Beltway (I-95/495), in Planning Area 75A, in Council District 6.
4. **Surrounding Uses:** The subject property, Parcel 49, is bounded to the north by the public right-of-way of Alaking Court with the remainder of the industrial portion of Steeplechase Business Park beyond; to the east by Parcel 50 in the business park, developed with a Chick-fil-A drive-through restaurant; to the south by the public right-of-way of Ritchie-Marlboro Road with the Ritchie Station Marketplace integrated shopping center zoned Commercial Shopping Center (C-S-C) beyond; and to the west by the public right-of-way of Hampton Park Boulevard with a Wawa gas station and convenience store within the business park beyond.
5. **Previous Approvals:** In 2004, the Prince George's County Planning Board approved Preliminary Plan of Subdivision 4-03113 for the Steeplechase Business Park. In 2006, the Prince George's County District Council approved Detailed Site Plan DSP-05044 for the retail portion of the development along Alaking Court, approving the general site design without approving architecture for the proposed buildings. In 2007, the District Council approved Detailed Site Plan DSP-05044-01, which included architecture for the western portion of the site, but not the eastern portion of the site. In conjunction with DSP-05044-01, the Planning Board and District Council also approved Departure from Design Standards DSDS-641 for freestanding and building-mounted signage. Detailed Site Plan DSP-05044-02 was approved by the Planning Board in 2009 for a bank on former Parcel 18, now Parcel 34. Four other Planning Director-level revisions have been approved since for minor site and architectural changes. The 2010 *Glenn Dale-Seabrook-Lanham and Vicinity Approved Sector Plan and Sectional Map Amendment* (Glenn Dale-Seabrook-Lanham Sector Plan and SMA) maintained the I-1 Zone on the subject property.

Detailed Site Plan DSP-05044-07 was approved by the Planning Board on January 8, 2015, and is companion to this application.

6. **Design Features:** The retail portion of the Steeplechase Business Park is located along the south side of Alaking Court, and directly north of the exit ramp leading from the Capital Beltway (I 95/495) to Ritchie-Marlboro Road. The subject property, existing Parcel 49, sits at the western end of the retail portion, at the northeastern corner of the intersection of Ritchie-Marlboro Road and Hampton Park Boulevard. Existing, public Alaking Court borders the northern edge of the parcel and to the east is existing Parcel 50, developed with a Chick-fil-A fast-food restaurant with drive-through. One existing driveway at the northeastern corner of the parcel, off of Alaking Court, serves both Parcel 49 and Parcel 50. Parcel 49 has been previously rough-graded and includes existing utilities along the edges, existing landscaping, and a three-to-six-foot-high brick screen wall along all three road frontages in accordance with previous approvals. There are no existing woodlands or environmental features on Parcel 49.

The applicant proposes to develop a 24-foot-high, one-story, mostly flat-roofed, 8,647-square-foot multi-tenant retail commercial building on Parcel 49, with four potential tenant spaces, each with a separate entrance door and no internal connectivity. The building is placed in the center of the parcel, set back approximately 60 feet from the eastern and western property lines, and over 80 feet from the southern property line. The building faces south, with all of the main entrances along that elevation, and only service doors along the northern elevation. The existing driveway leads to an access drive that wraps around all sides of the building with parking along the southern and eastern sides. A loading space is proposed to be located along the northern edge of the property and a dumpster enclosure at the southeastern corner. Stormwater from the site is proposed to be treated in existing ponds within the overall business park.

The building itself is proposed to be finished in multiple materials including grey stone veneer, red brick, grey metal panels, multiple decorative concrete blocks in shades of gray and brown, and light beige exterior insulation finishing system (EIFS). The southern main elevation includes a balanced design, with emphasis given to the larger end tenant spaces by an elevated roofline, façade depth change, and a change in materials, one in red brick and the other in grey stone veneer. A large portion of this elevation is finished with glass storefront windows and doors with either black fabric or grey metal canopies. The eastern and western elevations continue the same materials and corner-emphasizing features as the southern elevation and a large percentage of glass storefront windows, but contain no doors. The northern elevation functions as the service side of the building, although the northeastern corner, which will be most visible from the entrance drive, continues the same level of design and fenestration as the other three elevations. The remainder of the northern elevation maintains the roofline change, but contains more finishing in decorative block, no windows and only plain metal service doors.

One freestanding monument sign for the entire business park exists along the western edge of Parcel 49, constructed pursuant to previous approvals, but it is not proposed to be revised with the subject application. This DSP proposes only building-mounted signage for the tenant spaces. The architecture specifies multiple possible signage areas on all four building elevations that will be determined by the future tenants. No specific signage details were provided with this DSP, but rather the signs will continue to utilize the same materials, colors, types and styles as approved

with Detailed Site Plan DSP-05044-01 and Departure from Design Standards DSDS-641, and used on other buildings within the retail area.

7. **Prince George's County Zoning Ordinance:** The subject application has been reviewed for compliance with the requirements of the I-1 Zone and the site plan design guidelines of the Zoning Ordinance.

- a. The subject application is in conformance with the requirements of Section 27-473(b), which governs uses in industrial zones. Various types of stores, eating and drinking establishments, and services, which could be potential tenants, are all permitted in the I-1 Zone.
- b. The DSP shows a site layout that is consistent with Section 27-474, regulations regarding building setbacks and required green space. The DSP is also in conformance with the applicable site design guidelines.
- c. The DSP does not propose any new freestanding signage. A large monument sign, for the entire business park, has been previously approved and constructed along the Hampton Park Boulevard frontage on Parcel 49.

The DSP does propose building-mounted signage on all four sides of the proposed building. Sign design standards in Section 27-613, attached to a building or canopy; prescribe specific requirements for sign design in the I-1 Zone as follows:

(c) **Area.**

(3) **Commercial Zones (except the C-O Zone) and Industrial Zones (except the I-3 and U-L-I Zones).**

(C) **In all Commercial Zones (except the C-O Zone) and all Industrial Zones (except the I-3 and U-L-I Zones), if all of the permissible sign area is to be used on any building that is located within an integrated shopping or industrial center or office building complex, the following applies:**

- (i) **The area of all of the signs on a building shall be not more than two (2) square feet for each one (1) lineal foot of width along the front of the building measured along the wall containing the principal entrance of each individual place of business to a maximum of four hundred (400) square feet.**
- (ii) **If there is more than one (1) use sharing the same building width along the entrance wall, such as on**

two (2) floors, the sign area shall be the same as if only one (1) business was using the width.

The front width of the proposed building is 114 lineal feet, allowing for a maximum signage area of 228 square feet. The submitted signage plan indicates a maximum building-mounted signage area of 420 square feet, requiring a departure of 192 square feet. A departure from sign design standards (DSDS) was previously approved in 2006 for the area of the building-mounted signs on the previously proposed bank building. Because the applicant proposes to increase the total area of signage on the building, a new departure approval is required.

8. **Required Findings for Approval of a Departure:** Section 27-239.01(b)(9), Departures from Design Standards, of the Zoning Ordinance outlines the required findings for approval of a DSDS:

(A) In order for the Planning Board to grant the departure, it shall make the following findings:

(i) The purposes of this Subtitle will be equally well or better served by the applicant's proposal;

The purposes of the Zoning Ordinance set forth in Section 27-102, in general, are to protect the health, safety, and welfare of the general public and to encourage economic development activities in Prince George's County. The applicant seeks to create and provide a qualitative identity and image that will attract quality businesses and create a solid image that can be appreciated by diverse users, tenants, and patrons. The additional signage area provides for adequate identification and advertisement in a manner compatible with the land use. The signage will support the Subtitle purposes by implementing the applicable land use plans, guiding orderly growth, and encouraging the appropriate use of land.

(ii) The departure is the minimum necessary, given the specific circumstances of the request;

The applicant considers the departure to be the minimum necessary to provide for visibility of signs for each tenant from each of the three road frontages of the subject site. It should be noted that the proposed sign sizes, designs, and locations will be consistent with signage on other buildings within the retail area of Steeplechase Business Park, as approved through the original DSDS-641. For these reasons, the Planning Board found it is reasonable to conclude that the departure is the minimum necessary given the specific circumstances of the request.

(iii) The departure is necessary in order to alleviate circumstances which are unique to the site or prevalent in the areas of the County developed prior to November 29, 1949;

The site has an unusual orientation to three streets: Ritchie-Marlboro Road, Hampton Park Boulevard, and Alaking Court. In addition, the building will contain approximately four separate tenants, each of which will reasonably expect separate building-mounted signage. This combination of circumstances is unique to the site and justifies approval of the request for an increase in the maximum area of building-mounted signage.

(iv) The departure will not impair the visual, functional or environmental quality or integrity of the site or of the surrounding neighborhood;

The requested departure assists in the overall effort to provide safe attractive signage. The additional signage area provides for adequate identification and advertisement in a manner compatible with the land use. The departure will not impair the visual, functional, or environmental quality or integrity of the surrounding neighborhood and nearby community. By contrast, it fits in with the overall commercial and industrial character of the immediate neighborhood.

In conclusion, the Planning Board supports Departure from Sign Design Standards DSDS-687 for a departure of 192 square feet in the maximum building-mounted signage area permitted.

NOW, THEREFORE, BE IT RESOLVED, that pursuant to Subtitle 27 of the Prince George's County Code, the Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission adopted the findings contained herein and APPROVED the above-noted application.

BE IT FURTHER RESOLVED, that an appeal of the Planning Board's action must be filed with the District Council for Prince George's County, Maryland within thirty (30) days of the final notice of the Planning Board's decision.

* * * * *

This is to certify that the foregoing is a true and correct copy of the action taken by the Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission on the motion of Commissioner Washington, seconded by Commissioner Shoaff, with Commissioners Washington, Shoaff, Bailey, Geraldo and Hewlett voting in favor of the motion at its regular meeting held on Thursday, January 8, 2015, in Upper Marlboro, Maryland.

Adopted by the Prince George's County Planning Board this 8th day of January 2015.

APPROVED AS TO LEGAL SUFFICIENCY

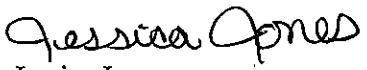

M-NCPPC Legal Department

Date

1/9/15

Patricia Colihan Barney
Executive Director

By


Jessica Jones
Planning Board Administrator

PCB:JJ:JK:arj