

November 23, 2004

**ADDENDUM TO
TECHNICAL STAFF REPORT:**

TO: The Prince George's County Planning Board

VIA: Jimi Jones, Acting Zoning Supervisor

FROM: Laxmi Srinivas, Senior Planner

SUBJECT: **Departure from Sign Design Standards Application No. 617**

REQUEST: **Departure to add additional area for the proposed freestanding sign**

RECOMMENDATION: **Approval with conditions**

- A. **Background:** On November 18, 2004, the Planning Board continued this item to the December 2, 2004, Planning Board hearing. At the November 18, 2004, public hearing, a number of citizens expressed concerns regarding the proposed sign design. The applicant was asked to coordinate the design of the proposed sign with the local civic associations in the vicinity of the MD 202 corridor. The Planning Board also asked staff to address the recommendations of the MD 202 Corridor Study regarding proposed signs along the MD 202 Corridor. The purpose of this addendum is to discuss the recommendations of the MD 202 Corridor Study.
- B. **MD 202 Corridor Study Recommendations:** The final report of the MD 202 Corridor Study was submitted to the Planning Board on June 26, 1997. The study contains recommendations for public-private partnership, economic development, transportation and land use. The Land Use Recommendations on page six of the report are as follows:

“Maintain development design criteria identified in the text and on maps of the 1990 Largo-Lottsford Master Plan and by conditions attached to the zoning applications.”

In a memorandum dated March 29, 2004, the Community Planning Division has stated that the 1993 Landover and Vicinity master plan recommends commercial use on the subject property and retains the property in the C-S-C Zone. The subject property is located in the Dodge Park/Kent Village Activity Center. The master plan recommends that signs at activity centers should be designed and sited so as to minimize the visual impact on the surrounding area and access roads.

Conditions of approval recommended by staff help ensure that the proposed sign has minimal impact on the surrounding area and access roads.