



Note: Staff reports can be accessed at www.mncppc.org/pgco/planning/plan.htm.

Departure from Sign Design Standards

No. 633

Application	General Data
Project Name: Lanham Ford Location: West side of Lanham Severn Road approximately 200 feet north of Princess Garden Parkway, known as 9020 Lanham Severn Road. Applicant/Address: Darcars 9020 Lanham Severn Road Lanham, Maryland 20706 ATTN: Mr. Gary Amey	Date Accepted: 10/24/05
	Planning Board Action Limit: N/A
	Plan Acreage: 2.50
	Zone: C-M
	Dwelling Units: N/A
	Square Footage: 71,003
	Planning Area: 70
	Tier: Developing
	Council District: 03
	Municipality: Lanham
	200-Scale Base Map: 207NE07

Purpose of Application	Notice Dates	
Height and setback of freestanding sign and setback of main building from street line	Adjoining Property Owners Previous Parties of Record Registered Associations: (CB-12-2003)	8/31/05
	Sign(s) Posted on Site and Notice of Hearing Mailed:	2/14/06

Staff Recommendation:		Staff Reviewer: Kendra Wright	
APPROVAL	APPROVAL WITH CONDITIONS	DISAPPROVAL	DISCUSSION
	X		

March 31, 2006

MEMORANDUM

TO: Prince George's County Planning Board Members

VIA: Jimi Jones, Acting Zoning Supervisor

FROM: Kendra Wright, Senior Planner

SUBJECT: Departure from Sign Design Standards Application No. 633

In the letter dated March 15, 2006, the applicant requested a continuance until the April 6, 2006, Planning Board meeting due to unresolved issues. As staff was preparing the report, opposition arose from the City of New Carrollton in regard to location and height, as well as opposition from the State Highway Administration in regard to replacing a sign in the right-of-way. Also, a freestanding sign (Lanham Kia) was identified on the property that may be illegal. The applicant needed to submit additional documentation addressing these issues. The Planning Board granted the request, pursuant to the letter dated March 17, 2006.

On March 28, 2006, the applicant submitted a revised statement of justification. The original request was for departures to increase the height and setback of a freestanding sign (Lanham Ford) and setback of the main building from the street line. The applicant has chosen to comply with the maximum height requirement (25 feet) for the freestanding sign. The applicant requests a departure from sign design standards of 3.7 feet, which reduces the required 40 foot building setback from the street line to 36.3 feet. The applicant also proposes to reface, instead of replace the existing sign along Lanham-Severn Road. A departure of ten feet is requested to allow the existing freestanding sign to remain in its current location. The existing sign is 113 square feet in area, is 25 feet 10 inches tall, and is internally illuminated. The proposed sign will abide by the 25-foot height limit, and the sign area will increase to 130 square feet. However, the base of the sign will remain two feet into the right-of-way, and the larger sign area will increase the amount of the sign in the right-of-way. Pursuant to Section 27-604, District Council approval is required for signs within a right-of-way.

The applicant did not submit any information regarding the existing Lanham Kia sign on the property. According to the revised statement of justification, the Lanham Ford sign was erected in 1982. According to County records, the Lanham Kia sign was applied for in 2004 and never received a permit. The presence of the sign affects the allowable area for the Lanham Ford sign.

Section 27-614(c)(3)(A) provides that in all Commercial Zones (except the C-O Zone) and all Industrial Zones (except the I-3 Zone), the area of the freestanding sign shall be not more than one (1) square foot for each four (4) linear feet of street frontage, to a maximum of two hundred (200) square feet for each sign, if the building is not located in an integrated shopping center, other commercial center with three or more businesses served by common and immediate off-street parking and loading facilities,

industrial center, or office building complex. The street frontage shall be measured on the property occupied by the center or complex associated with the sign.

The frontage along Lanham-Severn Road amounts to approximately 565 feet, which would allow for a sign 141 square feet in area. The existing sign area is 113 square feet. The area of the proposed sign is 130 square feet. The proposed increase in size is within the requirements of this section for a single sign. Section 27-614(d)(2) allows one freestanding sign for a property with street frontage of 40 to 1,100 feet, and one additional sign is permitted for each additional 1,000 feet or fraction thereof. The additional sign is not permitted based on the site plan and other information submitted by the applicant.

The applicant has submitted nothing that indicates that the applicant has met with the City of New Carrollton. In a letter dated March 1, 2006, the City of New Carrollton expressed concerns regarding the location and height of the sign. The city also requested consideration be given to relocating the sign to another location of the subject property and that the height be limited to 25 feet.

Staff recommends the revised departure be granted. However, the sign cannot stand in the right-of-way without District Council approval. Further, the additional freestanding sign is not permitted. Based on the preceding analysis and findings, it is recommended that DSDS-633 be APPROVED, subject to the following conditions:

1. The applicant shall obtain approval from District Council for a sign within a right-of-way in accordance with Section 27-604.
2. The additional freestanding sign shall be removed.