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Detailed Site Plan

DSP-01025-02

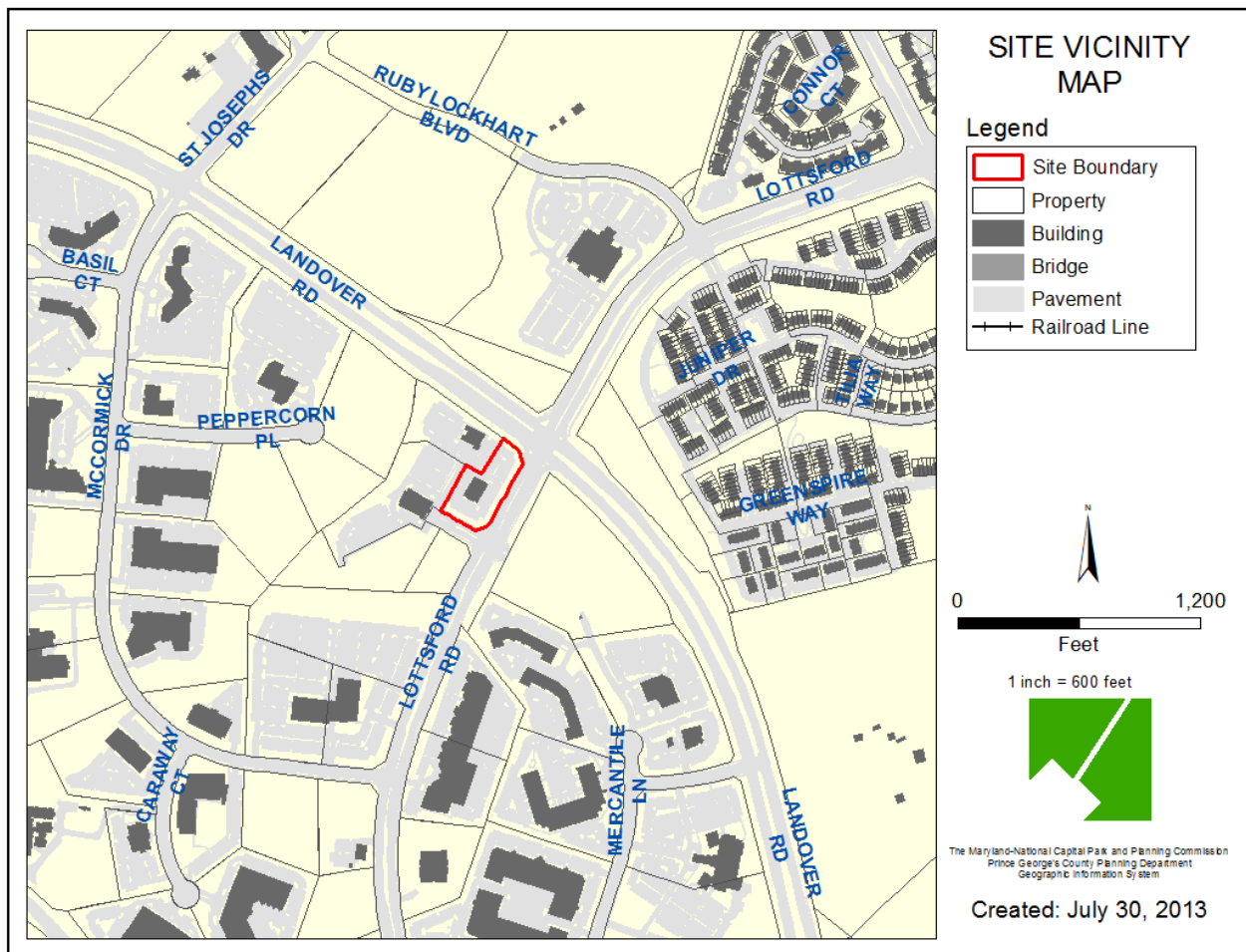
Departure from Sign Design Standards

DSDS-682

Application	General Data	
Project Name: Outback Steakhouse, Inglewood Restaurant Park Location: Southwestern corner of the intersection of Landover Road (MD 202) and Lottsford Road. Applicant/Address: DP3 Architects LTD 211 East Broad Street Greenville, SC 29601	Planning Board Hearing Date:	04/03/14
	Staff Report Date:	03/18/14
	Date Accepted:	02/18/14
	Planning Board Action Limit:	04/29/14
	Plan Acreage:	2.0
	Zone:	I-3
	Dwelling Units:	N/A
	Gross Floor Area:	6,726 sq. ft.
	Planning Area:	73
	Tier:	Developed
	Council District:	06
	Election District	13
	Municipality:	N/A
	200-Scale Base Map:	203NE09

Purpose of Application	Notice Dates	
Exterior façade modifications of an existing building and relocation of building-mounted signage to a point above the lowest point of the roof line.	Informational Mailing:	01/15/14
	Acceptance Mailing:	02/17/14
	Sign Posting Deadline:	03/04/14

Staff Recommendation		Staff Reviewer: Meika Fields Phone Number: 301-780-2458 E-mail: Meika.Fields@ppd.mncppc.org	
APPROVAL	APPROVAL WITH CONDITIONS	DISAPPROVAL	DISCUSSION
	X		



THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY PLANNING BOARD

STAFF REPORT

SUBJECT: Detailed Site Plan DSP-01025-02
Departure from Sign Design Standards DSDS-682
Outback Steakhouse

Urban Design staff has completed its review of the subject application and appropriate referrals. The following evaluation and findings lead to a recommendation of APPROVAL, as described in the Recommendation section of this report.

EVALUATION

The detailed site plan was reviewed and evaluated for conformance with the following criteria:

- a. The requirements of the Zoning Ordinance in the Planned Industrial/Employment Park (I-3) Zone and site design guidelines;
- b. The required findings for approval of a Departure;
- c. The requirements of Detailed Site Plans DSP-01025 and SP-95102;
- d. The requirements of Preliminary Plan of Subdivision 4-95122;
- e. The requirements of Conceptual Site Plan CSP-80034;
- f. The requirements of the 2010 *Prince George's County Landscape Manual*;
- g. The requirements of the Prince George's County Woodland and Wildlife Habitat Conservation Ordinance and the Tree Canopy Coverage Ordinance; and
- h. Referral comments.

FINDINGS

Based upon the analysis of the subject application, the Urban Design staff recommends the following findings:

- 1. **Request:** The subject detailed site plan (DSP) application is for approval of exterior façade modifications of an existing building in the area of the existing entrances. Two existing building-mounted signs are proposed to be relocated to a point above the lowest point of the

building's roof line, which creates the need for a departure from sign design standards (DSDS) in the I-3 Zone.

2. **Development Data Summary:**

EXISTING

Zone(s)	I-3
Use(s)	Eating and Drinking Establishment
Parcels	1
Acreage	2.0 acres
Building Square Footage	6,726 sq. ft.

3. **Location:** The site is located in Planning Area 73, Council District 06. More specifically, it is situated at the southwest corner of the intersection of Landover Road (MD 202) and Lottsford Road at 9660 Lottsford Court.

4. **Surrounding Uses:** The property (Lot 53) is part of an assemblage of land known as the Inglewood Business Community. To its northwest are commercially developed lots that are also a part of the same restaurant park as the subject site; to its northeast is MD 202; and to its southwest is Lottsford Court, which provides access to the subject site.

5. **Previous Approvals:** The subject site has a previously approved Detailed Site Plan, DSP-01025, for the construction of the Outback Restaurant, which was approved by the Prince George's County Planning Board in 2001 (PGCPB Resolution No. 01-133). A DSDS was previously approved for the location of the building-mounted signs in 2002 (PGCPB Resolution No. 02-223). The site was also formerly the subject of Conceptual Site Plan CSP-80034; Preliminary Plans of Subdivision 4-82133 and 4-95122; and Stormwater Management Concept Plan 1170-2001.

6. **Design Features:** The existing Outback Steakhouse restaurant is a single-story steel frame building with decorative mansard and gable roofs concealing its main flat roof. The deck/roof line occurs at approximately 15.5 feet. The building is situated in the middle of the site with a seating capacity of approximately 220 seats and is surrounded by surface parking lots.

The existing exterior finishes are brick veneer and columns, horizontal wood siding with smooth painted finish, painted wood trim and roof fascias in offsetting color from the siding, and standing seam metal roof panels on the mansard and gable roof surfaces.

The applicant proposes to modify the exterior of the building in the location of the two building entrances that are located on the southwestern and southeastern sides of the existing building. The existing gable roofs are proposed to be removed and replaced with more modern entrance features. At the main building entrance, located along the southwestern side of the building, a three-part composition is proposed that includes a wooden beam canopy feature, a 23-foot-tall stone veneer wall, and a 25-foot-tall vertical exterior insulation finishing system (EIFS) feature behind. A large window is also proposed that provides light into the lobby. The building-mounted sign along the southwestern elevation is proposed to be relocated above the wooden beam canopy at a height between 17 and 21 feet. This places the sign above the lowest point of the building's mansard roofline, which occurs at approximately 11.5 feet in height. A DSDS was approved in 2002 for the existing sign location that did not extend above the top of the building's mansard roof and was at a height of no greater than 18 feet. The subject application includes a departure to raise the height of the proposed sign location.

Modifications to the side building entrance are also proposed. This elevation includes a vertical EIFS feature with columns upon which a building-mounted sign is proposed, a wall of cementitious panel with a wooden appearance, and a smaller wooden canopy above the existing entrance. A building-mounted sign along this elevation is largely consistent with the previously approved location, which was also the subject of a DSDS. The subject sign is slightly larger than the previously approved sign, extends to a slightly higher point on the building, and does not extend above the area of the mansard roof.

The elevations feature an eclectic mix of building materials that assist in the rebranding of the existing Outback Steakhouse. The proposed building materials are durable. Brick, stone, and cementitious materials are proposed along the base of the entire building in the area of the watertable.

COMPLIANCE WITH EVALUATION CRITERIA

7. **Prince George's County Zoning Ordinance:** The subject application has been reviewed for compliance with the requirements of the Planned Industrial/Employment Park (I-3) Zone and the site plan design guidelines of the Zoning Ordinance.

- a. The site plan was developed in accordance with the site design guidelines as required by Section 27-283. The proposed revisions to the architecture and signage to do not affect previously made findings indicating conformance to this section.
- b. The plan is in conformance with Section 27-474, Regulations. The proposed modifications do not change the building height, which occurs at the deck/roof line according to Zoning Figure 68.
- c. The area of the signs should indicate conformance with Section 27-613(c)(4), I-3 Zone, which reads:

(A) In the I-3 Zone, the area of all of the signs on a building wall facing a street shall be not more than one (1) square foot for each one (1) lineal foot of building width facing that street.

Comment: The site plan should be revised to clarify the square footage of all of the building-mounted signage. A chart should be provided indicating the amount of building-mounted signage permitted and proposed. The proposed signage includes individually-illuminated red channel letters and other features mounted directly onto the building façade. This signage is largely consistent with the existing signage on the building and signs previously approved by the Planning Board.

- b. Sign Design Standards in Section 27-613, Attached to a building or canopy, of the Zoning Ordinance prescribes specific requirements for sign design in the I-3 Zone as follows:
 - (a)(2) In the I-3 Zone, the signs may be located anywhere on a building that the Planning Board deems appropriate, subject to the height limitations below.**

(b)(2) In the I-3 Zone the sign shall not extend above the lowest point of the roof of the building to which it is attached (See Figure 65).

Comment: The two proposed signs on the Outback Steakhouse Restaurant building do not comply with the above-mentioned provision (b)(2). The building features a mansard roof. The bottom of the roofline (the eave) occurs at approximately 11.5 feet. Both signs are above the lowest point of the roofline and, therefore, necessitate an application for a DSDS. A DSDS was previously approved in 2002 for the signs on the existing building. Because the applicant proposed to raise the location of the signs, 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;

Comment: 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. In this instance, the sign will read "Outback Steakhouse" in red illuminated letters. The sign style and location are typical of all Outback Steakhouse establishments and similar uses, and are for necessary marketing and advertisement purposes. The sign itself is reasonably attractive and appropriate for the neighborhood. By granting this departure, the Planning Board recognizes that the purposes of this Subtitle will be equally well served by the applicant's proposal to locate the proposed signs above the lowest point of the roof.

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

Comment: The applicant considers the departure to be necessary to provide for visibility of the signs on this site given the particular features of the Outback Steakhouse Restaurant building and the entrance modifications. The proposed restaurant is a single-story steel frame building with decorative mansard roof. It should be noted that the restaurant is in the I-3 Zone, which is a zone intended primarily for office parks, not a commercial restaurant park, and the sign regulations reflect the intended primary use of the zone. Because the restaurant is a one-story building and the signs relate well to the architectural modifications, the signs do not appear to be overly large or high. The proposed sign locations would be typical of those in a more standard commercial zone that allows restaurants. For these reasons, 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;

Comment: The site has an unusual orientation to three streets: Landover Road (MD 202), Lottsford Road, and the internal restaurant park road. The parcel has an unusual and irregular dog-legged shape. In addition, the restaurant is subject to the signage requirements of the I-3 Zone, which is primarily an office park zone. This combination of circumstances is unique to the site and justifies approval of the request for a slight increase in the height of the building-mounted signs relative to the lowest point of the roof.

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

Comment: The proposed signs will not impair the visual, functional, or environmental quality or integrity of the site or of the surrounding neighborhood. The proposed signs consist of 24-inch and 12-inch red illuminated channel letters arranged in two lines with a logo feature. The letters on the top line will be 24 inches in size and on the lower line will be 12 inches in size. The highest letters are still some four feet below the top of the highest architectural features on the restaurant building. The visual, functional and environmental impact of the proposed departures on the site and adjacent neighborhood is minimal because the proposed building signs are facing Lottsford Road and Lottsford Court.

9. **Detailed Site Plan DSP-01025:** The Detailed Site Plan DSP-01025 for Outback Steakhouse was approved by the Planning Board on July 12, 2001 (PGCPB Resolution No. 01-133) with three conditions. Condition 1 required that the applicant obtain a DSDS due to the location of two of the building-mounted signs above the lowest point of the roofline. Departure from Sign Design Standards DSDS-579 was approved by the Planning Board on October 24, 2002. A new departure is required to raise the height of the existing building-mounted signs.

10. **Detailed Site Plan SP-95102:** The Detailed Site Plan, DSP-95102, for BET Soundstage (currently Jaspers Restaurant), Lot 3, at Inglewood Park was approved by the Planning Board on February 22, 1996, with four conditions. Condition 4 of the approval forbids any building signs facing Largo Road (MD 202).

4. Restaurant buildings to be located on Lots 1 and 2 will face inward and will not face toward Landover Road. Building signage for those restaurant buildings will be erected so as not to be placed on the building elevation parallel to and directly facing Route 202.

Comment: Previously identified Lots 1, 2, and 3 are three of the five lots of an assemblage of land known as the Inglewood Restaurant Park. During the review of Lot 3, the residents in the adjacent neighborhoods expressed their strong concerns over the management of commercial signage along MD 202. The above Planning Board condition was a direct response to the requests of the local community. No building-mounted signage is proposed to face Landover Road (MD 202). The application complies with the previous Planning Board condition for Lot 3, DSP-95102.

11. **Preliminary Plan of Subdivision 4-95122:** Preliminary Plan of Subdivision 4-95122 is a resubdivision of Lots 33 and 36 of CSP-80034 into five lots. It was approved by the Planning Board on January 18, 1996. No conditions of its approval are applicable to the subject application.

12. **Conceptual Site Plan CSP-80034:** Conceptual Site Plan CSP-80034, Inglewood Business Community, was approved by the Planning Board on June 26, 1980. No conditions of its approval are applicable to the subject application. The DSP is in general conformance with CSP-80034.
13. **2010 Prince George's County Landscape Manual:** The DSP for architectural modifications with no increase in gross floor area or other site modifications does not subject the site to the requirements of the 2010 *Prince George's County Landscape Manual* (Landscape Manual).
14. **Prince George's County Woodland and Wildlife Habitat Conservation Ordinance and the Tree Canopy Coverage Ordinance:** The application for architectural modifications does not subject the site to the requirements of the Prince George's County Woodland and Wildlife Habitat Conservation Ordinance (WCO) or the Tree Canopy Coverage Ordinance.
15. **Referral Comments:** The subject application was referred to the concerned agencies and divisions. The referral comments are summarized as follows:
 - a. **Permit Review Section**—In a memorandum dated March 13, 2014, the Permit Review Section requested that the dimensions and height of the signs be demonstrated and provided on the detail sheet.

Comment: In addition to the technical revisions requested by the Permit Review Section, the final plan set should only include sheets relevant to the subject review. Interior architectural plans may be removed from the application and should not be certified.
16. Based on the foregoing and as required by Section 27-285(b) of the Zoning Ordinance, the detailed site plan represents a reasonable alternative for satisfying the site design guidelines of Subtitle 27, Part 3, Division 9, of the Prince George's County Code without requiring unreasonable cost and without detracting substantially from the utility of the proposed development for its intended use. The proposed revision is for modifications of the architecture and signage only. This does not affect findings previously made regarding the site's conformance to the site design guidelines.
17. Section 27-285(b)(4) of the Zoning Ordinance requires that a detailed site plan demonstrate that regulated environmental features have been preserved and/or restored to the fullest extent possible. Because this revision is for architectural and signage modifications only and the site does not contain any regulated environmental features, this required finding does not apply.

RECOMMENDATION FOR DETAILED SITE PLAN DSP-01025-02:

Based upon the foregoing evaluation and analysis, the Urban Design staff recommends that the Planning Board adopt the findings of this report and APPROVE Detailed Site Plan DSP-01025-02 for Outback Steakhouse with the following conditions:

1. Prior to certification of the detailed site plan (DSP), the following revisions shall be made or information provided:
 - a. Provide dimensions for the height of the building and the lowest point of the roof on the architectural elevations.

- b. Indicate the dimensions, locations, and height of the proposed building-mounted signage on the architectural elevations.
- c. Provide details of the building-mounted signage.
- d. Provide a chart indicating the amount of building-mounted signage permitted and proposed.
- e. Update the submitted black and white architectural elevations to reflect the most recent renderings reviewed by the Planning Board.

RECOMMENDATION FOR DEPARTURE FROM SIGN DESIGN STANDARDS DSDS-682:

Based upon the foregoing evaluation and analysis, the Urban Design staff recommends that the Planning Board adopt the findings of this report and APPROVE Departure from Sign Design Standards DSDS-682 for Outback Steakhouse to allow building-mounted signs located 11 feet above the lowest point of the roof.