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DETAILED SITE PLAN

DSP-02039

Application	General Data
Project Name EASTGATE SHOPPING CENTER, LOTS 1 & 2 Location SOUTH OF GREENBELT ROAD (MD 193) AND NORTH OF LANHAM SEVERN ROAD (MD 564) Applicant/Address ZIMMER DEVELOPMENT COMPANY 111 PRINCESS STREET WILMINGTON N.C. 28401	Date Accepted 07/22/2002
	Planning Board Action Limit WAIVED
	Plan Acreage 17.96
	Zone C-S-C
	Dwelling Units NA
	Square Footage 28,290
	Planning Area 70
	Council District 04
	Municipality NA
	200-Scale Base Map 209SE09

Purpose of Application	Notice Dates
APPROVAL OF A DETAILED SITE PLAN FOR THE EXPANSION OF AN EXISTING SHOPPING CENTER	Adjoining Property Owners 07/16/2002 (CB-15-1998)
	Previous Parties of Record 09/16/2002 (CB-13-1997)
	Sign(s) Posted on Site 12/03/2002
	Variance(s): Adjoining NA Property Owners

Staff Recommendation			Staff Reviewer: H. ZHANG
APPROVAL	APPROVAL WITH CONDITIONS	DISAPPROVAL	DISCUSSION
	X		

July 30, 2009

MEMORANDUM

TO: Prince George's County Planning Board

VIA: Steve Adams, Urban Design Supervisor

FROM: Henry Zhang, Urban Design Section, Development Review Division

SUBJECT: Detailed Site Plan, DSP-02039
Eastgate Shopping Center, Lots 1 and 2

The Urban Design staff has reviewed the detailed site plan for the subject property and presents the following evaluation and findings leading to a recommendation of APPROVAL with conditions 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 C-S-C Zone
- b. The requirements of Preliminary Plan of Subdivision 4-01067
- c. The requirements of the *Landscape Manual*
- d. The requirements of the *Prince George's County Woodland Conservation Ordinance*
- e. Referral comments

FINDINGS

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

1. **Request:** The subject application is for approval of a detailed site plan for the expansion of an existing shopping center in the C-S-C Zone.

Development Data Summary:	EXISTING	PROPOSED
Zone	C-S-C	C-S-C
Use(s)	Vacant	Integrated Shopping Center
Acreage	17.96	17.96
Lots	3 (1 outlot)	2 (1 outlot)
Building Square Footage/GFA	0	28,290

OTHER DEVELOPMENT DATA

	REQUIRED	PROPOSED
Total parking spaces	114	229
Of which are handicapped spaces	5	14 (12 van spaces)
Standard spaces (9.5' x19')	114	201
Compact spaces (9'x18')	NA	14
Loading spaces	3	2

3. **Location:** The site is in Planning Area 70, Council District 4. More specifically, it is located in the southwest quadrant of the intersection of Greenbelt Road (MD 193) and Lanham-Severn Road (MD 564).
4. **Surroundings and Use:** The subject property is bounded to the north by Greenbelt Road and the existing shopping center; to the east by Glendale Road (currently closed); to the west by the existing shopping center and the R-R zoned properties; and to the south by Lanham-Severn Road and several C-M zoned properties.
5. **Previous Approvals:** The subject site has a previously approved Preliminary Plan of Subdivision, 4-01067, which includes a Type I Tree Conservation Plan (TCPI/26/01). The site also has a valid Stormwater Management Concept Approval, # 21701-2001-00.
6. **Design Features:** The subject site and an adjacent property to its northwest, where a Giant store and several other retail stores are located, compose the Eastgate Shopping Center. The subject site consists of three lots and one outlot in Preliminary Plan of Subdivision 4-01067. The detailed site plan application consolidates Lots 1 and 3 in the preliminary plan into one lot. Thus, the subject detailed site plan has only two lots and one outlot.

The proposed construction is confined to Lot 1 of the subject detailed site plan. The subject site can be accessed directly from Greenbelt Road and indirectly from Lanham-Severn Road through a portion of Forbes Boulevard that will be constructed for the proposed shopping center development.

The footprints of the proposed improvements are arranged in a linear fashion along the eastern boundary of the site. Parking lots are located internally adjacent to the existing parking compound. The conceptual design plan for the entire shopping center shows that the proposed parking lots have been integrated into the existing parking compound and on-site circulation has been greatly improved by a pedestrian network. A pedestrian-friendly driveway has been proposed between the existing parking compound and the proposed parking lots of the new construction. The driveway has been improved with special pavements, pedestrian-scaled lighting fixtures, and planters. A decorative signage wall has been proposed as the focus point at the north end of the driveway.

A substantial amount of effort has been made to create a uniform image for the entire shopping center. The proposed buildings incorporate both the color and material schemes of the existing shopping center. All new buildings will have a Cushwa Calvert #104 brick or similarly painted base. Except the proposed Chevy Chase Bank building, which will have a "Musket Grey" roof, all new buildings will have blue roofs similar to that of the proposed IHOP building. In addition to the improvement on the existing monument signs, the application also proposes a primary and several secondary gateway signs in the form of an obelisk that will be located along Greenbelt Road and Forbes Boulevard.

COMPLIANCE WITH EVALUATION CRITERIA

7. **Zoning Ordinance:** The subject application has been reviewed for compliance with the requirements in the R-R Zone and the site plan design guidelines of the *Zoning Ordinance*.
 - a. The subject application is in conformance with the requirements of Section 27- 461(b), which governs permitted uses in commercial zones. The proposed integrated shopping center is a permitted use in the C-S-C Zone.
 - b. The proposal is also in conformance with the requirements of Section 27-462, Regulations, regarding building setbacks in commercial zones.
8. **Preliminary Plan of Subdivision 4-01067:** Preliminary Plan 4-01067 was approved by the Planning Board on January 24, 2002. Resolution PGCPB#02-26 was adopted on February 14, 2002. The following conditions of approval are applicable to the subject detailed site plan.

“Condition 1. A Detailed Site Plan shall be approved prior to any building permit issued for any above ground structure. The Detailed Site Plan shall demonstrate substantial conformance to the master plan concept. Construction of Forbes Boulevard, including associated site grading and stormwater management facilities, will not require a Detailed Site Plan”

Comment: The subject detailed site plan was filed to fulfill the requirement of the above condition. The *Approved Master Plan and Sectional Map Amendment for Glenn Dale-Seabrook-Lanham and Vicinity* (1993) identified a community activity center, which includes the subject Eastgate Shopping Center and Glenn Dale Plaza, for the Lanham-Severn Road community. The community activity center concept calls for uses including public/quasi-public facilities, such as library, office uses, and a wide range of commercial retail uses. The subject detailed site plan contains two lots and one outlot, which is located south of the proposed Forbes Boulevard (C-339R), but proposes developments only on Lot 1. Five major building footprints are shown on the site plan with only two finalized uses: the IHOP restaurant and the Chevy Chase Bank. The rest of the buildings are for retail and restaurant uses. Lot 2 is the site for future development. The proposed uses in this application are recognized by the master plan. In order to fully implement the community activity center concept, future development on Lot 2 should limit retail uses and focus more on office and other activity center uses such as, but not limited to, a library and a day care center.

The master plan also identified issues in six other areas: highways, access, pedestrian circulation, landscaping, architectural treatment, and signage for the Eastgate Shopping Center as a future community activity center. During the review process, the detailed site plan has been revised in order to demonstrate substantial conformance with the master plan. But this application still does not have a center-wide sign standard required by the master plan. The master plan guidelines regarding signage require that each individual center adopts a consistent sign standard to achieve a sense of unity among buildings. A condition of approval has been proposed in the recommendation section of this report.

“Condition 7. Total development within the proposed subdivision shall be limited to the equivalent of 36,300 square feet of gross floor area of commercial retail development or any other permitted uses which generate no more than 74 AM and 129 PM peak hour vehicle trips. Any development other than that identified herein shall require an additional preliminary plan of subdivision with a new determination of the adequacy of transportation

facilities.”

Comment: The detailed site plan has been reviewed for compliance with the above condition. The total gross floor area in this application is 28,290 square feet, which is lower than the prescribed maximum gross floor area for this site during the preliminary plan review.

Other Preliminary Plan Considerations:

Access Point: The access points for the subject site proposed at the time of preliminary plan review were from an existing driveway to Greenbelt Road and from Forbes Boulevard to Lanham-Severn Road. The detailed site plan shows additional access to Greenbelt Road, which is an arterial road. The applicant was informed during the review process that additional access to an arterial highway was prohibited per Section 24-121 of the Subdivision Regulations. Since Greenbelt Road is a Maryland state highway, State Highway Administration’s approval of the reconfiguration is required. SHA disapproved the new access point application. The site plan has been subsequently revised to use the existing driveway approved in Preliminary Plan of Subdivision 4-01067.

Condition 8 (C) of Preliminary Plan of Subdivision 4-01067 requires an intersection reconfiguration at the point where Lanham-Severn Road meets Forbes Boulevard. Even though this requirement was conditioned as prior to the issuance of any building permits, the site plan does not show any improvement at the intersection of Lanham-Severn Road and Forbes Boulevard.

9. ***Landscape Manual:*** The proposed development is subject to the requirements of Section 4.2, Commercial and Industrial Landscaped Strip Requirements; Section 4.3, Parking Lot Requirements; Section 4.4, Screening Requirements; and Section 4.7, Buffer Incompatible Uses of the *Landscape Manual*.
 - a. The proposed use for the subject property is an integrated shopping center in the C-S-C Zone and has direct frontage on Greenbelt Road. The applicant has proposed Perimeter 1 for this frontage and treated it as a Section 4.3 (a) landscape strip only. Per the *Landscape Manual*, Perimeter 1 should be a combination of Section 4.2 and 4.3 (a) landscape strips. The landscape plan should be revised to reflect this fact. The planting units and width for both Section 4.2 and 4.3 (a) landscape strips are the same. The applicant has provided the required number of planting units and width in the landscape strip.

The subject site also has two portions fronting Lanham-Severn Road and Glendale Road (currently closed), respectively. The landscape plan has proposed Perimeters 2 and 4 and chosen Option 3, which provides a minimum 25-foot-wide strip of existing woodlands to fulfill the requirements of the *Landscape Manual*.
 - b. The proposed construction has a parking compound of 96,627 square feet. The application is subject to the requirements of both Section 4.3 (a) and (c). The landscape plan is in compliance with the *Landscape Manual*.
 - c. The detailed site plan proposes two loading spaces and clusters them in one loading area. Per Section 27-582 of the Zoning Ordinance, the required loading for this application is three spaces. The proposed loading spaces should be screened per Section 4.4 of the *Landscape Manual*. Meanwhile, the required loading spaces must be located within 100 feet of the uses that it serves.

- d. The subject site is adjacent to residential uses and other commercial uses to its east, west and south. The landscape plan provides Perimeters 3, 5, 6a, 6b, 7 and 8 to satisfy the Section 4.7 requirements of the *Landscape Manual*.
10. **Woodland Conservation Ordinance:** The property is subject to the provisions of the Prince George's County Woodland Conservation Ordinance because the entire site is more than 40,000 square feet in area; contains more than 10,000 square feet of woodland; and has a previously approved Type I Tree Conservation Plan, TCP I/26/01 and a Type II Tree Conservation Plan, TCP II/85/02.
- a. The detailed forest stand delineation (FSD) for this site was previously reviewed and found to address the criteria for a FSD in accordance with the Prince George's County *Woodland Conservation and Tree Preservation Technical Manual* by the Environmental Planning Section, Countywide Planning Division.
 - b. The previously approved tree conservation plan encompasses the subject application. The detailed site plan is consistent with the previously approved TCP II/85/02.
11. **Referral Comments:** The subject application was referred to concerned agencies and divisions. The referral comments are summarized as follows:
- a. In a memorandum dated September 5, 2002, the Community Planning Division found that it was difficult to find substantial conformance to the *Glenn Dale-Seabrook-Lanham and Vicinity Master Plan* activity center design concept with the information submitted. But the staff indicated that substantial conformance could be achieved through modifications to the site plan.
- In a revised memorandum dated December 9, 2002, the community planner indicated that the revisions have satisfactorily addressed the issues raised in the first submission. The planner also stated:
- "From a land use perspective, the planned redevelopment of the activity center does not appear to include uses other than commercial-retail and restaurants. The master plan encourages a mix of uses (including office and public/quasi public uses) at an activity center. Since Parcel 2 (undeveloped) of the activity center is not included in this detailed site plan, it would be appropriate for the applicant to consider opportunities for mixed-uses in the future development of that site."*
- Comment:* As discussed in Finding 8, the proposed uses are confined to Lot 1 and limited to commercial-retail and restaurants. In order to implement the community activity center concept of the master plan, future developments on the site, especially on currently vacant Lot 2, should consider other compatible uses other than those mentioned above. A condition of approval has been proposed in the recommendation section of this report.
- b. In a memorandum dated November 18, 2002, the Environmental Planning Section recommended approval of the subject detailed site plan. The staff states that the application does not affect environmental features beyond those previously approved. The detailed site plan is consistent with the approved TCP II/85/02.

- c. The State Highway Administration (SHA), in a memorandum dated September 18, 2002, noted that the subject application was under the review of SHA for an access point to provide a connection onto MD 193. The SHA staff stated in the memo:

“This office completed its evaluation of the submitted plan and has no objection to Detailed Site Plan DSP-02039 interior layout. However, it must be understood and conveyed to the applicant that the proposed right-in/right-out entrance close to the MD 193/MD 564 intersection is subject to review by State Highway (SHA) agencies. We are currently reviewing the developer’s application for an Access Point to provide a connection onto MD 564. Our comments concerning this plan should not be constructed as acceptance or approval for access.”

In summation, the staff further noted:

“The proposed on-site improvements may be affected by our requirements for ingress/egress improvements. The existing driveways onto the property, which abut MD 193, appear to be more than adequate for current and future use. We do not feel that an additional entrance at this location is warranted.”

Comment: The site plan originally proposed a new connection point to MD 193 in addition to the existing access point, which was approved during the preliminary plan review.

The Urban Design Staff is aware through communication with the Engineering Access Permits Division, State Highway Administration (SHA), that the proposed new access point has been recently denied by SHA. The applicant has revised the site plan to comply with the access layout for the site as approved during the preliminary plan review.

- d. The Transportation Planning Section’s memorandum will be presented at time of the hearing.

In a separate memorandum from the Transportation Planning Section dated December 4, 2002, on detailed site plan review for master plan trail compliance, the trails planner found that three master plan trails or bikeways affect the subject site. In order to comply with the *Glenn Dale-Seabrook-Lanham and Vicinity Master Plan*, two conditions of approval as proposed by the trails planner in his memorandum have been incorporated into the recommendation section of this staff report.

- e. The subject application was also referred to the Department of Environmental Resources/Concept. In a memorandum dated August 29, 2002, the staff noted that the site plan is not consistent with the approved stormwater management concept plan because the site plan does not show the bio-retention ponds.

Comment: The application package includes Stormwater Management Concept Approval #21701-2001-00. The approval will not expire until June 30, 2004. The Urban Design staff reviewed the site plan and found two bio-retention ponds shown on Lots 1 and 2 respectively.

- f. In a revised memorandum dated December 4, 2002, the Subdivision Section staff found the site plan acceptable in regard to access points. But the staff indicated that SHA approval is required. The staff also discussed three preliminary plan conditions that are applicable at the

detailed site plan stage. The three conditions have been discussed in Finding 8 of this report.

- g. The Permit Section provided many questions concerning compliance with the requirements of both the Zoning Ordinance and the *Landscape Manual* in a memorandum dated August 5, 2002. Most of the questions have been addressed by the modifications to the site plan. Those questions that have not been addressed in the revised site plan have been worded as conditions of approval in the recommendation section of this report.

In a separate memorandum on sign review dated December 9, 2002, the Permit Section provided technical clarification on the allowable type, number and size of the sign in the subject shopping center. The staff also noted that some of the dimensions of the proposed signs have not been provided.

Comment: The applicant resubmitted the sign design for the shopping center and provided all the required dimensions. The signage package includes two gateway-style monument signs, one internally located signage wall, and three entrance obelisks. Of the two monument signs, one modifies the existing sign without changing total height and width of the sign. The other proposed pylon monument sign is designed with the existing monument sign as the prototype. The new pylon sign is in compliance with the Zoning Ordinance in terms of height and square footage, as stated in the above memorandum.

The three entrance obelisks will not be treated as signs because there is no text on the obelisks to identify any products and businesses. They are less than five feet in height. The proposed signage wall is located internally as a focus point of a promenade-style driveway. The signage wall will be screened from Greenbelt Road by a future building.

- h. The Glenn Dale Citizens Association was actively involved in the review of this detailed site plan. The president of the association sent two letters to the Urban Design staff, dated November 29 and October 28, 2002 (Vondrak to Zhang), to express the concerns of local community regarding the proposed site plan. Those letters have been faxed to the applicant. The concerns of the local community have either been addressed by the revised site plan or incorporated into conditions of approval to be addressed by the applicant in the future.
12. 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.

RECOMMENDATION

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-02039, Eastgate Shopping Center, subject to the following conditions:

- 1. Prior to certificate approval, the applicant shall make the following revisions to the detailed site plan:
 - a. Include the parking calculations for both the existing and the proposed shopping center developments inside the parking schedule.
 - b. Label graphically the right-of-way and the centerline of Greenbelt Road.

- c. Label the uses adjacent to Perimeter 3 of the subject site on the landscape plan.
 - d. Provide three loading spaces for the proposed shopping center and revise the General Notes on the site plan.
 - e. Screen the loading area per Section 4.4 of the *Landscape Manual*
 - f. Show the PMA delineation on the site plan.
 - g. Revise Perimeter 1 to show compliance with the requirements of both Section 4.2 and 4.3 of the *Landscape Manual*.
 - h. Submit parking lot lighting fixture details for review and approval by the Urban Design Section.
 - i. Label the entire Lot 2 as the future development site and delete all boxes on the site plan. The development of Lot 2 shall demonstrate substantial conformance to the concept plan proposed in the master plan. Community activity center uses as stated in the master plan and a vertically mixed-used development pattern are highly encouraged.
2. Prior to issuance of any building permits, the applicant and the applicant's heirs, successors and/or assigns shall construct a multiuse, Class II trail along the subject property's entire road frontage of Lanham-Severn Road (MD 564).
 2. The applicant and the applicant's heirs, successors and/or assigns shall construct a multi-use, Class II trail along the subject property's entire frontage of Forbes Boulevard. This trail shall be completed at the time of road construction.
 4. Prior to issuance of any sign permits, the applicant shall provide a summary of shopping center-wide, building-mounted sign design standards for review and approval by the Urban Design Section acting as the designee of the Planning Board.
 5. This detailed site plan includes architectural elevations for IHOP and Chevy Chase Bank only. Any future developments shall be subject to a limited detailed site plan review by the Planning Board or its designee to consider exact location of proposed buildings and other elements, such as but not limited to, elevation design, material, color, and conformance with the rest of the architectural design vocabularies established during the subject detailed site plan review.