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DETAILED SITE PLAN

DSP-03078/01

Application	General Data
Project Name: Melwood Hotel, Parcel A Location: South of Pennsylvania Avenue on Marlboro Pike Applicant/Address: Poorav R. Vashi 17B Fastfield Road, Suite #203 Gaithersburg, MD 20878	Date Accepted: 5/11/2007
	Planning Board Action Limit: Waived
	Plan Acreage: 1.7
	Zone: C-S-C
	Dwelling Units: NA
	Square Footage: 45,000
	Planning Area: 77
	Tier: Developing
	Council District: 09
	Municipality: N/A
	200-Scale Base Map: 207SE08

Purpose of Application	Notice Dates
Revision of architecture for the hotel and of the adjacent "Meadows Market."	Adjoining Property Owners Previous Parties of Record Registered Associations: (CB-12-2003) <div>3/22/05</div>
	Sign(s) Posted on Site and Notice of Hearing Mailed: <div>6/12/07</div>

Staff Recommendation		Staff Reviewer: Ruth E. Grover, A.I.C.P.	
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-03078/01, Melwood Hotel

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 4-02041 (PGCPB Resolution No. 02-212).
- c. The requirements of the *Landscape Manual*.
- d. The requirements of DSP-03078, Melwood Hotel.
- e. The requirements of the Prince George's County Woodland Conservation Ordinance.

FINDINGS

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

1. **Request:** The applicant is requesting a revision of architecture for the hotel and adjacent "Meadows Market." The modifications to the architecture involve both changes to architectural materials and detail. Please see Finding 6 herein for a more detailed description of those changes.
2. **Development Data Summary**

	EXISTING	PROPOSED
Zone	C-S-C (Commercial Shopping Center)	C-S-C (Commercial Shopping Center)
Use(s)	Restaurant/Store	Hotel and Restaurant/Store*
Acreage	1.70	1.70
Parcels	1	1
Building Square Footage/GFA	3,335	45,000
*Hotel is currently under construction.		

OTHER DEVELOPMENT DATA

	REQUIRED	PROPOSED
Total parking spaces	31	66
Of which handicapped spaces	2	4
Standard spaces (9.5' x 19')	29	59 (Restaurant/Store and Hotel)
Compact spaces (8.0' x 16.5')		2
Loading spaces	0	1

3. **Location:** The site is in Planning Area 77, Council District 9. More specifically, it is located at 9400 Marlboro Pike, on the north side of the travelway, approximately 700 feet east of its intersection with Dower House Road.
4. **Surroundings and Use:** The subject property is bounded on the north by MD 4, on the east by the Melwood Shopping Center, and on the west by commercially zoned, vacant land. An existing market is located on the front of the subject property. Much of the land in the immediate vicinity of the subject site is wooded and vacant.
5. **Previous Approvals:** The property is subject to Preliminary Plan of Subdivision 4-02041 and Detailed Site Plan DSP-03078.
6. **Design Features:** Modifications to the architecture include changes to material choices, fenestration, both addition and deletion of architectural detail, and the addition of signage to the project. Most noticeable among the changes in material choices is a switch from a metal standing seam roof to asphalt architectural dimensional shingles, the replacing of virtually all EIFS approved on the hotel with brick and the replacing of the brick on the front of the Meadows Market with siding. In addition, there has been some addition, but much deletion, of the architectural detail that distinguished especially the approved hotel building, such as enhanced fenestration with great variety including clearstory decorative windows on each facade. Please see the chart below for a detailed analysis, façade by façade, of the approved architecture versus the proposed architecture for both the hotel and the “Meadows Market.”

A chart below describes the modifications to the approved architecture of the hotel and Meadows Market.

	Approved Architecture	Proposed Architecture
Front Elevation—Hotel	Standing Seam Metal Roof	Asphalt Shingle Roof
	Glazed and detailed clearstory entrance feature	Bricked entrance feature, with no clearstory windows
	Circular details located above the roofline on a non-brick base.	Circular details under the roofline seemingly painted on the brickwork.
	No sign indicated on the building façade.	A back-lit sign is located directly over the circular architectural detailing.
Rear Elevation—Hotel	Standing seam metal roof	Asphalt shingle roof
	Well articulated façade with visual interest created by clearstory windows	Much of the fenestration has been removed including the clearstory

	Approved Architecture	Proposed Architecture
	and creating vertical elements in relief and by choosing a darker color brick. An architectural feature, mimicking the one on the front façade has a circular pattern that serves as a cap to the protruding building element that provides the clearstory windows. The base of the rear face is completed in EIFS, articulated by a paired and a tripled set of doors and four windows.	window and the five doors and one of the smaller windows previously provided on the ground story. A darker colored brick has replaced the EIFS at the buildings base.
	No sign indicated on the building façade	A back-lit sign is located directly over the circular architectural detailing.
Right Side Elevation—Hotel	Standing seam metal roof with circular detailing on a protruding element of the building, utilizing darker brick having a picture window in the first story. Brick is utilized except in the ground level, where EIFS is utilized. A second projecting member at the rear of the building utilizes the same circular architectural detailing just under the roofline as does the portico offering refuge from the elements for arriving and departing guests.	The architecture differs from the approved architecture in that three double-windowed dormers are included in the roofline, a darker color brick is utilized on the building's base, which was previously EIFS, and the circular architectural detail is missing from the portico, as well as some of the intricate glazing and access doors to the building.
Left Side Elevation—Hotel	The architecture of the left side elevation is substantially the same as the right side, with slight variations to the glazing of the 1 st and 2 nd stories of the protruding member of the building.	The architecture differs from the approved architecture in that three double-windowed dormers are included in the roofline, a darker color brick is utilized on the building's base, which was previously EIFS, and the circular architectural detail is missing from the portico, as well as some of the intricate glazing and access door to the building.
Front Elevation—Meadows Market	Metal roofing to match adjacent commercial building (standing seam metal)	Asphalt shingle roofing
	Brick arched arcade. Bricked rowlock frames the openings of the arcade. Brick work defines the base of the building and articulates the top of the watertable.	Sided arcade, except for a brick watertable on the columns. Squared-off lintel with a central keystone type feature framing the opening in the arcade.
	Paired windows on first story protrude down into brick watertable	Windows are located only in the sided portion of the façade, not the brick water table

	Approved Architecture	Proposed Architecture
	Window boxes for potted flowers provided.	Window boxes for potted plants/flowers not provided.
Rear Elevation— Meadows Market	Metal roofing to match adjacent commercial building (standing seam metal).	Asphalt shingle roofing.
	Second story brick on central building element	Siding on second story of central element.
	Five lights are placed on the ground floor of the central building element.	One light is placed on the central building element.
	Brick work is articulated by a vertical row at the bottom and top of the first level.	Brickwork is unarticulated.
	Second story extends almost three-quarters of the building's length.	Second story extends only about one-half of the building's length.
	Fenestration is more varied with four horizontal windows and one large picture window.	There are fewer windows in a more regular pattern.
Right Side Elevation— Meadows Market	Almost the entire first story is bricked including the arcade along the structure's front, with decorative brick work at its base, at the water table and the arches; Windows are of a simple rectilinear form.	Foundation of structure is bricked only up to ground level. Only columns in front are bricked to the watertable. Windows are rectilinear, but the two on the upper story and the one double window on the 1 st story are wrapped and have a keystone detail in the lintel.
Left Side Elevation— Meadows Market	Almost the entire first story is bricked, with decorative brickwork at its base, at the water table and the arches. Fenestration has a simple rectilinear form.	Foundation of structure is bricked only up to ground level. Only columns in front are bricked to the watertable. Windows are rectilinear, but two on the upper story are wrapped and have a keystone detail in the lintel.

COMPLIANCE WITH EVALUATION CRITERIA

7. **Zoning Ordinance:** The subject application has been reviewed for compliance with the requirements in the C-S-C Zone and the site plan design guidelines of the Zoning Ordinance.
 - a. The subject application is in conformance with the requirements of Section 27-454, which governs permitted uses in commercial zones. The proposed hotel and restaurant are also in conformance with Section 27-461 that stipulates permitted uses in the C-S-C Zone.
 - b. The proposal is also in conformance with the requirements of Section 27-462, Regulations, regarding additional regulations for development in commercial zones.

8. **Preliminary Plan of Subdivision 4-02041:** The proposed revisions that are the subject of this application do not affect the previous findings of conformance with the requirements of Preliminary Plan 4-02041 and, therefore, its approving resolution PGCPB 02-212.
9. ***Landscape Manual:*** The proposed revisions that are the subject of this application do not affect the previous findings of conformance with the requirements of the *Landscape Manual*.
10. **Woodland Conservation Ordinance:** The property is exempt from the requirements of the Woodland Conservation Ordinance because it is more than 40,000 square feet in area, contains less than 10,000 square feet of woodland, and there are no previously approved tree conservation plans for the site. A standard exemption letter from the Environmental Planning Section has been obtained and is contained in the file. The standard exemption was based on a sediment control plan dated February 27, 2003.
11. **Urban Design Analysis of the Proposed Architectural Modifications:** The proposed revisions to the approved architecture for the Melwood Hotel and the Meadows Market represent a slight downgrading of the quality of the architecture. Whereas, the use of additional brick on the hotel would generally be considered an improvement, the following analysis of both buildings will show how, when weighed against other changes in the architecture, it actually results in a slight reduction in the project's overall architectural integrity.

First, with respect to the hotel, the approved architecture provided visually pleasing contrast in color and use of materials as well as a wealth of architectural detail. In addition, it created a rhythm by employing a tower-like element on all facades of the building, enhancing it by the repetition of a circular motif and accentuating them by utilizing creative fenestration with a variety of sizes of clearstory windows. The proposed architecture for the hotel, however, though adding visual interest to the roofline by the addition of dormers, has stripped the hotel of most of this interesting detail and lost the variety offered by utilizing the contrasting EIFS in the hotel's base and roofline, creating a monochromatic monolith. Staff would like to note, too, that the proposed architecture appears to have eliminated doorways to the outside from all but the front façade. In addition to detracting from the overall appearance of the building, that creates a hazardous situation in the event of fire. Staff has recommended a series of conditions below that would bring the architecture of the hotel back to the integrity of its previous approval.

With respect to the Meadows Market, the applicant is proposing to replace the graceful bricked arches of the front façade's colonnade with squared-off and white-sided openings, seriously detracting from the proposed architecture's curb appeal. Staff applauds, however, the regularizing of the use of brick on the building's side facades, actually an improvement to the approved architecture. Staff would recommend that the original architecture for the Meadows Market be utilized, with the brick indicated on the originally approved architecture extending to the lower of the two roofs on the structure in a regularized fashion around the building.

12. 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, 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-03078/01, Melwood Hotel, subject to the following conditions:

1. Prior to signature approval of the plans, the applicant shall revise the architectural elevations as follows:
 - a. Applicant shall revise the elevation drawings for the hotel as follows:
 - North elevation shall include **as shown on the previously approved architecture for the project:**
 - » A band of sand-colored EIFS under the eaves of the smaller roofline of the façade, to better accommodate and display the circular architectural motif.
 - » The three-story-tall decorative window on the same element with the smaller roof, to be located directly under the circular detailing.
 - » More fenestration on the façade including glass sliding doors or a picture window on the central portion of the façade, under the three-story-tall decorative window; entrance doors on the right side of the façade with two windows on the inner side of the two entrance doors and one window on the outer side of the entrance.
 - » A “Sleep Inn” sign” shall be placed lower on the façade, so as to not obscure in any way the decorative band with a circular motif referenced above. Clearstory window may be made slightly smaller so as to accommodate the sign.
 - South elevation shall include **as shown on the previously approved architecture for the project:**
 - » A band of sand-colored EIFS under the eaves of the tallest roofline articulating the main entrance to the hotel to better accommodate and display the circular architectural motif.
 - » Windows above the main entrance doorway and above the lower peak in the lower roofline defining the main entrance to the hotel.
 - East elevation shall include **as shown on the previously approved architecture for the project:**
 - » A band of sand-colored EIFS under the eaves of the smaller roofline of this façade to better accommodate and display the circular architectural motif.
 - » A band of sand-colored EIFS under the roofline of the portico protecting the vehicular entrance to the hotel to better accommodate and display a circular architectural motif.

- » A band of sand-colored EIFS under the roofline of the small protrusion at the rear of the hotel to better accommodate and display the circular architectural motif.
- » Entrance doors on the tower of this façade with a clearstory window above it on the second story.
- West elevation shall include **as shown on the previously approved architecture for the project:**
 - » A band of sand-colored EIFS under the smaller roofline of this façade to better accommodate and display the circular architectural motif
 - » A band of sand-colored EIFS under the roofline of the portico protecting the vehicular entrance to the hotel to better accommodate and display a circular architectural motif.
 - » A band of sand-colored EIFS under the roofline of the small protrusion at the rear of the hotel to better accommodate and display the circular architectural motif.
 - » An entrance door in the above rear protrusion.
 - » A picture window on the first floor of the tower-like structure with the circular architectural motif under its eaves.
 - » The originally approved standing seam metal roof shall be replaced with the architectural dimensional shingle roofing proposed by the applicant.
- The original approved architecture for the Meadows Market shall be utilized, except brick will extend in a regular fashion up to the lower of the two roofs on the structure uniformly around the building, and the standing seam metal roof shall be replaced with the architectural dimensional shingle roofing. Drawings indicating this minor change to the originally approved architecture for the Meadow's Market shall be approved by the Urban Design Section as designee of the Planning Board.

The Urban Design Section, as designee of the Planning Board, shall approve final architectural plans for the project.