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DETAILED SITE PLAN

DSP-06064

Application	General Data
Project Name: Passport BMW, Parcel R Location: East of Auth Place, approximately 684 feet north of Auth Road. Applicant/Address: International Motor Cars, Inc. Passport BMW Everett Hellmuth, III 50000 Auth Way Suitland, MD 20746	Date Accepted: 9/6/06
	Planning Board Action Limit: 11/15/06
	Plan Acreage: 3.94
	Zone: C-S-C
	Dwelling Units: NA
	Square Footage: 70,120
	Planning Area: 76A
	Tier: Developed
	Council District: 9
	Municipality: NA
200-Scale Base Map: 206SSE05	

Purpose of Application	Notice Dates
Review of architectural elevations proposed for an automobile dealership.	Adjoining Property Owners Previous Parties of Record Registered Associations: (CB-12-2003) 9/1/06
	Sign(s) Posted on Site and Notice of Hearing Mailed: 9/19/06

Staff Recommendation		Staff Reviewer: Noushin Rashtian	
APPROVAL	APPROVAL WITH CONDITIONS	DISAPPROVAL	DISCUSSION
	X		

September 28, 2006

MEMORANDUM

TO: Prince George's County Planning Board
VIA: Steve Adams, Urban Design Supervisor
FROM: Noushin Rashtian, Senior Planner
SUBJECT: Detailed Site Plan DSP-06064
Passport BMW

The 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 with conditions described in the recommendation section below.

EVALUATION

This detailed site plan was reviewed and evaluated for compliance with the following criteria:

- a. The requirements of the Zoning Ordinance regarding the C-S-C Zone (Commercial Shopping Center Zone);
- b. The requirements of Special Exception SE-4500;
- c. The requirements of the *Landscape Manual*;
- d. The requirements of the Prince George's County Woodland Conservation Ordinance;
- e. The referral comments.

FINDINGS

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

1. **Request:** The subject application requests approval of a limited detailed site plan for the proposed architectural elevations in accordance with Condition 1 of Special Exception SE-4500.

2. **Development Data Summary**

	EXISTING	PROPOSED
Zone	C-S-C	C-S-C
Use(s)	Parking Lot	Automobile Dealership
Acreage	3.94	3.94
Parcel	1	1
Building Square Footage/GFA	0	70,120

Other Development Data

	REQUIRED	PROPOSED
Total parking spaces	223	230
Regular spaces (9.5 x 19)		145
Compact spaces (8.0' x 16.5')		30
Rooftop/Structure spaces (13.0' x 19.5')		42
Handicap Spaces (13.0' x 19.5')		6
Van Accessible (16' x 19')		7
Loading Spaces (12' x 33')	2	2

The parking requirements for a full-service automobile dealership is based upon the display area, gross floor area, and service bays as shown below:

Showroom	5,182
Offices	12,626
Service/repair shop	16,296
Service Administration	3,559
Parts and storage	10,455
Service write-up drive	1,925
Carwash	752
Car storage	19,335
Total square feet	70,120

3. **Location:** The site is in Planning Area 76A, Council District 9. More specifically, it is located at the east side of Auth Place, approximately 684 feet north of Auth Road in Suitland, Maryland.
4. **Surroundings and Use:** The subject property is bounded to the north by a multistory office building in the C-O Zone, to the east by vacant land in the C-S-C Zone, to the south by an automobile storage lot for an automobile dealer in the C-S-C Zone, and to the west by Auth Place.
5. **Previous Approvals:** The subject site was rezoned from the C-O to the C-S-C Zone with the approval of the Heights and Vicinity Sectional Map Amendment in November 2000.

The site is the subject of conditions of approval for Special Exception SE-4500, Passport BMW, for construction and operation of an automobile dealership showroom and service department. On March 22, 2006 the decision of the Zoning Hearing Examiner was filed with the District Council of Prince George's County. The District Council did not elect to make the final decision; the decision of the Zoning Hearing Examiner became final and effective on April 24, 2006 in

accordance with the provisions of Section 27-312 of the Zoning Ordinance of Prince George's County, Maryland.

6. **Design Features:** The proposed architectural elevations are for construction of a 70,120-square-foot, 45-foot-high (three-story) automobile dealership which includes a showroom, office space, service repair shop, parts storage, and a car wash on 3.94 acres in the C-S-C Zone. The subject site is accessed from Auth Place. A parking lot stretches across the front, side and back of the proposed building. Direct access from the public sidewalk is provided to the proposed automobile dealership. An enclosed area for trash receptacles is provided along the east property line. The automobile dealership parking area is punctuated with landscaping and a 26-foot-high pylon sign. An existing concrete walkway along Auth Road provides pedestrian access and connectivity from the subject site. The applicant proposes a six-foot-high board-on-board fence along the north, east and south property lines.

Architecture for the proposed building is visually interesting and contemporary in style with asymmetrical facades and a flat roof, which is typical of commercial automobile dealerships. A high quality construction material has been proposed for the elevations. The front elevations consist of storefront glass in "clear anodized aluminum," "Frit glass," "spandrel glass," and aluminum composite panels in "bone white" and "silver metallic." The primary customer entrance (south elevation) is oriented toward the main access road and is centrally located with storefront glass doors framed with aluminum panels. The windows are glass curtain walls and the storefronts are flush with the outer walls with no or little detailing at the doors and windows.

The three-story building contains 18,943 square feet of enclosed "rooftop" parking for storage of 42 vehicles. The EIFS (exterior insulating finishing system) panels in "China white," wrap around the third floor of the building, providing contrasting architectural emphasis over banded windows that form part of the fenestration of the front elevation. The front portion of the building, which is 32 feet high, is proposed for display area and offices. The site plan indicates an indoor showroom with a display area of about 5,182 square feet for a maximum of 12 automobiles. The proposed site plan provides 17,047 square feet of service area and three carwash spaces. An outdoor display area of 1,100 square feet is proposed, but is not shown on the site plan.

The proposed automobile dealership provides unity in design through compatible use of colors and materials, which are high quality, durable and attractive. The building mass is well articulated with regular fenestration. Exterior finish materials include CMU (concrete masonry units), EIFS (exterior insulating finishing system), aluminum composite panels, and storefront glass windows and doors.

The proposed site plan meets the design standards for parking and loading facilities. However, the location of the entrances to the building, both showroom and service bays, have not yet been identified on the site plan. These entrance locations must be shown to address the accessible route to the building from the handicapped spaces, as well as any potential for conflict between service bay entrances and parking areas.

The proposed building-mounted signage includes four wall-mounted signs indicating "PASSPORT BMW" and three logos of BMW on the south elevation. The building-mounted signage specifications, measurements, and details are not included in this package. Staff recommends that the building signage plan be reviewed by the Urban Design Section prior to certification.

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.

8. **Specific Special Exception, SE-4500:** The proposed project is subject to the conditions of SE-4500. Condition one applies to the review of this application:

1. **Prior to the approval of a building permit, the Applicant shall obtain approval from the Planning Board of a limited detail site plan for architectural review. The applicant shall submit elevations of all (4) four sides of the proposed building, These elevations shall address:**

a. **The use of high quality building materials and building design on all sides of the building.**

Comment: The proposed architecture for the building provides a distinctly modern architectural style with use of high-quality building materials, as stated in Finding 6 of this report.

b. **The consistency of façade treatment on all sides of the building.**

Comment: The proposed automobile dealership provides unity of design through compatible use of color and high-quality building materials such as EIFS, CMU, aluminum panels, and storefront glass on all sides of the building.

c. **The location, type and design of service entry doors.**

Comment: The service entry doors are located on the east façade of the building and are easily accessible by customers. The color and materials used for the proposed service entry doors are compatible in design with the rest of the building. The main entrance and service entry doors are shown on the architectural elevations but they should be shown on the detailed site plan as well.

d. **Parking on the roof of the building shall not be permitted unless it can be screened from the view of nearby streets and the ground level floors of adjoining properties.**

Comment: The applicant proposes to use the third floor of this building as the garage for parking 42 vehicles. The parking is fully enclosed and not visible from the nearby streets and ground level floors of adjoining properties.

9. **Landscape Manual:** The proposed development is subject to the requirements of Section 4.7, Buffering Incompatible Uses, 4.2, Commercial and Industrial Landscape Strip Requirements, Section 4.3, Parking Lot Requirements, and Section 4.7, Buffering Incompatible Uses of the *Landscape Manual*. The Urban Design staff reviewed the proposed landscape plan and found that the submittals are in general compliance with the applicable sections of the *Landscape Manual*.

10. **Woodland Conservation Ordinance:** The subject property is exempt from the requirements of the Woodland Conservation and Tree Preservation Ordinance because the site contains less than 10,000 square feet of woodlands and there is not a previously approved tree conservation plan.

11. **Referral Comments:**

Town of Morningside: At the time of writing of this report, no comment was received from the Town of Morningside.

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-06064, Passport BMW, subject to the following conditions:

1. Prior to certificate approval, the following modifications or revisions shall be made to the detailed site plan, or the following information shall be provided:
 - a. Provide a sign plan for the building-mounted signage for review and approval by the Planning Board or its designee.
 - b. Provide the total floor area for the proposed building on the site plan in the general notes and on the building footprint.
 - c. Include the van space proposed in the overall parking calculations shown on the plan.
 - d. Indicate the square footage of the proposed area for the outdoor display of vehicles.
 - e. Screen all rooftop mechanical equipment such as HAVC units, from the view from the street and the view from ground level floors of adjoining properties.
 - f. Outdoor lighting on the building and in the outdoor display area shall be of a type and quality intended to prevent spillover lighting effects on adjacent properties.
 - g. All pedestrian pathways and sidewalks shall be handicap-accessible and ADA-compliant.
 - h. Provide a clearly marked crosswalk connecting the pedestrian sidewalks on Auth Place to the building through the use of materials distinguished by their color, texture, or height.