



*Note: Staff reports can be accessed at [www.mncppc.org/pgco/planning/plan.htm](http://www.mncppc.org/pgco/planning/plan.htm).*

## Detailed Site Plan

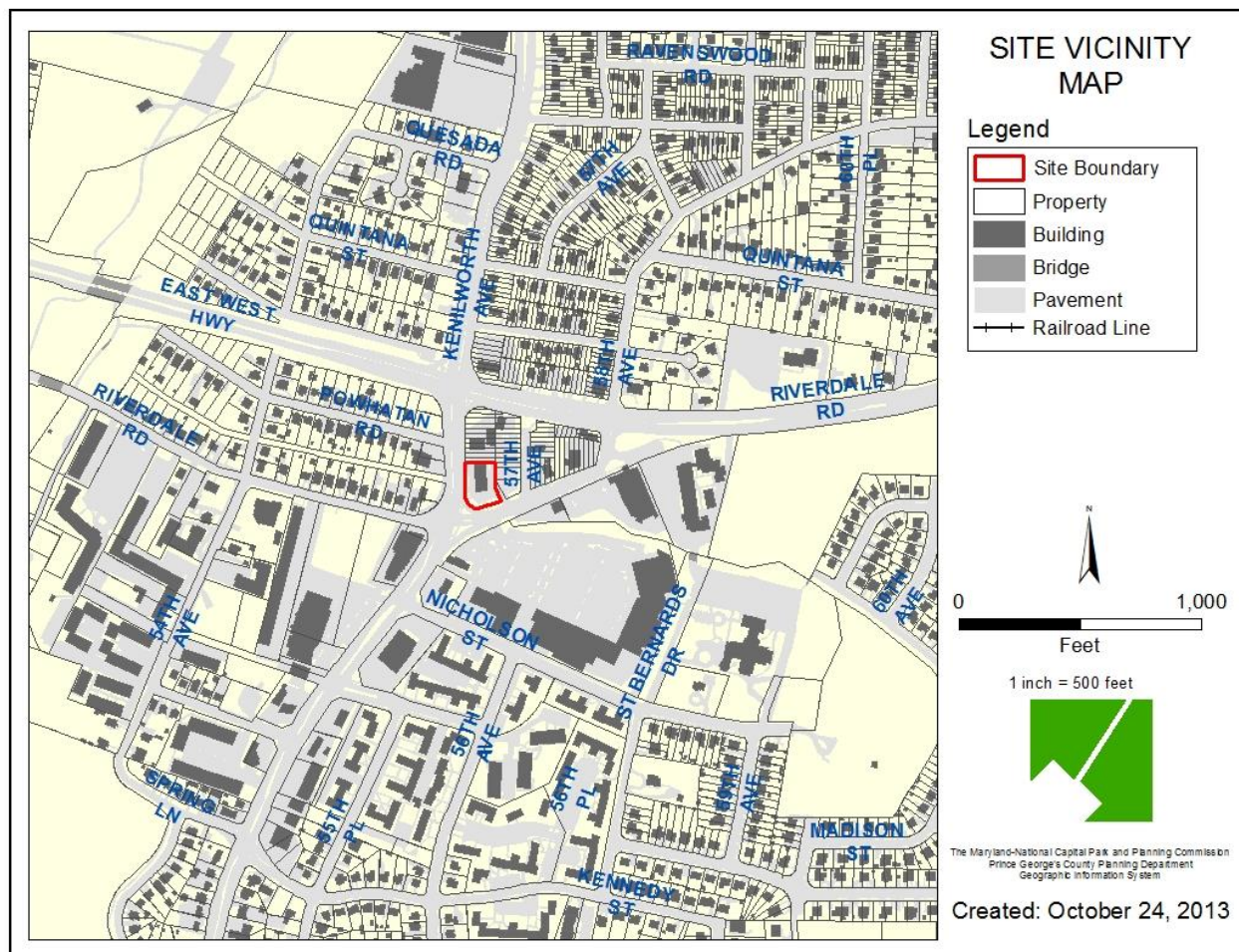
**DSP-12059**

## Departure from Parking and Loading Standards **DPLS-396**

| Application  | General Data                 |                |
|--|------------------------------|----------------|
| <b>Project Name:</b><br>Riverdale Road McDonalds<br><br><b>Location:</b><br>Northeast quadrant of the intersection of Kenilworth Avenue (MD 201) and Riverdale Road.<br><br><b>Applicant/Address:</b><br>McDonalds USA LLC<br>6903 Rockledge Drive, Suite 1100<br>Bethesda, MD 20817 | Planning Board Hearing Date: | 11/14/13       |
|  | Staff Report Date:           | 10/30/13       |
|  | Date Accepted:               | 08/28/13       |
|  | Planning Board Action Limit: | 11/11/13       |
|  | Plan Acreage:                | 1.11           |
|  | Zone:                        | C-S-C          |
|  | Dwelling Units:              | N/A            |
|  | Gross Floor Area:            | 4,387 sq. ft.  |
|  | Planning Area:               | 69             |
|  | Tier:                        | Developed      |
|  | Council District:            | 03             |
|  | Election District            | 19             |
|  | Municipality:                | Riverdale Park |
|  | 200-Scale Base Map:          | 207NE05        |

| Purpose of Application   | Notice Dates           |          |
|--|------------------------|----------|
| A new McDonalds with drive-through and departures from parking and loading standards (Sections 27-568 and 27-582) of six parking spaces and one loading space. | Informational Mailing: | 07/25/13 |
|  | Acceptance Mailing:    | 08/25/13 |
|  | Sign Posting Deadline: | 10/15/13 |

|                             |                                 |  |                   |
|-----------------------------|---------------------------------|--|-------------------|
| <b>Staff Recommendation</b> |                                 | <b>Staff Reviewer:</b> Henry Zhang<br><b>Phone Number:</b> 301.952.4151<br><b>E-mail:</b> Henry.Zhang@ppd.mncppc.org |                   |
| <b>APPROVAL</b>             | <b>APPROVAL WITH CONDITIONS</b> | <b>DISAPPROVAL</b>   | <b>DISCUSSION</b> |
|                             | X                               |  |                   |



THE MARYLAND-NATIONAL CAPITAL  
PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY PLANNING BOARD

STAFF REPORT

SUBJECT: Detailed Site Plan DSP-12059  
Departure from Parking and Loading Standards DPLS-396  
Riverdale Road McDonalds

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

EVALUATION

The DSP was reviewed and evaluated for conformance with the following criteria:

- a. The requirements of the Zoning Ordinance in the Commercial Shopping Center (C-S-C) Zone, Sections 27-239.01 and 27-587, and Section 27-588, Departures from the number of parking and loading spaces required.
- b. The requirements of the 2010 *Prince George's County Landscape Manual*.
- c. The requirements of the Prince George's County Woodland and Wildlife Habitat Conservation Ordinance and the Tree Canopy Coverage Ordinance.
- d. Referral comments.

FINDINGS

Based upon the analysis of the subject detailed site plan (DSP), the Urban Design Section recommends the following findings:

1. **Request:** The subject application is for approval of a DSP for a 4,387-square-foot, one-story, freestanding McDonalds eating and drinking establishment with drive-through service on an existing McDonalds site in the Commercial Shopping Center (C-S-C) Zone. The DSP proposes to demolish the existing McDonalds restaurant building and replace it with a new prototype building.

The application also includes a Departure from Parking and Loading Standards, DPLS-396, to reduce the required number of parking spaces from 52 to 46 and to not provide the required one loading space due to the site's small size.

2. **Development Data Summary:**

|                    | <b>EXISTING</b>   | <b>PROPOSED</b>   |
|--------------------|---|---|
| Zone(s)            | C-S-C   | C-S-C   |
| Use(s)             | Eating or Drinking<br>Establishment with<br>Drive-through Service | Eating or Drinking<br>Establishment with<br>Drive-through Service |
| Acreage            | 1.11  | 1.11  |
| Square Footage/GFA | 3,817   | 4,387   |
| Lots               | 2   | 2   |

**Parking Requirements\***

|  | <b>REQUIRED</b> | <b>PROPOSED</b>         |
|--|-----------------|-------------------------|
| Total Parking Spaces<br>(1 space per every 3 seats for 87 seats<br>plus 1 space per 50 square feet for<br>1,142 sq. ft.) | 52              | 46*                     |
| Of which<br>Handicap Spaces  | 3               | 2<br>(2 Van-Accessible) |
| Total Loading space  | 1               | 0*                      |

\*Note: A Departure from Parking and Loading Standards (DPLS-396) for a reduction of six parking spaces from the required 52 spaces and to not provide the one loading space required by the Zoning Ordinance has been filed as a companion case with this DSP. See Finding 7.e. below for discussion.

3. **Location:** The 1.11-acre property is located at 5600 Riverdale Road, in the northeastern quadrant of its intersection with Kenilworth Avenue (MD 201). The site is also located in Planning Area 69, Council District 3, within the Developed Tier, in the town of Riverdale Park.
4. **Surrounding Uses:** The subject site is bounded on three sides by the rights-of-way of Riverdale Road to the north, Kenilworth Avenue (MD 201) to the east and 57th Avenue to the west. To the north of the site is property owned by Potomac Energy Holding, LLC in the C-S-C Zone.
5. **Previous Approvals:** The subject site consists of two lots that were recorded among the Land Records of Prince George's County in the 1960s. Subsequently, the site was developed and the primary structure was built in 1964. The site has a Special Exception, SE-3613, which was approved by the District Council on August 26, 1985 for a fast-food restaurant. Since then, McDonalds has continued to own and operate this restaurant. The 1994 *Approved Master Plan and Sectional Map Amendment for Bladensburg-New Carrollton and Vicinity (Planning Area 69)* (Bladensburg-New Carrollton Master Plan and SMA) retained this property in the C-S-C Zone. The site also has an approved Stormwater Management Concept Plan, 38926-2012-00, which is valid through May 20, 2016.
6. **Design Features:** The subject site has three existing vehicular access points off Kenilworth Avenue (MD 201), Riverdale Road, and 57th Avenue. The existing McDonalds restaurant building is located parallel to Kenilworth Avenue in a south-north orientation. The access point

off Kenilworth Avenue is a right-in/right-out partial access. The proposed DSP keeps the same number of access points, but relocates the ones off Kenilworth Avenue and 57th Avenue. The existing access off Riverdale Road remains at the same location.

The application proposes to construct a new 4,387-square-foot McDonalds restaurant on an existing McDonalds restaurant site to replace the existing 3,817-square-foot building. The existing building will be demolished before the new building is constructed on the site. The new restaurant building is sited toward Riverdale Road in the middle of the site, surrounded by surface parking spaces. It is set back approximately 60 feet from the front property line, more than 60 feet from two side property lines and approximately 50 feet from the rear property line abutting the Potomac Energy Holding LLC property, where the drive-through window is located. The main drive-through traffic will enter the site from Riverdale Road and circulate via two drive-through lanes which will merge into one lane to the rear of the restaurant and eventually exit from the access point off Kenilworth Avenue. The trash receptacle is located in the northern portion of the site, close to the site entrance off 57th Avenue. The applicant plans to use the space between the drive-through lane and the rear property line as a loading area with limited operation time when on-site traffic is light, such as late at night or early in the morning. A condition has been recommended by the Transportation Planning Section to limit the operation of the loading space during non-peak hours. A condition to this effect has been included in the Recommendation section of this report.

The proposed new McDonalds restaurant building is one of the franchise's latest architectural models and has a contemporary appearance with many architectural features. Two main entrances to the building are located on the south and west (Riverdale Road and Kenilworth Avenue frontage) sides. The one-story flat roof building with a building height varying from 18.79 to 23.33 feet is finished with a combination of red brick, stone veneer, and an aluminum trellis system on four sides. The aluminum trellis system has been used as an accent element to break up the dominance of brick and stone on all elevations. The roof section is clad with corrugated metal fascia panels. A tower element finished with accent cultured stone (southwest pro-fit ledgerstone) has been used at the two entrances and on the east elevation. The flat plane of the roof of the tower element is broken with the addition of a stone veneer parapet and a golden, metal, sloping curve as a roof cap design element. Darker brick (Midland Blend) is proposed on the north side of the building in the area of the drive-through pick-up windows, and in the form of a wider horizontal band between the pick-up windows. Additional stone veneer is proposed mostly in the area where the dining area is located. Awnings with yellow and orange bands are proposed above the dining room windows. The south and west elevations are designed as the main elevations of the building. The northern and the eastern elevations (where the drive-through windows are located) are designed as the secondary elevations, which are also attractive and acceptable. The proposed trash receptacle is enclosed with brick walls on three sides that have the same light color brick (Rubigo Red Velour) as those on the restaurant building. The gate of the trash receptacle is made of Trex, a synthetic material in a woodland brown color.

The lighting fixtures proposed include pole lights for the site and building-mounted wall sconce fixtures for the building. The pole lights are 24-foot-high full cut-off luminaires. However, no specifications for the proposed wall sconce fixtures are provided. A condition has been included in this report to require that a cut sheet for these fixtures be provided to be reviewed and approved by the Urban Design Section as designee of the Planning Board prior to certification. The photometric lighting plan shows an average 0.2 foot-candle reading along the property line, meaning that minimal lighting spills over the adjacent property and rights-of-way. All exterior lighting fixtures are full cut-off type.

A total of 110.4 square feet of building-mounted and 146 square feet of site signage have been proposed with this DSP. The signage includes a typical McDonalds golden arch corporate sign, other site signs, and directional signs. The two text identification signs along with the golden arch logos are located on the southern and western elevations. An additional text identification sign is located on the northern elevation. Two additional signs with the text “Welcome” are located on the two main elevations facing Kenilworth Avenue and Riverdale Road. The site plan also includes a 6-foot 9-inch-high, 103.5 inch by 54 inch menu board in front of the drive-through lane. A 42-inch illuminated golden arch sign has been shown on four elevations. One flag pole for a United States of America flag, one for the State of Maryland flag, and one for the McDonalds corporate flag are proposed on the southwestern corner of the building site near the intersection of Kenilworth Avenue and Riverdale Road. The United States, state, and municipal flags and the menu board, which is solely used to inform passengers of specific food offered in a “drive-in restaurant” or a “fast-food restaurant” with a drive-through window, are permitted and are not considered as signage from the standpoint of the Zoning Ordinance. However, the McDonalds corporate flag, which has a total sign face area of 15 square feet, is considered a freestanding sign in accordance with Part 12 of the Zoning Ordinance. The proposed sign package meets the sign requirements in the Zoning Ordinance.

The number of parking spaces provided by the applicant is 46 spaces, of which two are van-accessible for the physically-handicapped. The number of parking spaces for the physically-handicapped does not meet the applicable minimum requirement for this use. In accordance with Section 27-566, three parking spaces for the physically-handicapped are needed for a total number of parking spaces required between 51 and 75. The number of required parking spaces for this site is 52 spaces. A condition has been attached to the approval of this DSP in the Recommendation section of this report.

## COMPLIANCE WITH EVALUATION CRITERIA

7. **Prince George’s County Zoning Ordinance:** The subject application has been reviewed for compliance with the requirements of the C-S-C Zone and the site plan design guidelines of the Zoning Ordinance as follows:
  - a. The subject application is in conformance with the requirements of Section 27-461(b), which governs uses in commercial zones. The proposed eating or drinking establishment, with drive-through service, is permitted in the C-S-C Zone subject to DSP approval.
  - b. The DSP shows a site layout that is consistent with Section 27-462, regulations regarding building setbacks in commercial zones.
  - c. The DSP is in conformance with the applicable site design guidelines as referenced in Section 27-283 and contained in Section 27-274 as discussed below:
    - (1) The double drive-through lanes at the southeastern corner of the site have been designed to provide adequate space for queuing vehicles. In addition, since the longer side of the building is oriented toward Riverdale Road, the drive-through windows are located on the opposite side on the northern elevation of the building, and the drive-through is completely screened by the restaurant building from the views on Riverdale Road. Given the site layout, the drive-through service can be viewed from both Kenilworth Avenue (MD 201) and 57th Avenue.

(2) Pedestrian access is proposed into the site directly from the sidewalks along Kenilworth Avenue, Riverdale Road and 57th Avenue. There is only one main pedestrian access from Kenilworth Avenue to a major entrance on the western side, utilizing a clearly marked and striped pedestrian route, as recommended in Section 27-274(2)(C). The two handicap-accessible parking spaces are located at the building's southern entrance close to the access point off Riverdale Road. An additional striped pedestrian route should be clearly marked to connect the building entrance to sidewalks on Riverdale Road. The restaurant is easily accessible to pedestrians. Since there is no customer entrance on the eastern elevation, a direct pedestrian connection to sidewalks along 57th Avenue is not necessary. A condition to require the applicant to provide another marked and striped pedestrian route to connect to sidewalks along Riverdale Road has been included in the Recommendation section of this report.

d. The proposal includes building-mounted signs, directional signage (also known as regulatory signage), and other site signs such as a menu board. The signs have been reviewed for conformance with C-S-C Zone regulations with regard to sign face area, and found to meet the requirements.

(1) Building-mounted signs are regulated by Section 27-613, signs attached to a building or canopy. None of the proposed signs are designed to be visible from any land in any residential zone or land proposed to be used for residential purposes. None of the proposed signage extends above the lowest point of any roof, except for one identification sign and logo placed on the eastern elevation where the drive-through windows are located.

Within the C-S-C Zone, the permitted building-mounted sign area is regulated as follows:

**Section 27-613(c)(3)**

**(B) In all Commercial Zones (except the C-O Zone) and all Industrial Zones (except the I-3 and U-L-I Zones), if all of the permissible sign area is to be used on any building occupied by only one (1) use that is not located within an integrated shopping or industrial center or office building complex, the following applies:**

- (i) Each building shall be allowed a sign having an area of at least sixty (60) square feet.**
- (ii) Except as provided in (i), above, the area of all of the signs on a building shall be not more than two (2) square feet for each one (1) lineal foot of width along the front of the building (measured along the wall facing the front of the lot or the wall containing the principal entrance to the building, whichever is greater), to a maximum of four hundred (400) square feet.**

The new building has approximately 239 lineal feet of building width. Based upon the lineal feet of building width indicated on the site plan, the proposed

total square footage of the building-mounted signage, which is approximately 110.4 square feet, appears to be well within the amount permitted by Section 27-613 of the Zoning Ordinance. However, there is no information regarding what is required in accordance with Part 12 of the Zoning Ordinance provided on the site plan. A condition has been included in the Recommendation section of this report to require the applicant to provide the required information in accordance with Section 27-613 of the Zoning Ordinance on the sign sheet prior to certification of this DSP.

- (2) Section 27-614, Freestanding Signs, provides specific regulations on the location, height, area, and quantity of freestanding signs that are applicable to the review of this DSP.

Section 27-614(d)(2)(A), Option One, allows a single business fronting only on one street to have one freestanding sign if the site has zero to 44 feet of street frontage, and an additional freestanding sign if it has a street frontage from 44 to 1,000 feet. The subject site has a total of 611 feet of frontage on Kenilworth Avenue, Riverdale Road, and 57th Avenue and, therefore, a total of two freestanding signs are allowable. The sign detail sheet shows one freestanding pole sign and one flag sign. There are three flag signs on the site plan: one is the flag of the United States, the other is the flag of the State of Maryland, and the third one is the corporate flag of McDonalds.

Section 27-614(c)(3) regarding sign face area of freestanding signs allows the following sign area calculation:

- (3) **In all Commercial Zones (except the C-O Zone) and all Industrial Zones (except the I-3 Zone), the area of the sign shall be not more than either:**
- (A) **One (1) square foot for each two (2) lineal feet of street frontage, to a maximum of two hundred (200) square feet for each sign, if the building is located in an integrated shopping center, other commercial center with three (3) 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; or**
  - (B) **One (1) square foot for each four (4) lineal feet of street frontage, to a maximum of two hundred (200) square feet for each sign, if the business is not located in an integrated shopping center, other commercial center with three (3) 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 use associated with the sign.**

The site plan has a total of 611 feet of frontage on Kenilworth Avenue, Riverdale Road, and 57th Avenue and can have up to 200 square feet of sign face area for



each sign. The sign detail sheet shows a total of 146 square feet of freestanding signage with the largest sign of 99.2 square feet for the McDonalds pole sign. The sign area information provided in the sign face area table meets the Zoning Ordinance requirements for freestanding signs.

- (3) Directional signage is regulated by Section 27-629, regulatory signage. In commercial zones, a maximum of 12 square feet of directional or regulatory signage is permitted on private property. The DSP proposes several regulatory signs, including one drive-through sign, two “order here” signs, and six directional signs, none of which is larger than 12 square feet in sign face area.

- e. **Departure from Parking and Loading Standards DPLS-396:** Section 27-568 of the Zoning Ordinance stipulates the minimum number of required off-street parking spaces for each type of use. As stated above in Finding 2, the required number of off-street surface parking spaces for this site is calculated based on one space per three seats and one space per 50 square feet of non-seating area (excluding any area used exclusively for storage or patron seating and any exterior patron service area) of the proposed restaurant in accordance with the requirements of Section 27-568. For an 87-seat restaurant with 1,142 square feet of eligible area for parking calculation, a total of 52 off-street surface parking spaces is required. The applicant provided a justification statement during the review process stating that the restaurant proposes to reduce the total number of seats in the restaurant. Due to the fact that most customers today desire to avail themselves of the drive-through service option, the 102 seats in the existing restaurant will be reduced to 87 in the new restaurant. The applicant concludes that the peak number of parking spaces actually needed for the proposed restaurant is 46 spaces and has provided 46 surface parking spaces for this site. Because the available space on the site is greatly constrained, a departure from parking and loading standards has been requested for this development to provide six parking spaces less than the required 52 parking spaces. In addition, for the proposed use on this site, a loading space is required in accordance with Section 27-582. The applicant states that the provision of a loading space would further reduce the available space for parking. Instead, the applicant proposes to use those spaces at the rear of the restaurant building during off-peak hours or evening hours for loading purposes.

The provisions of Section 27-588(b)(7) require that the Planning Board make the following findings in order to approve the application:

**(7) Required findings.**

- (A) In order for the Planning Board to grant the departure, it shall make the following findings:**
  - (i) The purposes of this Part (Section 27-550) will be served by the applicant’s request;**

**Comment:** The purposes of Section 27-550 are as follows:

- (1) To require (in connection with each building constructed and each new use established) off-street automobile parking lots and loading areas sufficient to serve the parking and loading needs of all persons associated with the buildings and uses;**

- (2) To aid in relieving traffic congestion on streets by reducing the use of public streets for parking and loading and reducing the number of access points;**
- (3) To protect the residential character of residential areas; and**
- (4) To provide parking and loading areas which are convenient and increase the amenities in the Regional District.**

The statement of justification provided by the applicant indicates that only 46 peak-hour parking spaces are needed to operate a viable fast-food restaurant like the one proposed. The applicant provides double drive-through lanes to reduce time spent in the drive-through line and to reduce queues. In addition, the site will be oriented toward Riverdale Road and will be able to keep the same number of access points off three existing streets. The only developed site adjacent to the subject site to the north is Potomac Energy Holding in the C-S-C Zone. There is no residentially zoned property around the site. Therefore, the departure will not have any impact on the residential character of residential areas and will serve the above purposes of Section 27-550 at least as well as the current layout.

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

**Comment:** As discussed previously, the applicant's justification statement concludes that a total of 46 parking spaces is needed for this site to accommodate peak-hour parking demand and one loading space is also required. The proposed 46 spaces have already factored in future parking contingencies for this site. The maximum number of parking spaces that will fit on the site are proposed, without providing a designated loading space, so it is clear that the departure request is the minimum necessary. Providing a loading space would further reduce the number of possible parking spaces provided on the small site. The requested departures of six parking spaces and one loading space are the minimum necessary.

- (iii) The departure is necessary in order to alleviate circumstances which are special to the subject use, given its nature at this location, or alleviate circumstances which are prevalent in older areas of the County which were predominantly developed prior to November 29, 1949;**

**Comment:** The site of the existing and proposed restaurant is situated within an area intensely developed with commercial uses, which are quasi-urban in character and oriented toward and with access from the primary road network consisting of Kenilworth Avenue (MD 201), East-West Highway (MD 410), and Riverdale Road. Given that the site

is quite small and is surrounded by busy roadways and double drive-through lanes are utilized, the departure will not lead to any parking difficulty in the area where the site is located. The departures are necessary in order to alleviate circumstances which are special to the subject use, given its nature at this location.

- (iv) **All methods for calculating the number of spaces required (Division 2, Subdivision 3, and Division 3, Subdivision 3, of this Part) have either been used or found to be impractical; and**

**Comment:** All methods for calculating the number of parking and loading spaces in the Zoning Ordinance have been used. The site is so small that parking and loading spaces are proposed to occupy the same area, with loading restricted to late off-peak hours. The proposed six-parking-space departure and a departure for the one required loading space are a reasonable solution to the unique problems of this site.

- (v) **Parking and loading needs of adjacent residential areas will not be infringed upon if the departure is granted.**

**Comment:** The site is located in a fully developed commercial area that is oriented toward busy roadways. There are no residential uses in the vicinity of the site.

- (B) **In making its findings, the Planning Board shall give consideration to the following:**

- (i) **The parking and loading conditions within the general vicinity of the subject property, including numbers and locations of available on- and off-street spaces within five hundred (500) feet of the subject property;**

**Comment:** The subject site is relatively isolated from other development. The site is surrounded by rights-of-way and properties in the C-S-C Zone. The only development adjacent to the site to the north is a Potomac Energy Holding property in the C-S-C Zone. Across the roadways further away from the site are other commercial uses that have their own off-street parking and loading spaces. There is no on-street parking on the surrounding roadways.

- (ii) **The recommendations of an Area Master Plan, or County or local revitalization plan, regarding the subject property and its general vicinity;**

**Comment:** The 1994 Bladensburg-New Carrollton Master Plan and SMA retained this property in the C-S-C Zone. The master plan's objective is to improve the appearance of commercial corridors to make them more visually attractive. This DSP, which proposes to redevelop the existing site with a new restaurant building, is consistent with the area master plan recommendations.

**(iii) The recommendations of a municipality (within which the property lies) regarding the departure; and**

**Comment:** This site is within the boundaries of the Town of Riverdale Park. The DSP, along with the DPLS request, was referred to the Town of Riverdale Park. Even though formal comments from the Town had not been received at the time of the writing of the staff report, the Town expressed no concerns about the parking situation and the subject departure requests at the time of the Subdivision and Development Review Committee (SDRC) review of this case. The Town's representative will present the Town Council's resolution at the time of the public hearing for this DSP.

**(iv) Public parking facilities which are proposed in the County's Capital Improvement Program within the general vicinity of the property.**

**Comment:** Most of the customers of the restaurant in the past have been commuters using Kenilworth Avenue (MD 201) and Riverdale Road. The new site design expands the drive-through lane to accommodate a larger number of pass-by customers. There are no public parking facilities in the general vicinity of this property.

**(C) In making its findings, the Planning Board may give consideration to the following:**

**(i) Public transportation available in the area;**

**Comment:** The subject site is located within the Developed Tier in the county. The site is also located at the busy intersections of Kenilworth Avenue (MD 201), East-West Highway (MD 410), and Riverdale Road. The subject site is located within an established community that is served by both Prince George's County The Bus system and Washington Metropolitan Area Transit Authority (WMATA) buses. There are sidewalks on both sides of Riverdale Road, Kenilworth Avenue, and 75th Avenue. The existing site can easily be accessed by both motorists and pedestrians. In addition, the 2009 *Approved Countywide Master Plan of Transportation* has recommended that Kenilworth Avenue contain a shared-use sidepath (hiker/biker) between John Hanson Highway (US 50) and the Capital Beltway (I-95/495). This trail will improve bike and pedestrian safety along a high-volume high-speed roadway. Crosswalks in the area have been improved recently by the Maryland State Highway Administration (SHA), including pedestrian countdown signals, pedestrian channels, new crosswalk striping, and signage that greatly improve the walkability of the site.

**(ii) Any alternative design solutions to off-street facilities which might yield additional spaces;**

**Comment:** The only alternative solution, which has been employed in this DSP, is to increase the walkability of the site in order to reduce vehicular parking demand. There is no feasible alternative site design that would yield additional spaces.

**(iii) The specific nature of the use (including hours of operation if it is a business) and the nature and hours of operation of other (business) uses within five hundred (500) feet of the subject property;**

**Comment:** The site is within a highway commercial corridor and is used as a fast-food restaurant. Most of the businesses are oriented toward surrounding Kenilworth Avenue (MD 201), Riverdale Road, and East-West Highway (MD 410). Since there are no residential uses within 500 feet of the site, this restaurant will be operated 24 hours a day/7 days a week and is used mainly by commuters. Because of the nature of this business, the DSP has increased the drive-through capacity of the new restaurant and reduced the total number of seats from 102 to 87. Since parking will not be fully utilized during off-peak hours, some of the parking spaces behind the building where the drive-through windows are located will be used for loading purposes.

**(iv) In the R-30, R-30C, R-18, R-18C, R-10A, R-10, and R-H Zones, where development of multifamily dwellings is proposed, whether the applicant proposes and demonstrates that the percentage of dwelling units accessible to the physically handicapped and aged will be increased over the minimum number of units required by Subtitle 4 of the Prince George's County Code.**

**Comment:** This finding is not applicable to this site because the site is in the C-S-C Zone.

In summary, the subject site is located in the Developed Tier of the county and can be accessed through multiple modes of transportation including the public transit system. The requested departure from the number of parking spaces required is supported by both the Transportation Planning Section and the Community Planning Division. Furthermore, the Department of Permitting, Inspections and Enforcement (DPIE) has no objection to the DPLS request. Therefore, approval of a departure of 6 spaces from the required 52 spaces is justified.

The utilization of underused parking spaces during off-peak hours in-lieu-of a formally delineated loading space is a reasonable alternative for this small site because the provision of one required loading space would further reduce the availability of parking spaces on the site. The Urban Design Section has reviewed the statement of justification and the required findings for the Planning Board to approve the departure and concluded that the request is the minimum necessary to alleviate the special circumstances of this site and that it will serve the purposes of Section 27-550. The departure will not infringe

upon the parking and loading needs of an adjacent residential area because there is no residentially-zoned property immediately adjacent to the subject site. The DSP provides two parking spaces for the physically-handicapped and both of them are also van-accessible. The two parking spaces for the physically-handicapped are located around the southern corner of the restaurant building on the Riverdale Road side. The number of parking spaces for the physically-handicapped would meet the minimum requirement for this use if an additional standard parking space for the physically-handicapped is provided, as conditioned in this report.

8. **Prince George's County Landscape Manual:** The DSP for a McDonalds restaurant is subject to Section 4.2, Requirements for Landscape Strips along Streets; Section 4.3, Parking Lot Interior Planting Requirements; Section 4.4, Screening Requirements; and Section 4.9, Sustainable Landscaping Requirements of the 2010 *Prince George's County Landscape Manual* (Landscape Manual).

- a. The subject site is surrounded on three sides by rights-of-way and has approximately 370 feet of frontage, excluding the driveway entrances along Kenilworth Avenue (MD 201) and Riverdale Road, and approximately 199 feet of frontage, excluding the driveway entrance along 57th Avenue. Section 4.2 provides several options to meet the landscape strip requirements. The landscape plan uses Option 4 for the frontages along both Kenilworth Avenue and Riverdale Road, and Option 1 for the frontage along 57th Avenue. Each option provides the required landscape strip to be planted with a minimum of one shade tree and 10 shrubs per every 35 linear feet of frontage, excluding driveway openings. The landscape plan shows 14 shade trees and 52 shrubs along the site's Kenilworth Avenue and Riverdale Road frontages and 11 shade trees and 59 shrubs along the 57th Avenue frontage, which meet the requirements of Section 4.2.
- b. Section 4.3(c)(1) requires that, for any parking lots adjacent to any public rights-of-way, the parking lots should be properly screened from the views from public rights-of-way. Since the site is located in the Developed Tier, three options are available. The applicant elected Option 2, which is a minimum three-foot-wide landscaped strip with a three- to four-foot-high masonry wall; and Option 3, which is a five-foot perimeter landscaped strip in accordance with the requirements in the Developed Tier, as stated in Section 4.3(c)(1)(D)(i)–(ii). The landscape plan meets the requirements.

County Council Bill CB-17-2013, which was adopted on July 24, 2013 and took effect in the middle of September, further amended Section 4.3(c)(2) of the Landscape Manual regarding the calculation of the percentage of interior planting area for a redevelopment site such as the one included in this DSP. The bill requires only five percent of the site area to be interior planting area of any existing parking compound within the existing boundaries of the limits of disturbance. The DSP has approximately 17,835 square feet of parking lot area and has provided only 1,287 square feet, which accounts for 7.2 percent, of the parking lot area as interior planting area, to be planted with one shade tree per each 160 square feet of the interior planting area. The landscape plan meets the interior planting area requirements.

- c. Section 4.4 requires that any loading spaces, loading docks, and maintenance areas be screened from constructed public streets. The DPLS companion to the subject DSP requests a waiver of one required loading space and instead use of several parking spaces located at the rear of the site during off-peak hours for loading purposes. See Finding 7.e. above for a detailed discussion of the request for a departure from the number of loading

spaces required. Technically, this DSP will not be subject to the requirements of Section 4.4 due to no designated loading space on the site if the DPLS for one loading space is approved as requested.

- d. Section 4.9 requires a minimum percentage of plants in each plant category to be native species and/or cultivars. The percentage is specified as follows:

|                  |     |
|------------------|-----|
| Shade trees      | 50% |
| Ornamental trees | 50% |
| Evergreen trees  | 30% |
| Shrubs           | 30% |

Native plant materials should also be identified as such in the planting schedule on the landscape plan. The landscape plan does not provide any information regarding native plants. A condition has been included in the Recommendation section of this report to require the applicant to revise the landscape plan to provide the minimum percentage of native species and/or cultivars for each stated plant category.

9. **Prince George's County Woodland and Wildlife Habitat Conservation Ordinance and the Tree Canopy Coverage Ordinance:** The project is not subject to the Woodland and Wildlife Habitat Conservation Ordinance (WCO) because the subject site contains less than 10,000 square feet of woodland and has no previously approved tree conservation plans. The site also does not contain any regulated environmental features. The applicant has submitted an approved letter of exemption from the WCO that is valid until December 14, 2014 and an approved Natural Resources Inventory (NRI-157-12) that is valid until December 31, 2017.

The Tree Canopy Coverage Ordinance came into effect on September 1, 2010. All activities that require a grading permit after September 1, 2010 must provide the tree canopy coverage (TCC) percentages required by Section 25-128 of the Prince George's County Code. A TCC schedule has been provided on the landscape plan that demonstrates the site's conformance with the requirement. The required tree canopy for this site is ten percent of the site area, or a total of 4,835 square feet. The site provides 6,195 square feet of TCC through landscaping, which exceeds the requirements for the site.

10. **Referral Comments:** The subject application was referred to the concerned agencies and divisions. The referral comments are summarized as follows:

- a. **Community Planning Division**—In a memorandum dated October 1, 2013, the Community Planning Division offered the following major determinations:

- **Conformance with the 2002 Prince George's County Approved General Plan:** This application is consistent with the 2002 *Prince George's County Approved General Plan* Development Pattern policies for the Developed Tier.
- **Conformance with the 1994 Approved Master Plan and Sectional Map Amendment for Bladensburg-New Carrollton and Vicinity:** The master plan's objective is to improve the appearance of commercial corridors to make them more visually attractive with their surroundings.

Under Planning Recommendations, the Community Planning Division recommended that the applicant make an effort to strengthen walkability and connectivity in the area. Since high pedestrian traffic is anticipated in the area to access the planned light rail station, McDonalds should provide pedestrian facilities to the greatest extent possible. Staff recommends special paving be used, instead of regular striping, across the vehicular entrances at Kenilworth Avenue (MD 201), Riverdale Road, and 57th Avenue to provide a safer pedestrian environment.

The Community Planning Division also supports the parking departure. Since the Purple Line Metro station will be located just north of the site, reducing the number of parking spaces would help to promote more pedestrian customers.

**Comment:** Specific design measures, such as upgraded sidewalks, have been provided within the three streets surrounding the site. Clearly striped pedestrian crosswalks and bicycle parking facilities have also been included in this DSP in order to improve on-site walkability and connectivity to the adjacent area.

- b. **Subdivision Review Section**—In a memorandum dated October 8, 2013, the Subdivision Review Section indicated that the subject DSP shows the bearings and distances of Parcel A as reflected on the record plat. The Subdivision Section identified two inconsistencies on the site plan. There are no other subdivision issues.

**Comment:** The two inconsistencies were corrected by the applicant during the review process.

- c. **Transportation Planning Section**—In a memorandum dated October 3, 2013, the Transportation Planning Section provided a review of the site plan along with the companion departure from the number of parking and loading spaces required. The transportation planning staff has also taken a close look at the “Purple Line Final Environmental Impact Statement and Draft Section 4(F) Evaluation” dated August 2013, and reevaluated the right-of-way impacts on this site. The Transportation Planning Section concluded that the site plan is acceptable within the findings required by Section 27-285 of the Zoning Ordinance.

Notably, it has been determined that there is not supportable evidence that the subject site will incur a permanent right-of-way impact regarding the proposed Purple Line transit facility, and it is further determined that any needed permits can be issued within the subject site in accordance with the submitted site plan. While the parking reduction is justified in the view of the Transportation Planning Section, the waiver of the loading space needs further justification along the lines identified in this memorandum.

**Comment:** The applicant has provided additional evidence to support the DPLS request to waive one loading space. Specifically, the applicant plans to limit the loading to non-peak hours and within 30-minute intervals. For the purposes of clarity, Urban Design staff recommends that the loading time be limited to before 6:00 a.m. and after 8:00 p.m. every day. Since there is no residentially-zoned property close to this site, Urban Design staff believes this time frame for loading operations is acceptable. A note to that effect should be provided on the site plan.



- d. **Trails**—In a memorandum dated September 5, 2013, on DSP review for master plan trail compliance, the trails planner provides a review of the applicable elements of the 2009 *Approved Countywide Master Plan of Transportation* and concludes that adequate bicycle and pedestrian transportation facilities will exist to serve the proposed use if bicycle parking and a minimum six-foot-wide sidewalk along the subject site's frontage on 57th Avenue, Kenilworth Avenue (MD 201), and Riverdale Road are provided. The trails planner recommended three conditions.

**Comment:** The applicant has revised the site plan to show minimum six-foot-wide sidewalks along the entire site frontage of the three streets listed above and installed two u-shaped bicycle parking spaces close to the main entrance to the building facing Riverdale Road. The details of the bicycle parking have also been included in this DSP.

- e. **Permit Review Section**—In a memorandum dated September 27, 2013, the Permit Review Section provided six comments on this DSP regarding signs and conformance to the requirements of the Landscape Manual. All of the comments have been addressed, except for Comment 6 stating that the landscape plan does not meet the parking lot interior planting requirement.

**Comment:** Council Bill CB-17-2013 allows a redevelopment site, such as the site under this DSP, to provide five percent interior planting area. The landscape plan submitted with this DSP meets the interior planting area requirements.

- f. **Department of Permitting, Inspections and Enforcement (DPIE)**—In a memorandum dated September 23, 2013, DPIE provided comments on sidewalks, street trees and street lighting, utilities, and stormwater management concept approval. DPIE also has no objection to the approval of the departure from the number of parking and loading spaces required. The requirements of DPIE and the Department of Public Works and Transportation (DPW&T) will be enforced at the time of permit issuance by DPIE.

- g. **Prince George's County Health Department**—In a memorandum dated September 11, 2013, the Health Department provided three comments on artificial light pollution, aquifer protection, and possible air pollution related to idling vehicles at the drive-through service.

**Comment:** The applicant responded to the comments in the review process. All lighting fixtures proposed on this site are full cut-off type. This project provides for stormwater management through the use of micro-bioretenment facilities. Since the soil on this site is very compact, minimal infiltration will occur in both existing and proposed conditions.

As described by the applicant, the proposed side-by-side drive-through system incorporates two drive-through lanes. Orders will be placed through a radio system. After placing orders, cars will merge into a single lane and proceed to the pick-up window. The side-by-side system allows for greater efficiency. As such, vehicle idling time in general can be reduced.

- h. **Washington Suburban Sanitary Commission (WSSC)**—In an email attachment dated September 9, 2013, WSSC provided comments on issues related to water and sewer, site utilities, rights-of-way, the environment, and the hydraulics of the proposed redevelopment. WSSC's requirements will be enforced at the time of permit review. The comments provided with this report are for informational purposes.

- i. **Prince George's County Police Department**—In memorandum dated September 5, 2013, the Police Department reviewed the site plan for conformance with the design guidelines of CPTED (Crime Prevention Through Environmental Design) and concluded that there are no CPTED-related issues with this DSP.
  - j. **The Maryland State Highway Administration (SHA)**—In a memorandum dated October 7, 2013, SHA provided comments on access to the subject property. The applicant is obligated to fulfill SHA's requirements at the time of applying for access permits from SHA.
  - k. **Town of Riverdale Park**—At the time this report was written, the Town of Riverdale Park has not responded to the referral request. However, the Town will send a representative to the public hearing to present the Town's comments.
  - l. **The Maryland Transit Administration (MTA) Purple Line**—This DSP application was also sent to the MTA Purple Line office since there is a reasonable likelihood that the ultimate right-of-way of the Purple Line will run through a small portion of the northern part of the subject site. However, at the time this report was written, MTA has not responded to the referral request.
11. Based upon the forgoing analysis and as required by Section 27-285(b)(1) of the Zoning Ordinance, the subject 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. In addition, as required by Section 27-285(b)(4) of the Zoning Ordinance, the Planning Board should also find that the regulated environmental features on a site have been preserved and/or restored in a natural state to the fullest extent possible in accordance with the requirements of Subtitle 24-130(b)(5) of the Subdivision Regulations. Since the subject site does not contain any regulated environmental features, such as streams, wetlands, or floodplain, no preservation or restoration of environmental features is required as part of this detailed site plan approval. This required finding is not needed.

#### RECOMMENDATION FOR DETAILED SITE PLAN DSP-12059

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-12059 for Riverdale Road McDonalds, subject to the following conditions:

- 1. Prior to certification of this detailed site plan (DSP), the following revisions shall be made, or information shall be provided:
  - a. Provide a cut sheet for the proposed wall sconce fixtures.
  - b. Provide another marked and striped pedestrian route to connect to sidewalks along Riverdale Road.
  - c. Provide the "required" sign face area information along with the "provided" sign face area information in the sign table on Sheet SAP-1.

- d. Provide a site plan note as follows:

“The loading operation on this site shall be limited to non-peak hours, within 30-minute intervals, before 6:00 a.m. and after 8:00 p.m. every day, at the rear of the building where the drive-through service is located.”

- e. Revise the landscape plan to provide the required minimum percentage of native species and/or cultivars for each stated plant category in a Section 4.9 landscape schedule.
- f. Revise the site plan to provide one more standard parking space for the physically-handicapped located as close as possible to the western entrance of the building fronting Kenilworth Avenue (MD 201) to be reviewed and approved by the Urban Design Section as designee of the Planning Board.

#### RECOMMENDATION FOR DEPARTURE FROM PARKING AND LOADING STANDARDS DPLS-396

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 Parking and Loading Standards DPLS-396 for Riverdale Road McDonalds.