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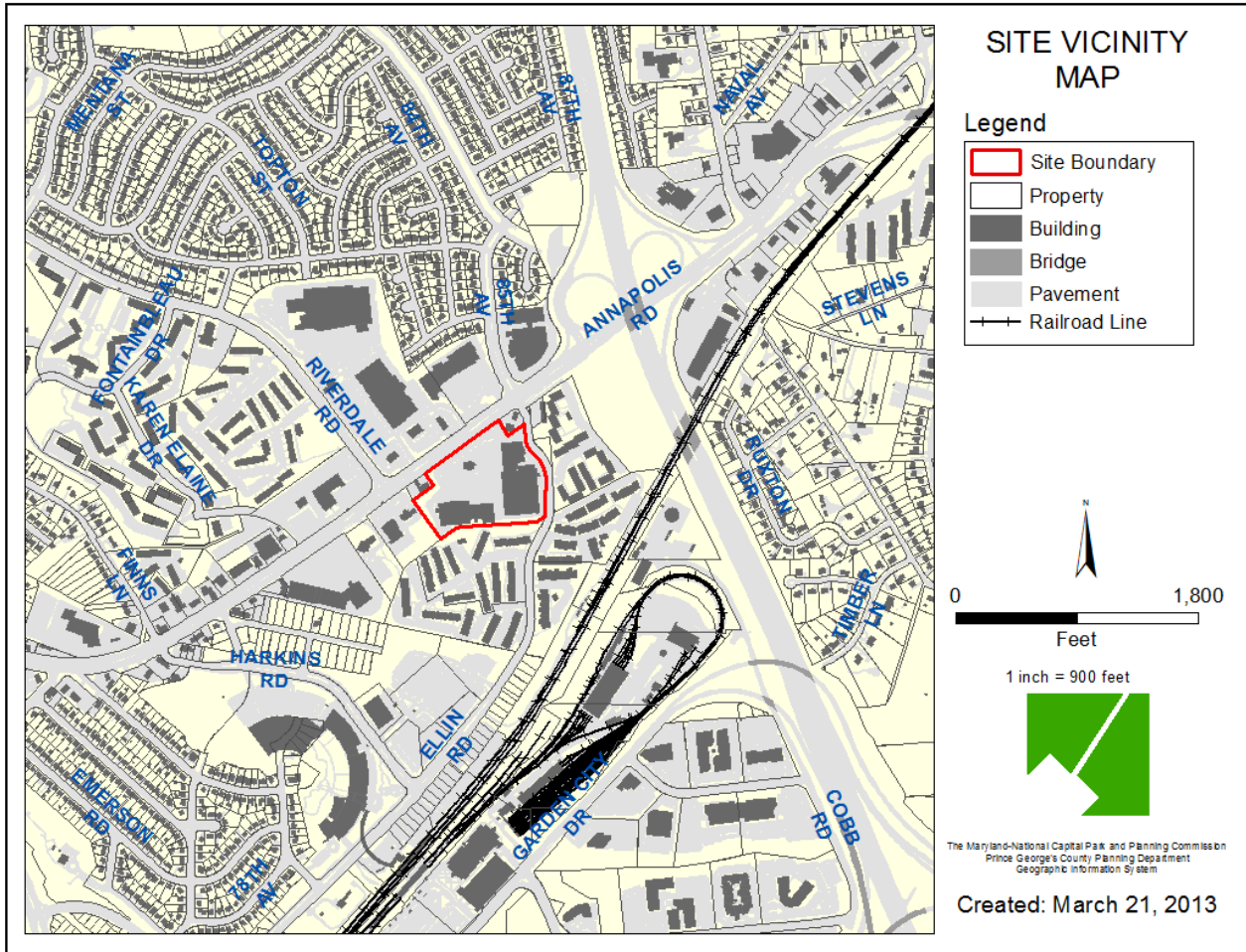
## Detailed Site Plan

## DSP-13016

Application	General Data	
<b>Project Name:</b> Save A Lot Food Stores  <b>Location:</b> Approximately 137 yards south of the intersection of Annapolis Road and 85th Avenue.  <b>Applicant/Address:</b> Save A Lot Food Stores 100 Corporate Drive Earth City, MO 63045	Planning Board Hearing Date:	07/18/13
	Staff Report Date:	07/02/13
	Date Accepted:	05/09/13
	Planning Board Action Limit:	07/18/13
	Plan Acreage:	22.56
	Zone:	M-X-T/T-D-O
	Dwelling Units:	N/A
	Gross Floor Area:	175,267 sq. ft. (existing)
	Planning Area:	69
	Tier:	Developed
	Council District:	03
	Election District	20
	Municipality:	New Carrollton
	200-Scale Base Map:	206NE07

Purpose of Application	Notice Dates	
Request for approval of business identification signage for a grocery store.	Informational Mailing:	04/15/13
	Acceptance Mailing:	05/08/13
	Sign Posting Deadline:	06/18/13

<b>Staff Recommendation</b>		<b>Staff Reviewer:</b> Sherri Moseley <b>Phone Number:</b> 301-952-3168 <b>E-mail:</b> Sherri.Moseley@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-13016  
Save A Lot Food Stores, New Carrollton Shopping Center

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, as described in the Recommendation section of this report.

EVALUATION

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

- a. Conformance to the Prince George's County Zoning Ordinance.
- b. Conformance to the 2010 *Approved New Carrollton Transit District Development Plan and Transit District Overlay Zoning Map Amendment*.
- c. Conformance to the *Prince George's County Landscape Manual*.
- d. Conformance to the Woodland and Wildlife Habitat Conservation Ordinance.
- e. Conformance to the Tree Canopy Coverage Ordinance.
- f. Referrals.

FINDINGS

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

- 1. **Request:** The subject application is a request to add business identification signage for Save A Lot Food Stores.
- 2. **Location:** The subject site is located on the south side of Annapolis Road, approximately 137 yards south of its intersection with 85th Avenue in Council District 3 and Planning Area 69 in the Developed Tier.

3. **Surrounding Uses:** The subject property is bounded to the north by Annapolis Road; to the east by 85th Avenue and a gas station in the Mixed Use–Transportation Oriented (M-X-T) Zone; to the west by a gas station and other commercial properties in the M-X-T Zone; and to the south by residential condominiums in the M-X-T Zone. All of the adjoining uses are also within the Transit District Overlay (T-D-O) Zone.
4. **Previous Approvals:** The subject site is currently improved as a commercial (integrated) shopping center. The property, Parcel 6, was recorded in 1961 in Plat Book WWW 40 @ 26 for Parcels 1 through 7, known as Carrollan. In 2010, the property was rezoned from the Commercial Shopping Center (C-S-C) Zone to the M-X-T Zone by the *Approved New Carrollton Transit District Development Plan and Transit District Overlay Zoning Map Amendment* (New Carrollton TDDP and TDOZ).

5. **Development Data Summary:**

	<b>EXISTING</b>	<b>PROPOSED</b>
Zone(s)	M-X-T/T-D-O	M-X-T/T-D-O
Use(s)	Commercial Shopping Center Detached Dwelling	Commercial Shopping Center
Acreage	12.54	12.54
Parcels	1	1
Gross Floor Area	175,267 sq. ft.	175,267 sq. ft.

6. **Design Features:** The subject detailed site plan (DSP) proposes to add tenant signage to an existing shopping center building for Save A Lot Food Stores. Two building-mounted signs are proposed, one on the front façade and one on the rear façade of the existing building. The building-mounted signage consists of red and blue, plastic formed, channel lettering with fluorescent down-lighting instead of internal illumination. A new tenant panel sign with the same color and design scheme is also proposed on the existing pylon sign for the overall shopping center although it does not require DSP approval.
7. **Conformance to the applicable sections of the Zoning Ordinance:** The DSP is in conformance with the Zoning Ordinance, specifically, Section 27-543 which governs permitted uses in mixed-use zones and Section 27-544 regarding regulations for development in mixed-use zones. The regulations regarding signage in the M-X-T Zone are as follows:

**Section 27-613. Attached to a building or canopy.**

**(f) Mixed Use Zones.**

- (1) **In the Mixed Use Zones, the design standards for all signs attached to a building shall be determined by the Planning Board for each individual development at the time of Detailed Site Plan review. Each Detailed Site Plan shall be accompanied by plans, sketches, or photographs indicating the design, size, methods of sign attachment, and other information the Planning Board requires. In approving these signs, the Planning Board shall find that the proposed signs are appropriate in size, type, and design, given the proposed location and the uses to be served, and are in keeping with the remainder of the Mixed Use Zone development and, in the M-X-C Zone, are in conformance with the sign program as set forth in Section 27-546.04(j).**

**Comment:** The applicant has filed this DSP request for approval by the Planning Board as required. The proposed Save A Lot Food Stores signage is in keeping with the existing shopping center signage in which a variety of colors, text styles, and business logos are used. The proposed signage conforms to the site's former C-S-C zoning requirements regarding signage size. Staff recommendations regarding establishing size requirements for this application and future signage applications for the subject site are further discussed in Finding 12 below. The design standards for the proposed signage are governed by the New Carrollton TDDP, and are further discussed in Finding 8.

8. **Conformance to the 2010 Approved New Carrollton Transit District Development Plan and Transit District Overlay Zoning Map Amendment:** The following development standards and guidelines regarding signage are applicable:

**Standards**

1. **Basic Building Sign Design Requirements:** Building signs shall be constructed of quality materials. Signs shall be simply designed, contain only essential information, and shall serve to identify the name, business type, company logo, and street address of the business establishment.
2. **Building Sign Placement:** The placement of the sign shall be integrated into the overall architectural design of the building. The materials, colors, type, style, and size of a sign shall be coordinated with the other architectural features of the building.
3. **Prohibition of Temporary Building Signs:** Temporary signs attached to the building façade shall not be permitted.
4. **Signs for Multi-tenant Buildings:** Signs for multi-tenant buildings shall be coordinated in terms of design, placement, size, materials, and color.
5. **Required Building Sign Clearances:** Building signs shall not project more than two feet into the public right-of-way and shall allow a minimum vertical clearance of ten feet.
6. **Size Restriction on Building Signs in Windows:** Window signs shall not occupy more than 25 percent of the window in which they are mounted.
7. **Prohibition of Animated Building Signs:** Flashing or blinking signs shall not be permitted.
8. **Prohibition of External Carnival-Style Decorative Devices:** Pennants, pinwheels, and similar carnival-type devices attached to or strung between buildings and other site features shall not be permitted.
9. **Prohibition of Back-Lit Signs:** Signs must be externally lit and designed to illuminate the sign face only. Box signs are prohibited.

## Guidelines

1. **Window signs should not obscure the interior view of a business/retail establishment.**

**Comment:** The Save A Lot Food Stores signage proposed in this application conforms to all applicable design standards and guidelines set forth by the TDDP. A condition of approval has been included in the Recommendation section of this report that all design standards and guidelines listed above be included as notes on the signage plans.

9. **Conformance to the Prince George's County Landscape Manual:** Pursuant to Section 1.1(d), the proposal to add signage to the existing building does not subject this site to the requirements of the 2010 *Prince George's County Landscape Manual* (Landscape Manual), except for the screening requirements of Section 4.4 for which there are no exemptions. A condition has been included in the Recommendation section of this report requiring the plans be revised to identify all existing loading spaces, outdoor merchandise storage, trash and recycling facilities, and/or mechanical equipment, and to provide the required screening pursuant to Section 4.4 of the Landscape Manual.
10. **Conformance to the Woodland and Wildlife Habitat Conservation Ordinance:** The subject site is exempt from the requirements of the Woodland and Wildlife Habitat Conservation Ordinance. However, the applicant must obtain a standard letter of exemption for submission with this DSP application. A condition of approval has been included in the Recommendation section of this report requiring the applicant to provide a standard letter of exemption prior to certification of this DSP.
11. **Conformance to the Tree Canopy Coverage Ordinance:** The requirements of the Tree Canopy Coverage Ordinance are not applicable to the site as there is no proposed grading on the subject property.
12. **Referral Comments:**
  - a. **Permit Review Section**—In a memorandum dated June 11, 2013, the Permit Review Section offered the following comments:
    - (1) The proposed sign square footage for each Save a Lot sign should be on the sign detail sheets, not just the dimensions of each sign.
    - (2) There should be a note or chart on the site plan showing the maximum square footage of sign area permitted for each unit in the overall shopping center, or at least for this unit on the site plan.
    - (3) Signs for multi-tenant buildings shall be coordinated in terms of design, placement, size, materials, and color. Will there be an overall sign plan for this shopping center with a list of permitted colors, materials, location on the building and maximum sign area permitted for each unit located within the shopping center for when other tenants come in for signs or will each tenant have to get a separate DSP approval?
    - (4) Will there be any window signs or blade signs? If so, submit a sign detail sheet showing the signs with the proposed square footages.

**Comment:** Conditions regarding the plan deficiencies outlined by the Permit Review Section have been incorporated into the Recommendation section of this report.

- b. **Community Planning Division**—In a memorandum dated May 29, 2013, the Community Planning Division made the following determinations:

**General Plan:** This application is consistent with the 2002 *Prince George's County Approved General Plan* Development Pattern policies for the Developed Tier.

**Sector Plan:** This application is in conformance with the mixed-use recommendations of the 2010 New Carrollton TDDP and TDOZ. The sector plan's vision is for infill mixed-use development to create a moderate density along Annapolis Road.

The Community Planning Division also noted the following planning issues:

The subject site is located within the New Carrollton TDDP. The applicant is meeting the intent and requirements of the TDDP's sign standards; however, there are no size standards for signage in the TDDP. Section 27-613 of the Zoning Ordinance applies to the proposed application in the M-X-T Zone.

Because the proposed site was previously in the C-S-C Zone and the TDDP requires that proposed signage complement existing signage in the area, staff recommends utilizing the following commercial zone sign size standard from the Zoning Ordinance. Staff further recommends that the proposed sign dimensions conform to this standard to ensure the size is appropriate.

**Section 27-613. Attached to a building or canopy.**

(c) **Area.**

(3) **Commercial Zones (except the C-O Zone) and Industrial Zones (except the I-3 and U-L-I Zones).**

(C) **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 that is located within an integrated shopping or industrial center or office building complex, the following applies:**

- (i) **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 containing the principal entrance of each individual place of business to a maximum of four hundred (400) square feet.**

**Comment:** A condition has been included in the Recommendation section of this report to establish the sign size requirements for the New Carrollton Shopping Center in accordance with Section 27-613 of the Zoning Ordinance, which governs the area for signs in commercial zones.

- c. **Historic Preservation Section**—In a memorandum dated May 9, 2013, the Historic Preservation Section found that the subject application to establish criteria for business signage standards will have no effect on identified historic sites, resources, or districts.
  - d. **City of New Carrollton**—At the time of the writing of this staff report, a referral response from the City of New Carrollton had not been received.
13. As required by Section 27-548.08(c) of the Zoning Ordinance for a detailed site plan in the T-D-O Zone, the following findings are required:
- (A) **The Transit District Site Plan is in strict conformance with any mandatory requirements of the Transit District Development Plan;**
  - (B) **The Transit District Site Plan is consistent with, and reflects the guidelines and criteria for development contained in, the Transit District Development Plan;**
  - (C) **The Transit District Site Plan meets all of the requirements of the Transit District Overlay Zone, and applicable regulations of the underlying zones;**
  - (D) **The location, size, and design of buildings, signs, other structures, open spaces, landscaping, pedestrian and vehicular circulation systems, and parking and loading areas maximize safety and efficiency, and are adequate to meet the purposes of the Transit District Overlay Zone;**
  - (E) **Each structure and use, in the manner proposed, is compatible with other structures and uses in the Transit District, and with existing and proposed adjacent development.**

**Comment:** The signage proposed in the application is in conformance with the signage design standards and guidelines set forth in the TDDP, which are further outlined in Finding 8 above.

## 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-13016, Save A Lot Food Stores, subject to the conditions below:

- 1. Prior to certification, the applicant shall:
  - a. Revise the site plan to identify all existing loading spaces, outdoor merchandise storage, trash and recycling facilities, and/or mechanical equipment, and provide the required screening pursuant to Section 4.4 of the *Prince George's County Landscape Manual*.
  - b. Revise the signage detail sheets to include the proposed square footage for each sign.
  - c. Revise the signage plan to include a signage chart which establishes the maximum square footage of sign area permitted for each unit in the overall shopping center in accordance with the requirements for the Commercial Shopping Center (C-S-C) Zone under Section 27-613 of the Zoning Ordinance. In the chart, provide the square footage of the proposed

Save A Lot Food Stores signs. All future tenant sign applications shall adhere to the maximum sign area established by this condition, and the allowed maximum and proposed sign areas shall be added to the signage chart.

- d. Add a note to the signage plan that all future building-mounted signs shall adhere to the requirements for the Commercial Shopping Center (C-S-C) Zone under Section 27-613 of the Zoning Ordinance.
- e. Add a note to the signage plan that all future signage applications shall meet the design standards and guidelines outlined in the 2010 *Approved New Carrollton Transit District Development Plan and Transit District Overlay Zoning Map Amendment* (New Carrollton TDDP and TDOZ). All design standards and guidelines listed in the TDDP shall also be listed on the signage plan.
- f. Provide a standard letter of exemption from the requirements of the Woodland and Wildlife Habitat Conservation Ordinance for the record file for this application.