



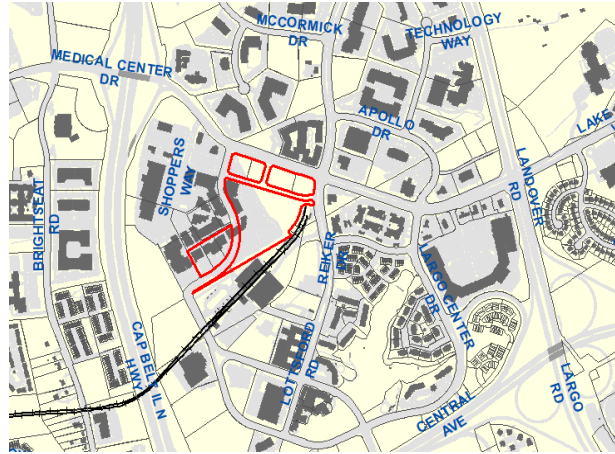
The Maryland-National Capital Park and Planning Commission
Prince George's County Planning Department
Development Review Division
301-952-3530

Note: Staff reports can be accessed at <http://mncppc.iqm2.com/Citizens/Default.aspx>

Detailed Site Plan

DSP-14028-04

Prince George's Regional Hospital

REQUEST		STAFF RECOMMENDATION	
A comprehensive signage package for the hospital campus.		APPROVAL with conditions	
Location: At the intersection of Harry S Truman Drive and Health Care Way, approximately 256 feet south of Medical Center Drive.			
Gross Acreage:	77.83		
Zone:	M-X-T/D-D-O		
Dwelling Units:	N/A		
Gross Floor Area:	N/A		
Planning Area:	73		
Council District:	06		
Election District:	13		
Municipality:	N/A	Planning Board Date:	03/04/2021
200-Scale Base Map:	202NE08	Planning Board Action Limit:	03/09/2021
Applicant/Address: Dimensions Health Corporation 3001 Hospital Drive Hyattsville, MD 20785		Staff Report Date:	02/16/2021
Staff Reviewer: Henry Zhang, AICP LEED AP Phone Number: 301-952-4151 Email: Henry.Zhang@ppd.mncppc.org		Date Accepted:	12/14/2020
		Informational Mailing:	11/13/2020
		Acceptance Mailing:	12/02/2020
		Sign Posting Deadline:	02/02/2021

The Planning Board encourages all interested persons to request to become a person of record for this application.

Requests to become a person of record may be made online at

http://www.mncppcapps.org/planning/Person_of_Record/.

Please call 301-952-3530 for additional information.

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THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY PLANNING BOARD

STAFF REPORT

SUBJECT: Detailed Site Plan DSP-14028-04
 Prince George's County Regional Hospital

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 CRITERIA

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

- a. The requirements of the Development District Overlay (D-D-O) Zone Standards of the 2013 *Approved Largo Town Center Sector Plan and Sectional Map Amendment*;
- b. The requirements of the Prince George's County Zoning Ordinance for the Mixed Use-Transportation Oriented (M-X-T) and Development District Overlay (D-D-O) Zones;
- c. The requirements of Preliminary Plan of Subdivision 4-15009;
- d. The requirements of Detailed Site Plan DSP-14028 and its amendments;
- e. The requirements of the 2010 *Prince George's County Landscape Manual*;
- f. The requirements of the Prince George's County Woodland and Wildlife Habitat Conservation Ordinance;
- g. The requirements of the Prince George's County Tree Canopy Coverage Ordinance; and
- h. Referral comments.

FINDINGS

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

1. **Request:** The subject detailed site plan (DSP) is for approval of a comprehensive signage plan, including monument, directional, and identification signs, to be utilized throughout the campus of the University of Maryland Capital Region Medical Center, formerly known as the Prince George's County Regional Hospital.

2. **Development Data Summary:**

	EXISTING	PROPOSED
Zone(s):	M-X-T/D-D-O	M-X-T/D-D-O
Use(s):	Shopping	Hospital
Acreage:	77.83	77.83
Hospital Campus		21.81
Existing Integrated Shopping Center		49.73
Road Dedication		6.29
Lots/Parcels:	2	9
Total Gross Floor Area (sq. ft.):	560,485	1,141,238
Hospital	-	731,628
The Remaining Shopping Center	409,600	409,600
Retail	267,905	267,905
Restaurant	72,738	72,738
Theater	68,957	68,957

3. **Location:** The subject site is located in Planning Area 73, Council District 6, within the Transit-Oriented Development (TOD) Core area of the 2013 *Approved Largo Town Center Sector Plan and Sectional Map Amendment* (Largo Town Center Sector Plan and SMA). More specifically, the larger hospital campus site is located in the southwest quadrant of the intersection of Medical Center Drive (previously Arena Drive) and Lottsford Road, with frontage on the Harry S Truman Road extension, Medical Center Drive, Healthcare Way, and Lottsford Road.
4. **Surrounding Uses:** The hospital site is bounded to the east by the public right-of-way (ROW) of Lottsford Road; to the south by the Largo Town Center Metro Station and its associated 5-story parking garage, Kiss-and-Ride surface parking lots, and a bus facility in the Mixed Use-Transportation Oriented (M-X-T) Zone; to the west by the remaining Boulevard at the Capital Centre shopping center in the M-X-T Zone; and to the north by the ROW of Medical Center Drive with a mixed-use project known as Largo Park in the M-X-T Zone beyond.
5. **Previous Approvals:** The subject development proposal contains two properties that are under separate previous approvals. The triangular vacant piece of land in the corner of Medical Center Drive and Lottsford Drive is part of a larger 173-acre development, formerly known as Largo Town Center, approved in the late 1970s under the Major Activity Center (M-A-C) Zone. The site and its immediate surrounding areas were retained in the M-A-C Zone in the 2004 *Approved Sector Plan and Sectional Map Amendment for Morgan Boulevard and Largo Town Center Metro Areas*. The site has an approved Comprehensive Design Plan, CDP-9002, which was revised many times. The site also has an approved Preliminary Plan of Subdivision (PPS) 4-05040 with a Type I Tree Conservation Plan, TCPI-022-05. The Largo Town Center Sector Plan and SMA rezoned the subject site to the

M-X-T Zone and superimposed a Development District Overlay (D-D-O) Zone on the property.

The Boulevard at the Capital Centre shopping center was split-zoned Commercial Office and Rural Residential and was approved with a comprehensive sign program, Conceptual Site Plan CSP-02003, which was subsequently revised once. The existing shopping center site also has an approved Departure from Parking and Loading Spaces, DPLS-293, for a reduction of 95 parking spaces. The Largo Town Center Sector Plan and SMA also rezoned the entire shopping center site, including the portion to be redeveloped into the regional hospital center, to the M-X-T Zone and superimposed a D-D-O Zone on the property.

PPS 4-15009, which was approved by the Prince George's County Planning Board on June 18, 2015 (PGCPB Resolution No. 15-59), covering the entire site including both the vacant parcel and the shopping center, was reviewed and approved concurrently with DSP-14028. Three years later, on April 12, 2018, the Planning Board approved a new PPS 4-17023 (PGCPB Resolution No. 18-31) for the 49.71-acre parcel of land known as part of Lot 1, for the remaining Capital Centre that superseded 4-15009 for that portion of the property. For the hospital campus, PPS 4-15009 is still the governing PPS.

DSP-14028, for the entire 77.83 acres of the original Boulevard at the Capital Centre, was approved (PGCPB Resolution No. 15-60) by the Planning Board on June 25, 2015 for development of the Prince George's Regional Hospital (currently known as the University of Maryland Capital Region Medical Center) on 21.45 acres, with the remaining Capital Centre of 49.71 acres shown for future development.

DSP-14028-01, which is a Director-level amendment, was approved on February 15, 2018 to modify the architectural elevations of the main hospital building.

DSP-14028-02 was approved on February 7, 2019 by the Planning Board, for a parking garage with 1,155 spaces for use by the hospital.

DSP-14028-03, which is a Director-level amendment, was approved on December 7, 2020 for the addition of 4,857 square feet of gross floor area to the Ambulatory Care Center, as part of the approved hospital building, and a revision to the Ambulatory Care Center building elevations, accordingly. This amendment was also for the inclusion of an existing 13,055-square-foot building for use as a temporary office while the hospital is being built, without changing the boundary of the previously approved DSP.

The subject property also has a Stormwater Management Concept Plan, 46008-2014-00, which was approved on June 8, 2018 by the Prince George's County Department of Permitting, Inspections and Enforcement (DPIE) and will be valid through June 8, 2021.

6. **Design Features:** This amendment, DSP-14028-04, provides a comprehensive signage plan for the monument, directional, and identification signs that are complementary to the previously approved building-mounted signs to be used throughout the entire medical campus. This comprehensive signage plan also includes one building-mounted sign for the garage, which is part of the medical campus, as shown in the original approval of DSP-14028, and included in DSP-14028-02 for architectural approval. These site related signs included in this DSP were not previously submitted for approval.

The primary identification monument signs, including Ix-1a, Ix-1, and Gx-3, feature a black, red, and yellow logo with text of “University of Maryland Capital Region Medical Center.” Other signage features black backgrounds with white lettering, while all emergency signs have a red background with white lettering. The colors, designs, and logos are consistent with the signage approved previously for the buildings. Approval of the comprehensive signage plan will provide a coordinated signage theme for the entire medical campus. The signs submitted with this application are essential to promote efficient and safe vehicular and pedestrian circulation within the medical campus.

COMPLIANCE WITH EVALUATION CRITERIA

7. **2013 Approved Largo Town Center Sector Plan and Sectional Map Amendment and the Standards of the Development District Overlay (D-D-O) Zone:** The Largo Town Center Sector Plan and SMA defines long-range land use and development policies, detailed zoning changes, design standards, and superimposes a D-D-O Zone on the Largo Town Center Sector Plan area. The land use concept of the sector plan divides the plan area into five interrelated subareas around the two crisscrossed roadways, Medical Center Drive and Lottsford Road, including the TOD Core (southwest quadrant), the Southeast Quadrant, the Northwest Quadrant, the Northeast Quadrant, and the East Area (east of Landover Road) for the purpose of examining issues and opportunities and formulating recommendations.

In order to achieve the sector plan’s vision, a set of D-D-O Zone standards has been approved with the Largo Town Center Sector Plan and SMA. The development standards consist of six parts and subparts that provide specific design criteria for urban design, such as block lengths, build-to line, frontage, other setbacks and building height; street design, such as complete streets, street types, and tree zone; open space design; architectural design, such as building form, storefronts, and building materials; parking design; and signage design.

All new development and redevelopment of existing structures, including the signage, within the D-D-O Zone should comply with the general intent and goals of the development standards of the sector plan. Development should show compliance with the development district standards during the DSP process. The development district standards replace comparable standards and regulations required by the Zoning Ordinance. Wherever a conflict between the sector plan D-D-O Zone standards and the Zoning Ordinance and the 2010 *Prince George’s County Landscape Manual* (Landscape Manual) occurs, the D-D-O Zone standards should prevail.

- a. **Requests to Amend Development District Standards—**The submitted application and justification statement indicate the need to deviate from the development district standards, in order to accomplish the proposed signage on the subject property. In accordance with Section 27-548.25(c), Site Plan Approval, of the Zoning Ordinance, if the applicant so requests, the Planning Board may apply development standards, which differ from the approved development district standards. These alternate standards may be approved if they can be found to benefit the development and the development district, and will not substantially impair implementation of the master plan, master plan amendment, or sector plan. This alternate standard request is discussed, as follows (all page numbers reference the sector plan):

Signage Design Criteria: Free-Standing and Monumental Signs (p. 173-74):

3. **Freestanding and monument signs shall not exceed six feet in height, and the maximum area of any single freestanding or monument sign shall not exceed 50 square feet. Freestanding and monument signs shall be constructed of durable, high-quality materials such as, but not limited to, decorative masonry, wrought iron, or weatherized decorative metals.**

This comprehensive signage plan includes three monument signs that exceed 6 feet in height and two of them exceed 50 square feet in the maximum sign face area of any single sign. Unlike commercial properties that employ signage to generate commercial activity, the primary purpose for the Capital Region Medical Center signage is to orient visitors and create a sense of space. Most importantly, the signage, especially primary identification signs, should provide information to the users of the medical campus, which is critical in emergencies. As such, large, coordinated monument signs are provided along Medical Center Drive, Capital Center Boulevard/Harry S Truman Boulevard, and Lottsford Road. Similar to other medical centers, the Capital Region Medical Center is comprised of several different facilities, and signage must be easily understood to guide visitors to the correct facility—visitors who, given the nature of this use, might be in distress. The main monument sign, and two smaller monument signs included in this DSP have sizes, as follows:

- Main Monument Sign (Ix-1a)—225.2 square feet
- Smaller Monument Sign #1(Ix-1)—119.2 square feet
- Smaller Monument Sign #2 (Gx-3)—26.5 square feet

Given the unique nature of the proposed primary identification signage, a larger sign is beneficial to the visitors to the medical campus, especially for those in distress. For comparison, under Part 12 of the current Zoning Ordinance, the maximum sign face area for a single commercial sign can be up to 200 square feet. The proposed main monument sign is only approximately 12.5 percent larger. For those reasons, staff supports the amendment to the signage design standards. The alternate sign standards, as shown above, will benefit the development as a medical center and the development district, and will not substantially impair implementation of the Largo Town Center Sector Plan.

- b. **Permissive Design Guidance:** The Largo Town Center Sector Plan and SMA makes a distinction between the mandatory D-D-O Zone standards and permissive design guidance under “Modification of the Development District Standards.” The sector plan states that the word “should” is a permissive term and provides guidance on the intended development character. This comprehensive signage plan has three aspects that are not in strict conformance with the design guidance and the applicant has requested amendments. In accordance with the sector plan, the standards are permissive and not mandatory, thus technically an amendment is not required. However, the specific design guidance warrants discussion, as follows:

Signage Design Criteria: Wayfinding Signs (p. 171):

4. **Vehicular wayfinding signs (other than standard traffic control signage) should not exceed 18 square feet per side.**

Vehicular wayfinding signs proposed include Gx-1 (20.6 square feet); Gx-2 (11.3 square feet); and Ix-2 (28 square feet).

5. **Parking directional signs should not exceed six square feet per side.**

The parking directional signage is integrated into the overall directional signage and is addressed in those guidelines. One parking directional sign for visitor parking (Px-2) measures 7.1 square feet per side.

Signage Design Criteria: Awnings and Awning Signs (p. 173):

4. **The text and graphics area of an awning sign should not exceed 35 percent of the awning background surface area. Lettering on awnings should be no taller than 30 inches.**

No text or graphics area is proposed on the awning. Instead, the “Emergency” sign will be placed on top of the awning, above the entrance doorway. The lettering proposed for this sign will exceed 30 inches, but this increase is necessary to ensure clear visibility and legibility. The sign does not exceed 35 percent of the length of the background surface area.

As discussed above, larger signs benefit the visitors to the medical campus. A few signs exceed the signage design guidance as noted above, but will not substantially impair implementation of Largo Town Center Sector Plan. Staff recommends approval of the proposed limited number of larger signs.

8. **Prince George’s County Zoning Ordinance:** The DSP application has been reviewed for compliance with the requirements of the M-X-T and D-D-O Zones of the Zoning Ordinance, as follows:
 - a. The proposed hospital is a permitted use, in accordance with Prince George’s County Council Bill CB-12-2015 adopted on June 9, 2015, concerning uses within overlay zones, for the purpose of amending the Zoning Ordinance to clarify that a hospital is a permitted use in the M-X-T Zone, notwithstanding any other applicable provisions of law or comprehensive plan. This DSP, as an amendment to the original approval, is limited to the introduction of a comprehensive signage plan for the entire medical campus.
 - b. In accordance with Section 27-546 of the Zoning Ordinance, the Planning Board must make the findings of the M-X-T Zone, as stated in Section 27-544, Regulations, of the Zoning Ordinance, and Section 27-548, M-X-T Zone, in addition to the requirements of Section 27-285(b) of the Zoning Ordinance, for approval of a DSP. All the required findings that were made at the time of DSP-14028 and DSP-14028-02 are still valid and incorporated herein by reference from

PGCPB Resolution No. 15-60 and PGCPB Resolution No. 19-11, respectively. The subject amendment does not change these previous findings of conformance.

- c. Section 27-548.25(b) requires that the Planning Board find that the site plan meets the applicable development district standards in order to approve a DSP. As discussed in Finding 7 above, this DSP, even though is limited to the signage only, meets all applicable signage design standards of the D-D-O Zone, except for the height and maximum sign face area of the proposed campus identification signs that are governed by the D-D-O Zone signage design standards for freestanding and monumental signs, for which the applicant has requested an amendment. The requested amendment to the development standards would benefit the development and the development district, and would not substantially impair implementation of the Largo Town Center Sector Plan and SMA.

9. **Preliminary Plan of Subdivision 4-15009:** PPS 4-15009 for Prince George's Regional Hospital was approved by the Planning Board on June 18, 2015, subject to 25 conditions (PGCPB Resolution No. 15-59). The conditions attached to the approval of 4-15009 that are applicable to the review of this DSP have been fully satisfied by the approvals of DSP-14028 and DSP-14028-02. This amendment to DSP-14028 is limited to signage only and has no impact on the prior findings for conformance with PPS-4-15009.

10. **Detailed Site Plan DSP-14028 and amendments:** The Planning Board approved DSP-14028 (PGCPB Resolution No. 15-60) with 5 conditions, including 10 amendments to D-D-O Zone standards and a departure from design standards to allow a 1-foot reduction from the required 15 feet in the height of all loading doors on the hospital campus. This approval also included primary identification signs mounted on the main building of the hospital. The condition that is pertinent to the review of this DSP amendment is as follows:

4. **Prior to issuance of sign permit, a signage plan for all non-building mounted signs including directional and way-finding signage shall be reviewed and approved by the Urban Design Section as the designee of the Planning Board.**

The applicant filed this DSP in order to satisfy this condition. However, since this DSP includes amendments to the governing D-D-O-Zone sign design standards, Planning Board review of this DSP is required, in accordance with Section 27-548.25(c).

DSP-14028-01 was approved at the Planning Director level to modify the architectural elevations of the main building and the central utilities plant building, to refine the building-mounted signage, and included no conditions.

DSP-14028-02 was approved by the Planning Board (PGCPB Resolution No. 19-11) for the addition of a parking garage with 1,155 spaces for use by the hospital. This approval included two amendments to the D-D-O-Zone standards and one condition, which is not relevant to the subject application.

DSP-14028-03 was approved at the Planning Director level for the addition of 4,857 square feet of gross floor area to the Ambulatory Care Center, as part of the approved hospital building, and a revision to the Ambulatory Care Center building elevations accordingly. This amendment was also for the inclusion of an existing

13,055-square-foot building for use as a temporary office while the hospital is being built, without changing the boundary of the previously approved DSP.

11. **2010 Prince George's County Landscape Manual:** The Largo Town Center Sector Plan and SMA includes landscape standards governing development in the TOD Core area. As stated in Chapter 8 of the sector plan, for development standards not covered by the D-D-O Zone, the Landscape Manual shall serve as the requirement. The entire hospital campus' conformance with the requirements of the Landscape Manual was found at the time of DSP-14028 approval. This DSP is limited to the comprehensive sign plan for the medical campus and has no impacts on the previously approved DSP. Previous findings and approvals, as included in DSP-14028 and DSP-14028-02 regarding the requirements and conformance with Landscape Manual, are still valid and governing.
12. **Prince George's County Woodland and Wildlife Habitat Conservation (WCO) Ordinance:** The comprehensive sign plan for the hospital campus was envisioned at the time of DSP-14028 approval. This amendment has no impact on the site's conformance with the requirements of the Woodland and Wildlife Habitat Conservation Ordinance (WCO). Previous findings and approval, as included in DSP-14028, regarding the conformance with WCO are still valid and governing.
13. **Prince George's County Tree Canopy Coverage Ordinance:** A 10 percent tree canopy coverage (TCC) requirement applies to this M-X-T-zoned site, in accordance with the Tree Canopy Coverage Ordinance. However, this amendment to the previously approved DSP-14028 has no impact on the TCC requirements for the hospital site, and the previous finding of conformance with the Tree Canopy Coverage Ordinance remains valid.
14. **Referral Comments:** The subject application was referred to the concerned agencies and divisions. The referral comments are included in this report by reference, and major findings are summarized, as follows:
 - a. **Community Planning**—In a memorandum dated February 3, 2021 (Greene to Zhang), incorporated herein by reference, the Community Planning Division stated that the modification to the approved DSP-14028 conforms with the purposes and recommendations for the Development District, as stated in the Largo Town Center Sector Plan and SMA, and does not otherwise substantially impair the implementation of the sector plan because the proposed amendments are minor in nature and are consistent with the vision of the master plan.

They further noted that the Placemaking Section of the Community Planning Division is currently conducting the Largo Wayfinding, Branding, and Placemaking Strategy for the Largo Town Center area. Recommendations will identify locations and style elements for future signage to help brand the Largo Town Center area and will be finalized in Fall 2021.

The applicant has reached out to the Wayfinding Project Team and expressed willingness to incorporate any pertinent wayfinding, branding, and placemaking strategies that can help make the medical campus a unique place. However, since the hospital building complex and the entire medical campus are planned to be open in the coming summer, the comprehensive signage plan included in this DSP is needed now to maintain the schedule.

- b. **Largo Town Center Development Board**—At the time of this writing, the Largo Town Center Development Board did not provide comments on the subject project.
 - c. **Prince George’s County Department of permitting, Inspections and Enforcement (DPIE)**—In a memorandum dated December 31, 2020 (Giles and DeGuzman to Zhang), incorporated herein by reference, DPIE stated they had no objection to the subject DSP.
 - d. **Prince George’s County Police Department**—At the time of this writing, the Police Department did not provide comments on the subject project.
 - e. **Prince George’s County Health Department**—At the time of this writing, the Health Department did not provide comments on the subject project.
15. The subject application adequately takes into consideration the requirements of the D-D-O Zone for signage design and the Largo Town Center Sector Plan and SMA. The amendments to the development district standards required for this development, as discussed above, would benefit the development and the development district, as required by Section 27-548.25(c), and would not substantially impair implementation of the sector plan.
16. Based on the foregoing analysis and as required by Section 27-285(b)(1), the DSP 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.
17. Section 27-285(b)(4) requires that a DSP demonstrate that regulated environmental features have been preserved and/or restored, to the fullest extent possible. This amendment to the previously approved DSP-14028 has no impact on prior findings and the site’s conformance with this requirement.

RECOMMENDATION

Based upon the foregoing evaluation and analysis, the Urban Design Section recommends that the Planning Board adopt the findings of this report and:

- A. APPROVE the alternate development district standards for:
 - 1. **Signage Design Criteria: Freestanding and Monumental Signs (p. 173-174)**—To allow one main monument sign (Ix-1a) and two smaller monument signs #1 (Ix-1) and #2 (Gx-3) to exceed the sign height and two of them to exceed the maximum sign face area, as proposed in the signage package.
- B. APPROVE Detailed Site Plan DSP-14028-04 for Prince George’s County Regional Hospital (currently known as University of Maryland Capital Region Medical Center), subject to the following conditions:

1. Prior to certification of this detailed site plan (DSP), the applicant shall:
 - a. Provide a note on the comprehensive signage plan indicating previously approved building-mounted signs that are included on the plan, noting information such as DSP and resolution number.
 - b. Label previously approved building-mounted signs on the sign table.