



Note: Staff reports can be accessed at www.mncppc.org/pgco/planning/plan.htm.

DETAILED SITE PLAN DSP-99044/04

Application	General Data
Project Name: Prince George's Plaza Location: Northwest corner of East West Highway and Belcrest Road, known as 3500 East West Highway. Applicant/Address: Priet-Rubin, Inc. 200 South Broad Street Philadelphia, Pennsylvania 19102	Date Accepted: 5/13/05
	Planning Board Action Limit: 7/22/05
	Plan Acreage: 51.7
	Zone: C-S-C/T-D-O
	Dwelling Units: NA
	Square Footage: 7,685
	Planning Area: 68
	Tier: Developed
	Council District: 02
	Municipality: N/A
200-Scale Base Map: 208NE03	

Purpose of Application	Notice Dates
Revision to the detailed site plan for the purpose of constructing a restaurant pad site (Olive Garden) of 7,685 square feet.	Adjoining Property Owners Previous Parties of Record 3/22/05 Registered Associations: (CB-12-2003)
	Sign(s) Posted on Site and Notice of Hearing Mailed: 6/14/05

Staff Recommendation		Staff Reviewer: Susan Lareuse	
APPROVAL	APPROVAL WITH CONDITIONS	DISAPPROVAL	DISCUSSION
	X		

July 12, 2005

MEMORANDUM

TO: Prince George's County Planning Board

VIA: Steve Adams, Urban Design Supervisor

FROM: Susan Lareuse, Planner Coordinator

SUBJECT: Prince George's Plaza Shopping Center
Prince George's Plaza Transit District Overlay Zone (TDOZ)
Revision to Detailed Site Plan DSP-99044/04

The Urban Design staff has reviewed the revision to the detailed site plan for the subject property and presents the following evaluation and findings leading to a recommendation of APPROVAL with conditions.

EVALUATION

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

- a. The requirements of the Prince George's Plaza Transit District Development Plan (TDDP).
- b. The requirements of Part 10A, Overlay Zones, of the Zoning Ordinance.
- c. The requirements of the Zoning Ordinance in the C-S-C Zone.
- d. The requirements of the *Landscape Manual*.
- e. Referrals.

FINDINGS

Based upon the foregoing evaluation criteria for the subject application, the Urban Design staff recommends the following findings:

1. **Request:** This revision to Detailed Site Plan DSP-99044 is for the purpose of constructing a pad site for a sit-down restaurant of 7,685 square feet in the Prince George's Plaza Shopping Center in Subarea 11 of the Prince George's Plaza Transit District Overlay Zone. The location of the building pad is along MD 410 at the main entrance to the shopping center and is currently used for parking.

2. **Development Data**

Detailed Site Plan DSP-99044/04
Prince George's Plaza Shopping Center

Zone	T-D-O-Z (C-S-C)
Total Site Area	51.78 acres
Use	Integrated Shopping Center
Existing Gross Floor Area	1,104,463 sf
Proposed Gross Floor Area DSP-99044/04	7,685 sf
Total Gross Floor Area	1,112,148 sf
Floor Area Ratio	0.49
Number of Existing Parking Spaces (surface)	3,581 spaces
Number of Proposed Parking Spaces (surface)	3,041 spaces
Number of Structured Spaces	0
Loading Spaces Required:	13 spaces
Loading Spaces Provided:	6 spaces at grade 32 spaces in underground tunnel

- Location:** The shopping center site consists of approximately 52 acres of land in the C-S-C Zone and is located at the northwest quadrant of the intersection of East West Highway and Belcrest Road. The existing development on the site is an enclosed shopping mall that was developed in the late 1950s.
- Previous Approvals:** The original Detailed Site Plan, DSP-99044, and companion cases for Primary Amendments TP-00001, Secondary Amendments TS-99044A, and for Departure from Design Standards DDS-515 were reviewed and approved by the District Council on July 10, 2001. The original detailed site plan was designed for Phase I of the redevelopment of the mall and included the renovation of one of the pad sites for Outback Steakhouse, a portion of the streetscape improvements along East West Highway in front of Outback Steakhouse, and the redesign of the area around the east end of the shopping center. The second revision consisted of constructing the new Target store and the addition of two tenants at the rear of the shopping center. The third revision was for the purpose of renovating the rear of the shopping mall to improve access into the center.
- The District Council granted primary amendments in the review of TP-0001 for P1, P96, and P97 and denied an amendment to P94. The District Council reviewed and approved secondary amendments to S8, S17, S30 and S33 in application TS-99044A in conjunction with the original Detailed Site Plan DSP-99044. The District Council agreed with the Planning Board and the staff not to grant an amendment to secondary mandatory requirements S23, S64 and S65. The Planning Board granted a further amendment to S8 in 2003, in conjunction with DSP-99044/01. A Departure from Design Standards, DDS-515, was approved for conformance to Section 4.7,

Buffering Incompatible Uses. Also, the property is subject to a Departure for Sign Design Standards (DSDS-440) approved in December of 1991.

6. Section 27-548.08(c)(1), Required Findings for a Detailed Site Plan in the Transit District Overlay Zone (TDOZ), includes the following findings:

(A) The Transit District Site Plan is in strict conformance with any Mandatory Development Requirements of the Transit District Development Plan;

Comment: The detailed site plan as submitted is in conformance with all of the mandatory development requirements. The following primary mandatory development requirements warrant discussion in the review of this detailed site plan application.

P2 All development/redevelopment shall have a sign plan approved by the Planning Board at the time of detailed site plan. This plan shall provide the sign (location[s], size, color, lettering style, construction details and material specifications including the method of illumination).

Comment: Conceptual Site Plan CSP-94023 (PGCPB No. 94-247), approved by the Planning Board on July 21, 1994, approved a signage plan for the subject site. This approval included standards to ensure consistency for all future signs on the Prince George's Plaza Shopping Center parcel. The signage plan approved in 1994 continues to be valid. Also, the property is subject to a Departure for Sign Design Standards (DSDS-440) approved in December 1991. The architectural elevations show the proposed signage for Olive Garden on the front, rear and right side of the building. Staff agrees in concept with the applicant proposal, however, the information provided is limited and a finding of conformance to the previously approved plans cannot be made at this time. Prior to signature approval of the plans, the proposals should be reviewed for conformance to the DSDS-440.

S3 All primary and secondary walkways shall be well lighted to a minimum of 1.25 foot candles.

Comment: This information should be demonstrated prior to signature approval. A photometric plan should be submitted prior to signature approval to demonstrate conformance to this requirement.

The following Subarea 11 secondary mandatory development requirements are contained within the TDDP and warrant discussion:

S67 The proposed architecture shall be enduring, high quality and distinctive.

Comment: The proposed architecture is typical of other Olive Garden restaurants located within the county. The exterior finish material is simulated stone veneer with brick clinkers in groups of three to five per group, mixed in with the simulated stone, concrete tile roofing, stained wood trellises, and a screen wall with an exterior finish of plaster surrounds the trash enclosure area. Staff recommends that the trash enclosure be changed to stone veneer as well to create more compatibility with the main structure and to avoid the appearance of a loading or trash area, particularly since this structure is highly visible from all sides of the building.

7. Section 27-548.08(c), Required Findings for a Detailed Site Plan in the Transit District Overlay Zone (TDOZ).

(B) The Transit District Site Plan is consistent with, and reflects the guidelines and criteria contained in the Transit District Development Plan;

The Transit District Site Plan will be consistent with, and reflect the guidelines and criteria contained in, the Transit District Development Plan when the conditions of approval below are met.

(C) The Transit District Site Plan meets all of the requirements of the Transit District Overlay Zone and applicable regulations of the underlying zones;

Comment: The development data provided in Finding 2 demonstrates conformance to the C-S-C Zone.

(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;

The subject application includes an existing development (the shopping center) that is only being partially redeveloped. In the areas of the plan that indicate redevelopment, the layout of the development minimizes conflicts between pedestrian and vehicular circulation systems. The plan also provides adequate open space areas for landscaping in and around the linear pedestrian walkways, provides for safe and efficient parking and loading areas, and is adequate to meet the purposes of the TDOZ.

(E) Each structure and use, in the manner proposed, is compatible with other structures in the Transit District and with existing and proposed adjacent development.

The proposed building will be situated on the site in a manner that is compatible with the surrounding existing and proposed development if the conditions of approval regarding the modification to the architecture are adopted. This building will be placed so that when viewed from any direction, the structure is equally detailed in a manner to reflect a unified and consistent treatment, except for the plaster treatment of the trash enclosure area, which the staff is recommending be changed to conform to the rest of the building.

8. The Community Planning Division has reviewed the site plan as proposed and provided comments in their June 15, 2005, memorandum. This application is not inconsistent with the 2002 General Plan Development Pattern policies for the Developed Tier and this application conforms to the land use recommendations of the 1998 *Approved Transit District Development Plan for the Prince George's Plaza Transit District Overlay Zone* for retail-commercial use. The Community Planning Division includes the following suggestion in their referral:

“However, the objective of the development standards is to provide development that allows for pedestrian access. The optimum way to site the restaurant to provide a pedestrian experience would be one in which the building creates a street wall along the sidewalk. In this particular instance the building could be sited in the northwest quadrant of the intersection of the entry drive aisle and East West Highway. Parking would be located on west side of the building rather than float the building in a sea of parking on both sides of the building. Alternatively, pedestrian paving could lead from the entries to

the restaurant across the parking lot to openings in the streetscape wall to provide access to pedestrians walking along East West Highway.”

Comment: The staff raised with the applicant the possibility of moving the building as suggested above. This resulted in the plan being revised to bring the building closer to the street line to create the desired street wall along the frontage of the building. The applicant was reluctant to relocate the building toward the intersection of the entrance road and East West Highway because of the desire for parking, including the handicap parking, to be located closest to the entrance of the building. The proposal layout as shown on the plans is satisfactory and an improvement over the original layout.

9. The Transportation Planning Section has reviewed the detailed site plan. The approved Prince George’s Plaza Transit District Development Plan (TDDP) guides the use and development of all properties within its boundaries. The findings and recommendations outlined below are based upon staff evaluation of the submitted site plan and the ways in which the proposed development conforms to the mandatory development requirements and guidelines outlined in the TDDP.

During the preparation of the TDDP, staff performed an analysis of all road facilities in the vicinity of the TDOZ. This analysis was based on establishment of a transit districtwide cap on the number of additional parking spaces (preferred and premium) that can be constructed or provided in the transit district to accommodate any new development. Pursuant to this concept, the plan recommends implementing a system of developer contributions to ensure adequacy of the transportation facilities, based on the number of additional surface parking spaces, as long as the authorized total parking limits and their attendant, respective, parking ratios (Tables 5 and 6 of the TDDP) are not exceeded. The collected fee will be applied toward the required number of transportation improvements as summarized in the TDDP. These improvements are needed to ensure that the critical roadways and intersections in the transit district will remain adequate and will be operating at or above Level of Service E, as required by the plan.

The TDDP identifies the subject property as Subarea 11 of the TDOZ. There are 15 subareas in the TDOZ, two of which are designated as open space and will remain undeveloped. The proposed site consists of approximately 51.78 acres of land in the C-S-C Zone. The property is located at the northwest quadrant of the MD 410 and Belcrest Road intersection. The proposed application is for construction of a new restaurant. The submitted site plan indicates a total of 3,112 parking spaces, which are 66 spaces fewer than the 3,178 total surface parking spaces that were part of the detailed site plan (DSP-99044) approval for this site in May 2000. It is important to note that the proposed total of 3,512 surface parking spaces is fewer than the 3,583 surface parking spaces that existed within the same subarea prior to the approval of the TDDP. It should be noted that the proposed application, if approved, would not change the total available preferred and premium parking totals for retail uses for the transit district. It is noted that replacement or alterations to legally preexisting parking spaces are exempt from meeting the TDDP transportation and parking mandatory requirements.

The plan modifications are limited to a small section of the site. On-site vehicular and pedestrian circulation patterns as proposed within the area proposed for the restaurant are adequate. A point that requires a brief discussion concerns a property that is adjacent to the mall site to the southwest. The owner of that adjacent property has requested that cross-access between the adjacent site and the mall property be required as a condition of approval. While it would be desirable to make provision for such a cross-access, the subject plan is not modifying the driveways and parking areas in the southwest corner of the overall site. Because there is little apparent nexus between the current application and this desired vehicular connection, the

transportation staff does not believe it appropriate to require the connection at this site. Nonetheless, for a site such as this, connections between properties are desirable and should be comprehensively reviewed when the overall site circulation is under review.

It should be noted that the 1998 TDDP also authorized the Prince George's Plaza Transportation Demand Management District (TDMD), which requires that each property owner in the district to be a member and participate in the TDMD. The annual TDMD membership fee is \$5.00 for each surface parking space. The annual TDMD membership fee for parking spaces in structures and surface spaces that are permanently reserved for handicapped occupant vehicles, carpools and vanpools are set at a rate of \$2.00 per space. As required by the TDDP, the Transportation Planning Section of the Countywide Planning Division will begin the implementation of the TDMD and its requirements as outlined in the County Zoning Ordinance once the total allocation under the approved preferred parking cap has been reached.

10. The plans have been reviewed for conformance to the *Landscape Manual* and staff finds that the plans adhere to the requirements within the *Landscape Manual*. However, there are numerous existing mature trees located in islands along the central drive aisle that borders the subject property. The landscape plan seems to indicate that the trees would be removed and new trees planted. The staff is concerned that the removal of the existing trees will result in a barren appearance of the parking lot. Further, the removal of any canopy within this area of the transit district should be carefully considered before removal. Staff recommends that the plans be revised prior to signature approval to clearly show the preservation of the existing trees that are healthy. Further, a certified arborist or an urban forester should assess the health of the trees and determine the health and viability of retaining the trees within the existing islands. Any measures necessary to adjust the site plan to accommodate the retention of the trees shall be accomplished prior to signature approval
11. The Mayor and Common Council of University Park reviewed the application, but as of the writing of this report, have not yet provided their final comments on the plan; however, their memorandum is attached and this information will be provided at the public hearing.
12. The City of Hyattsville reviewed the application, but as of the writing of this report, the city has not yet provided its final comments on the plan; however, a preliminary memorandum is attached and their final opinion will be provided at the public hearing.
13. The Environmental Planning Section previously reviewed this site in 1999 as a detailed site plan (DSP-99044), which was approved with conditions and has since been revised at staff level four times. The subject property has an approved Conceptual Stormdrain Plan, CSD 8004710-1999-02, dated May 19, 2003. This site has an approved Type II Tree Conservation Plan (TCPII/100/00), which proposes to meet all woodland conservation requirements off site at TCPII/40/01.

The subject property is located in the northwest quadrant of the intersection of Belcrest Road and East West Highway with frontages on both roads. A review of the information available indicates that Marlboro clay, steep and severe slopes, 100-year floodplain, wetlands, or streams are not found to occur on this property. The site is located in the Northeast Branch watershed, which is a tributary to the Anacostia River Basin. The soils found to occur on this property, according to the Prince George's County Soil Survey, are in the Christiana series. This series does not pose major problems for development. There are no rare, threatened, or endangered species located in the vicinity of this property based on information provided by the Maryland Department of Natural Resources, Natural Heritage Program. No historic or scenic roads are affected by this proposal. East West Highway and Belcrest Road are noise generators; however, the noise levels are low

enough to not adversely impact the commercial use proposed. The proposed use is not anticipated to be a noise generator. This property is in the Developed Tier as delineated on the approved General Plan.

The property was the subject of Detailed Site Plan DSP-99044 and a subsequent revision, DSP-99044/04. Prince George's County Planning Board Resolutions No. 01-77 and 03-96 were approved on November 20, 2003, and May 29, 2003, respectively. All previous approval conditions in the resolution have been addressed. All applicable mandatory requirements from the approved TDDP for this site have been addressed in previous submittals.

This subject property is located in Subarea 11, which is exempt from the Woodland Conservation and Tree Preservation Ordinance. This site is subject to a ten percent afforestation requirement for the gross tract area due to a mandatory requirement of the TDOZ. The applicant has addressed this requirement through a note on the plan submitted which states: "Tree Conservation Requirements: 10% of the 51.78 acre net tract area (5.18 acres) will be provided for in a woodland conservation easement off-site." The DSP-99044/04 as submitted is in conformance with the approved Type II Tree Conservation Plan (TCPII/100/00). Required off-site easements for this site have been previously secured. No additional information is required with respect to the tree conservation plan.

A copy of the stormwater management concept approval letter (CSD 8004710-1999-02) was submitted and dated May 19, 2003. The requirements for stormwater management will be met through subsequent reviews by the Department of Environmental Resources. No further information is required with regard to stormwater management.

14. The Urban Design Section is concerned about two details of the plans. The first is the pedestrian connection to the streetscape and the finishing of the wall where the opening will occur. The plans should provide a finished pier on each side of both proposed openings to the streetscape. The second concern is the design of the paving that connects to the streetscape. Staff recommends that the paving be of a similar style as the paving within the streetscape to provide a continuous appearance to the improvements within the streetscape.
15. The proposed detailed site plan represents a reasonable alternative for satisfying the site design guidelines, without requiring unreasonable costs and without detracting substantially from the utility of the proposed development for its intended use.

RECOMMENDATION

Based upon the foregoing evaluation, analysis and findings of this report, the Urban Design staff recommends that the Planning Board adopt the findings of this report and APPROVE Detailed Site Plan DSP-99044/04, subject to the following conditions:

1. Prior to certificate of approval the plans shall be revised to indicate the following:
 - a. The plans shall be revised to provide details and specifications to indicate a finished pier on each side of the opening in both proposed openings.
 - b. The paving shall be of a similar style as the paving within the streetscape to demonstrate a continuous appearance to the improvements within the streetscape.

- c. The plans shall be revised to clearly indicate the preservation of the existing trees located in the existing islands within the parking lot. Further, a certified arborist or an urban forester shall assess the health of the trees and determine the viability of retaining the trees within the existing islands and provide the information for review by the Urban Design Section and the Environmental Planning Section. Any measures necessary to adjust the site plan to accommodate the retention of the trees shall be accomplished prior to signature approval.
- d. The architectural plans shall be revised to indicate that the trash enclosure be revised to indicate simulated stone veneer.
- e. The signage shall be reviewed for conformance to the DSDS and adjusted accordingly.