



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

Detailed Site Plan

DSP-05084/01

Application	General Data	
Project Name: University Town Center Location: The site is located in the northeast quadrant of the intersection of East West Highway (MD 410) and America Boulevard. Applicant/Address: University Town Center 6525 Belcrest Road, Suite 300 Hyattsville MD 20782	Date Accepted:	03/17/09
	Planning Board Action Limit:	Waived
	Plan Acreage:	3.1
	Zone:	M-X-T
	Dwelling Units:	N/A
	Gross Floor Area:	0
	Planning Area:	68
	Tier:	Developing
	Council District:	02
	Municipality:	Hyattsville
	200-Scale Base Map:	208NE03

Purpose of Application	Notice Dates	
This application is for the approval of a detailed site plan for a pylon sign at the entrance to University Town Center.	Adjoining Property Owners Previous Parties of Record Registered Associations:	N/A
	Sign(s) Posted on Site and Notice of Hearing Mailed:	05/05/09

Staff Recommendation		Staff Reviewer: Joseph McDuffie, Jr.	
APPROVAL	APPROVAL WITH CONDITIONS	DISAPPROVAL	DISCUSSION
X			

THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY PLANNING BOARD

STAFF REPORT

SUBJECT: Detailed Site Plan DSP-05084/01
University Town Center

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 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. The requirements of the Zoning Ordinance in the Mixed Use-Transportation Oriented (M-X-T) Zone.
- b. Detailed Site Plan DSP-05084.
- c. The requirements of the *Approved Transit District Development Plan for the Prince George's Plaza Transit District Overlay Zone*.
- d. Referrals.

FINDINGS

Based upon the analysis of the subject detailed site plan, the Urban Design staff recommends the following findings:

1. **Request:** The subject application is for approval of a pylon sign located on the corner of East West Highway (MD 410) and America Boulevard at the entrance to University Town Center.
2. **Development Data Summary:**

	EXISTING	PROPOSED
Zone(s)	M-X-T	M-X-T
Use(s)	Vacant	Retail, Residential and Parking Garage
Acreage	3.1	3.1

3. **Location:** The site is located in Planning Area 68, Council District 2. More specifically, it is located in the northeast quadrant of the intersection of East West Highway (MD 410) and America Boulevard, several hundred feet east of the Prince George's Plaza Metro Station, in the City of Hyattsville.
4. **Surrounding and Uses:** University Town Center is bounded to the north by Toledo Road; to the west by Belcrest Road; to the east by Adelphi Road; and to the south by East West Highway. North of the subject site is Metro I and II (nine- and ten-story office buildings). Immediately east of the subject site is an existing church. West of the subject site, at the corner of Belcrest Road and East West Highway, is an existing office building. South of East West Highway is Redeemer Lutheran Church and the First Methodist Church.
5. **Previous Approvals:** The Conceptual Site Plan (CSP-00024) for Subareas 2 and 3 of the Prince George's Plaza Transit District Overlay Zone (TDOZ) was approved by the District Council on January 8, 2001. The CSP included a mixed-use development with a "main street" theme that included office, retail, and residential. Both subareas were reviewed as one site, and combined they consist of 38.62 acres in the M-X-T Zone and approximately 7.6 acres in the O-S (Open Space) Zone. A revision to the conceptual site plan and primary amendments to the Transit District Development Plan (TDDP) for the subject property, TP-00002, were approved by the District Council on February 26, 2001.

On April 25, 2002, the Prince George's County Planning Board approved Preliminary Plan of Subdivision 4-01092 for the project. The property is the subject of record plats REP 205 @ 43 and REP 205 @ 44, recorded March 7, 2005. The property is known as Prince George's Center, Parcels M and N, and Parcel O, being a resubdivision of Parcel F.

On December 11, 2003, the Planning Board approved DSP-03037 for a five-story underground parking garage containing 1,167 parking spaces.

Detailed Site Plan DSP-03037/01, a 16-story residential student housing project with 240 four-bedroom units, was approved on March 4, 2004 by the Planning Board.

Detailed Site Plan DSP-03037/02, a seven-story condominium and retail building project, was approved on May 19, 2005 by the Planning Board.

Detailed Site Plan DSP-03072 was approved by the Planning Board as an infrastructure plan in October of 2004 and established the main street and landscape for the development.

Detailed Site Plan DSP-05041 for a 93,100-square-foot theater, 34,903 square feet of retail development, and 58,886 square feet of offices was approved on November 17, 2005.

Detailed Site Plan DSP-05084 was approved by the Planning Board on May 11, 2006 for City View Condominiums, with a Safeway grocery store on the ground floor. Construction on this building has not begun.

6. **Design Features:** The proposed sign is a freestanding double-sided pylon sign approximately 27 feet, four inches in height and eleven feet, six inches in width. It is made of fabricated aluminum painted dark metallic silver with translucent white acrylic panels incorporated into it. Each panel will have the name of the different commercial activities such as the movie theatre, restaurant(s), condominium(s), public parking, and office space. At the top, the sign has five-inch-deep fabricated channel lettering with a white translucent face, which says "University Town Center."

All of the letters are illuminated by white neon lighting. Located at the base of the sign are ground light fixtures. The pylon sign will be highly visible from East West Highway (MD 410) and America Boulevard during the day and night.

Two signs were approved in DSP-05084, both of which will be replaced by the proposed freestanding pylon sign. One of the signs to be replaced is a blade sign that is attached to the upper level of an exterior wall. The attached wall sign is horizontal, has internally illuminated two-foot, two-inch-high letters, and is blue with a silver metal band base that says “University.” Vertically, underneath the attached wall sign is “Town Center” with the University Town Center logo “U”; it is made of white, two-foot, three-inch-high acrylic letters internally illuminated with a projecting sign box painted black.

The originally approved stone freestanding monumental sign was 14 feet, ten inches in height, three feet in width, and six feet in length. The construction materials at the top of the sign included aluminum mullions, glass-frosted interlayers, and a stone coping. On the six-foot side, the sign had a metal sign box with curving front face and the major tenants’ identification with individual letters punched through the surface, covered with plastic and internally illuminated. Above that was the logo for University Town Center.

COMPLIANCE WITH EVALUATION CRITERIA

7. **Zoning Ordinance:** The detailed site plan has been reviewed for compliance with the requirements of the M-X-T Zone and the site plan design guidelines of the Zoning Ordinance.

Per Section 27-614(e) of the Zoning Ordinance, in mixed-use zones the design standards for freestanding on-site signs are determined by the Planning Board at the time of detailed site plan review. The proposed sign is attractive and is appropriate in size, type, and design for the location. It is entirely in keeping with the quality and character of the rest of University Town Center.

There is no guidance or regulations for freestanding signs in the *Approved Transit District Development Plan for the Prince George’s Plaza Transit District Overlay Zone*.

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

Transportation—The Transportation Planning Section provided comments on March 17, 2009, stating the revision to the proposed sign for Parcel S poses no transportation-related issues. It was mentioned that the sign is placed outside of the existing roadway right-of-way, and outside of the master planned right-of-way of MD 410, a master planned arterial roadway.

City of Hyattsville—The City of Hyattsville submitted a letter (Gardiner to Parker, April 21, 2009) in support of DSP-05084/01, construction of free standing sign at University Town Center. The letter stated that the installation of this sign on East West Highway is critical to direct customers to the retail businesses located at University Town Center. The City supports this detailed site plan and wants the developer to install the sign as soon as possible.

Department of Public Works and Transportation (DPW&T)—In a memorandum dated April 30, 2009, DPW&T provided comments on DSP-05084/01, University Town Center. It was stated that the detailed site plan should comply with the County’s Road Ordinance, DPW&T

Specifications, Standards, and Utility Policy, and the Americans with Disabilities Act. It was also stated that the development should be consistent with Stormwater Management Concept Plan 11247-2004, dated April 13, 2004, and that a soil investigation report will be required.

State Highway Administration (SHA)—In a letter submitted by SHA on April 18, 2009, the agency stated that they have no objection to DSP-05084/01.

9. As required by Section 27-285(b) of the Zoning Ordinance, the 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.

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-05084/01 for University Town Center.