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Conceptual Site Plan

CSP-10005

Application	General Data	
Project Name: Naylor Station Location: Southeast quadrant of the intersection of Suitland Parkway and Branch Avenue (MD 5). Applicant/Address: Branch Avenue Partners, LLC Ironwood Realty Management, LLC. 507 Fortress Circle Leesburg, VA 20175	Planning Board Hearing Date:	05/12/11
	Staff Report Date:	04/27/11
	Date Accepted:	02/24/11
	Planning Board Action Limit:	Waived
	Plan Acreage:	14.8
	Zone:	M-X-T
	Dwelling Units:	N/A
	Gross Floor Area:	1,632,000 sq. ft.
	Planning Area:	76A
	Tier:	Developed
	Council District:	07
	Election District:	07
	Municipality:	N/A
200-Scale Base Map:	204SE03	

Purpose of Application	Notice Dates	
Redevelopment project consisting of approximately 1.6 million square feet of office and 12,000 to 32,000 square feet of retail uses in two phases.	Informational Mailing:	12/28/10
	Acceptance Mailing:	02/24/11
	Sign Posting Deadline:	04/12/11

Staff Recommendation		Staff Reviewer: Zhang/Kosack Phone Number: 301-952-4151/301-952-4689 E-mail: Henry.Zhang@ppd.mncppc.org Jill.Kosack@ppd.mncppc.org	
APPROVAL	APPROVAL WITH CONDITIONS	DISAPPROVAL	DISCUSSION
	X		

THE MARYLAND-NATIONAL CAPITAL
PARK AND PLANNING COMMISSION

PRINCE GEORGE'S COUNTY PLANNING BOARD

STAFF REPORT

SUBJECT: Conceptual Site Plan CSP-10005
Type 1 Tree Conservation Plan TCP1-003-11
Naylor Station

The Urban Design staff has completed the 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 conceptual site plan application was reviewed and evaluated for compliance with the following criteria:

- a. The requirements of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*.
- b. The requirements of the Mixed-Use Transportation-Oriented (M-X-T) Zone of the Zoning Ordinance.
- c. The requirements of the *Prince George's County Landscape Manual*.
- d. The requirements of the Prince George's County Woodland and Wildlife Habitat Conservation and Tree Canopy Coverage Ordinance.
- e. Referral comments.

FINDINGS

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

1. **Request:** The conceptual site plan (CSP) proposes to redevelop an existing shopping center site with a mixed-use development consisting of 1,600,000 square feet of office, up to 32,000 square feet of retail uses, and an associated parking garage serving the office building in two phases. Phase 1 will include the development of one large office complex, 6 and 9 stories in height, of approximately 1,150,000 square feet with a 7-story parking garage, and one retail building of approximately 12,000 square feet. Phase 2 will complete the remaining building gross floor area (GFA) and additional structured parking that serves the future building.

2. **Development Data Summary**

	EXISTING	PROPOSED
Zone(s)	M-X-T	M-X-T
Use(s)	Commercial Integrated Shopping Center	Office/Retail
Acreage	14.8	14.8
Parcels	7	8
Gross Floor Area of Retail Uses (sq.ft)	128,130	up to 32,000
Gross Floor Area of Office Uses (sq.ft)	N/A	1,600,000

3. **Location:** The site is located on the northeast side of Branch Avenue (MD 5) and in the southeast quadrant of the intersection of Suitland Parkway and Branch Avenue. The property is located in Planning Area 76A, Council District 7, within the Developed Tier.

4. **Surrounding Uses:** To the southwest of the subject property is the variable width right-of-way for Branch Avenue (MD 5), an arterial roadway. Also, along the southwest edge, the site wraps around two separate parcels with frontage on Branch Avenue that are zoned M-X-T and developed with small, single-story, retail buildings. To the southwest, across Branch Avenue, is the Naylor Road Metro Station, on the Green Line, and its associated parking, and various commercially developed, M-X-T zoned properties. The Branch Avenue entrance to the Naylor Road Metro Station is located directly across Branch Avenue from the northernmost existing entrance to the subject property. To the north of the subject property are the Washington Metropolitan Area Transit Authority’s (WMATA) above-ground Green Line metro tracks and the right-of-way of the Suitland Parkway. To the northeast, the subject property abuts an R-18 zoned parcel that is developed with a multifamily garden apartment complex, Carriage Hill Apartments, beyond which is the Suitland Parkway right-of-way. To the southeast of the subject property is an O-S zoned parcel developed with an elementary school known as Overlook Elementary School, which fronts on, and is served from, Curtis Drive; a vacant, M-X-T-zoned parcel; and an M-X-T-zoned parcel developed with a liquor store that fronts on Branch Avenue.

5. **Previous approvals:** The subject property is currently developed with a multi-part masonry shopping center, with a total of approximately 128,130 square feet of enclosed space and associated surface parking lots. The shopping center was developed in phases from 1954 to 1969. On September 23, 2008, the District Council rezoned the subject property to the M-X-T Zone by the adoption of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*. The site also has an approved Stormwater Management Concept Plan 8888-2010-00, which is valid through April 10, 2013.

6. **Design Features:** The conceptual site plan proposes to redevelop the site with a mixed-use project consisting of approximately 1.6 million square feet of office with a seven-story parking garage and up to 32,000 square feet of retail uses in two phases. Four access points have been proposed off Branch Avenue. A full access entrance along with the main driveway leading to the service court, which is located in the rear middle part of the site, divides the site into two distinct parts. The northern part fronting on Suitland Parkway will be developed with a 6 to 9-story office complex with approximately 1.15 million square feet in gross floor area. The office complex has a proposed main entrance/main lobby area located along the build-to-line of Branch Avenue and accessed from the street level. Visitors will finish security clearance in the lobby area and take escalators to the upper level, through an atrium, in order to get to the office area of the building.

This entrance is also linked to WMATA's property by crosswalks across Branch Avenue and further through pedestrian paths to the Naylor Road Metro Station on the Green Line. The rest of the building is set back more than 180 feet from the existing curb line, in order to satisfy the security requirements of a potential federal tenant. Between the office building and curb line of Branch Avenue, there are a proposed retail building, sitting area, plaza area, and bioretention areas. There is a low masonry wall, which is 50 feet away from the office building, defining the security perimeter for the proposed office complex. Two additional access points are located in the northern section. The northernmost access point is for emergency vehicles only, shown as a right-in, right-out entrance. The one between the emergency access and the main access point to the site is a right-in-only entrance drive. A future bus stop has been shown close to the building's main entrance.

The southern part of the site has been designated primarily for the second phase of development, except for the rear portion, where a seven-story parking structure is located. The parking garage is linked with the office complex through a pedestrian bridge. Two small retail buildings have been shown fronting on Branch Avenue. The two parcels between the two small retail buildings are currently developed with separate retail uses, owned by others and not included in this CSP. Between the partially occupied Branch Avenue frontage and the parking garage is the land area for the development of the second phase that consists of a future 12-story office building and additional parking garage. The fourth access to the site is located right at the southernmost boundary line, runs along the southeastern edge of the property and connects to the parking garage and also provides access to both the future parking garage and the office building in the second phase.

Architectural renderings have been provided to illustrate the style and quality of the proposed buildings as well as other on-site improvements. The office complex illustrations feature a wedge-shaped, modern structure attached to an outer curved façade facing Suitland Parkway that matches the curvature of Suitland Parkway's right-of-way along the site. The outer section of the wedge is nine stories high and the central section of the wedge steps down to six stories in height. The nine-story section of the building fronts on Suitland Parkway and the six-story section has an atrium and is more prominently viewed from Branch Avenue. A green roof has been proposed on the perimeter of the six-story section that flanks the central atrium. An additional green roof has been shown on the top of the retail building facing Branch Avenue. The office building is designed in modern institutional building vocabulary with various fenestration patterns. The building is finished with architecturally-graded, sand-blasted, light color masonry blocks in combination with glass. Additional dark-toned bands, in a similar light color along the window line, have been used to embellish the façade and provide visual interest. Detailed information regarding building design, materials, and colors, as well as other site-related features and amenities such as the locations of the proposed plaza, sitting area, and landscaping will be required and reviewed at the time of detailed site plan.

The parking garage serving the office complex is a seven-story typical boxy garage building with plain concrete finishing. Since the parking garage backs up to the existing apartment complex known as Carriage Hill, to the northeast of the subject site, additional building decoration or screening will be needed in order to minimize the visual and possible noise impacts on the apartment buildings. Details of the garage building will also be required and reviewed at the time of detailed site plan.

The retail uses proposed in this application will be hosted in three small buildings located along the build-to line of Branch Avenue. The one large building in the first phase in front of the office complex is a one-story building with a two-story appearance to meet the intent of the sector plan

to create an active store frontage along Branch Avenue and a continuous street wall in proportion to the width of right-of-way. Due to security considerations for the potential federal tenant, the retail building is designed as a stand-alone building outside of the security wall. A wide driveway and surface parking are located between the retail building and the office building. The retail in the second phase is located in two smaller buildings on both ends of the site. The parcels between the two smaller retail buildings are not owned by the applicant, and therefore, are not included in the CSP.

The larger retail building in the first phase is sited over an easement owned by the Maryland State Highway Administration (SHA) in order to meet the build-to line requirement of the sector plan. The applicant intends to purchase the easement and SHA is in a position to sell it because enough space has been preserved within the right-of-way of Branch Avenue. However, the process of selling the public easement is lengthy and time-consuming. The applicant may not be able to obtain the easement rights in a timely fashion in order to move the project forward. For this reason, the applicant proposes an alternative option which would move the retail building outside of the easement and twenty feet closer to the office building, and would result in one row of surface parking being located in front of the retail building. However, an additional low masonry wall matching the building in color and material, and landscaping will be needed to screen the cars and meet the intent of the sector plan regarding the Branch Avenue frontage. The Urban Design Section encourages the applicant to work closely and diligently with SHA to obtain the easement rights, so that the retail building will be able to be located at the build-to line as shown on the CSP.

The proposed office complex is targeting a potential federal government tenant. According to a recent announcement of the U.S. General Services Administration (GSA), in response to President Obama's Executive Order 13514 signed on October 5, 2009 which sets sustainability goals for federal agencies and focuses on making improvements in their environmental, energy and economic performance, GSA requires all new federal buildings and major renovation projects to achieve at least LEED (leadership in energy and environmental design) Gold certification. The applicant has indicated that this project will comply with the GSA's requirements regarding LEED certification. Detailed green building strategies employed to achieve the required certification level will be provided for review at the time of detailed site plan.

Three types of signage have been proposed in the CSP. There are building-mounted signs for both the office and the retail buildings as well as gateway entrance signage for the entire development. According to the information provided by the applicant, a minimum of three entrance signs are needed to be located at the main access points to the subject site. The entrance signage will be either free-standing monumental signs or will be mounted on the security wall that surrounds the subject site. The height of the entrance sign will not be more than six feet. Additional details regarding the sign face area, material, color and design will be required and reviewed at the time of detailed site plan.

COMPLIANCE WITH EVALUATION CRITERIA

- 7. The 2008 Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment:** The 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment* defines long-range land use and development policy, detailed zoning changes, and further establishes design standards for the area. The sector plan has amended the 2002 *Prince George's County Approved General Plan* by a changing the designation of Naylor Road Metro Station from a Community Center to a Regional Center. The goal of the land use recommendations is to

revitalize and redevelop the sector plan area with a dynamic mix of compatible land uses that will help spur job growth and economic development. The land use concept of the sector plan divides the sector plan area into a Core area and an Edge area for the purpose of examining issues and opportunities and formulating recommendations. The Core Area—the Naylor Road Metro Station Area, from Suitland Parkway to Curtis Drive, is envisioned as a mixed-use, high-density residential/office/retail land use classification to achieve a vertical and horizontal mix of uses in urban form, with emphasis on transit-oriented development. The Edge Area, from Curtis Drive to Colebrooke Drive and east of Branch Avenue from Curtis Drive to Aberdeen Street, west of Scottish Avenue, is envisioned as a mixed-use, high-density residential/office/retail land use classification to achieve a mix of uses with emphasis on transit-oriented development.

The subject site is in the Naylor Road Metro Station Core Area on the north side of Branch Avenue and the entire site has been improved with a commercial shopping center since the 1950's that currently is underutilized. The sector plan sets forth ten standards and guidelines to guide the redevelopment of the subject site as follows:

5.1 Provide minimum density for residential development at 42 dwelling units per acre.

Comments: This requirement is not applicable because the subject property's development plan is for a nonresidential development containing approximately 1.6 million square feet of office space in the middle of the site fronted by approximately 12,000 to 32,000 square feet of mixed commercial retail space along the property's street frontage on Branch Avenue.

5.2 Use a floor area ratio (FAR) range for nonresidential development from 1.0–2.5.

Comment: The proposed development plan is for a phased construction of approximately 1.6 million square feet of office space and 12,000–32,000 square feet of retail space on a 14.8-acre site that equates to a proposed floor area ratio (FAR) of approximately 2.5. The CSP conforms to this guideline.

5.3 Require a minimum of two uses on individual parcels or multiple parcels under a single site plan from the following use categories:

- **Residential**
- **Office**
- **Retail/commercial**

Permitted land uses outside of these categories may be developed but do not count toward the two use categories required.

Comment: The subject property development plan containing approximately 1.6 million square feet of office space in the core of the site and 12,000–32,000 square of retail space along the property's street frontage on Branch Avenue. The CSP contains two uses and satisfies this guideline.

5.4 Require vertical mix of uses along and fronting both sides of Branch Avenue and Naylor Road and require ground floor retail and residential or office above, and encourage retail on the first floor of buildings fronting on other

new streets in the core area.

Comment: The proposed development will be carried out in two phases. The Phase 1 office building complex will contain some mixed use elements, such as a cafeteria and credit union serving the occupants of the building. The retail uses will be provided in three separate small buildings fronting Branch Avenue. However, the security measures required by the Federal Government prevent the inclusion of first floor retail space that would be open to the public within the office building in the first phase. The intent of this guideline is to create an active frontage along both sides of Branch Avenue within the core areas of the sector plan. The placement of retail buildings with active store fronts along the site's frontage on Branch Avenue meets the intent of the sector plan. Additional retail, office uses and structured parking will be provided in the second phase of the development.

5.5 Require a minimum of 60 percent total square footage of office/employment use on WMATA property and immediate vicinity within the area bounded by Branch Avenue, Naylor Road, and the Metro tracks.

Comment: This standard is not applicable because the subject development site is located entirely outside the geographic area referenced by the above strategy.

5.6 Development on the east of Branch Avenue is permitted to be predominantly residential; office development is encouraged above the first floor retail as part of the vertical mix along Branch Avenue.

Comment: The proposed development plan conforms to this strategy's goal of encouraging retail space and achieving an active storefront and pedestrian-friendly environment along Branch Avenue. The proposed development consists of office and retail uses and associated parking structures and is intended to serve a federal government tenant. Due to special federal facility safety considerations, the retail use has been located in separate buildings along Branch Avenue and the office complex has been sited behind the retail buildings, except for the main entrance to the office building located at the intersection of Branch Avenue and Suitland Parkway. The main entrance has been designed to be directly related to the street level and is connected to the Naylor Road Metro Station by a pedestrian path. The entrance is designed as a two-story lobby enclosed with glass that is visually connected to activities at the street level of Branch Avenue.

5.7 Development west of Naylor Road is permitted to be predominantly residential; office development is encouraged above the first floor retail as part of the vertical mix along Naylor Road.

Comment: This standard is not applicable because the property included in the subject application is located on the northeast side of Branch Avenue and is far away from the location referenced in this strategy.

5.8 Big box retail is not allowed within the core area.

Comment: The CSP proposes a mixed-use development of office and retail uses on the subject site. There is no big box retail proposed in this CSP.

5.9 Provide plaza space with pedestrian amenities that encourage gathering and socialization at the Branch Avenue-Naylor Road intersection and at appropriate locations east of Branch Avenue, west of Naylor Road and at the WMATA site.

Comment: The proposed plan conforms as the development plan includes multiple pedestrian plazas and amenities along the Branch Avenue street frontage. A wide sidewalk has also been provided along Branch Avenue in accordance with the sector plan.

5.10 Facilitate a joint partnership between the Washington Metropolitan Area Transit Authority (WMATA) and a private developer to redevelop Naylor Road Metro Station property with the recommended mix of uses at the density and intensity recommended by this plan.

Comment: This standard is not applicable. The subject development site is located on the northeast side of Branch Avenue and is completely outside the geographic area of the WMATA property referenced by the above strategy.

In addition, the sector plan provides design standards under the title of Design and Appearance for site design, circulation including parking, building design, street furnishings, open space and utilities. A summary of the applicable standards derived from the sector plan and references to applicable provisions of the Zoning Ordinance that will serve as the review parameters for future detailed site plans for this site have been provided with this CSP as follows:

General

- Building height¹ 4–12 stories
- Density 1.0–2.5

Site Design

- Build-to line (Branch Avenue) Min. 20 feet and Max. 25 feet from the curb line
- Building setbacks (other property lines) 20 feet
- For additional site design standards (See pages 58-59 in the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*)

Building Design

- See Building Design Standards on pages 60–62 of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*

¹ For primary building, if more than one building is proposed in the application.

Parking

- At rear of the building, minimum 90 percent in the parking structure
- Parking ratio (See Table 7 on page 59 of the *2008 Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*) Section 27-574 Number of Spaces required in the M-X-T Zone and in a Metro Planned Community and Section 27-583 Number of Loading Spaces required in the M-X-T Zone.
- Provide a low masonry wall or hedge, or a combination of both wall and landscaping at those locations where surface parking can be viewed from Branch Avenue.
- Any other applicable requirements of Part 11 of the Zoning Ordinance

Signage

- Pole mounted signs are not permitted.
- All freestanding signs shall be in the form of a monumental sign.
- A maximum of three primary identification signs are allowed for the campus. The primary identification sign can be a ground-mounted monumental sign or in combination with other entrance features such as a low wall. The maximum height of the primary identification sign shall not exceed 6 feet. The maximum sign face area (both sides) of each monumental identification sign shall not exceed 100 square feet.
- One primary building-mounted sign is allowed for each retail storefront. An additional secondary sign is allowed for each retail store. The signs shall be located below the roof line. Total sign face gross area on a given façade shall not exceed 10 percent of the façade solid area.
- The maximum sign face area for the directional signage shall be 20 square feet.

Landscaping

- Applicable sections of the *Prince George's County Landscape Manual*.

Others

- Other standards governing the site amenities such as lighting in the *2008 Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment* under Design and Appearance Section.

8. **The requirements of the Mixed Use–Transportation Oriented Zone of the Zoning Ordinance:** The CSP is subject to the requirements of the M-X-T Zone. Specifically,
 - a. The proposed office and retail uses are permitted uses in accordance with Section 27-547, Uses permitted in the mixed-use zones.
 - b. In accordance with Section 27-546 of the M-X-T Zone, the Planning Board must make the following findings in addition to the requirements of Section 27-276 (b) for approval of a CSP as follows:

Section 27-546 Site Plans

- (d) **In addition to the findings required for the Planning Board to approve either the Conceptual or Detailed Site Plan (Part 3, Division 9), the Planning Board shall also find that:**
- (1) **The proposed development is in conformance with the purposes and other provisions of this Division;**

Comment: The proposed development is in conformance with the purposes of the M-X-T Zone as stated in Section 27-542 as follows:

Section 27-542. Purposes

- (a) **The purposes of the M-X-T Zone are:**
- (1) **To promote the orderly development and redevelopment of land in the vicinity of major interchanges, major intersections, major transit stops, and designated General Plan Centers so that these areas will enhance the economic status of the County and provide an expanding source of desirable employment and living opportunities for its citizens;**

Comment: The subject CSP proposes to redevelop an existing, underused shopping center with a mixed-use development consisting of office and retail uses. The site is located in the southeast quadrant of the intersection of Branch Avenue and Suitland Parkway, approximately 600 feet from the Naylor Road Metro Station platform of the Green Line. The subject site is also located in the core area of the Branch Avenue Corridor sector plan and within a Regional Center of the General Plan that includes the area around the Naylor Road Metro Station. Given its prominent location near the District of Columbia boundary, the proposed office building complex will be a landmark at this gateway to the County. The proposed office space is targeting a federal tenant and the proposed retail is to serve the employees working in the building complex. The proposed development will enhance the economic status of Prince George's County and provide an expanding source of desirable employment for its citizens.

- (2) **To implement recommendations in the approved General Plan, Master Plans, and Sector Plans, by creating compact, mixed-use, walkable communities enhanced by a mix of residential, commercial, recreational, open space, employment, and institutional uses;**

Comment: The 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment* recommends high-density retail/office land use for the site to achieve a vertical and horizontal mix, in urban form, with emphasis on transit-oriented development. The plan also prescribes a build-to line along Branch Avenue that will accommodate a wider sidewalk with landscaping strip and buffering pedestrians from

vehicles, to promote a comfortable and safe pedestrian environment. The proposed development implements the recommendations by proposing a development plan containing approximately 1.6 million square feet of office space in the core of the site fronted by approximately 20,000 square feet of mixed retail/commercial space along the property's street frontage on Branch Avenue. The treatment of the site's frontage follows the requirement for a build-to line to create a walkable environment.

- (3) To conserve the value of land and buildings by maximizing the public and private development potential inherent in the location of the zone, which might otherwise become scattered throughout and outside the County, to its detriment;**

Comment: The proposed development plan takes full advantage of the development potential inherent in the M-X-T Zone with a proposed 2.5 floor area ratio (FAR). The site is located within walking distance (approximately 600 feet from the platform) of a Metro station and therefore is fully compliant with this purpose. The existing shopping center on the subject site has only 128,130 square feet of gross floor area that equals an FAR of 0.19. This application will conserve the value of the site and maximize the potential inherent in the M-X-T Zone.

- (4) To promote the effective and optimum use of transit and reduce automobile use by locating a mix of residential and non-residential uses in proximity to one another and to transit facilities to facilitate walking, bicycle, and transit use;**

Comment: The proposed CSP plan conforms to this purpose as the development plan is designed to take advantage of all multimodal elements recommended by the sector plan. The proposed development is designed to provide safe and convenient access to the Naylor Road Metro Station located directly across Branch Avenue from the subject property. The property also has immediate access to Branch Avenue and the Suitland Parkway, which are two major roadways in the area.

- (5) To facilitate and encourage a twenty-four (24) hour environment to ensure continuing functioning of the project after workday hours through a maximum of activity, and the interaction between the uses and those who live, work in, or visit the area;**

Comment: The proposed development represents the first major development in the Naylor Road Metro Station Core Area as envisioned by the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*. In order to encourage an active 24-hour environment, a mix of office and retail (including restaurants) land uses is being proposed. Residential uses already exist in the surrounding area that will combine with thousands of daily workers on the subject site to create a vibrant, 24 hour environment. The two-phase development as proposed will generate synergy for further new development and redevelopment of the entire Naylor Road Metro Station Core Area and

along the entire Branch Avenue Corridor.

(6) To encourage an appropriate horizontal and vertical mix of land uses which blend together harmoniously;

Comment: The proposed Phase 1 office building is designed to afford an architecturally attractive building façade and a lobby entrance directly on Branch Avenue. The commercial retail space is designed to face directly onto Branch Avenue along the build-to line. Due to safety considerations for the possible future Federal tenant, the retail building does not have vertical mixed-uses, and is to be located outside of the required security perimeter for the office building. However, the façades of all the buildings will provide architectural variety and articulation through the modulation of wall planes, detailing, color, texture, and materials, and application of various building heights and proportions that will make the view from Branch Avenue as visually rich as a vertically mixed-use building. Through the innovative design of building façades and site design, the CSP blends the two diverse land uses together harmoniously.

(7) To create dynamic, functional relationships among individual uses within a distinctive visual character and identity;

Comment: The two uses included in the first phase of this development are office and retail. The office building has been strategically located on the site to encourage transit ridership, and the retail building along Branch Avenue makes this use accessible for both the population traveling to or from Naylor Station and the general public as they walk or drive along Branch Avenue. Due to security considerations for a potential federal tenant, the office building is set further into the site, away from the retail building which fronts on Branch Avenue. Between the two buildings there are surface parking and open spaces, including public plazas. The office building has an attractive three-story main lobby, accessed through an open pedestrian plaza that will serve as a gateway to Prince George's County for those entering from the north. From a further distance, the curved façade of the Phase 1 building responds to the curved roadway within the Suitland Parkway right-of-way. The retail building is designed as a two-story building with a more commercial architectural style that is consistent in color and materials with the office building. The second phase of the development will include a smaller office building and additional retail buildings which will be designed and finished in similar styles, colors and materials as those buildings in Phase 1. The proposed office and retail buildings complement each other in terms of function, but each has a distinctive visual character and identity.

- (8) To promote optimum land planning with greater efficiency through the use of economies of scale, savings in energy, innovative stormwater management techniques, and provision of public facilities and infrastructure beyond the scope of single-purpose projects;**

Comment: The total proposed development is more than 1.6 million square feet on an existing shopping center site. The project consists of office and retail uses and will be implemented in two phases. The office and retail buildings as well as the majority of the roof areas of the proposed development plan are being designed to meet current Leadership in Energy and Environmental Design (LEED) standards for energy efficiencies and reducing stormwater runoff. The development of Naylor Station as a high density mixed-use community in the Core Area of the *2008 Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*, adjacent to Metro is the very model for Smart Growth. In addition, this large facility will provide economies of scale in construction and permit the use of energy-conscious design and technologies that smaller projects are unable to afford. The density of the proposed project promotes optimum land planning with greater efficiency than single-purpose projects.

- (9) To permit a flexible response to the market and promote economic vitality and investment; and**

Comment: The plan proposes a range of gross floor areas for retail and office development which will allow for appropriate responses to the market, promoting economic vitality, and investment.

- (10) To allow freedom of architectural design in order to provide an opportunity and incentive to the developer to achieve excellence in physical, social, and economic planning. (CB-84-1990; CB-47-1996; CB-78-2006)**

Comment: The proposed development is the first large project in the Core Area of the *2008 Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*. The sector plan provides a land use vision and general development guidelines including architectural design standards to guide future development.

The design standards allow the developer freedom of architectural design to implement the sector plan vision. This proposal includes a flexible range of retail and office development which will allow for appropriate responses to the market. The Phase 1 building as proposed can be phased and scaled to meet the varying demands of the market. In addition, the availability of additional development capacity for Phase 2 allows further flexibility in responding to the market as it may develop over time. The design of both the office and retail buildings in Phase 1 is of the modern architectural style while utilizing the most energy efficient building materials and design strategies, such as low-e glazing green roof and cool roof. The physical forms of the office and retail buildings will provide a gateway image when people enter into the County.

- (2) **For property placed in the M-X-T Zone through a Sectional Map Amendment approved after October 1, 2006, the proposed development is in conformance with the design guidelines or standards intended to implement the development concept recommended by the Master Plan, Sector Plan, or Sectional Map Amendment Zoning Change;**

Comment: As discussed in the above Finding 7, the subject property was rezoned from the C-S-C to the M-X-T Zone by the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*, which defines long-range land use and development policies, detailed zoning changes, and establishes design standards for the area. The sector plan has amended the General Plan by changing the designation of Naylor Road Metro Station from a Community Center to a Regional Center and specifically lays out the physical development of the Core Area where the subject development is located. The proposed development consisting of retail and office uses is consistent with the design standards of the sector plan.

- (3) **The proposed development has an outward orientation which either is physically and visually integrated with existing adjacent development or catalyzes adjacent community improvement and rejuvenation;**

Comment: The proposed mixed-use development is the first project in the Core Area of the Branch Avenue Corridor sector plan. After it is fully complete, this project will provide office space for more than 4,000 employees. The retail component will also create additional employment opportunities for the adjacent community. The proposed project has a strong outward orientation in which both the office and retail uses face directly onto Branch Avenue. It will not only improve the visual appearance of the area but will also be a catalyst for the improvement and rejuvenation of the surrounding neighborhood.

- (4) **The proposed development is compatible with existing and proposed development in the vicinity;**

Comment: Much of the existing development located within the vicinity of the subject site is older structures and contains uses that are not consistent with the long term vision for the community. As discussed previously, the proposed development will be the first large project in the area. The design quality of the proposed development will set new standards for the revitalization of the vicinity.

- (5) **The mix of uses, arrangement and design of buildings and other improvements, and provision of public amenities reflect a cohesive development capable of sustaining an independent environment of continuing quality and stability;**

Comment: The mix of uses, in this case including retail and office, and the arrangement and design of the buildings and other improvements reflect a cohesive development capable of sustaining an independent environment of continuing quality and stability as this purpose intends, while at the same time

providing the key elements to ensure each component is successful. The office building will provide a location for more than 4,000 employees, and the retail building will provide essential services to the large working population. A seven-story parking garage will be provided in the rear of the site to meet the parking needs of the employees. Additional outdoor plazas and surface parking between the retail and office buildings will provide needed public amenities and convenience to both the office workers and the general public visiting the retail stores. The proposal reflects a cohesive development capable of sustaining an independent environment of continuing quality and stability.

- (6) If the development is staged, each building phase is designed as a self-sufficient entity, while allowing for effective integration of subsequent phases;**

Comment: The proposed development will be generally implemented in two phases. The breakdown of the gross floor area of the uses in each phase is as follows:

PHASE-1	
Office	±1,150,000 sq. ft.
Retail/commercial	±12,000 sq. ft.
SUBTOTAL	±1,162,000 sq. ft.
PHASE-2	
Office	±450,000 sq. ft.
Retail/commercial	±0 - 32,000 sq. ft.
SUBTOTAL	±470,000 sq. ft.
Office	±1,600,000 sq. ft.
Retail/commercial	12,000-32,000 sq. ft.
TOTAL	1,632,000 sq. ft.

Phase 1 includes one large office complex with parking garage and one retail building that will provide needed services to the office occupants. Phase 2 will include one additional office building, a parking garage and two retail buildings. The two phases are divided by a driveway from the main entrance off Branch Avenue. Each building phase is designed as a self-sufficient entity, while allowing for effective integration with the other phase.

- (7) The pedestrian system is convenient and is comprehensively designed to encourage pedestrian activity within the development;**

Comment: The pedestrian system for the project consists of on-site and off-site components. The off-site elements include the sidewalks along both sides of Branch Avenue and the bicycle lane along the subject site's frontage along Branch Avenue. The on-site system includes the pedestrian path and bicycle

path, which are mainly concentrated along the main driveway on the site. Additional pedestrian paths are also provided between the retail and office buildings, from the office building to the sidewalks along both sides of Branch Avenue. The entire system is convenient and has been comprehensively designed to create a pedestrian-friendly environment that includes multiple pedestrian plazas, patios, seating areas and sidewalk amenities along the Branch Avenue frontage. The retail amenity space will be directly oriented to the Branch Avenue streetscape to provide convenient access to pedestrians. Metro level access to the Naylor Road Metro Station is provided via a signalized pedestrian crosswalk and through a proposed plaza at the front door of the Phase 1 office building directly across Branch Avenue. The plan is also designed to provide access from the proposed office building directly to the parking structure by means of a pedestrian bridge.

- (8) On the Detailed Site Plan, in areas of the development which are to be used for pedestrian activities or as gathering places for people, adequate attention has been paid to human scale, high quality urban design, and other amenities, such as the types and textures of materials, landscaping and screening, street furniture, and lighting (natural and artificial); and**

Comment: The subject application is a conceptual site plan. The subsequent detailed site plan will address this requirement in detail. Significant attention has been paid to the development of the streetscape per the concepts in the Sector plan. Several outdoor plazas and an attractive sidewalk and streetscape along Branch Avenue are proposed.

- (9) On a Conceptual Site Plan for property placed in the M-X-T Zone by a Sectional Map Amendment, transportation facilities that are existing; that are under construction; or for which one hundred percent (100%) of construction funds are allocated within the adopted County Capital Improvement Program, or the current State Consolidated Transportation Program, will be provided by the applicant, or are incorporated in an approved public facilities financing and implementation program, will be adequate to carry anticipated traffic for the proposed development. The finding by the Council of adequate transportation facilities at the time of Conceptual Site Plan approval shall not prevent the Planning Board from later amending this finding during its review of subdivision plats.**

Comment: The conceptual site plan is subject to this requirement because the property was placed in the M-X-T Zone by the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*. A traffic study has been submitted by The Traffic Group with this application to demonstrate compliance with this requirement. A review by the Transportation Planning Section (Mokhtari to Zhang, April 18, 2011) concluded that transportation facilities that are existing, or for which one hundred percent of construction funds are allocated within the adopted County Capital Improvement Program, or the current State Consolidated Transportation Program, will be provided by the applicant, or are incorporated in an approved public facilities financing and implementation program, will be

adequate to carry anticipated traffic for the proposed development if the proposed road improvements have been fulfilled.

- (10) **On the Detailed Site Plan, if more than six (6) years have elapsed since a finding of adequacy was made at the time of rezoning through a Zoning Map Amendment, Conceptual Site Plan approval, or preliminary plat approval, whichever occurred last, the development will be adequately served within a reasonable period of time with existing or programmed public facilities shown in the adopted County Capital Improvement Program, within the current State Consolidated Transportation Program, or to be provided by the applicant.**

Comment: This requirement is not applicable to this conceptual site plan.

- (11) **On a property or parcel zoned E-I-A or M-X-T and containing a minimum of two hundred fifty (250) acres, a Mixed-Use Planned Community including a combination of residential, employment, commercial and institutional uses may be approved in accordance with the provisions set forth in this Section and Section 27-548.**

Comment: The subject site contains 14.8 acres and is not a Mixed-Use Planned Community. Therefore, this CSP is not subject to this requirement.

- c. The CSP application is also in conformance with the additional regulations of the M-X-T Zone as follows:

Sec. 27-544. Regulations.

- (a) **Except as provided in Subsection (b), additional regulations concerning the location, size, and other provisions for all buildings and structures in the M-X-T Zone are as provided for in Divisions 3 and 4 of this Part, General (Part 2), Off-Street Parking and Loading (Part 11), Signs (Part 12), and the Landscape Manual.**

Comment: As discussed above in Finding 7, additional standards have been derived from the sector plan pertaining to parking, landscaping and signage for future review of the DSP. At time of DSP, the site's conformance to the design standards and the applicable standards for off-street parking and loading, signage, and landscaping will be reviewed.

- (b) **For property placed in the M-X-T Zone through a Sectional Map Amendment or through a Zoning Map Amendment intended to implement land use recommendations for mixed-use development recommended by a Master Plan or Sector Plan that is approved after October 1, 2006, and for which a comprehensive land use planning study was conducted by Technical Staff prior to initiation:**

- (1) **The design guidelines or standards intended to implement the development concept recommended by the Master Plan, Sector Plan, or the Sectional Map Amendment Zoning Change, and a referenced exhibit of record for the property shall provide guidance for the development regulations to be incorporated into the Conceptual Site Plan.**
- (2) **The limitations on the maximum percentages of townhouses contained in Section 27-547(b)(7), footnote 7 and the lot size and lot width requirements in Section 27-548(h) shall not apply. However, the Planning Board or District Council may impose similar restrictions where appropriate, only to implement the recommendations of the Master Plan or Sector Plan.**

Comment: In a memorandum dated April 5, 2011, the Community Planning South Division provided a complete history of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*. The subject site was rezoned to the M-X-T Zone and a comprehensive visual assessment of the project area's land use was carried out to evaluate the opportunities to achieve the General Plan vision for Centers and Corridors in 2006 before the initiation of the 2008 sector plan. In addition, in December 2006 a Market Potentials and Recommendations for Branch Avenue Corridor Report was produced. The site meets the above criteria.

In the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*, specific design guidelines for the development of the Core Area where the site is located have been prescribed to implement the development vision and concept for the area. An exhibit for the development of the larger area, including the subject site, was also included in the sector plan. The sector plan also provides the density range and building height standards among other site, building, amenities, and circulation design standards for the Core Area. The CSP has been reviewed for conformance with the applicable standards. A complete set of the design standards has also been derived from both the sector plan and Zoning Ordinance to be used as general guide in review of the future detailed site plan for the site. No residential use has been proposed in this development.

Sec. 27-548. M-X-T Zone.

- (a) **Maximum floor area ratio (FAR):**
 - (1) **Without the use of the optional method of development -- 0.40 FAR;**
 - and**
 - (2) **With the use of the optional method of development -- 8.00 FAR.**

Comment: See the above Finding 8 (b). The density range for the development on the subject site has been prescribed by the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*.

- (b) **The uses allowed in the M-X-T Zone may be located in more than one (1) building, and on more than one (1) lot.**

Comment: The proposed mixed-use development consists of office and retail uses and will be implemented in two phases. The first phase includes one office building connecting to a seven-story parking garage and one retail building. The second phase will have another office building and two retail buildings and additional structured parking. The CSP satisfies this requirement.

- (c) **Except as provided for in this Division, the dimensions for the location, coverage, and height of all improvements shown on an approved Detailed Site Plan shall constitute the regulations for these improvements for a specific development in the M-X-T Zone.**

Comment: This requirement will be reviewed at time of DSP.

- (d) **Landscaping, screening, and buffering of development in the M-X-T Zone shall be provided pursuant to the provisions of the Landscape Manual. Additional buffering and screening may be required to satisfy the purposes of the M-X-T Zone and to protect the character of the M-X-T Zone from adjoining or interior incompatible land uses.**

Comment: The landscaping, screening and buffering issues will be reviewed at time of DSP.

- (e) **In addition to those areas of a building included in the computation of gross floor area (without the use of the optional method of development), the floor area of the following improvements (using the optional method of development) shall be included in computing the gross floor area of the building of which they are a part: enclosed pedestrian spaces, theaters, and residential uses. Floor area ratios shall exclude from gross floor area that area in a building or structure devoted to vehicular parking and parking access areas (notwithstanding the provisions of Section 27-107.01). The floor area ratio shall be applied to the entire property which is the subject of the Conceptual Site Plan.**

Comment: The calculation of gross floor area does not include the area in a building or structure devoted to vehicular parking and parking access areas. The subject application meets this requirement.

- (f) **Private structures may be located within the air space above, or in the ground below, public rights-of-way.**

Comment: This project does not propose any private structures in the air space above, or in the ground below, the public right-of-way.

- (g) **Each lot shall have frontage on, and direct vehicular access to, a public street, except lots for which private streets or other access rights-of-way have been authorized pursuant to Subtitle 24 of this Code.**

Comment: A preliminary plan of subdivision for this site is currently under review by the Subdivision Review Section. The Subdivision Review Section's review will make sure each lot will have frontage on, and direct vehicular access to, a public street.

9. ***Prince George's County Landscape Manual***: The proposed mixed-use redevelopment is subject to Section 4.2, Requirements for Landscape Strips Along Streets; Section 4.3, Parking Lot Requirements; Section 4.4 Screening Requirements; Section 4.6, Buffering Development from Streets; Section 4.7 Buffering Incompatible Uses; and Section 4.9 Sustainable Landscaping Requirements of the 2010 *Prince George's County Landscape Manual*. The CSP provides illustrative landscaping to fulfill submittal requirements. However, additional detailed landscaping information in the format of a landscape plan should be provided for review at the time of detailed site plan.

For the purposes of Section 4.7 of the *Prince George's County Landscape Manual*, Buffering Incompatible Uses, the office building and associated parking garage will be considered medium impact uses. Along the property line adjacent to an existing multifamily residential development, a Type B bufferyard, including a minimum building setback of 30 feet and a minimum landscaped yard of 20 feet, will be required between the two sites.

10. **Woodland and Wildlife Habitat Conservation Ordinance and Tree Canopy Coverage Ordinance**: The proposed mixed-use redevelopment is also subject to the requirements of both the woodland and wildlife habitat conservation and tree canopy coverage ordinance.

- a. Subtitle 25, Division 2, the Woodland and Wildlife Habitat Conservation Ordinance governs the subject property because the gross tract area of the site exceeds 40,000 square feet and there are more than 10,000 square feet of existing woodland on the subject site. A Type 1 tree conservation plan has been submitted with the application.

The site has a total woodland conservation requirement of 4.10 acres. The Type 1 tree conservation plan (TCP1) plan shows the clearing of all existing woodland on the site. The plan shows the total requirement of 4.10 acres being met off-site.

The zoning designation of the property shown on the TCP1 worksheet is incorrect. The TCP indicates that the site is zoned C-S-C; however, the CSP indicates that the site is zoned M-X-T. Revise the plans as necessary to label the correct zoning on the plans because the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment* rezoned the property to the M-X-T Zone. Conditions requiring these revisions be done prior to certification have been included in the Recommendation Section of this report.

- b. Subtitle 25, Division 3, Tree Canopy Coverage (TCC) Ordinance requires a minimum percentage of tree canopy coverage on properties that require a grading permit. Properties zoned M-X-T are required to provide a minimum of 10 percent of the gross tract area in tree canopy coverage.

The overall development has a gross tract area of 14.80 acres and as such, tree canopy coverage of 1.48 acres is required. A conceptual landscape plan has been submitted but does not provide enough detail to review for conformance with this requirement. Because this application is only conceptual and information with regard to the specific site and building layout and final design is not required, tree canopy coverage should be reviewed at time of detailed site plan. A condition requiring such has been included in the Recommendation Section of this report.

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

- a. **Community Planning**—In a memorandum dated April 5, 2011, the Community Planning South Division provided a comprehensive history of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment* from the studies prior to initiation to the final completion of the plan. The community planner noted that the application is consistent with the 2002 General Plan Development Pattern policies for the Developed Tier Centers and Corridors by proposing a mixed-use development plan containing approximately 1.6 million square feet of office space and approximately 20,000 square feet of retail/commercial space adjacent to the Naylor Road Metro Station.

The Community Planning South Division further pointed out that the application conforms to the mixed-use, high-density residential/office/retail land use recommendation of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment* for the Naylor Road Metro Station Core Area. The CSP provides the office concentration that is envisioned for the Naylor Road Metro Station Core Area. In addition, the community planner discussed conformance with the M-X-T Zone requirements and pointed out several issues regarding the application's conformance with the intent of the sector plan's design standards and guidelines.

Comment: Final conformance with the applicable sector plan design standards and guidelines will be determined at the time of detailed site plan review; however, certain design standards have been included as conditions of approval within the Recommendation Section of this report to set appropriate design parameters for the future development on the site.

- b. **Subdivision Review Section**—In a memorandum dated March 23, 2011, the Subdivision Review Section noted that the site is currently improved with 128,130 square feet of retail space, based on information provided on the submitted plan. The subject Conceptual Site Plan, CSP-10005, proposes to redevelop the subject property with a mixed-use development, in two phases, comprising of a total of 1,611,850 square feet of office and retail space. A preliminary plan of subdivision 4-11001 is currently pending with the Subdivision Review Section.

The Subdivision Section concluded that the boundary of the site on the preliminary plan is consistent with the conceptual site plan. Preliminary Plan 4-11001 proposes to re-subdivide the property from 7 parcels into 8 parcels and includes a variation request for direct access onto Branch Avenue (MD 5), an arterial road. Pursuant to Section 27-270 of the Zoning Ordinance, Order of Approvals, and Conceptual Site Plan CSP-10005, will need to be approved prior to the approval of the preliminary plan. There are no subdivision issues at this time.

- c. **Transportation Planning Section**—In a memorandum dated April 18, 2011, the Transportation Planning Section provided a comprehensive review and analysis of the traffic impact of the proposed development. The Transportation Planning Section concluded that the plan conforms to the required findings for approval of the conceptual site plan from the standpoint of transportation subject to three conditions regarding specific road frontage improvements and trip caps. Those three conditions have been included in the Recommendation Section of this report.

In a separate memorandum dated March 24, 2011 from the Transportation Planning Section, the trails planner indicated that they had reviewed the submitted conceptual site plan application for conformance with the 2009 *Approved Countywide Master Plan of Transportation* (MPOT) and the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment* (SMA).

Both the MPOT and sector plan recommend continuous sidewalks and bicycle facilities along Branch Avenue and in the vicinity of the subject site in order to facilitate transit-oriented development and multi-modal access to Metro. The trails planner gave an analysis of the detailed recommendations within the sector plan regarding pedestrian access and safety along Branch Avenue and to the Metro, and the policies within MPOT related to pedestrian access and the provision of sidewalks within designated centers and corridors, as well as other areas in the Developed and Developing Tiers.

The trails planner indicated that the subject application reflects streetscape improvements along the entire frontage of Branch Avenue that meet the intent of the master plan. Restriping for designated bike lanes can be considered by the Maryland State Highway Administration as part of road resurfacing or streetscape improvements along the corridor. Crosswalks, accessible clear space, and pedestrian safety features will be addressed at the time of preliminary plan and detailed site plan.

Other areas of concern, as mentioned by the trails planner, include pedestrian access to the future Phase 2 office building and the feasibility of a more direct pedestrian connection from the existing adjacent apartments, through the site, to the metro station. The feasibility of the connection should be explored as part of the CSP, and an alignment should be included on the preliminary plan and detailed site plan. If it is determined that a pedestrian connection is not feasible or practical, the preliminary plan approval should include a finding documenting why this connection cannot be provided.

The trails planner concluded that from the standpoint of non-motorized transportation, this plan is acceptable, fulfills the intent of applicable master plans and functional plans, fulfills prior conditions of approval, and meets the finding required for a conceptual site plan as described in Section 27-285 of the Zoning Ordinance if the following conditions were to be put in place.

The trails planner recommends five conditions as follows:

- (1) Provide a wide pedestrian streetscape along the subject site's entire frontage of Branch Avenue (MD 5). The placement of the street furniture, crosswalks, pedestrian safety features, and accessible clear space will be evaluated at the time of detailed site plan.
- (2) Evaluate the feasibility of a trail or sidewalk connection through the subject site that provides direct access from the adjacent apartment units to Metro. This connection may be along either the fire access lane, the southeastern edge of the subject site, or at another location agreeable to the applicant and the Transportation Planning Section. This connection shall be marked and labeled on the approved preliminary plan and detailed site plan. If it is determined that a connection is not feasible, the applicant shall provide a finding documenting why the connection cannot be provided.

- (3) Provide pedestrian signals at all signalized intersections along MD 5 on the subject site, unless modified by SHA.
- (4) Provide high visibility and contrasting crosswalks and Americans with Disabilities Act (ADA) accessible ramps and curb cuts at all ingress/egress points for the subject site along MD 5, unless modified by SHA.
- (5) Revise the conceptual site plan to include at least one pedestrian route to the future Phase 2 office building. This route shall provide access from the future building to the proposed retail space and Branch Avenue Corridor.

Comment: After the trails referral was completed, the applicant submitted a Conceptual Circulation Plan, which indicates the location of a pedestrian connection to the future Phase 2 office building in response to the suggested condition. Additionally, the applicant submitted a letter, dated April 5, 2011, indicating their analysis of the feasibility of a pedestrian connection through the subject site from the adjacent apartment complex site. In conclusion, the applicant indicated that extremes in grade, proposed retaining walls, existing utility easements and the required security zone for the potential federal government tenant prevent the creation of a public pedestrian route from the adjacent apartment complex through the site. They then evaluated the existing conditions in the area and indicated that convenient, safe, pedestrian routes along Curtis Drive and Branch Avenue linking the apartment complex to the metro are recommended. All five conditions above except for Condition 3 have been addressed by the circulation plan. Due to their locations within the right-of-way of SHA, the pedestrian signal issue will be evaluated by the SHA at time of issuance of access permit for the property.

- d. **Environmental Planning Section**—In a memorandum dated March 31, 2011, the Environmental Planning Section provided a background and an environmental review of this application. The environmental planner noted that the site's conformance with Subtitle 25, Division 3 the Tree Canopy Coverage Ordinance will be evaluated at time of DSP review for this site. The Environmental Planning Section recommended approval of the CSP subject to two conditions that require four revisions to the CSP and submittal of an approved Stormwater Management Concept approval prior to certification of this CSP.

Comment: The applicant has revised the CSP during the review process to address all conditions recommended by the Environmental Planning Section. No environmental conditions have been recommended in this report.

- e. **Historic Preservation Section**—In a memorandum dated March 17, 2011, the Historic Preservation Section indicated they had reviewed the subject application in regard to its relationship to the adjacent Suitland Parkway (Historic Site #76A-022), which was constructed from 1943–1944 and consists of nine miles of roadway (of which more than six miles are within Prince George's County). The application included a Site Context Study that addresses sightlines and viewsheds to and from Suitland Parkway and the project site. The study's illustrations indicate that only portions of the project will be visible from nearby locations at selected times of year. The partial visibility is a result of

the general elevation of the project site above the nearby section of the parkway and its roadbed, woodland within the parkway right-of-way at this location and the elevated Metro track in the vicinity. Phase 1 archeological investigations are not recommended for this 14.8-acre property. The site was previously developed with a roller-skating rink, shopping center, parking lots and several commercial structures that line Route 5 (Branch Avenue). The probability of the subject property containing significant archeological resources is low.

The Historic Preservation Section concluded that the subject application plans for a complex of buildings that when completed, will significantly enhance an important, but underdeveloped site close to the Naylor Road Metro Station. There is no test for architectural compatibility to use when judging an early 21st century office and commercial complex against the historic integrity and significance of a mid-20th–century parkway that is a transportation-related and scenic corridor. The contemporary architectural expression selected for the project reflects the time in which it will be built. Nevertheless, the Naylor Station project is designed to minimize its impact on the adjacent parkway. To the extent that the project will be partially visible from the parkway at certain times of the year and from certain vantage points, the project layout with larger buildings located away from the openness of the Branch Avenue intersection, will allow much of the project to be buffered by trees within the parkway and/or the Metro tracks. The green elements of this project represent a significant improvement over the current structure and its substantial paved and un-landscaped parking area. Taken as a whole, this project is poised to be a substantial amenity and a notable visual landmark within what will become an increasingly important parkway intersection and a gateway to Prince George’s County.

The Historic Preservation Staff recommends that the Planning Board approve Conceptual Site Plan CSP-10005 without conditions.

- f. **Department of Public Works and Transportation (DPW&T)**—In a memorandum dated March 16, 2011, DPW&T indicated that both the Suitland Parkway and Branch Avenue are State-maintained roadways and coordination with the Maryland State Highway Administration is required. Sidewalks are required along all State roads that have concrete curb and gutter in accordance with current DPW&T standards and specifications. The site plan is not consistent with the previously approved Stormwater Management Concept Plan 8888-2010, dated April 10, 2010. A revised concept is required to be submitted.

Comment: The applicant provided a revised Stormwater Concept Approval Letter 8888-2010-01, dated March 28, 2011, which brings the CSP into conformance with the approved concept.

- g. **Maryland State Highway Administration (SHA)**—During the Subdivision and Development Review Committee (SRDC) review of this CSP, the SHA agreed with the access points proposed by the applicant. The applicant is currently working with the SHA to purchase the public easement along Branch Avenue. However, at the time this staff report was written, the Urban Design Section had not yet received comments from the SHA.

- h. **National Park Service (NPS)**—At the time of writing of this technical staff report, comments had not been received from NPS.

- i. **Washington Metropolitan Area Transit Authority (WMATA)**—At the time of writing of this technical staff report, comments had not been received from WMATA.
 - j. **Washington Suburban Sanitary Commission (WSSC)**—In a memorandum dated March 18, 2011, WSSC provided standard comments regarding on-site utilities and hydraulics. They indicated that an existing active eight-inch water main and eight-inch sewer main are available to serve the proposed site.
 - k. **Verizon**—At the time of writing of this technical staff report, comments had not been received from Verizon.
 - l. **Potomac Electric Power Company (PEPCO)**—At the time of writing of this technical staff report, comments had not been received from PEPCO.
12. As required by Section 27-276 (b)(1) of the Zoning Ordinance, the subject CSP represents a most 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. In addition, as required by Section 27-276 (b)(4) of the Zoning Ordinance, the subject CSP has demonstrated the preservation and/or restoration of the regulated environmental features in a natural state to the fullest extent possible.

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 Conceptual Site Plan CSP-10005, Naylor Station, and Type 1 Tree Conservation Plan TCP1-003-11, subject to the following conditions:

- 1. Prior to certification of this conceptual site plan (CSP), the applicant shall
 - a. Revise the CSP, if necessary, to reflect the most current stormwater concept approval.
 - b. Provide a site plan note to indicate that alternative layout of the retail building is included in this CSP.
- 2. At the time of detailed site plan, the applicant shall:
 - a. Provide the site plan and landscape plan details for the alternative retail building location, including but not limited to, the layout, landscaping, pavement, screening of the surface parking spaces, and location of sidewalks.
 - b. Provide a build-to line (BTL) along Branch Avenue (MD 5) in relation to the ultimate road curb location, as determined by the Maryland State Highway Administration (SHA).
 - c. Show evidence of efforts to work with SHA to resolve the existing easement issue and how it relates to building and parking placement.
 - d. Provide information regarding conformance with Subtitle 25, Division 3, the Tree Canopy Coverage Ordinance.

e. Comply with general design parameters as follows:

General

- Building height¹ 4-12 stories
- Density 1.0-2.5

Site Design

- Build-to line (Branch Avenue) Minimum 20 feet and Maximum 25 feet from the curb line
- Building setbacks (other property lines) 20 feet
- For additional site design standards, see pages 58–59 of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*

Building Design

- See Building Design Standards on Pages 60–62 of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*

Parking

- At rear of the building, minimum 90 percent in the parking structure
- Parking ratio (See Table 7 on page 59 of the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment*)
- Provide a low masonry wall or hedge, or a combination of both wall and landscaping at those locations where surface parking can be viewed from Branch Avenue.
- Any applicable requirements of Part 11 of the Zoning Ordinance

Signage

- Pole-mounted signs are not permitted.
- All freestanding signs shall be in the form of monumental signs.
- A maximum three primary identification signs are allowed for the campus. The primary identification sign may be a ground-mounted monumental sign or in combination with other entrance features such as a low wall. The maximum height of the primary identification sign shall not exceed 6 feet. The maximum sign face area (both sides) of each monumental identification sign shall not exceed 100 square feet.
- One primary building-mounted sign is allowed for each retail storefront. An additional secondary sign is allowed for each retail store. The signs shall be located below the roof line. Total sign face area on a given façade area shall not exceed 10 percent of the façade solid area.
- The maximum sign face area for the directional signage shall be 20 square feet.

¹ For primary building, if more than one building is proposed in the application.

Landscaping

- Applicable sections of the Landscape Manual.

Others

- Other standards governing the site amenities such as lighting in the 2008 *Approved Branch Avenue Corridor Sector Plan and Sectional Map Amendment* under Design and Appearance Section.

3. Prior to approval of the Preliminary Plan of Subdivision, any internal roadway sections shown in this plan that are not consistent with the County Road Ordinance, or State Road Standards and Specifications, shall all have approval of the Department of Public Works and Transportation, or SHA unless it is approved for private maintenance.
4. Prior to the issuance of any building permits for the subject property, the following road improvements shall (a) have full financial assurances, (b) have been designed per the appropriate operating agency, (c) have been permitted for construction through the operating agency’s access permit process, and (d) have an agreed-upon timetable for construction with the appropriate operating agency:
 - a. **Branch Avenue (MD 5) and Silver Hill Road (MD 458)**
 - (1) Convert northbound right turn lane to through/right-turn lane
 - (2) Add a second westbound left-turn lane on Silver Hill Road (MD 458).
 - (3) Modify and rebuild the existing traffic signal
 - b. **Branch Avenue (MD 5) and Curtis Drive**
 - (1) Convert northbound right-turn lane to through/right-turn lane
 - (2) Restripe northbound MD 5
 - (3) Modify and rebuild the existing traffic signal to interconnect with all other signals
 - c. **Branch Avenue (MD 5) and Naylor Road / Site Access**
 - (1) Construct double left-turn lanes along southbound MD 5
 - (2) Prohibit left turns from Naylor Road to northbound MD 5
 - (3) Install traffic signal and interconnect with all other signals
 - d. **Branch Avenue (MD 5) and New Site Access Road**
 - (1) Construct double left-turn lanes along southbound MD 5
 - (2) Provide two left-turn lanes, and one right-turn lane along the westbound approach
 - (3) Install traffic signal and interconnect with all other signals
 - e. **Branch Avenue (MD 5) Along Site’s Frontage**
 - (1) Reconstruct and reconfigure MD 5 median
 - (2) Modify and interconnect all existing and proposed traffic signals along MD 5 between Suitland Parkway and Silver Hill Road (MD 458).

- (3) Construct bus/ vehicle pull-off area and install bus shelter
 - (4) Install pedestrian crosswalks and pedestrian countdown signal head at all existing and proposed traffic signals
 - (5) Widen by one lane, the northbound MD 5 from Suitland Parkway Eastbound Ramp to a point 2,000 ft north of the westbound Suitland Parkway Ramp.
- f. **Branch Avenue (MD 5) and Metro Entrance**
- (1) Close the east leg to general traffic
 - (2) Modify and interconnect the existing traffic signal
 - (3) Provide for future Bike sharing station
- g. **Branch Avenue (MD 5) and Westbound Suitland Parkway ramps**
- (1) Widen westbound Suitland Parkway off-ramp to include a double left/through lanes and one right-turn lane.
 - (2) Install and interconnect traffic signal
- h. **Branch Avenue (MD 5) and Eastbound Suitland Parkway ramps**
- (1) Install and interconnect traffic signal
- i. **Suitland Parkway and Naylor Road**
- (1) Construct the 2nd southbound left-turn lane
 - (2) Construct the 2nd northbound left-turn lane
 - (3) Modify the existing traffic signal
 - (4) Install pedestrian crosswalks and pedestrian countdown signal head
5. Total development of the site shall be limited to uses that would generate no more than 1,770 AM and 1,711 PM new peak-hour vehicle trips (in consideration of the approved trip rates and the approved methodologies for computing trips associated with the existing shopping center). Any development generating an impact greater than that identified hereinabove shall require an amendment to the Preliminary Plan of Subdivision 4-11001 with a new review of the adequacy of transportation facilities.