

R E S O L U T I O N

WHEREAS, the Prince George’s County Planning Board has reviewed Departure from Sign Design Standards DSDS-690 requesting a departure for 217.3 square feet of signage in accordance with Subtitle 27 of the Prince George’s County Code; and

WHEREAS, after consideration of the evidence presented at the public hearing on November 10, 2016, the Prince George’s County Planning Board finds:

1. **Request:** The subject approval is to allow an additional 217.3 square feet above the 221.3 square feet of wall signage allowed for an 8,920-square-foot multi-tenant retail building within the retail area of Steeplechase Business Park.

2. **Development Data:**

Sign Design Data—Building-Mounted Signage Area

| Lineal feet of width at front of the building | Maximum Area Permitted | Area Requested | Departure Requested |
|--|-------------------------------|-----------------------|----------------------------|
| 1,140.7 feet | 221.3 sq. ft. | 438.6 sq. ft.* | 217.3 sq. ft. |

The subject 221.3-square-foot Departure from Sign Design Standards (DSDS-690) is for 217.3 square feet more than permitted.

3. **Location:** The subject property is known as Parcel 65, located in the northeastern quadrant of the intersection of Hampton Park Boulevard and Alaking Court, in Planning Area 75A, and Council District 6.
4. **Surrounding Uses:** The subject property, Parcel 65, is bounded to the north by vacant land (Parcel 66 of the Steeplechase- Business Park) in the Light Industrial (I-1) Zone; to the east by an unimproved right-of-way with a warehouse beyond (Parcel 53 of the Steeplechase Business Park) in the I-1 Zone; to the south by Alaking Court with a two multi-tenant retail buildings and a Chick-fil-A beyond (Parcels 36, 50 and 63 of the Steeplechase Business Park) in the I-1 Zone; and to the west by Hampton Park Boulevard with commercial retail uses, on Parcel K, Parcel 60 and Parcel 24 of the Steeplechase Business Park beyond in the I-1 Zone.
5. **Previous Approvals:** On March 4, 2004, the Prince George’s County Planning Board approved Preliminary Plan of Subdivision 4-03113 for the Steeplechase Business Park. On March 11, 2004, the Planning Board adopted PGCPB Resolution No. 04-49, formalizing that approval. On July 11, 2006, the Prince George’s County District Council approved Detailed Site Plan DSP-05044 for the retail portion of the development along Alaking Court. On July 23, 2007, the District Council approved Detailed Site Plan DSP-05044-01. In conjunction with DSP-05044-01,

the Planning Board and District Council also approved Departure from Sign Design Standards DSDS-641 for freestanding and building-mounted signage. Detailed Site Plan DSP-05044-02 was approved by the Planning Board on June 25, 2009. On July 16, 2009, the Planning Board adopted PGCPB Resolution No. 09-111, formalizing that approval. Four other Planning Director-level revisions have been approved since for minor site and architectural changes; (DSP-05044-03 on February 4, 2010, DSP-05044-04 on October 6, 2010, DSP-05044-05 on August 11, 2011 and DSP-05044-06 on May 29, 2013). A seventh revision of the DSP-15044-07 was approved on January 8, 2015, for a multitenant retail building and a restaurant, with PGCPB Resolution No. 15-01 adopted the same day. The 2010 *Glenn Dale-Seabrook-Lanham and Vicinity Approved Sector Plan and Sectional Map Amendment* (Glenn Dale-Seabrook-Lanham Sector Plan and SMA) maintained the I-1 Zone on the subject property. The site is also the subject of Stormwater Management Concept Plan 8004290-2000-08 approved by the Department of Permitting, Inspections and Enforcement (DPIE) on October 8, 2014 and valid until October 8, 2017.

6. **Signage:** Signage for the project includes:

- a. A freestanding sign to be placed at the corner of the development at the intersection of Alaking Court and Hampton Park Boulevard. The sign is herein approved at 15 feet tall and six feet wide. The upper portion of the sign is fabricated aluminum. Raised aluminum panels provide the name and address/location of each tenant. The base is brick, with stone slabs as accents. The emblem for the Steeplechase Business Park is placed in the center of the base.
- b. Wall-mounted signage, the subject of this approval (Departure from Sign Design Standards DSDS-690), includes the following:

| SPACE | MAX. ALLOWED SIGN AREA/BLDG SQ. FT. | MAX ALLOWED SIGN AREA/SPACE SQ. FT. | SIGN FRONT SQ. FT. | SIGN SIDE SQ. FT. | SIGN REAR SQ. FT. | TOTAL PROVIDED SQ. FT. |
|--------------|---|---|--------------------------|-------------------------|-------------------------|------------------------------|
| 101 | 222.3 | 51.3 | 30 | 78.6 | 30 | 138.6 |
| 102 | 222.3 | 40 | 30 | 0 | 30 | 60 |
| 103 | 222.3 | 40 | 30 | 0 | 30 | 60 |
| 104 | 222.3 | 40 | 30 | 0 | 30 | 60 |
| 105 | 222.3 | 50 | 30 | 60 | 30 | 120 |
| TOTAL | | 221.3 | | | | 438.6 |

- c. Directional signs including: parking signs such as, “exit only,” “do not enter” signs and a digital order screen and pre-order menu board to assist in safe on site circulation on a physically tight site with a drive-through restaurant.

7. **Prince George's County Zoning Ordinance:** The subject approval has been reviewed for compliance with the requirements of Part 12, Signs and Section 27-239.01(b)(7), Departures From Design Standards of the Zoning Ordinance.

The subject approval is to allow a Departure from Sign Design Standards (DSDS-690) to exceed the maximum wall signage allowed by 217.3 square feet. Sign design standards in Section 27-613, attached to a building or canopy, prescribe specific requirements for sign design in the I-1 Zone as follows:

(c) **Area.**

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

(C) **In all Commercial Zones (except the C-O Zone) and all Industrial Zones (except the I-3 and U-L-I Zones), if all of the permissible sign area is to be used on any building that is located within an integrated shopping or industrial center or office building complex, the following applies:**

- (i) **The area of all of the signs on a building shall be not more than two (2) square feet for each one (1) lineal foot of width along the front of the building measured along the wall containing the principal entrance of each individual place of business to a maximum of four hundred (400) square feet.**
- (ii) **If there is more than one (1) use sharing the same building width along the entrance wall, such as on two (2) floors, the sign area shall be the same as if only one (1) business was using the width.**

Section 27-239.01(b)(7), Departures from Design Standards, of the Zoning Ordinance outlines the required findings for approval of a departure.

(A) **In order for the Planning Board to grant the departure, it shall make the following findings:**

- (i) **The purposes of this Subtitle will be equally well or better served by the applicant's proposal;**

Section 27-550. Purposes

- (a) **The purposes of this Part are:**

- (1) To require (in connection with each building constructed and each new use established) off-street automobile parking lots and loading areas sufficient to serve the parking and loading needs of all persons associated with the buildings and uses;**
- (2) To aid in relieving traffic congestion on streets by reducing the use of public streets for parking and loading and reducing the number of access points;**
- (3) To protect the residential character of residential areas; and**
- (4) To provide parking and loading areas which are convenient and increase the amenities in the Regional District.**

The purposes of the Zoning Ordinance set forth in Section 27-102, in general, are to protect the health, safety, and welfare of the general public and to encourage economic development activities in Prince George's County. The applicant seeks to create and provide a high-quality identity that will attract quality businesses and create a solid image that can be appreciated by diverse users, tenants, and patrons. The additional signage area provides for adequate identification and advertisement in a manner that is compatible with the land use. The signage will support the Subtitle purposes by implementing the applicable land use plans, guiding orderly growth, and encouraging the appropriate use of land.

- (ii) The departure is the minimum necessary, given the specific circumstances of the request;**

The applicant considers the departure to be the minimum necessary to provide for visibility of signs for each tenant from the two road frontages of the subject site. It should be noted that the proposed sign sizes, design, and locations will be consistent with signage on other buildings within the retail area of Steeplechase Business Park. For these reasons, it is reasonable to conclude that the departure is the minimum necessary given the specific circumstances of the request.

- (iii) The departure is necessary in order to alleviate circumstances which are unique to the site or prevalent in the areas of the County developed prior to November 29, 1949;**

The site has an unusual orientation to two streets: Hampton Park Boulevard, and Alaking Court. In addition, the building will contain approximately five separate tenants, each of which will reasonably expect separate building-mounted signage. This combination of circumstances is unique to the site and justifies approval of the request for an increase in the maximum area of building-mounted signage.

(iv) The departure will not impair the visual, functional or environmental quality or integrity of the site or of the surrounding neighborhood;

The requested departure assists in the overall effort to provide safe, attractive signage. The additional signage area, provided for adequate identification and advertisement, is consistent with the land use. The departure will not impair the visual, functional, or environmental quality or integrity of the surrounding neighborhood and nearby community. By contrast, it fits in with the overall commercial and industrial character of the immediate neighborhood.

NOW, THEREFORE, BE IT RESOLVED, that pursuant to Subtitle 27 of the Prince George's County Code, the Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission adopted the findings contained herein and APPROVED the above-noted application.

BE IT FURTHER RESOLVED, that an appeal of the Planning Board's action must be filed with the District Council for Prince George's County, Maryland within thirty (30) days of the final notice of the Planning Board's decision.

* * * * *

This is to certify that the foregoing is a true and correct copy of the action taken by the Prince George's County Planning Board of The Maryland-National Capital Park and Planning Commission on the motion of Commissioner Washington, seconded by Commissioner Bailey, with Commissioners Washington, Bailey, Doerner, Geraldo, and Hewlett voting in favor of the motion at its regular meeting held on Thursday, November 10, 2016, in Upper Marlboro, Maryland.

Adopted by the Prince George's County Planning Board this 1st day of December 2016.

Patricia Colihan Barney
Executive Director

By Jessica Jones
Planning Board Administrator