

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



*Note: Staff reports can be accessed at [www.mncppc.org/pgco/planning/plan.htm](http://www.mncppc.org/pgco/planning/plan.htm).*

# Conceptual Site Plan

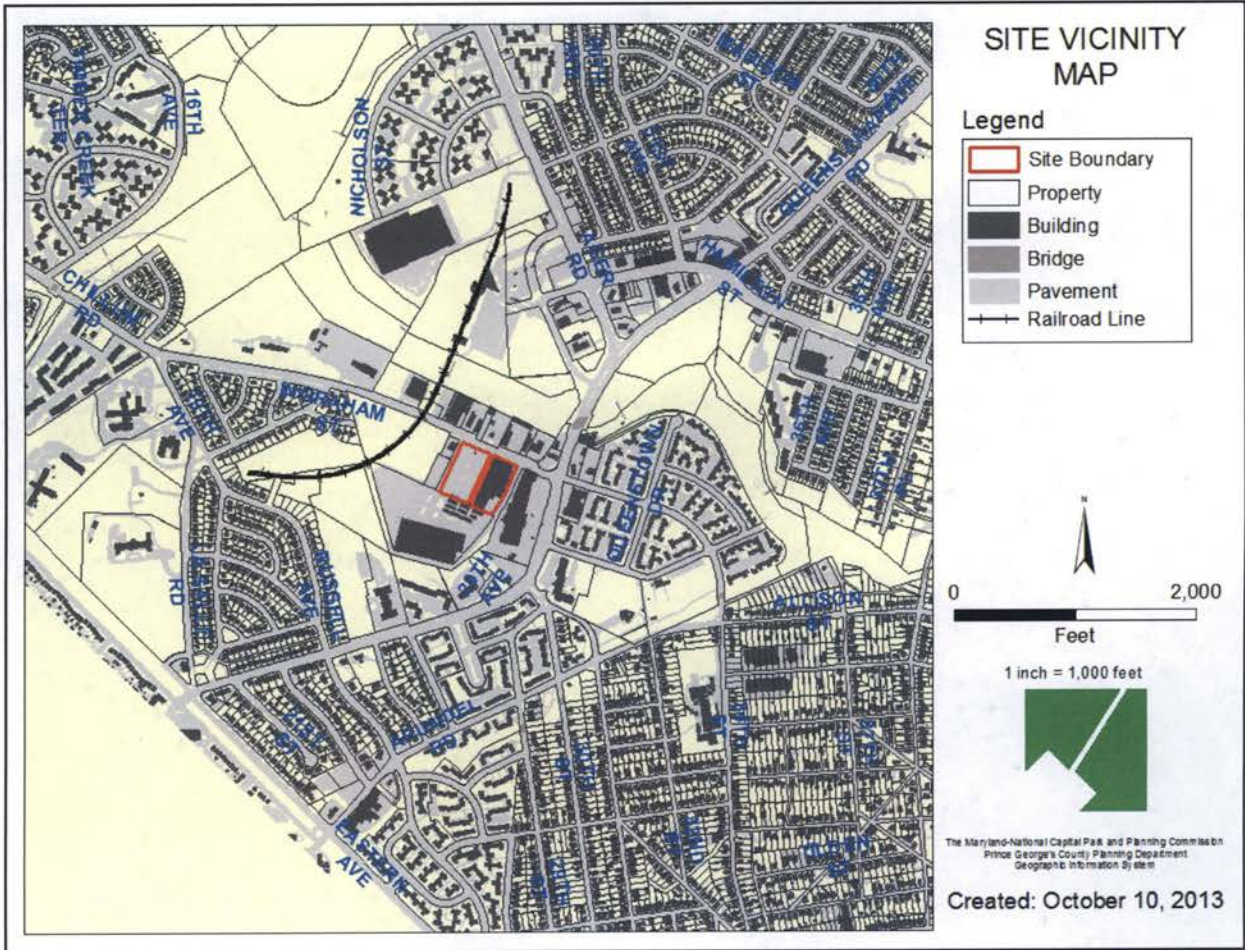
## Detailed Site Plan

**CSP-13009**  
**DSP-13041**

Application	General Data	
<b>Project Name:</b> Chillum Road Shopping Center  <b>Location:</b> On the south side of Chillum Road (MD 501), approximately 320 feet west of its intersection with Queens Chapel Road.  <b>Applicant/Address:</b> Chillum Road Shopping Center LLC 1919 M Street, Suite 320 Washington, DC 20036	Planning Board Hearing Date:	05/15/14
	Staff Report Date:	05/01/14
	Date Accepted:	03/20/14
	Planning Board Action Limit:	05/30/14
	Plan Acreage:	6.94
	Zone:	M-X-T/T-D-O
	Dwelling Units:	N/A
	Gross Floor Area:	63,194 sq. ft.
	Planning Area:	68
	Tier:	Developed
	Council District:	02
	Election District	17
	Municipality:	N/A
200-Scale Base Map:	206NE02	

Purpose of Application	Notice Dates	
To amend the sign requirements of the 2006 Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment for West Hyattsville for the Chillum Road Shopping Center.	Informational Mailing:	11/12/13
	Acceptance Mailing:	03/19/14
	Sign Posting Deadline:	04/15/14

<b>Staff Recommendation</b>		<b>Staff Reviewer:</b> Ruth Grover, M.U.P., A.I.C.P. <b>Phone Number:</b> 301-952-4317 <b>E-mail:</b> <a href="mailto:Ruth.Grover@ppd.mncppc.org">Ruth.Grover@ppd.mncppc.org</a>	
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-13009 and Detailed Site Plan DSP-13041  
Chillum Road Shopping Center

The Urban Design Section has completed the review of the subject applications and appropriate referrals and presents the following evaluation and findings leading to a recommendation of APPROVAL with conditions, as described in the Recommendation Section of this staff report.

EVALUATION

The conceptual site plan and detailed site plan applications were reviewed and evaluated for compliance with the following criteria:

- a. The requirements of the Zoning Ordinance for the Mixed Use-Transportation Oriented (M-X-T) and Transit District Overlay (T-D-O) Zones.
- b. The requirements of Final Plat WWW 39-42.
- c. The requirements of the 2010 *Prince George's County Landscape Manual*.
- d. The requirements of the Prince George's County Woodland Conservation and Tree Preservation Ordinance.
- e. The requirements of the Prince George's County Tree Canopy Coverage Ordinance.
- f. Referral comments.

FINDINGS

Based upon the evaluation and analysis of the subject applications, the Urban Design Section recommends the following findings:

1. **Request:** The subject conceptual site plan (CSP) and detailed site plan (DSP) propose to amend the sign requirements of the 2006 Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment for the West Hyattsville Transit District Overlay Zone (West Hyattsville TDDP) exclusively for the Chillum Road Shopping Center.

2. **Development Data Summary:**

	<b>EXISTING</b>	<b>PROPOSED</b>
Zone(s)	M-X-T/T-D-O	M-X-T/T-D-O
Use(s)	Integrated Shopping Center	Integrated Shopping Center
Acreage	6.94	6.94
Parcels	2	2
Lots	N/A	N/A
Gross Floor Area	78,887	78,887

3. **Location:** The subject property is located on the south side of Chillum Road (MD 501), approximately 320 feet west of its intersection with Queens Chapel Road. The property is also located in Planning Area 68, Council District 2, and in the Developed Tier.

4. **Surrounding Uses:** The site is bounded on the northeast by Chillum Road (MD 501); to the northwest by a Washington Metropolitan Area Transit Authority (WMATA) Metro use in the Mixed Use–Transportation Oriented and Transit District Overlay (M-X-T/T-D-O) Zones; to the southwest by a WMATA Metro use and a self-storage facility in the M-X-T/T-D-O Zone; and to the southeast by the Chillum Shopping Center in the M-X-T/T-D-O Zone.

5. **Previous Approvals:** The site is subject to the requirements of Final Plat WWW 39-42.

6. **Applicant’s Justification for the Request:** The applicant requests, in accordance with the West Hyattsville TDDP, an amendment through a CSP for the subject property to amend the sign regulations of the West Hyattsville TDDP. A DSP is being reviewed together with the CSP because it is required in the M-X-T Zone. The applicant has requested a global amendment to the sign standards for the shopping center that would allow future tenants to obtain sign permits for signs that deviate from the architectural standards without requiring them to obtain a departure pursuant to the provision in the West Hyattsville TDDP, which provides at page 39 that departures for signs that do not comply with the TDDP standards and that do not otherwise require a DSP will be reviewed in the site plan process. More specifically, the applicant requests that signs and that this standard comply with the following standard be allowed in the Chillum Road Shopping Center, and that this standard would replace the provisions of the West Hyattsville TDDP regarding lighting, and the sign specifications regarding type of building signage, cornice and parapet signage, and lettering:

“Existing building mounted signage may be replaced with internally illuminated signage until such time as the property is comprehensively redeveloped per the TDDP or a comprehensive refacing of the shopping center takes place, which would comprise no less than 75 percent of the total front facades of the center. Cloud signs and other signage incorporating attractive design shall not exceed 200 square feet for no more than three anchor tenants. Signage shall be limited to 125 square feet per sign for each of the other tenants in the main building of the center and 60 square feet for each building occupying a pad site. Flashing, travelling, animated or intermittent signage shall be prohibited. All signage shall be approved by the Planning Board or its designee, which may include the Permit Review Division of the Development Review Division within the Maryland-National Capital Park and Planning Commission.”

More particularly, the applicant requests the following modifications of the TDDP standards. Each specific request is followed by staff comment.

- a. **Configuration and Techniques #1 (part), (Page 108 of the TDDP) Sign Lighting:** Building signs shall be illuminated with external lighting only. Lighting shall provide full cut-off fixtures to reduce sky glow and glare. Flashing, travelling, animated, or intermittent lighting shall be prohibited on the exterior of any building, or building sign, whether such lighting is temporary or long-term duration.

**Comment:** The proposed amendment will not meet this standard since the applicant's proposed amendment would allow internally-illuminated signage. The Planning Board found in DSP-08067 (The Shops at Queens Chillum) that the standard for externally-illuminated signage was written into the TDDP for transit-oriented development that is close to the street and pedestrian friendly. This is an existing center that is suburban in nature and vehicle-oriented, thus necessitating externally-illuminated signage that is visible to vehicles travelling on Chillum Road.

- b. **Configuration and Techniques #2 (part), (Page 108 of the TDDP) Sign Specifications:** Building signage shall be permitted as board signs, cornice signs, blade signs, and window signs only. All other signage, including freestanding signs, shall be prohibited.

**Comment:** The proposed amendment will not meet this standard since it would allow signs other than board signs, cornice signs, blade signs, and window signs. As indicated above, this is an existing center that is suburban in nature and compliance with this standard is neither feasible nor practical. Such signage would not be visible to vehicles travelling on Chillum Road.

- c. **Configuration and Techniques #2 (part), (Bullet 2, Page 108 of the TDDP) Sign Specifications:** Cornice/parapet signs shall be permitted using a masonry or bronze plaque bearing an owner or building's name.

**Comment:** The proposed amendment will not meet this standard since it would allow signs located on the cornice or parapet that are not masonry or bronze plaques bearing the owner or building's name. Given the design of this existing building and its location on the property, the only visible location for the building-mounted signage is on the cornice or parapet and in order for the signage to be visible from Chillum Road, it must be more substantial than a bronze plaque or masonry sign.

- d. **Configuration and Techniques #2 (part), (Bullet 7, Page 108 of the TDDP) Sign Specifications:** Lettering for all signage shall not exceed 18 inches in height or width and three inches in relief.

**Comment:** The proposed amendment will not meet this standard since it would allow lettering that exceeds 18 inches in height or width and three inches in relief. The existing building is perpendicular to Chillum Road and, as a result, building-mounted signage is difficult to see from Chillum Road. Larger letters will allow the signs to be more visible to vehicles travelling along that roadway.

#### COMPLIANCE WITH EVALUATION CRITERIA

7. **The requirements of the Zoning Ordinance:** The subject CSP and DSP have been reviewed for compliance with the relevant requirements of the Zoning Ordinance in the M-X-T and T-D-O Zones. More particularly, the application conforms to the requirements of

Section 27-548.08(c)(1) which establishes the required findings for approval of a DSP in a T-D-O Zones. It states:

(1) **The findings required by Section 27-285(b) shall not apply to the T-D-O Zone. Instead, the following findings shall be made by the Planning Board when approving a Detailed Site Plan in the T-D-O Zone. The Urban Design Section has included each required finding in boldface type below, followed by staff comment:**

(A) **The Transit District Site Plan is in strict conformance with any mandatory requirements of the Transit District Development Plan;**

**Comment:** The purpose of this DSP is to request amendments to the West Hyattsville TDDP and the Planning Board, under Section 27-538.08(c)(2) of the Zoning Ordinance, has the authority to approve such amendments. Since the applicant is not proposing any additional development on the subject property, it is otherwise exempt from the TDDP standards.

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

**Comment:** The purpose of this DSP is to request amendments to the TDDP and the Planning Board, under Section 27-538.08(c)(2), has the authority to approve such amendments. The applicant is proposing to maintain the existing shopping center on this subject property, and the guidelines and criteria for development are not applicable at this time.

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

**Comment:** The applicant is not proposing any new development as part of this DSP. The sole purpose of this site plan is to request an amendment to the sign regulations contained in the TDDP in accordance with Section 27-538.08(c)(2).

(D) **The location, size, and design of buildings, signs, other structures, open spaces, landscaping, pedestrian and vehicular circulation systems, and parking and loading areas maximize safety and efficiency, and are adequate to meet the purposes of the Transit District Overlay Zone;**

**Comment:** The applicant is not proposing any new development as part of this DSP. The sole purpose of this site plan is to request an amendment to the sign regulations contained in the TDDP in accordance with Section 27-538.08(c)(2).

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

**Comment:** The applicant is not proposing any new development as part of this DSP. The sole purpose of this site plan is to request an amendment to the sign regulations contained in the TDDP in accordance with Section 27-538.08(c)(2).

Section 27-548.08(c)(2) goes on to state that the applicant may ask the Planning Board to apply development standards which differ from the mandatory requirements in the TDDP, unless the plan provides otherwise. The Board may amend any mandatory requirements except building height restrictions and parking standards, requirements which may be amended by the District Council under procedures in Part 10A, Division 1, of the Prince George's County Code. The Board may amend parking provisions concerning the dimensions, layout, or design of parking spaces or parking lots.

The subject application is also in conformance with the requirements of Section 27-547(d) of the Zoning Ordinance, which governs uses in mixed-use zones. Each relevant section of the M-X-T Zone requirements is included in **boldface** type below followed by staff comment:

(d) **At least two (2) of the following three (3) categories shall be included on the Conceptual Site Plan and ultimately present in every development in the M-X-T Zone. In a Transit District Overlay Zone, a Conceptual Site Plan may include only one of the following categories, provided that, in conjunction with an existing use on abutting property in the M-X-T Zone, the requirement for two (2) out of three (3) categories is fulfilled. The Site Plan shall show the location of the existing use and the way that it will be integrated in terms of access and design with the proposed development. The amount of square footage devoted to each use shall be in sufficient quantity to serve the purposes of the zone:**

- (1) **Retail businesses;**
- (2) **Office, research, or industrial uses;**
- (3) **Dwellings, hotel, or motel.**

**Comment:** The subject shopping center contains two (retail and office) out of three of these categories of use and, therefore, meets this requirement.

8. **Final Plat WWW 39-42:** Final Plat WWW 39-42 was approved for the site on November 20, 1960 for a resubdivision of Parcel K for the Chillum Road Shopping Center. The plat contains no notes relevant to the subject application.
9. **2010 Prince George's County Landscape Manual:** Per Section 27-548 of the Zoning Ordinance, landscaping, screening, and buffering within the M-X-T Zone shall be provided pursuant to the provisions of the 2010 *Prince George's County Landscape Manual* (Landscape Manual). However, per County Council Bill CB-2013-17, the project is exempt from the requirements of the Landscape Manual, as it had a DSP approved for the property prior to 2010.
10. **Prince George's County Woodland Conservation and Tree Preservation Ordinance:** This property is exempt from the requirements of the Prince George's County Woodland Conservation and Tree Preservation Ordinance because the property does not contain more than 10,000 square feet of existing woodland.
11. **Prince George's County Tree Canopy Coverage Ordinance:** The subject project is exempt from the requirements of the Prince George's County Tree Canopy Coverage Ordinance per Council Bill CB-2013-19, as it had a site plan approved prior to 2010 and because the subject project does not involve land disturbance greater than 5,000 square feet. In fact, the project does not involve any land disturbance at all.

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

a. **Community Planning Division**—In a memorandum dated April 22, 2014, the Community Planning Division offered the following with respect to community planning issues connected with the subject project:

**General Plan:** This application is generally consistent with the 2002 *Prince George's County Approved General Plan* Development Pattern policies for the Developed Tier. The vision for the Developed Tier is to maintain a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, medium- to high-density neighborhoods.

**Transit District Development Plan:** This application conforms with the retail/commercial land use recommendation of the West Hyattsville TDDP.

The Community Planning Division recommends that the applicant's amendment request be approved with additional conditions that require complimentary signage that help brand and enhance the image of the shopping center. Any improvements to signage in the Chillum Road Shopping Center should serve to give an updated modern design to the property to meet the intent of the TDDP.

**Aviation:** The subject properties are not located in a Joint Base Andrews Interim Land Use Control (ILUC) impact area.

**SMA/Zoning:** The West Hyattsville TDDP rezoned this property from the Commercial Shopping Center Zone (C-S-C) to the M-X-T Zone to allow for redevelopment of these properties with mixed-use offices or residential uses above the ground floor, consistent with the vision of the Queenstown neighborhood. The subject property is located in the M-X-T Zone.

The Community Planning Division then raised the following planning issues connected with the subject project:

Per the West Hyattsville TDDP, the Chillum Road Shopping Center is located in the Queenstown neighborhood, which is envisioned as a lively live/work mixed-use district. Active commercial centers would be located within the Queenstown neighborhood. The preferred land use plan in the TDDP recommends that this property be retail/commercial use in the future. The existing property is commercial and the use is in conformance with the land use intent of the TDDP.

The TDDP states (p. 39) that "new and replacement signs are subject to the TDDP standards." The signage standards in the TDDP are intended to accommodate pedestrian-scale activity that is compatible with the proposed land uses and prohibits signage that is viewed as incompatible with the objectives including internally-lit signage. As stated on page 103 of the TDDP, an important general design principle and intent is "to enhance the visual environment of activity centers." Promoting a strong visual environment through signage helps to brand and enhance activity centers and promotes strong pedestrian and automobile access to a site.



The applicant has provided an application and justification statement requesting that the Planning Board approve an amendment to allow internally-lit building signs in the Chillum Road Shopping Center site only. However, internally-lit signage is prohibited by the TDDP.

The Community Planning Section reviewed the findings of a previous similar amendment request case to approve internally-lit signage for a commercial shopping center in the M-X-T Zone located in the West Hyattsville TDDP. The Planning Board approved the applicant's amendment request to the TDDP with stipulated conditions.

The TDDP stipulates that an important intent of the architectural standards is to enhance the visual environment of activity centers such as the Chillum Road Shopping Center. Since this site is not being redeveloped and the buildings are set back and designed for a suburban layout that would not achieve the TDDP standards at this time, the Community Planning Division recommends that the applicant's amendment request for this site only be revised with additional conditions to support complimentary and enhanced signage on the property. The Community Planning Division recommends that the following additional conditions below be added in approving the request to partially support meeting the intent of the TDDP to enhance the visual environment of activity centers:

- Existing building-mounted signage may be replaced with internally-illuminated signage until such time as the property is comprehensively redeveloped per the TDDP, or a comprehensive refacing of the shopping center takes place, which would comprise of no less than 75 percent of the total front façades of the center.
- Cloud signs and other signage incorporating an attractive design shall not exceed 200 square feet for no more than three anchor tenants. Signage shall be limited to 125 square feet per sign for each of the other tenants in the main building of the center and 60 square feet for each building occupying a pad site.
- All new or replaced signage in the shopping center shall maintain a complimentary signage design (including colors, materials, and design details) that help brand enhance the image of the property, and any improvements should give an updated modern design for the existing property until such time as it is comprehensively redeveloped per the TDDP, or a comprehensive refacing of the shopping center takes place.
- All signage shall be approved by the Planning Board or its designee, which may include the Permit Review Division of the Development Review Division within the Maryland-National Capital Park and Planning Commission.
- The property owner will work with the City of Hyattsville to develop a five-year schedule for replacement of all signs in the commercial shopping center in accordance with the above provisions.

In summary, staff recommends that the applicant's amendment request for this site only be revised with additional conditions that offer complimentary signage and help brand enhance the image of signage on the property. Any improvements to signage to the buildings in the Chillum Road Shopping Center should serve to give an updated modern design to the property. These additional conditions will help ensure that the general intent of the architectural standards for signage in the West Hyattsville TDDP will be designed

and installed in a manner that enhances the visual environment of this neighborhood activity center for the existing commercial shopping center and takes into consideration a timely redevelopment and general enhancement of the appearance of the overall site.

**Comment:** A proposed condition in the Recommendation section of this staff report would require that the Community Planning Division's suggested additional language be included in the approval, except for the portion referring to coordination with the City of Hyattsville to develop a five-year schedule for replacement of all signs in the shopping center, which we believe is not within the Planning Board's authority to require.

- b. **Prince George's County Police Department**—In comments dated March 28, 2014, the Police Department stated that, after reviewing the plans and visiting the site, they found no crime prevention through environmental design (CPTED) issues to be concerned with at the present time.
- c. **Prince George's County Health Department**—In a memorandum dated April 3, 2014, the Health Department, specifying that their comments are based on their understanding that the request in the case is limited to the amendment of sign standards, stated that they had completed a desktop health impact assessment review of the subject project and have no comments to offer relative to the submitted plans.
- d. **The Town of Brentwood, the Town of North Brentwood, and the City of Mount Rainer**—Representatives of the three above-mentioned municipalities, each located within one mile of the subject site, each indicated to staff that they had no comment on the subject project.
- e. **The City of Hyattsville**—In a letter dated April 23, 2014, Mayor Tartaro of the City of Hyattsville, offered the following comments regarding the project:

I am writing to reaffirm the City of Hyattsville's position with respect to amendments to the sign standards for the West Hyattsville Transit District Development Plan (TDDP). The intent of the West Hyattsville Transit District Development Plan is to facilitate pedestrian-oriented development that utilizes Smart Growth principles and we continue to be opposed to requests that are in direct conflict with these principles. The City of Hyattsville does not support design and uses that are inconsistent and in direct conflict with TDOZ principles, as evident by the need to amend the permitted lettering size intended for motorized vehicles, not pedestrians. The City remains concerned that the approval of amendments to the signage standard will subjugating pedestrian-oriented design standards and prioritizing motorized vehicular design throughout the entire West Hyattsville TDOZ. We appreciate your consideration of the City's position with respect to your review of the requested signage amendment for the Chillum Road Shopping Center. If you have any questions or concerns, please feel free to contact my staff.

**Comment:** The City of Hyattsville's comments are noted though staff recommends approval with conditions as it appears that the West Hyattsville TDDP and the Zoning Ordinance support the recommendation.

13. Based on the foregoing and 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.
14. Section 27-276(b)(4) of the Zoning Ordinance provides the following required finding (in part) for approval of a conceptual site plan, as follows:

**(4) The plan shall demonstrate the preservation and/or restoration of the regulated environmental features in a natural state to the fullest extent possible...**

**Comment:** As the subject project is limited to consideration of a request to amend the sign requirements of the West Hyattsville TDDP, this normally required finding need not be made.

### 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-13009 and Detailed Site Plan DSP-13041 for the Chillum Road Shopping Center, subject to the following conditions:

1. Prior to signature approval of the project, the applicant shall add the following notes to the plans:
  - a. "Existing building-mounted signage may be replaced with internally-illuminated signage until such time as the property is comprehensively redeveloped per the TDDP, or a comprehensive refacing of the shopping center takes place, which would comprise no less than 75 percent of the total front façades of the center."
  - b. "Cloud signs and other signage incorporating attractive design shall not exceed 200 square feet for more than three anchor tenants. Signage shall be limited to 125 square feet per sign for each of the other tenants in the main building of the center and 60 square feet for each building occupying a pad site."
  - c. "All new or replaced signage in the shopping center shall maintain a complimentary signage design (including colors, materials, and design details) that helps brand and enhance the image of the property, and any improvements should consider an updated modern design for the existing property until such time as it is comprehensively redeveloped per the 2006 Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment for the West Hyattsville Transit District Overlay Zone, or a comprehensive refacing of the shopping center takes place."
  - d. "All signage shall be approved by the Planning Board or its designee, which may include the Permit Review Section of the Development Review Division within the Maryland-National Capital Park and Planning Commission."



**ITEM:**

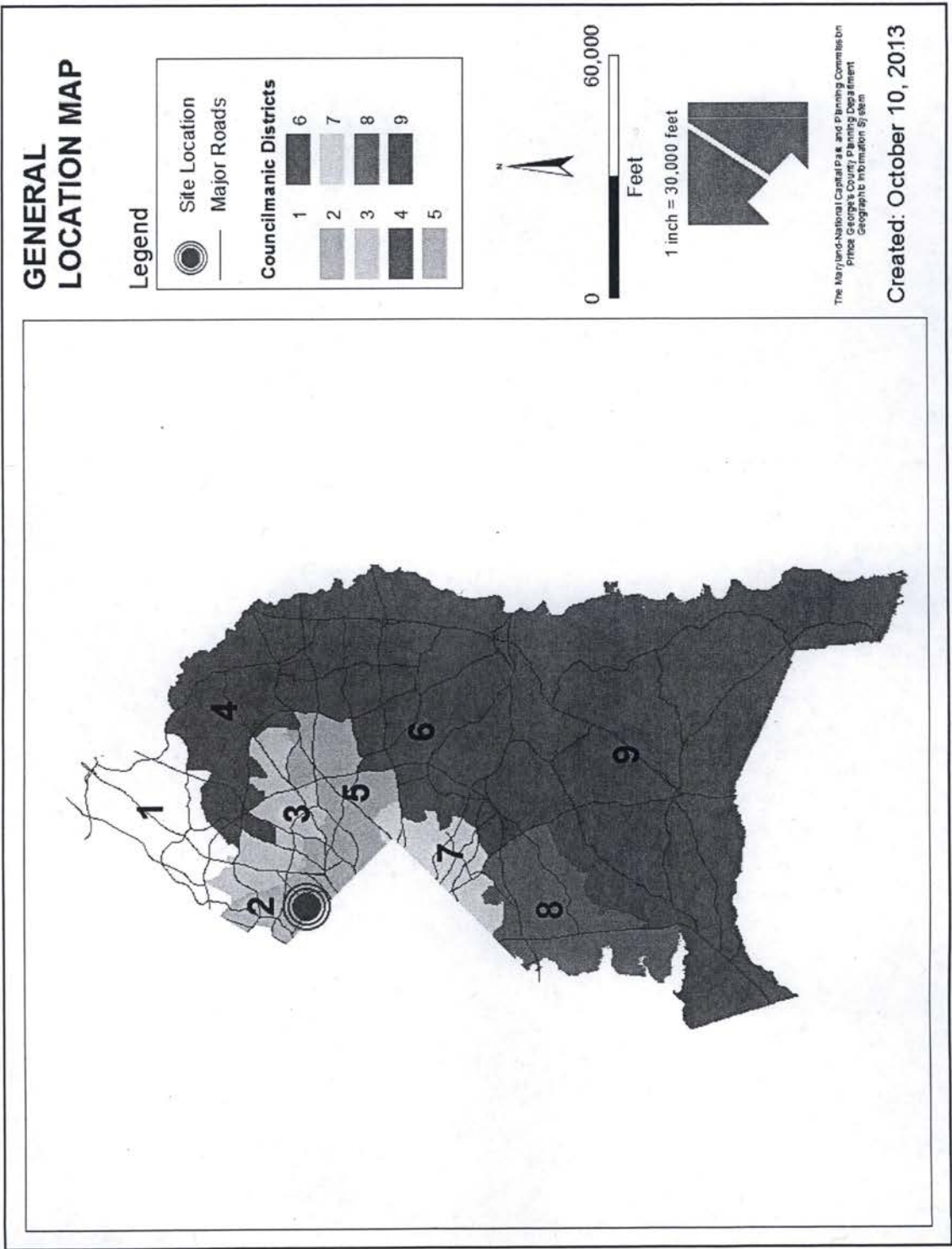
**CASE: DSP-13041 & CSP-13009**

# **CHILLUM ROAD SHOPPING CENTER**

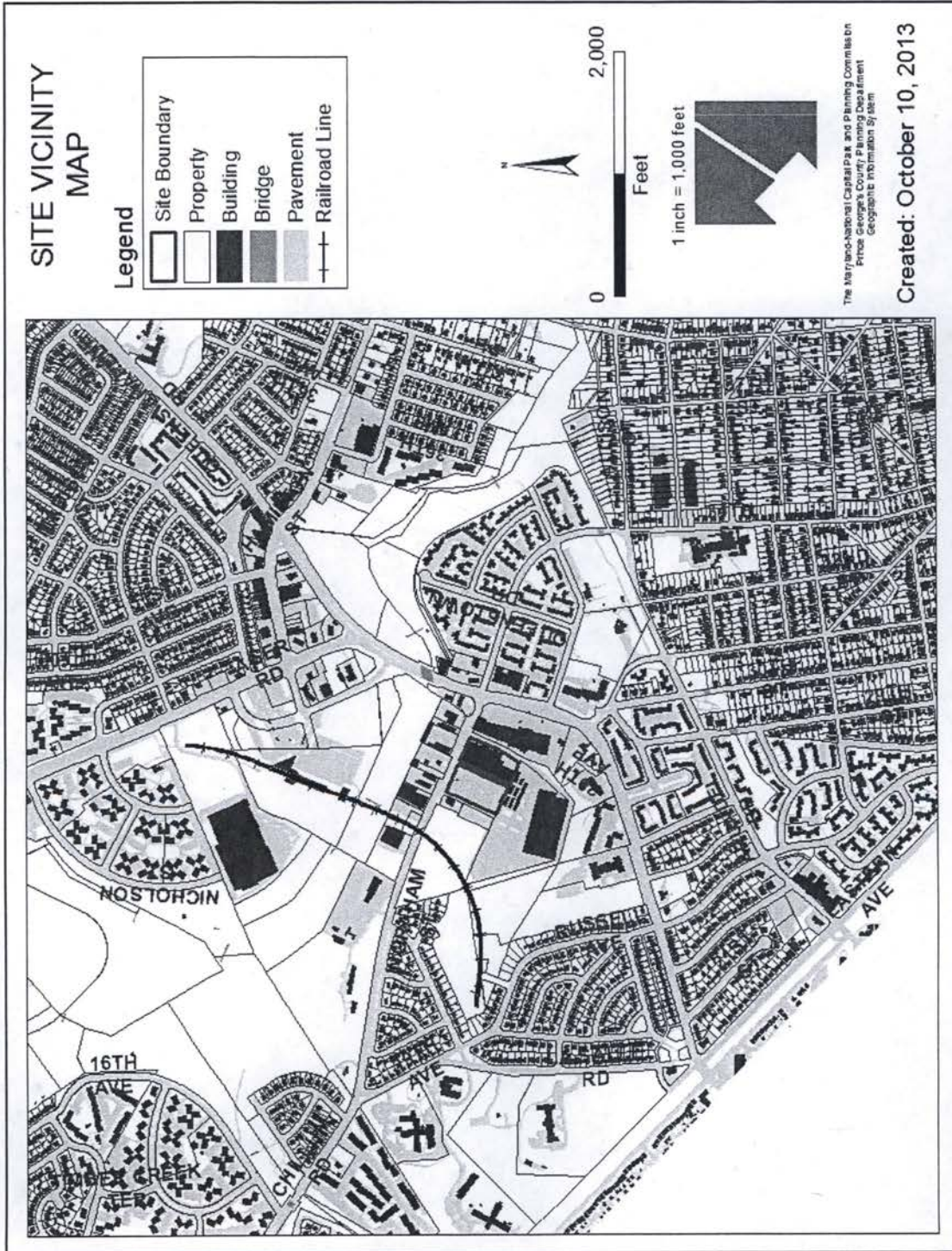


**THE PRINCE GEORGE'S COUNTY PLANNING DEPARTMENT**

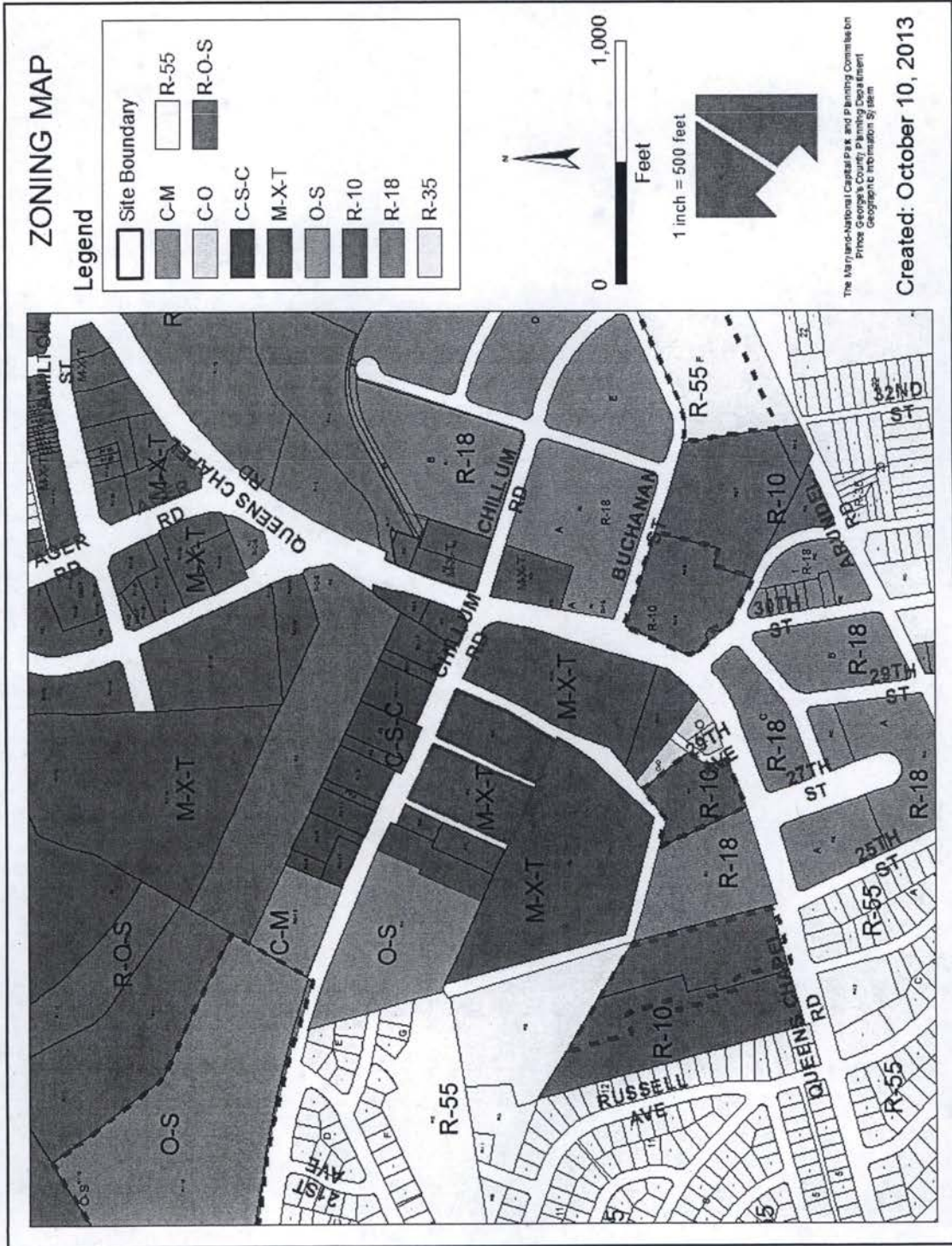
# GENERAL LOCATION MAP



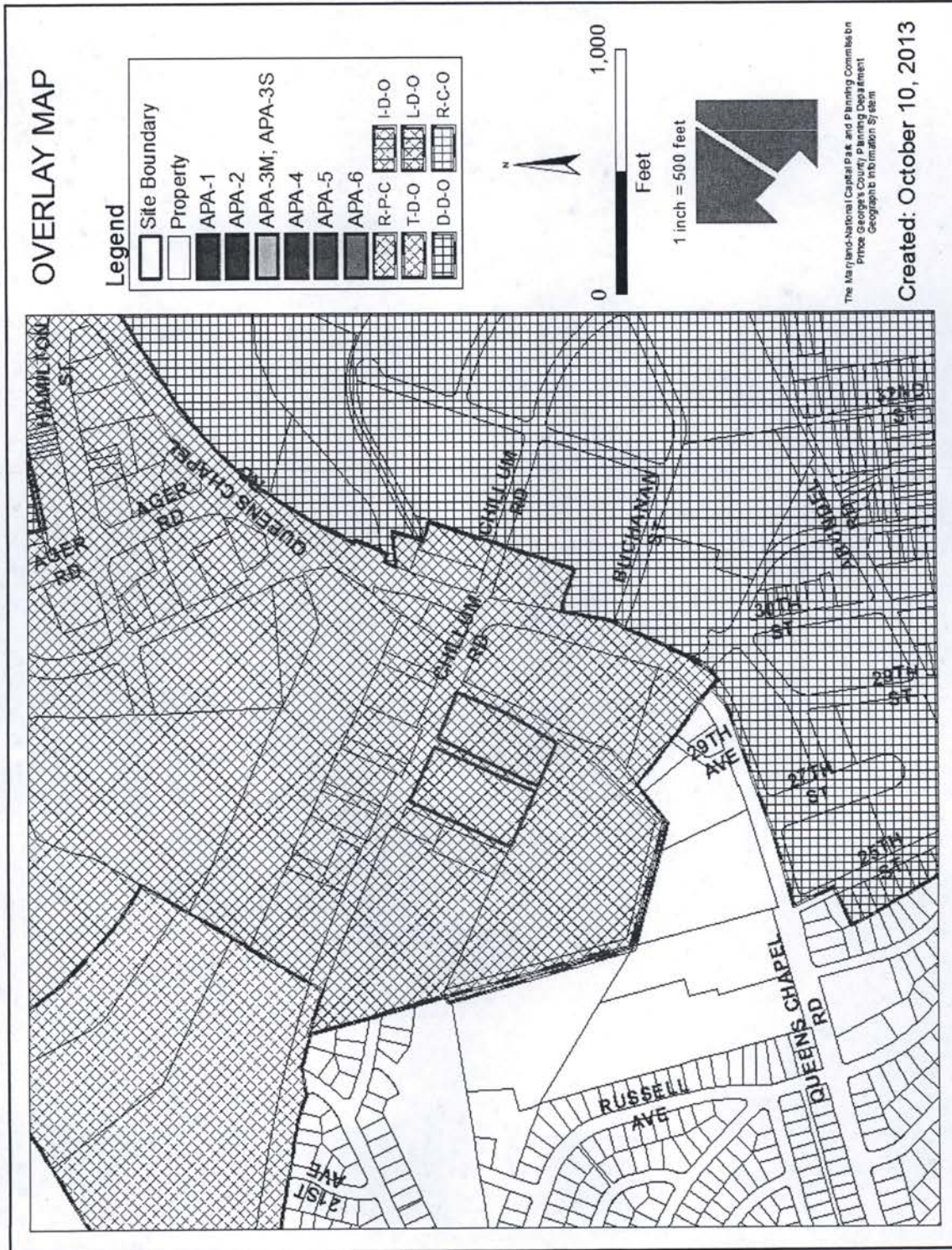
# SITE VICINITY



# ZONING MAP

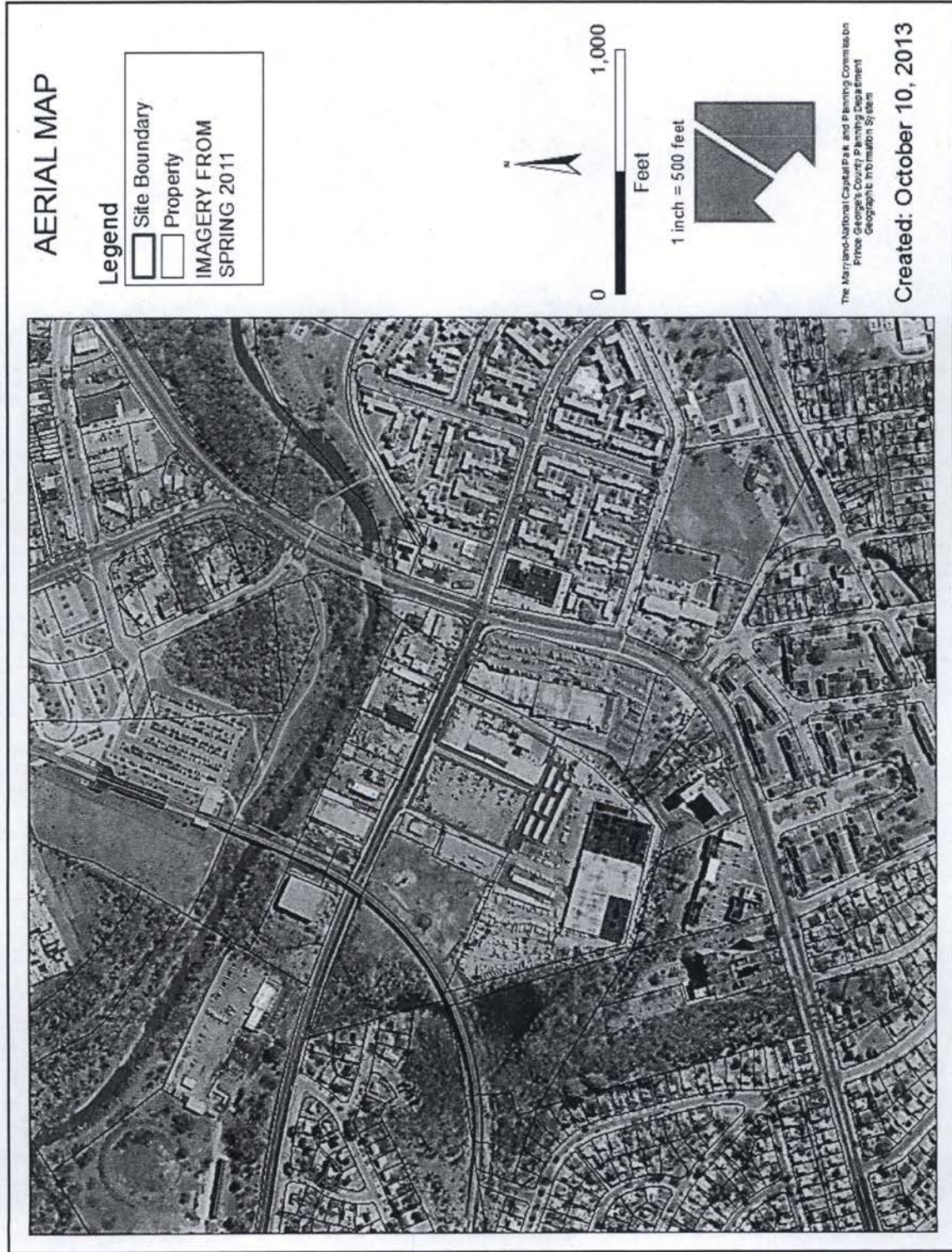


# OVERLAY MAP

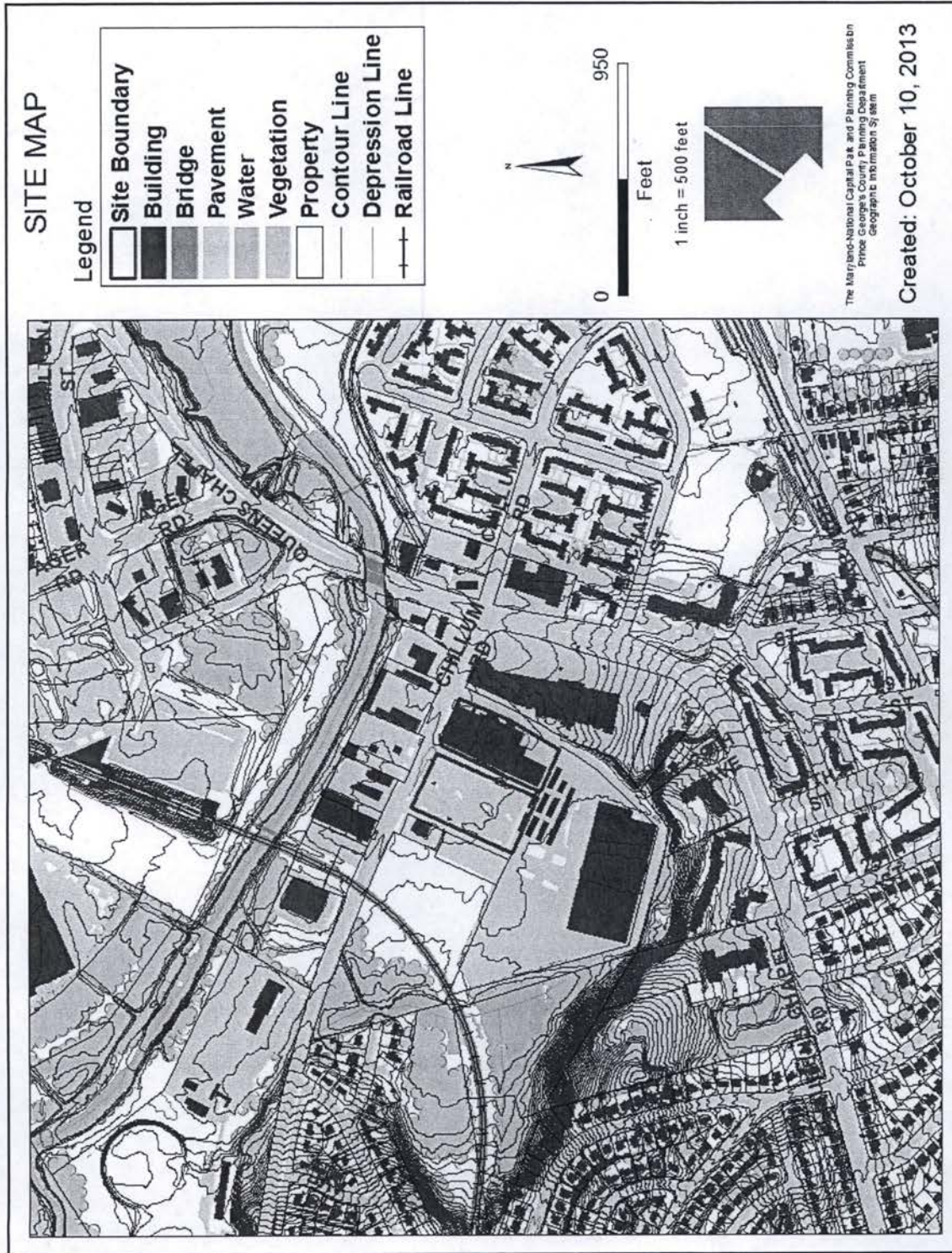




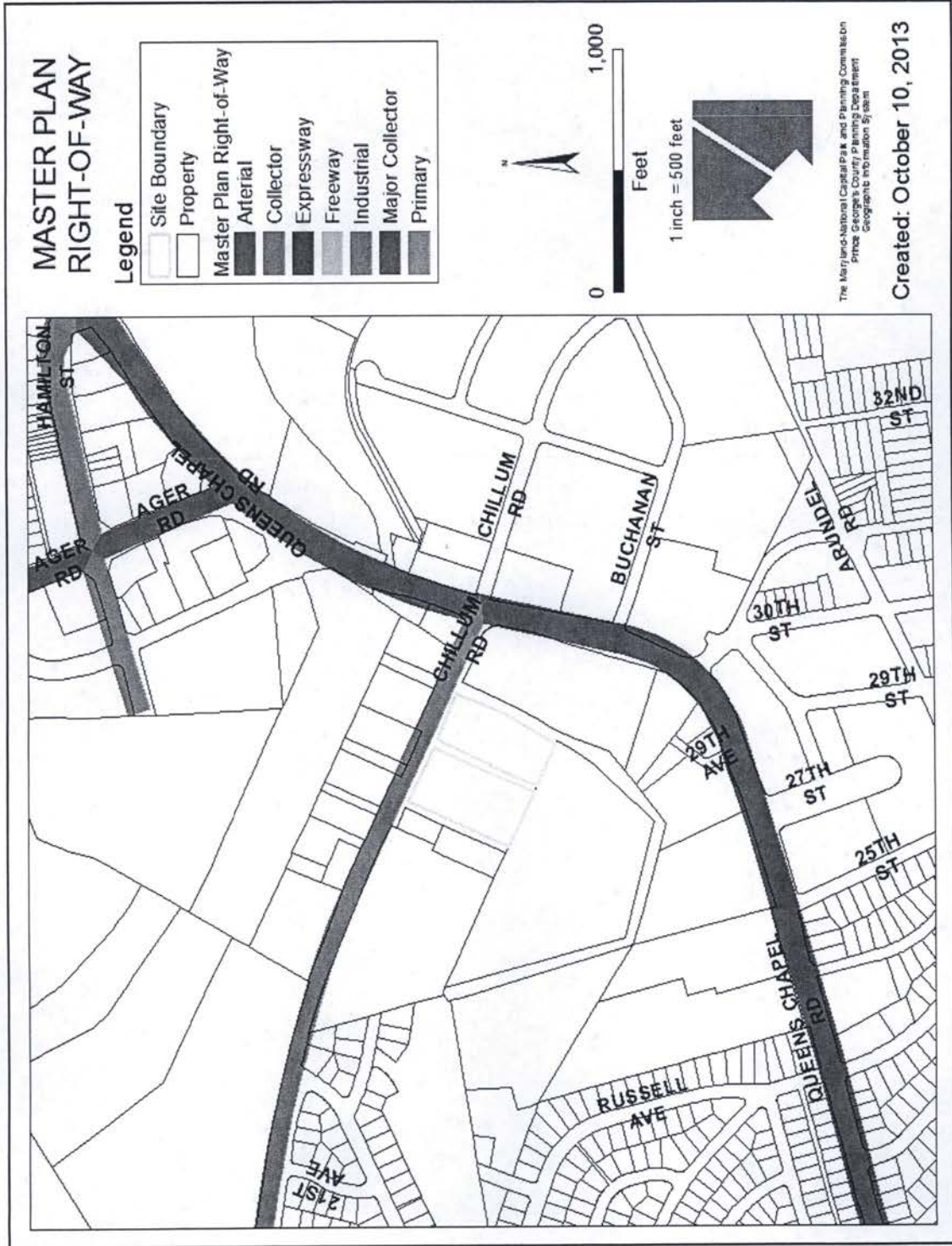
# AERIAL MAP



# SITE MAP



# MASTER PLAN RIGHT-OF-WAY MAP



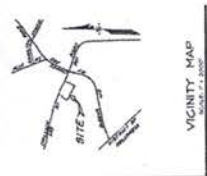
BIRD'S-EYE VIEW OF SITE



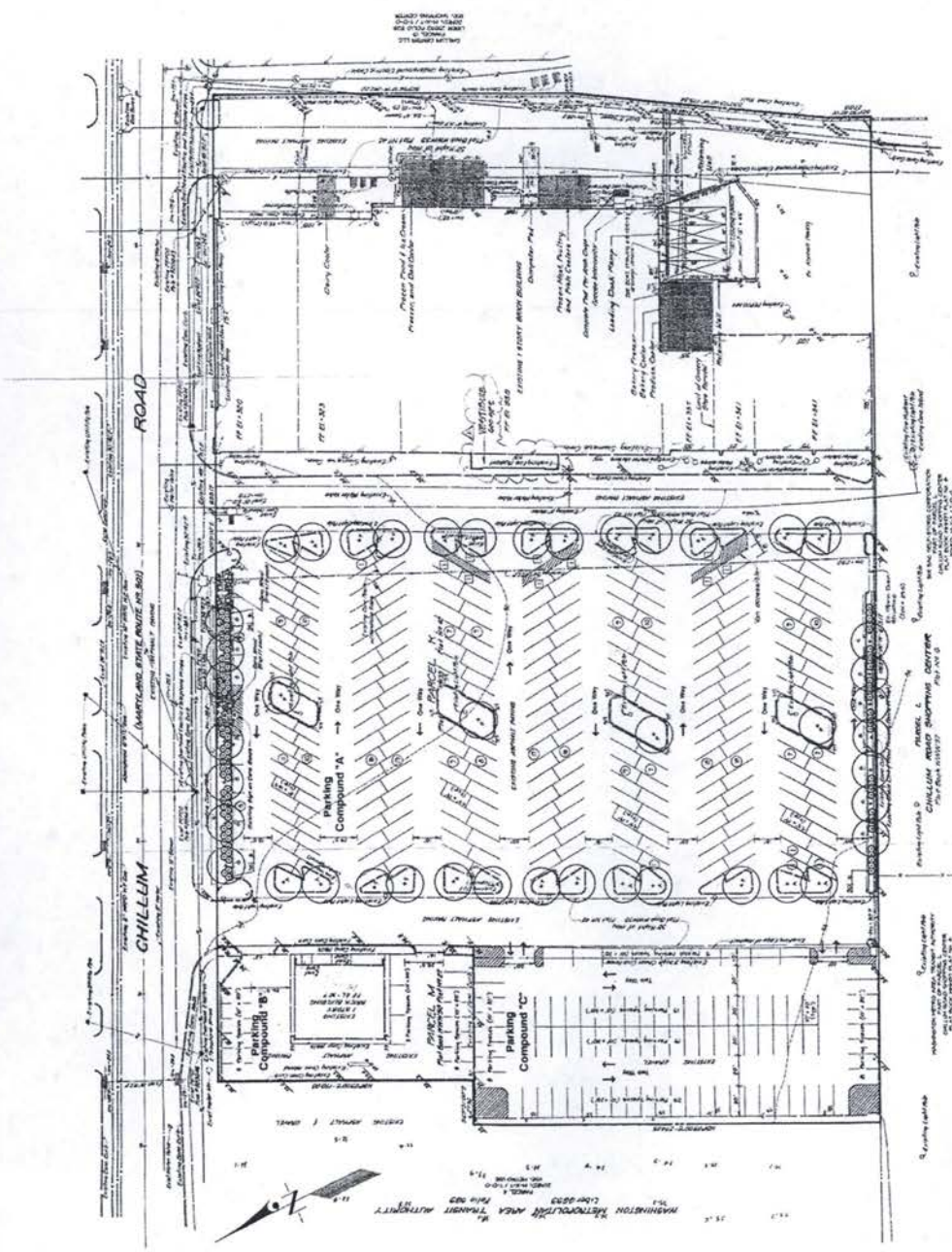
# BIRD'S-EYE VIEW OF SITE



# SITE PLAN



- GENERAL NOTES:**
1. This site plan was prepared in accordance with the requirements of the Department of Transportation, District of Columbia, and the Department of Public Works, District of Columbia, and the Department of Planning, District of Columbia.
  2. All proposed structures, parking areas, and other improvements shall be constructed in accordance with the applicable codes and regulations of the District of Columbia.
  3. The site plan is based on the information provided by the applicant and the field survey conducted by the engineering firm.
  4. The site plan is subject to the approval of the Department of Transportation, District of Columbia, and the Department of Public Works, District of Columbia, and the Department of Planning, District of Columbia.
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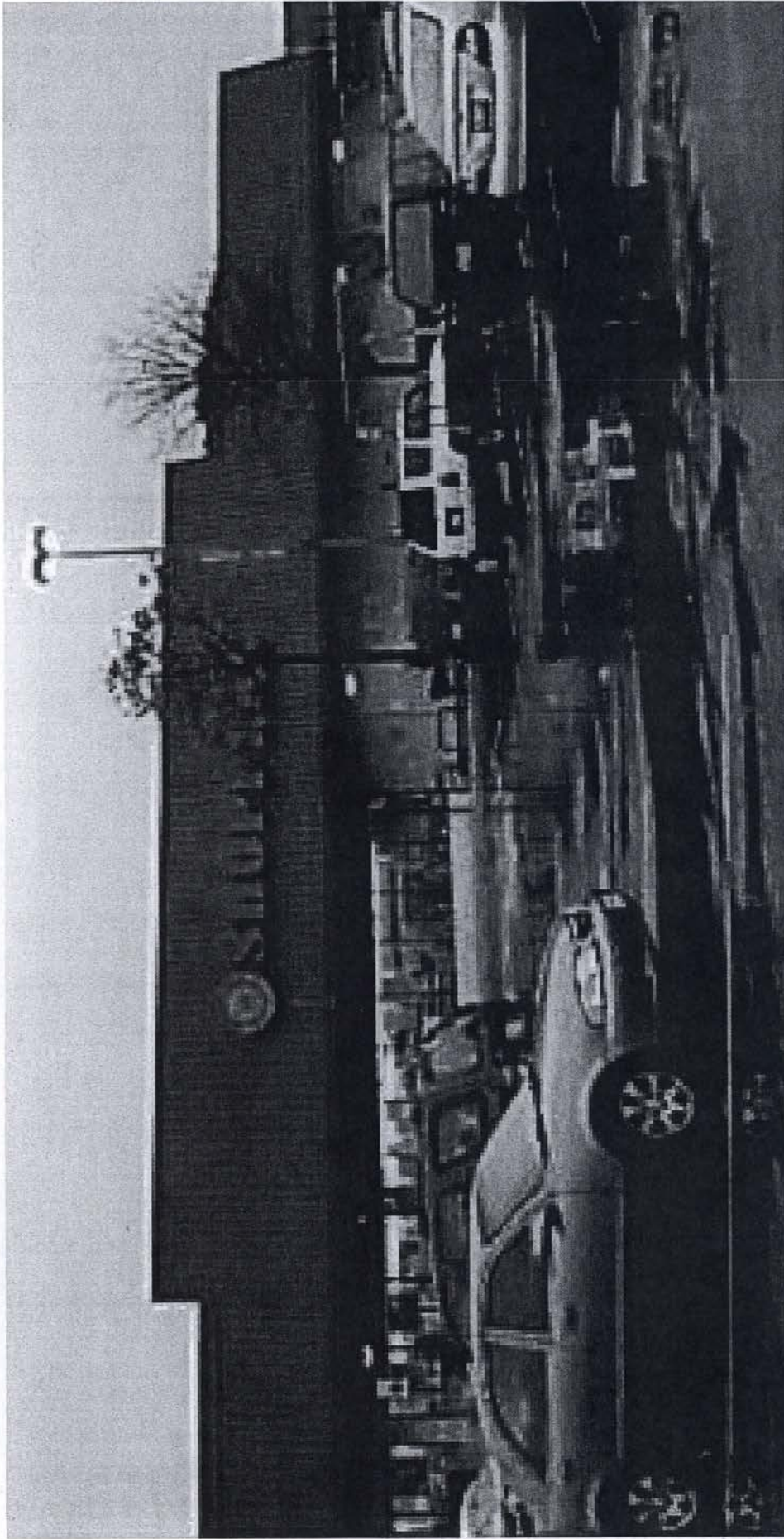


**CSP-13009**  
CONCEPTUAL SITE PLAN  
AND LANDSCAPE & LIGHTING PLAN  
PARCELS K & M  
**CHILLUM ROAD  
SHOPPING CENTER**  
CHILLUM ELECTION DISTRICT NO. 11

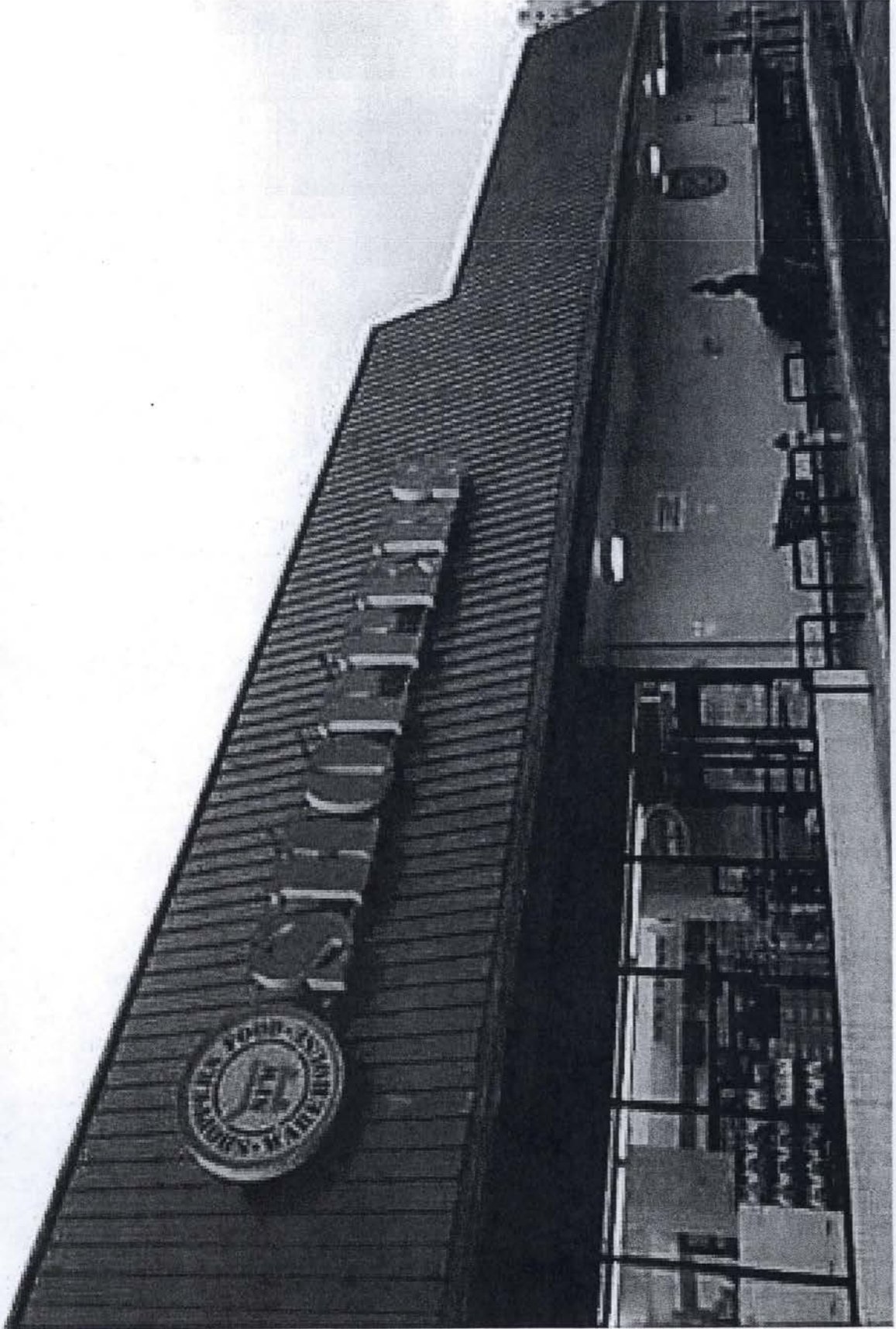


- EXISTING PLANT MATERIAL KEY:**
- 1. QUERCUS
  - 2. BIRCH
  - 3. SPANISH BAY
  - 4. AMERICAN BIRCH
  - 5. RED BUD
  - 6. SWEET GUM
  - 7. WHITE BIRCH
  - 8. RED BUD
  - 9. SWEET GUM
  - 10. WHITE BIRCH
  - 11. RED BUD
  - 12. SWEET GUM
  - 13. WHITE BIRCH
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  - 98. RED BUD
  - 99. SWEET GUM
  - 100. WHITE BIRCH

# EXISTING SIGNAGE



# EXISTING SIGNAGE



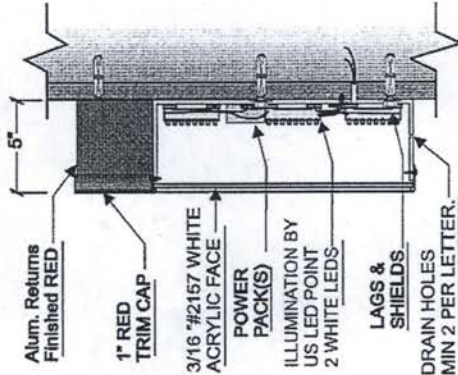
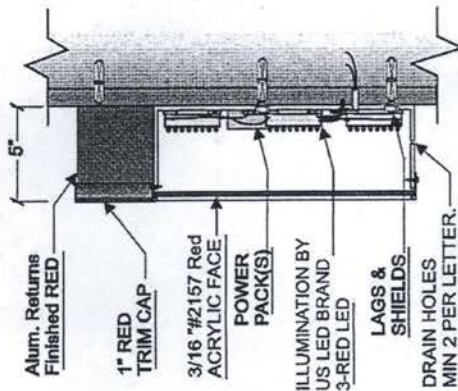


# PROPOSED SIGNAGE

INTERNALLY ILLUMINATED LETTERS & LOGO ON NEW FASCIA



SCALE: 1/4" = 1'-0"



- FABRICATE ONE (1) SET OF INTERNALLY ILLUMINATED LETTERS AND LOGO
- A) CHANNEL LETTERS
  - ALUMINUM BACKS
  - ALUMINUM RETURNS PAINTED RED TO MATCH 2793 ACRYLIC
  - 3/16" #2793 RED ACRYLIC FACES
  - RED TRIMCAP
  - ILLUMINATION BY US LED BRAND 3-RED LED
  - POWER PACKS LOCATED IN LETTERS
- B) LOGO
- ALUMINUM BACKS
  - ALUMINUM CABINET PAINTED RED TO MATCH 2793 ACRYLIC
  - 3/16" WHITE ACRYLIC FACE
  - CARLON 15 TRANSLUCENT YELLOW VINYL APPLIED
  - CARLON 73 TRANSLUCENT RED VINYL APPLIED
  - 3M 220-12 BLACK VINYL APPLIED
  - RED TRIMCAP
  - ILLUMINATION BY US LED POINT 2 WHITE LEDS
  - POWER PACKS LOCATED IN LOGO

<p>ARUNDEL SIGNS, INC. QUALITY • COMMITMENT • SERVICE</p>	<p>529 DEFENSE HIGHWAY ANNAPOLIS, MD 21401 ANNA (410) 224-3177 WASH. (301) 261-8328 BALT. (410) 841-8383 FAC. (410) 268-6825</p>	<p>JOB: SHOPPERS FOOD WAREHOUSE ADDRESS: 2441 CHILLUM ROAD CITY: HYATTSVILLE STATE: MD DRAWING NO.: MR00038 SCALE: NOTED</p>	<p>START DATE: 6/24/13 DESIGNER: ROWLAND REP: S. BORTZ</p>
	<p>APPROVAL:  ELECTRICAL SIGNAGE TO BE INSTALLED ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR LOCAL CODES. SEE THE SIGNAGE TO BE INSTALLED FOR THE LOCATION OF THE SIGNAGE TO BE INSTALLED.</p> <p>arundelsigns@comcast.net</p>		



# PROPOSED SIGNAGE

REAR PYLON REPLACEMENT FACE ABOVE SUBWAY SIGN



- REMOVE EXISTING FACE, ONE (1) 3' H X 20' W IN REAR WALL SIGN READING "CHILLUM SHOPPING CENTER" AND LEAVE AT JOB SITE
- FABRICATE & INSTALL NEW SIGN, ONE (1) SAME SIZE 3/16" THICK WHITE POLYCARBONATE FACE W/ VINYL LOGO & LETTERS APPLIED
- CARLON 15 TRANSLUCENT YELLOW VINYL APPLIED
- CARLON 73 TRANSLUCENT RED VINYL APPLIED
- 3M 220-12 BLACK VINYL APPLIED



NOT TO SCALE





**THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION**

14741 Governor Oden Bowie Drive  
Upper Marlboro, Maryland 20772  
TTY: (301) 952-4366  
www.mncppc.org/pgco

Prince George's County Planning Department  
Community Planning Division

April 22, 2014

**MEMORANDUM**

TO: Ruth Grover, Senior Planner, Urban Design Section  
VIA: Teri Bond, Planning Supervisor, Community Planning Division  
FROM: Zunilda Rodriguez, Planner Coordinator, Community Planning Division  
SUBJECT: CSP-13006 & DSP-13041 (Chillum Road Shopping Center)



**DETERMINATIONS**

General Plan: This application is generally consistent with the 2002 *Prince George's County Approved General Plan* Development Pattern policies for the Developed Tier.

Transit District Development Plan: This application conforms with the retail/commercial land use recommendation of the 2006 *Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment for the West Hyattsville Transit District Overlay Zone* (2006 West Hyattsville TDDP).

Staff recommends that the applicant's amendment request be approved with additional conditions that require complimentary signage and help brand and enhance the image of the shopping center. Any improvements to signage in the Chillum Road Shopping Center should serve to give an updated, modern design to the property to meet the intent of the TDDP.

**BACKGROUND**

Location: The Chillum Road Shopping Center is located on the south side of Chillum Road approximately 320 feet west of the intersection with Queens Chapel Road.  
Size: 6.34 acres  
Existing Use: Commercial

Proposal: The applicant is requesting to amend the sign requirements of the 2006 West Hyattsville TDDP for this property to allow an internally lit sign.

## GENERAL PLAN, MASTER PLAN AND SMA

**2002 General Plan:** This application is located in the Developed Tier. The vision for the Developed Tier is to maintain a network of sustainable, transit-supporting, mixed-use, pedestrian-oriented, and medium-to high density neighborhoods.

### Master Plan:

Planning Area/  
Community: 68 / Hyattsville

Land Use: Commercial

Environmental: Refer to the Environmental Planning Section referral comments for conformance and the 2005 *Approved Countywide Green Infrastructure Plan*.

Historic Resources: No historic resources are identified on the subject property.

Transportation: Direct vehicular access is provided via Chillum Road, a designated collector; Queens Chapel Road, a designated arterial. Both Chillum and Queens Chapel Road is heavily auto and pedestrian traveled road systems in Prince George's County. The Green Line metro transit line is located approximately 1,000 square feet to the subject property.

Public Facilities: No public facilities are identified on the subject properties.

Parks & Trails: No parks are identified on or adjacent to the subject properties. The 2009 *Approved Countywide Master Plan of Transportation* recommends continuous wide sidewalks with designated bike lanes along Queens Chapel Road (MD 500) and sidewalks and on-road bicycle facilities on Chillum Road (MD501).

Aviation: The subject properties are not located in a Joint Base Andrews ILUC impact area.

**SMA/Zoning:** The 2006 *Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment for the West Hyattsville Transit District Overlay Zone* rezoned this property from C-S-C to M-X-T to allow for redevelopment of these properties with mixed-use offices or residential uses above the ground floor consistent with the vision of the Queenstown neighborhood. The subject property is located in the M-X-T Zone.

## PLANNING ISSUES

Per the 2006 *Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment for the West Hyattsville Transit District Overlay Zone* (2006 West Hyattsville TDDP), the

Chillum Road Shopping Center is located in the Queenstown neighborhood, which is envisioned as a lively live/work mixed-use district. Active commercial centers would be located within the Queenstown neighborhood. The preferred land use plan in the 2006 West Hyattsville TDDP recommends that this property be retail/commercial use in the future. The existing property is commercial and the use is in conformance with the land use intent of the TDDP.

The 2006 West Hyattsville TDDP, on page 39, states that “new and replacement signs are subject to the TDDP standards.” The signage standards in the 2006 West Hyattsville TDDP are intended to accommodate pedestrian scale activity that is compatible with proposed land uses and prohibits signage that is viewed as incompatible with the objectives including internally lit signage. As stated on page 103 of the 2006 West Hyattsville TDDP, an important general design principle and intent is “to enhance the visual environment of activity centers.” Promoting a strong visual environment through signage helps to brand and enhance activity centers and promotes strong pedestrian and automobile access to a site.

The applicant has provided an application and justification statement requesting that the Board approve an amendment to allow internally-lit building signs in the Chillum Road Shopping Center site only. However, internally-lit signage is prohibited by the 2006 West Hyattsville TDDP.

Staff reviewed the findings of a previous similar amendment request case to approve internally lit signage for a commercial shopping center in the M-X-T Zone located in the West Hyattsville TDDP. The Planning Board approved the applicant’s amendment request to the 2006 West Hyattsville TDDP with stipulated conditions.

The 2006 West Hyattsville TDDP stipulates that an important intent of the architectural standards is to enhance the visual environment of activity centers such as the Chillum Road Shopping Center. Since this site is not being redeveloped and the buildings are set back and designed for a suburban layout that would not achieve the TDDP standards at this time, staff recommends that the applicant amendment request for this site only be revised with additional conditions to support complimentary and enhanced signage on the property. Staff recommends that the following additional conditions below be added in approving the request to partially support meeting the intent of the 2006 West Hyattsville TDDP to enhance the visual environment of activity centers:

“Existing building mounted signage may be replaced with internally illuminated signage until such time as the property is comprehensively redeveloped per the TDDP or a comprehensive refacing of shopping center takes place, which would comprise of no less than 75 percent of the total front facades of the center. Cloud signs and other signage incorporating attractive design shall not exceed 200 square feet from no more than 3 anchor tenants. Signage shall be limited to 125 square feet per sign for each of the other tenants in the main building of the center and 60 square feet for each building occupying a pad site. “All new or replaced signage in the shopping center shall maintain a complimentary signage design (including colors, materials, and design details) that help brand enhance the image of the property and any improvements should give an updated, modern design for the existing property until such time as it is comprehensively redeveloped per the TDDP or a comprehensive refacing of shopping center takes place. All signage shall be approved by the Planning Board or its designee, which may include the Permit Review Division of the Development Review Division within the Maryland National Capital Park and Planning Commission.” “The property owner will work with the City of Hyattsville to develop a 5-year schedule for replacement of all signs in the commercial shopping center in accordance with the above provisions.”

In sum, staff recommends that the applicant's amendment request for this site only be revised with additional conditions that offers complimentary signage and help brand enhance the image of signage on the property. Any improvements to signage to buildings on the Chillum Road Shopping Center should serve to give an updated, modern design to the property. These additional conditions will help ensure that the general intent of the architectural standards for signage in the 2006 West Hyattsville TDDP will be designed and installed in a manner that enhances the visual environment of this neighborhood activity center for the existing commercial shopping center and takes into consideration a timely redevelopment and general enhancement of the appearance of the overall site.

c: Ivy Lewis, Chief, Community Planning Division  
Long-range Agenda Notebook



**PRINCE GEORGE'S COUNTY  
POLICE DEPARTMENT**



**MEMORANDUM**

DATE: March 28, 2014

TO: Ruth Grover, Planner Coordinator  
Urban Design Section  
Development Review Division

FROM: Corporal R. Kashe #2357  
Prince George's County Police Department  
Community Services Division

SUBJECT: **CSP-13006, Chillum Road Shopping Center**

After reviewing the plans and visiting the site there are no CPTED issues at this time.



*Division of Environmental Health*

Date: April 3, 2014

To: Ruth Grover, Urban Design, MNCPPC

From: *Manfred Reichwein*  
Manfred Reichwein, Chief, Environmental Engineering Program

Re: CSP-13009 & DSP-13041, Chillum Road Shopping Center

The Environmental Engineering Program of the Prince George's County Health Department has completed a desktop health impact assessment review of the conceptual site plan and detailed site plan submission for Chillum Road Shopping Center and has no comments to offer relative to the submitted plans.

NOTE: The scope of the conceptual site plan is limited to seeking an amendment of the sign standards ONLY for an existing shopping center.

NOTE: The scope of the detailed site plan is limited to seeking an amendment of the sign standards ONLY for an existing shopping center.

If you have any questions or need additional information, please contact me at 301-883-7682 or [mreichwein@co.pg.md.us](mailto:mreichwein@co.pg.md.us).



Environmental Engineering Program  
Largo Government Center  
9201 Basil Court, Suite 318, Largo, MD 20774  
Office 301-883-7681, Fax 301-883-7266, TTY/STS Dial 711  
[www.princegeorgescountymd.gov/health](http://www.princegeorgescountymd.gov/health)





The Maryland-National Capital Park and Planning Commission  
14741 Governor Oden Bowie Drive, Upper Marlboro, MD 20772 301-952-3530  
Development Review Division - 301-952-3749 (fax)

M-NCPPC  
P.G. PLANNING DEPARTMENT  
**RECEIVED**  
APR 3 2014  
DEVELOPMENT REVIEW DIVISION

**\*\* REFERRAL REQUEST \*\***

Date: March 24, 2014  
To: The Honorable Malinda Miles Mayor, City of Mount Rainier  
From: Ruth Grover, Urban Design      Ruth.Grover@ppd.mncppc.org  
Subject: Chillum Road Shopping Center, CSP-13006 & DSP-13041

**IDENTIFICATION OF MAJOR ISSUES DUE DATE: 4/7/2014**  
**\*Note: E-mail any major issues/problems to the reviewer by the above date.**

**SUBDIVISION REVIEW COMMITTEE DATE:**

**REFERRAL DUE DATE: April 23, 2014**

<input checked="" type="checkbox"/> Full Review of New Plan	<input type="checkbox"/> Revision of Previously Approved Plan
<input type="checkbox"/> Limited or Special Review	<input type="checkbox"/> Plans/Documents Returned for Second Review Following Revision by Applicant
NOTE: This case is being reviewed at: <input checked="" type="checkbox"/> Planning Board level    OR <input type="checkbox"/> Planning Director level	
COMMENTS: <b>TO AMMEND THE SIGN REQUIREMENTS OF THE WEST HYATTSVILLE TDDP FOR THIS SITE ONLY</b>	
Related Cases: _____	

**REFERRAL REPLY COMMENTS:**

— No Comment —

**NOTE: IF YOU HAVE NO COMMENTS, PLEASE INDICATE ABOVE AND FORWARD OR FAX TO THE REVIEWER'S ATTENTION.**

Marc Tartaro  
Mayor



Jim Chandler  
Acting City Administrator

April 23, 2014

Ruth Grover  
Planner Coordinator  
Maryland-National Capital Park and  
Planning Commission  
14741 Governor Oden Bowie Drive  
Upper Marlboro, Maryland 20772



CITY COUNCIL

WARD 1  
Candace B. Hollingsworth  
Bart Lawrence

WARD 2  
Robert Croslin  
Shani N. Warner

WARD 3  
Timothy P. Hunt  
Patrick Paschall

WARD 4  
Paula J. Perry  
Edouard Haba

WARD 5  
Clay Williams  
Joseph Solomon

POLICE DEPARTMENT  
Non-Emergency  
301/985-5060  
Emergency  
301/985-5050

PUBLIC WORKS  
301/985-5032

COMMUNITY & ECONOMIC  
DEVELOPMENT  
301/985-5013

COMMUNITY SERVICES  
301/985-5021

**RE: West Hyattsville TDDP Signage Amendments**

Dear Ms. Grover:

I am writing to reaffirm the City of Hyattsville's position with respect to amendments to the sign standards for the West Hyattsville Transit District Development Plan (TDDP).

The intent of the West Hyattsville Transit District Development Plan is to facilitate pedestrian-oriented development that utilizes Smart Growth principles and we continue to be opposed to requests that are in direct conflict with these principles.

The City of Hyattsville does not support design and uses that are inconsistent and in direct conflict with TDOZ principles, as evident by the need to amend the permitted lettering size intended for motorized vehicles, not pedestrians.

The City remains concerned that the approval of amendments to the signage standard will subjugating pedestrian-oriented design standards and prioritizing motorized vehicular design throughout the entire West Hyattsville TDOZ.

We appreciate your consideration of the City's position with respect to your review of the requested signage amendment for the Chillum Road Shopping Center. If you have any questions or concerns, please feel free to contact my staff.

Sincerely,

Marc Tartaro  
Mayor

cc: Hyattsville City Council  
Dan Lynch, Esq., Knight, Manzi, Nussbaum & LaPlaca, P.A

**STATEMENT OF JUSTIFICATION**  
**Chillum Road Shopping Center**

APPLICANT: Chillum Road Shopping Center LLC  
1919 M Street, NW, Suite 320  
Washington, DC 20036

CORRESPONDENT: Daniel F. Lynch, Esq.  
McNamee Hosea  
6411 Ivy Lane  
Suite 200  
Greenbelt, Maryland 20770  
301 441-2420 Office  
301 982-9450 Fax  
dlynch@mhlawyers.com

REQUEST: The subject applications request an amendment to the Transit District Development Plan for West Hyattsville to allow signs that do not comply with the TDDP standards.

---

**I. DESCRIPTION OF PROPERTY**

1. Address – 2425 Chillum Road, Hyattsville, Maryland 20782
2. Proposed Use – Commercial Shopping Center
3. Election District – 17
4. Parcel – K & M
5. Total Area – 6.34 acres
6. Tax Map – 049/E1
7. Location – South side of Chillum Road approximately 320 feet west of the intersection with Queens Chapel Road
8. Zoned – M-X-T
9. Owner – Chillum Road Shopping Center, LLC
10. Zoning Map – 206NE02

11. Incorporated Area – None

## **II. NATURE OF REQUEST**

The applicant in accordance with the Transit District Development Plan for West Hyattsville, hereby requests an amendment through a Conceptual Site Plan for the property commonly referred to as Chillum Road Shopping Center (the “Shopping Center”). A Detailed Site Plan is being filed contemporaneously with this application because the subject property is located in the M-X-T Zone. The specific nature of this request is to amend the TDDP to allow signage that is currently prohibited by the Architecture Standards contained therein. In support of this request, the Applicant states that this request complies with the TDDP, which states at page 39:

**Departures for signs that do not comply with the TDDP standards and that do not otherwise require a detailed site plan will be reviewed in the site plan process.**

The applicant now is requesting a global amendment to the sign standards for this Shopping Center. This amendment would allow future tenants to obtain sign permits for signs that deviate from the Architectural Standards without requiring them to obtain an amendment to the approved Detailed Site Plan for the center. The applicant is proposing that the Board approve an amendment to allow signs in Chillum Road Shopping Center that comply with the following standards:

Existing building mounted signage may be replaced with internally illuminated signage until such time as the property is comprehensively redeveloped per the TDDP or a comprehensive refacing of shopping center takes place, which would comprise of no less than 75 percent of the total front facades of the center. Cloud signs and other signage incorporating attractive design shall not exceed 200 square feet from no more than 3 anchor tenants. Signage shall be limited to 125 square feet per sign for each of the other tenants in main building of the center and 60 square feet for each building occupying a pad site. Flashing, travelling, animated or intermittent signage shall be prohibited. All signage shall be approved by the Planning Board or its designee, which may include the Permit Review Division of the Development Review Division within The Maryland-National Capital Park and Planning Commission.

In light of this standard, the applicant requests the following amendments to the TDDP:

- a. Sign Lighting: Building signs shall be illuminated with external lighting only. Lighting shall provide full cut-off fixtures to reduce sky glow and glare. Flashing, travelling, animated, or intermittent lighting shall be prohibited on the exterior of any building or building sign whether such lighting is or temporary or long term duration.

Comment: The proposed amendment will not meet this standard since the applicant' proposed amendment would allow internally illuminated signage. The Planning Board found in DSP-08067 (The Shops at Queens Chillum) that the standard for externally illuminated signage was written into the TDDP for transit oriented development that is close to the street and pedestrian friendly. This is an existing center that is suburban in nature and vehicle oriented, thus necessitating externally illuminated signage that is visible to vehicles travelling on Chillum Road.

- b. Sign Specifications: Building signage shall be permitted as board signs, cornice signs, blade signs, and window signs only. All other signage, including freestanding signs, shall be prohibited. Sign specifications, typology, and location standards are as follows:

Comment: The proposed amendment will not meet this standard since it would allow signs other than board signs, cornice signs, blade signs, and window signs. As indicated above, this is an existing center that is suburban in nature and compliance with this standard is neither feasible nor practical. Such signage would not be visible to vehicles travelling on Chillum Road.

- c. Cornice/parapet signs shall be permitted using a masonry or bronze plaque bearing an owner or building's name. These signs shall be placed in the building's cornice/parapet wall or under the eaves and above the upper story windows.

Comment: The proposed amendment will not meet this standard since it would allow signs located on the cornice or parapet that are not masonry or bronze plaques bearing the owner or building's name. Given the design of this existing building and its location on the property, the only visible location for the building mounted signage is on the cornice or parapet. In addition, in order for the signage to be visible from Chillum Road it must be more substantial than a bronze plaque or masonry sign.

- d. Lettering for all signage shall not exceed 18 inches in height or width and 3 inches in relief.

Comment: The proposed amendment will not meet this standard since it would allow letter that exceeds 18 inches in height or width and 3 inches in relief. The existing building is perpendicular to Chillum Road and as a result, building mounted signage is difficult to see from Chillum Road. Larger letters will allow the signs to be more visible to vehicles travelling along that roadway.

### **III. CRITERIA FOR APPROVAL**

The criteria for the approval of a detailed site plan in the Transit District Development Overlay Zone is set forth in Section 27-538.08(c)(1) of the Zoning Ordinance, which states:

- (A) The Transit District Site Plan is in strict conformance with any mandatory requirements of the Transit District Development Plan;

**Comment:** The purpose of this Detailed Site Plan is to request amendments to the Transit District Development Plan and the Planning Board under Section 27-538.08(c)(2) has the authority to approved such amendments. Since the applicant is not proposing any additional development on the Subject Property, it is otherwise exempt from the Transit District Development Standards.

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

**Comment:** The purpose of this Detailed Site Plan is to request amendments to the Transit District Development Plan and the Planning Board under Section 27-538.08(c)(2) has the authority to approved such amendments. The applicant is proposing to maintain the existing shopping center on this subject property and the guidelines and criteria for development are not applicable at this time.

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

**Comment:** The applicant is not proposing any new development as part of this detailed site plan. The sole purpose of this site plan is to request an amendment to the sign regulations contained in the Transit District Development Plan in accordance with Section 27-538.08(c)(2)

The Planning Board is authorized to approved an Amendment to the TDDP under Section 27-538.08(c)(2) of the Zoning Ordinance. If the Board finds that the amendment will benefit the proposed development and the Transit District and will not substantially impair implementation of the Transit District Development Plan then the Board must find that the proposed site plan meets all mandatory requirements that apply.

**Comment:** The requested building-mounted signage amendment would benefit the existing shopping center development and the transit district as it will allow an existing automobile-oriented shopping center to add new suburban-style, vehicular-oriented signage and possibly contribute to the center's continued economic viability. The proposed amended sign requirements would not impair the implementation of the TDDP. They would allow the shopping center to deviate from the TDDP sign standards, as suburban automobile-oriented signs are more appropriate for the subject development.

#### **IV. CONCLUSION**

The Applicants is proposing to amend the development standards under the West Hyattsville TDDP to allow for signage that does not comply with the Architecture Standards. The Applicant believes that this request conforms to the purposes and recommendations for West Hyattsville TDDP and it conforms to the requirements set forth in Section 27-548.09.01 of the Prince George's County Zoning Ordinance, and therefore, Chillum Center LLC, respectfully request the approval of this application.

Respectfully submitted,

**MCNAMEE HOSEA**

By:

\_\_\_\_\_  
Daniel F. Lynch



**THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION**

14741 Governor Oden Bowie Drive  
Upper Marlboro, Maryland 20772  
TTY: (301) 952-4366  
www.mncppc.org/pgco

**NATURAL RESOURCE INVENTORY (NRI)  
EQUIVALENCY LETTER FOR A DEVELOPMENT ACTIVITY  
PRINCE GEORGE'S COUNTY**

<b>Map Number:</b> 206NE02	<b>Date Issued:</b> <b>November 14, 2013</b>
<b>Location:</b> 2425 Chillum Road Hyattsville, MD 20782	<b>Expiration Date:</b> <b>November 14, 2018</b>
<b>Chillum Road Shopping Center. Part of Parcel K</b>	<b>NRI-181-13</b> <b>Associated TCP2 Number:</b> NA

**TO:** Chillum Shopping Center, LLC  
1919 M Street, N.W.  
Washington, DC 20036

McNamee Hosea Attorneys & Advisors  
6411 Ivy Lane, Ste. 200  
Greenbelt, MD 20770  
ATTN: Dan Lynch, Esquire  
dlynch@mhlawyers.com

**VIA:** Kim Finch, Planner Coordinator, Environmental Planning Section *KIF*

**FROM:** Marc Juba, Senior Planner, Environmental Planning Section *MJS*

The request for an NRI Equivalency Letter for a specific development activity has been reviewed and is hereby **approved**. The project area is located at 2425 Chillum Road, Hyattsville, Maryland, and is further identified as Part of Parcel K, and by Chillum Road Shopping Center. The property is zoned M-X-T and is 6.51 acres in size. The evaluation of this request was based on a site plan prepared by Ben Dyer Associates, dated June 28, 2013. The existing on-site information was verified using the 2011 Color Imagery aerial photography and the PGAtlas.com environmental layers. This letter is valid for five years from the date of issuance, or until such time as a different development activity is proposed on the site, whichever is less.

The proposed development activity is for building exterior work, and infrastructure improvements only. If the scope of the proposed development changes significantly or if the limits of disturbance change significantly, a full NRI may be required if this NRI Equivalency Letter is declared null and void, a new application for an Equivalency Letter or NRI plan shall be required. This letter is issued solely for the activity shown on the site plan described above.

This Equivalency Letter is issued based on the following information:

1. The site qualifies for a Standard Letter of Exemption from the Prince George's County Woodland and Wildlife Habitat Conservation Ordinance because the property contains less than 10,000 square feet of woodland and has no previous TCP approvals; and
2. A site plan, dated June 28, 2013 was submitted which shows the proposed activity and that no on-site regulated environmental features exist on-site.

**A copy of this Equivalency Letter must be submitted for all stormwater management and development review applications that would otherwise require a Natural Resource Inventory.**

MJ: kf



39-42

Maryland National Capitol Park & Planning Commission  
 PRINCE GEORGE'S COUNTY PLANNING BOARD  
 APPROVED: NOVEMBER 30, 1960  
 M-N.C.P. & P.C. RECORD FILE NO. 5-60270

CHAIRMAN  
 SECRETARY/TREASURER

TO QUEENS CHAPEL ROAD

PARCEL A-1  
 PARCEL A-2  
 PARCEL A-3  
 PARCEL A-4  
 PARCEL A-5  
 PARCEL A-6  
 PARCEL A-7  
 PARCEL A-8

MARYLAND CITY CENTRE  
 PLAT BOOK WYV 25 PLAT 89

CHILLUM ROAD

TO DIST. OF COL. & MARYLAND LINE

PARCEL A-9  
 PARCEL A-10  
 PARCEL A-11  
 PARCEL A-12  
 PARCEL A-13  
 PARCEL A-14  
 PARCEL A-15  
 PARCEL A-16  
 PARCEL A-17  
 PARCEL A-18  
 PARCEL A-19  
 PARCEL A-20

NOT INCLUDED IN THIS PLAN OF SUBDIVISION

PARCEL K  
 6.594 ACRES  
 287245 sq ft

PARCEL L  
 13.069 ACRES  
 569276 sq ft



ENGINEER'S CERTIFICATE  
 I hereby certify that the plat hereon delineated is correct; that it is a resubdivision of Parcel K as shown and described on the Plat entitled "Parcels K & L, Chillum Road Shopping Center" and filed among the Land Records of Prince George's County, Maryland in Plat Book WYV 37 as Plat No. 6 and that this plat of resubdivision is made for the sale and only purpose of showing the relocation of the Rights of Way through said Parcel K. There has been no change in the ownership of Parcel K from that indicated on the above plat, Parcel L was conveyed by Charles I. Kaplan, et ux and William Jacobs and Eugene Young, Jr., as Joint Tenants by deed dated April 24, 1960 and recorded in Book 2441 on Page 290.  
 November 27, 1960

OWNER'S DEDICATION  
 We, Charles I. Kaplan and Mary Kaplan, his wife, and William Magazine and Ida Magazine, his wife, Tenants in Common, owners of Parcel K, shown hereon, hereby adopt this plan of resubdivision showing the relocation of Rights of Way through Parcel K.  
 There are no suits of action, leases, liens or trust on the property included in this plan of resubdivision except two Deeds of Trust and all the tenors and other parties in interest thereto have below indicated their assent to this plan of resubdivision.  
 November 22, 1960

WITNESSES:  
 Melburn Burdette  
 Melburn Burdette  
 Melburn Burdette  
 Melburn Burdette

JOHN J. CARROLL, TRUSTEE (PARCEL K)  
 RUSSELL E. PELDT, TRUSTEE (PARCEL L)

JOHN J. CARROLL  
 RUSSELL E. PELDT

JOHN J. CARROLL  
 RUSSELL E. PELDT

JOHN J. CARROLL  
 RUSSELL E. PELDT

JOHN J. CARROLL  
 RUSSELL E. PELDT

JOHN J. CARROLL  
 RUSSELL E. PELDT

FILED

W. WAVERLY R. GORE, CLU, P.  
 PROFESSIONAL ENGINEER AND  
 LAND SURVEYOR, M.D. NO. 7187

RESUBDIVISION OF PARCEL K  
 CHILLUM ROAD SHOPPING CENTER  
 PRINCE GEORGE'S COUNTY, MARYLAND  
 SCALE 1"=100'

SEYBOLT, GORE & NEWQUIST  
 CIVIL ENGINEERS & LAND SURVEYORS  
 8404 RAMSEY AVENUE  
 SILVER SPRING, MARYLAND

**STATEMENT OF JUSTIFICATION**  
**Chillum Road Shopping Center**

APPLICANT: Chillum Road Shopping Center LLC  
1919 M Street, NW, Suite 320  
Washington, DC 20036

CORRESPONDENT: Daniel F. Lynch, Esq.  
McNamee Hosea  
6411 Ivy Lane  
Suite 200  
Greenbelt, Maryland 20770  
301 441-2420 Office  
301 982-9450 Fax  
dlynch@mhlawyers.com

REQUEST: The subject applications request an amendment to the Transit District Development Plan for West Hyattsville to allow signs that do not comply with the TDDP standards.

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**I. DESCRIPTION OF PROPERTY**

1. Address – 2425 Chillum Road, Hyattsville, Maryland 20782
2. Proposed Use – Commercial Shopping Center
3. Election District – 17
4. Parcel – K & M
5. Total Area – 6.34 acres
6. Tax Map – 049/E1
7. Location – South side of Chillum Road approximately 320 feet west of the intersection with Queens Chapel Road
8. Zoned – M-X-T
9. Owner – Chillum Road Shopping Center, LLC
10. Zoning Map – 206NE02

11. Incorporated Area – None

## II. NATURE OF REQUEST

The applicant in accordance with the Transit District Development Plan for West Hyattsville, hereby requests an amendment through a Conceptual Site Plan for the property commonly referred to as Chillum Road Shopping Center (the "Shopping Center"). A Detailed Site Plan is being filed contemporaneously with this application because the subject property is located in the M-X-T Zone. The specific nature of this request is to amend the TDDP to allow signage that is currently prohibited by the Architecture Standards contained therein. The applicant is proposing a renovation to the existing building façade and would like to install new signage as part of that façade renovation. In support of this request, the Applicant states that this request complies with the TDDP, which states at page 39:

**Departures for signs that do not comply with the TDDP standards and that do not otherwise require a detailed site plan will be reviewed in the site plan process.**

The applicant now is requesting a global amendment to the sign standards for this Shopping Center. This amendment would allow future tenants to obtain sign permits for signs that deviate from the Architectural Standards without requiring them to obtain an amendment to the approved Detailed Site Plan for the center. The applicant is proposing that the Board approve an amendment to allow signs in Chillum Road Shopping Center that comply with the following standards:

Existing building mounted signage may be replaced with internally illuminated signage until such time as the property is comprehensively redeveloped per the TDDP. Cloud signs and other signage incorporating attractive design shall not exceed 200 square feet from no more than 3 anchor tenants. Signage shall be limited to 125 square feet per sign for each of the other tenants in main building of the center and 60 square feet for each building occupying a pad site. Flashing, travelling, animated or intermittent signage shall be prohibited. All signage shall be approved by the Planning Board or its designee, which may include the Permit Review Division of the Development Review Division within The Maryland-National Capital Park and Planning Commission.

In light of this standard, the applicant requests the following amendments to the TDDP:

- a. Sign Lighting: Building signs shall be illuminated with external lighting only. Lighting shall provide full cut-off fixtures to reduce sky glow and glare. Flashing, travelling, animated, or intermittent lighting shall be prohibited on the exterior of any building or building sign whether such lighting is or temporary or long term duration.

Comment: The proposed amendment will not meet this standard since the applicant's proposed amendment would allow internally illuminated signage. The Planning Board found in DSP-08067 (The Shops at Queens Chillum) that the standard for externally illuminated signage was written into the TDDP for transit oriented development that is close to the street and pedestrian friendly. This is an existing center that is suburban in nature and vehicle oriented, thus necessitating externally illuminated signage that is visible to vehicles travelling on Chillum Road. The applicant is not proposing to redevelop the center in the near future with a mixed use development. Rather, the applicant is proposing to rehabilitate the existing center with a façade renovation and believes that given the suburban nature of the layout of the center, that internally illuminated signs are necessary in order for the signage to be visible from Chillum Road. The applicant would like to incorporate new signage into the façade renovation.

- b. Sign Specifications: Building signage shall be permitted as board signs, cornice signs, blade signs, and window signs only. All other signage, including freestanding signs, shall be prohibited. Sign specifications, typology, and location standards are as follows:

Comment: The proposed amendment will not meet this standard since it would allow signs other than board signs, cornice signs, blade signs, and window signs. These sign standards were designed in order to accommodate pedestrian oriented development. As indicated above, this is an existing center that is suburban in nature and compliance with this standard is neither feasible nor practical. Such signage would not be visible to vehicles travelling on Chillum Road.

- c. Cornice/parapet signs shall be permitted using a masonry or bronze plaque bearing an owner or building's name. These signs shall be placed in the building's cornice/parapet wall or under the eaves and above the upper story windows.

Comment: The proposed amendment will not meet this standard since it would allow signs located on the cornice or parapet that are not masonry or bronze plaques bearing the owner or building's name. Given the design of this existing building and its location on the property, the only visible location for the building mounted signage is on the cornice or parapet. In addition, in order for the signage to be visible from Chillum Road it must be more substantial than a bronze plaque or masonry sign.

- d. Lettering for all signage shall not exceed 18 inches in height or width and 3 inches in relief.

Comment: The proposed amendment will not meet this standard since it would allow letter that exceeds 18 inches in height or width and 3 inches in relief. The existing building is perpendicular to Chillum Road and as a result, building mounted signage is difficult to see from

Chillum Road. Larger letters will allow the signs to be more visible to vehicles travelling along that roadway and provide the tenants with adequate identification to the travelling public.

### III. CRITERIA FOR APPROVAL

The criteria for the approval of a detailed site plan in the Transit District Development Overlay Zone is set forth in Section 27-538.08(c)(1) of the Zoning Ordinance, which states:

- (A) The Transit District Site Plan is in strict conformance with any mandatory requirements of the Transit District Development Plan;

**Comment:** The purpose of this Detailed Site Plan is to request amendments to the Transit District Development Plan and the Planning Board under Section 27-538.08(c)(2) has the authority to approved such amendments. Since the applicant is not proposing any additional development on the Subject Property, it is otherwise exempt from the Transit District Development Standards.

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

**Comment:** The purpose of this Detailed Site Plan is to request amendments to the Transit District Development Plan and the Planning Board under Section 27-538.08(c)(2) has the authority to approved such amendments. The applicant is proposing to maintain the existing shopping center on this subject property and the guidelines and criteria for development are not applicable at this time.

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

**Comment:** The applicant is not proposing any new development as part of this detailed site plan. The sole purpose of this site plan is to request an amendment to the sign regulations contained in the Transit District Development Plan in accordance with Section 27-538.08(c)(2)

The Planning Board is authorized to approved an Amendment to the TDDP under Section 27-538.08(c)(2) of the Zoning Ordinance. If the Board finds that the amendment will benefit the proposed development and the Transit District and will not substantially impair implementation of the Transit District Development Plan then the Board must find that the proposed site plan meets all mandatory requirements that apply.

**Comment:** The requested building-mounted signage amendment would benefit the existing shopping center development and the transit district as it will allow an existing automobile-oriented shopping center to add new suburban-style, vehicular-oriented signage and possibly contribute to the center's continued economic viability. The proposed amended sign requirements would not impair the implementation of the TDDP. They would allow the shopping center to deviate from the TDDP sign standards, as suburban automobile-oriented signs are more appropriate for the subject development.

#### **IV. CONCLUSION**

The Applicants is proposing to amend the development standards under the West Hyattsville TDDP to allow for signage that does not comply with the Architecture Standards. The Applicant believes that this request conforms to the purposes and recommendations for West Hyattsville TDDP and it conforms to the requirements set forth in Section 27-548.09.01 of the Prince George's County Zoning Ordinance, and therefore, Chillum Center LLC, respectfully request the approval of this application.

Respectfully submitted,

**MCNAMEE HOSEA**

By:

  
Daniel F. Lynch

REC'D BY PGCPB ON 5-15-14  
ITEM # 849 CASE # CSP-13009-4  
EXHIBIT # App Exhibit # 2 DSP-13041

**APPLICANT'S PROPOSED CONDITIONS**  
**CSP- 13009 and DSP-13041**

Chillum Rd Shopping  
Center

1. Prior to signature approval of the project, the applicant shall add the following notes to the plans:
  - a. "Existing building-mounted signage may be replaced with internally-illuminated signage until such time as the property is comprehensively redeveloped per the TDDP, ~~or a comprehensive refacing of the shopping center takes place, which would comprise no less than 75 percent of the total front faades of the center.~~"
  - b. "Cloud signs and other signage incorporating attractive design shall not exceed 200 square feet for more than three anchor tenants. Signage shall be limited to 125 square feet per sign for each of the other tenants in the main building of the center and 60 square feet for each building occupying a pad site."
  - c. "All new or replaced signage in the shopping center shall maintain a complimentary signage design (including colors, materials, and design details) that helps brand and enhance the image of the property, and any improvements should consider an updated modern design for the existing property until such time as it is comprehensively redeveloped per the 2006 Approved Transit District Development Plan and Transit District Overlay Zoning Map Amendment for the West Hyattsville Transit District Overlay Zone, ~~or a comprehensive refacing of the shopping center takes place.~~"
  - d. "All signage shall be approved by the Planning Board or its designee, which may include the Permit Review Section of the Development Review Division within the Maryland-National Capital Park and Planning Commission."