

Town of University Park

Development Overview Committee

Tuesday, September 23, 2014

7:30 PM

Conference Room

University Park Town Hall

6724 Baltimore Avenue

In Attendance: John Tabori, Committee Member; Sarah Starrett, Committee Member; Colin Phillips, Committee Member; Corey Tucker, Committee Member (arrived at 8:40 PM) ; Roy Alvarez, Council Member, Ward 7 and Committee Chair

Absent: Arlene Christiansen, Committee Member; Joe Thompson, Council Member, Ward 1 and Committee Member; Brad Hess, Council Member, Ward 3 and Committee Member; Len Carey, Mayor and *ex officio* Committee Member

Agenda

1. Discuss actions to recommend to the Mayor and Town Council relating to Cafritz Application for Secondary Amendment (see attached)

Several concerns were expressed about the Cafritz Statement of Justification for Secondary Amendment (AS-130001-01 and DSP 13009-03). The current section entitled "Signage" states in part that "Commercial signs shall be building mounted only. Freestanding signs shall not be allowed, unless they provide directional information" Cafritz is asking to make the change to, in part, "Commercial signs shall generally be building mounted, but freestanding signs shall be permitted to provide identification of the development and/or certain businesses within the development, as well as directional information. . . ."

Some Committee members stated that the proposed amendment was too vague and too broad as written. The original limitations on signage were carefully crafted after significant negotiations and they should stand as written. These Committee members were not swayed by the justifications for a change expressed by the applicant's attorney, Mr. Taub, in the statement. It was also noted that there is no indication in the statement concerning size and materials to be used for the signage.

One Committee member expressed that the signage may be needed at the entrance to give drivers ample warning of when they are nearing the entrance to the development. This could help to prevent late braking or attempting U-turns because drivers missed the entrance.

The Cafritz team is scheduled to make a presentation to the University Park Town Council on October 20, 2014, where this discussion can continue. The date of the presentation to the MUTC Committee in Riverdale Park has not been determined at this time. It is hoped that representatives can attend the MUTC meeting when it is scheduled.

2. Report on Hyattsville Library presentation on September 16, 2014.

John Tabori attended the full presentation and Roy Alvarez attended part of the presentation at the Hyattsville Library. They discussed the program. (The PowerPoint presentation shown on September 16th at the library meeting can be found at <http://www.pgcmls.info/sites/default/files/13Aug2014%20Community%20MTGFINAL1.pdf>.)

Several concerns were noted by Committee members. (1) The new library could be larger if it were more than one floor. It was noted that a second floor could accommodate meeting rooms and offices that could be closed and locked in the evening eliminating some of the concern about limited supervision on a second floor. The current proposed design seems to be more appropriate for a suburban community, unlike the more urban area that this region is becoming.

(2) Alternate means of transportation (busses, bicycles, etc.) did not seem to be taken into account. Only parking for cars was mentioned.

(3) There appears to be no analysis of what the needs are for the surrounding community. No market analysis or demand analysis was mentioned. How do they know who their patrons would be and what they would want?

(4)The architects seemed to be unaware of the stormwater management problems in the area. This needs to be an essential part of the design considering the recent and continuing problems with run-off into Wells Run and its effect on University Park and Riverdale Park.

(5)The planners for the new Library seem to have had no contact with planners of area parks and recreation. A building housing both a library and community center has been mentioned, but there has been no evidence of coordination between the two groups.

In light of these concerns, the Committee voted to recommend the following motion be presented to the Town Council at their meeting to be held on the October 6, 2014:

Motion:

To authorize the Mayor and Town Attorney to submit a letter to the Prince George's County Government urging adoption of a coordinated approach to the planning and development of the Prince George's Plaza and University Town Center area, including the Hyattsville Branch Library, a new Prince George's County Community Center, and the Prince George's Plaza Transit District Development Plan. Special attention should be given to stormwater management and its effects on Wells Run, the need for a demographic and market study of the area, and the development of a comprehensive transportation plan for the Hyattsville, College Park, Riverdale Park, University Park, and University of Maryland area. All appropriate local and county officials should be copied.

3. Report on PG TDDP Community Design Workshop (Charrette) on September 17, Community Drop-In Opportunity on September 18 and Plan Alternatives Meeting on September 20.

John Tabori attended the full charrette on September 17; Roy Alvarez attended for part of the charrette. Mr. Tabori also attended the Community Drop-In on September 18. No Committee members were available to attend the Plan Alternatives meeting on September 20.

Concerns reported from the meetings attended include safety in the area, difficulties related to biking and walking related to East-West Highway, stormwater management and bus transportation. Some mention was made as to whether the planners were actually incorporating the information presented by the public at these meetings in their planning.

The PGPTTP team has another scheduled meeting on October 14, 2014 at the PG Plaza Community Center from 6:30 to 8:30 PM.

4. Discuss how to proceed on notice by Kiplinger to submit a Detailed Site Plan to the Development Review Division of M-NCPPC (see attached)

The Committee would like to know what position Hyattsville is taking on this DSP. Mr. Alvarez will ask the Mayor to contact Hyattsville for information. The Committee would also like to be briefed by the developer on the proposed DSP.

5. Adjourn

The meeting was adjourned at 9:05 PM.

The next meeting is scheduled for October 28, 2014, at 7:30 PM in Town Hall.

Attachments (2)

Submitted by Roy Alvarez, Chair

O'MALLEY, MILES, NYLEN & GILMORE, P.A.
Attorneys & Counselors at Law

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Matthew D. Osnos
Lawrence N. Taub
Lynn Loughlin Skerpon

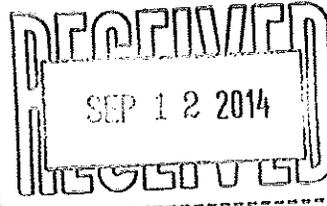
Mark G. Levin
William M. Shipp
Kate Pomper Pruitt

Nancy L. Slepicka
Leonard L. Lucchi
Stephanie P. Anderson

Peter F. O'Malley
(1939-2011)

Edward W. Nylan
(1922-2010)

John D. Gilmore, Jr.
(1921-1999)



September 11, 2014

The Honorable Len Carey
Mayor of University Park
6724 Baltimore Avenue
University Park, MD 20782

Certified Article Number

9214 71 68 0438 0001 1728 32
SENDERS RECORD

Re: Cafritz Property at Riverdale Park
Application for Secondary Amendment to Development Plan

Dear Mayor Carey:

I am representing Calvert Tract, LLC, owner and developer of the Cafritz Property at Riverdale Park. My client is filing an application for a Secondary Amendment to the Development Plan for the Cafritz Property at Riverdale Park, and pursuant to Sec. 27-546.14(b)(3)(H) of the Prince George's County Zoning Ordinance, I am enclosing herein a copy of this application, along with its accompanying documents.

Thank you for your kind attention to this matter. If you have any questions or require additional information, please let me know. With best regards, I remain

Very truly yours,

A handwritten signature in black ink, appearing to be "Lawrence N. Taub". The signature is written in a cursive style and is positioned above the typed name.

Lawrence N. Taub

cc: Calvin Cafritz
Calvert Tract, LLC

APPLICATION FORM

DO NOT WRITE IN THIS SPACE:

Application No.(s): _____ Planning Board Review Planning Director Review
 Acceptance Date: _____ 70-day limit _____ Limit waived-2nd 70-day limit _____
 Posting Waived Posting Date: _____ No. of Signs Posted: _____ Agenda Date: _____
 Filing Fee: _____ Posting Fee: _____ Case Reviewer: _____
 Subdivision Development Review Committee Date: _____
 Referral Mail-Out Date: _____ Referral Due Date: _____
 Date of Informational Mailing: _____ Date of Acceptance Mailing: _____

APPLICATION TYPE: Secondary amendments of a Development Plan Revision of Case # SA-130001
 (See page 2 for a list of applications)

PROJECT NAME: Cafritz Property at Riverdale Park

Geographic Location (give distance related to or near major intersection):
 East side of U.S. Route 1, approximately 1,400 feet from its intersection with East-West Highway.

Address (if applicable) NA

Companion Case(s): ZMA No. A10018; Preliminary Plan No. 4-13002; DSP-13009; SP-130002

| | | |
|----------------------------------|---|---|
| Total Acreage: 37.37 acres | Planning & Policy Analysis Areas: 68; 243D | Election District: 19 |
| Tax Map/Grid: 42/D-2 | Current Zone(s): M-U-TC; R-55 | Council District: 3 |
| 200 Sheet: 208NE04 | Existing Lots/Blocks/Parcels: See Attached. | Dev. Review District: NA |
| COG TAZ: 985 | PG TAZ: 705 | Aviation Policy Area: 6 (partial) |
| Plat Book/Page: See Attached. | Municipality(ies): Riverdale Park | Is development exempt from grading permit pursuant to 32-127.(a)(6)(A) : <input type="checkbox"/> Y <input checked="" type="checkbox"/> N |

General Plan Tier (check one): Developed Developing Rural

| | |
|---|---|
| <p>Proposed Use of Property and Request of Proposal: Secondary Amendments for DSP-13009 & Revision to DSP-13009 for a mixed-use development pursuant to ZMA No. A-10018</p> | <p>Please list and provide copies of resolutions of previously approved applications affecting the subject property: ZMA No. 10018 (Zoning Ordinance No. 11-2012) DSP-13009; PPS4-13002; SA-130001; SP-130002</p> |
|---|---|

| | |
|--|---|
| <p>Applicant Name, Address & Phone: Calvert Tract, LLC 1828 L Street, N.W., Suite 703 Washington, D.C. 20036 202-248-5800</p> <p>Owner Name, Address & Phone: (If same as applicant, please indicate) Same as Applicant.</p> | <p>Consultant Name, Address, Phone, & Fax: O'Malley, Miles, Nylan & Gilmore, P.A. 11785 Beltsville Drive, 10th Floor Calverton, MD 20705 301-572-3274 (phone); 301-572-6655 (fax)</p> <p>Contact Person, Phone Number, Fax & E-Mail: Lawrence N. Taub; same phone & fax as above ltaub@omng.com</p> |
|--|---|

SIGNATURE (Sign where appropriate; attach additional signatures if necessary)

| | | | |
|---|---|---|---|
| <p><i>Calvin Cafritz</i> Owner's Signature</p> | <p><i>Manoj V</i> 8-25-14 Date</p> | <p><i>Calvin Cafritz</i> Applicant's Signature</p> | <p><i>Manoj V</i> 8-25-14 Date</p> |
| <p>Owner's Signature</p> | <p>Date</p> | <p>Contract Purchaser's Signature</p> | <p>Date</p> |

| ZONING CASES: | |
|--|--|
| Details of Request: | Zoning Ordinance Section(s): |
| Number of Dwelling Units: Attached _____ Detached _____ Multifamily _____ | Gross Floor Area (Commercial/Industrial Only): |

| SUBDIVISION CASES – PRELIMINARY PLAN/CONSERVATION SKETCH PLAN: | | | |
|--|---|--|---|
| Type of Application: (Check all that apply) | | | |
| Conventional <input type="checkbox"/> | Comprehensive Design <input type="checkbox"/> | Conservation Sketch Plan <input type="checkbox"/> | Pre-Preliminary Plan <input type="checkbox"/> |
| Overlay Zone: Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, provide name: | | | |
| Variation Request Required: Yes <input type="checkbox"/> No <input type="checkbox"/> | | Justification Statement Attached: Yes <input type="checkbox"/> No <input type="checkbox"/> | |
| Sewer and Water Service Categories: | | | |
| Existing: Sewer _____ Water _____ | | Proposed: Sewer _____ Water _____ | |
| TOTAL NUMBER OF PROPOSED: | | | |
| Lots: | Outlots: | Parcels: | Outparcels: |
| Number of Dwelling Units: Attached _____ Detached _____ Multifamily _____ | | Gross Floor Area (Non-residential only): | |
| AREAS OF DEDICATION: | | | |
| Total Parkland: | Homeowners: | Street ROW: | Other: |
| OWNER: | | | |
| Last Recorded Conveyance: Grantor: | | Grantee: | |
| Date of Conveyance: | | Land Records Reference: Liber _____ folio _____ | |
| Legal Restrictions/Encumbrances Liber/folio: | | | |

| SUBDIVISION CASES – FINAL PLAT: | |
|--|------------------------------------|
| Water/Sewer: DER <input type="checkbox"/> Health Dept. <input type="checkbox"/> | Number of Plats: |
| Conceptual Stormwater Management Approval No. | WSSC Authorization No.: |
| CSP/DSP/SDP No.: | Approval Date of CSP/DSP/SDP: |
| Preliminary Plan No.: | Approval Date of Preliminary Plan: |
| I hereby certify that the submitted final plats are in conformance with the above-referenced SP/SDP. | |
| Signature of Surveyor, Authorized Representative _____ | |

| URBAN DESIGN CASES: | |
|--|---|
| Number of Dwelling Units: Attached <u>119</u> Detached _____ Multifamily <u>855</u> | Gross Floor Area: (Commercial or Industrial use only) <u>186,676</u> sq. ft. |
| Nature of Revision: <u>Secondary amendment to add signage.</u> | |

**Cafritz Property at Riverdale Park
Statement of Justification for Secondary Amendment
SA-130001-01 and DSP-13009-03**

This request for a Secondary Amendment to a Development Plan is set forth in, and legally permitted by Sec. 27-546.14 of the Prince George's County Zoning Ordinance, and is in connection, and part of, the Detailed Site Plan and for the development of the property known as the Cafritz Property at Riverdale Park (the "Development"), with this application being noted as DSP-13009/03 and SP-130002/01.

Within the Approved Town of Riverdale Park Mixed-Use Town Center Zone Development Plan for the Cafritz Property at Riverdale Park ("Development Plan"), within the section entitled "Signage", under No. 2 states as follows:

"2. Commercial signs shall be building mounted only. Freestanding signs shall not be allowed, unless they provide directional information marking the way to parking, historic sites, maps of the area, and other amenities. In these cases, such signage may only be provided in coordination with the Town of Riverdale Park and other applicable agencies and may not include commercial or product information."

The following amendment to this Standard is proposed as follows:

"2. Commercial signs shall generally be building-mounted, but freestanding signs shall be permitted to provide identification of the development and/or certain businesses within the development, as well as directional information marking the way to parking, historic sites, maps of the area, and other amenities. In the case of freestanding signs for directional information, said signage may only be provided in coordination with the Town of Riverdale Park and other applicable agencies."

The required findings for the approval of the above-described Secondary Amendment are as follows:

"Sec. 27-546.14. Amendments to Development Plan.

...

(b) Secondary amendments.

...

(7) The Planning Board may only approve a requested secondary amendment of a Development Plan if it makes the following findings:

- (A) The requested secondary amendment is in compliance with the requirements for the approval of a Development Plan;
- (B) The requested secondary amendment is in conformance with the purposes of the M-U-TC Zone;

(C) The original intent of the Development Plan element or mandatory requirement being amended is still fulfilled with the approval of the requested secondary amendment.”

The approval of a Development Plan for the M-U-TC Zone requires the following findings, as set forth in Sec. 27-198.05 of the Zoning Ordinance:

- “(A) The entire Map Amendment including the Development Plan, is in conformance with the purposes and other requirements of the M-U-TC Zone;
- (B) Adequate attention has been paid to the recommendations of the Area Master Plans and the General Plan which are found to be applicable to property within the proposed M-U-TC Zone;
- (C) An approved Master Plan recommends a mixed use town center zone or the area is demonstrated to be an older, substantially developed mixed-use community;
- (D) The Town Center Development Plan will provide a flexible regulatory environment that will support redevelopment and development interests in the area and protect the character of the older mixed-use center; and
- (E) The M-U-TC Zone boundaries are continuous with no land in a different zone remaining solely within the approved M-U-TC Zone boundaries.”

The purposes of the M-U-TC Zone are set forth in Sec. 27-546.09(a) of the Zoning Ordinance, as follows:

- “(1) To create with the community a development framework that can capitalize on the existing fabric of the County’s older commercial/mixed-use centers and corridors.
- (2) To promote reinvestment in, and the appropriate redevelopment of, older commercial areas, to create attractive and distinctive community centers for shopping, socializing, entertaining, living, and to promote economic vitality.
- (3) To promote the preservation and adaptive reuse of selected buildings in older commercial areas.
- (4) To ensure a mix of compatible uses which compliments (sic) concentrations of retail and service uses, including institutional uses, encourages pedestrian activity, and promotes shared parking.
- (5) To provide a mix of commercial and residential uses which establish a safe and vibrant twenty-four hour environment.

(6) To establish a flexible regulatory framework, based upon community input, to encourage compatible development and redevelopment, including shared parking facilities that will enhance the Town Center.

(7) Preserve and promote those distinctive physical characteristics that are identified by the community as essential to the community's identity, including building character, special landmarks, small parks and other gathering places, and wide sidewalks."

Given the above-described findings for approval of the M-U-TC Zone, as well as the purposes of the M-U-TC Zone, the requested Secondary Amendment is justified for the following reasons. The Development, as approved through Zoning Map Amendment No. A-10018, Preliminary Plan of Subdivision No. 4-13002, Detailed Site Plan No. DSP-13009 (including all approved revisions to date), Special Permit No. SP-130002, and Secondary Amendment No. SA-130001, is a community that will include 119 townhouses, 855 multifamily units (a portion of which will require additional detailed site plan approval), approximately 186,676 square feet of commercial space, and a hotel (that will require approval of a special exception). As can be seen from the above-referenced approvals, as well as the approval of the Development Plan, this is intended to be a cohesive and coordinated community, with a significant amount of commercial space. Allowing freestanding signs at appropriate locations will, among other things, assure that the Development will successfully "ensure a mix of compatible uses that compliments (sic) concentrations of retail and service uses..."; "provide a mix of commercial and residential uses which establish a safe and vibrant twenty-four hour environment", "encourage compatible development...that will enhance the Town Center", and "provide a flexible regulatory environment that will support redevelopment and development interests in the area..." Freestanding signs at appropriate locations will not only help to emphasize the identity and cohesive nature of the Development as a whole, but also help to identify the existence of significant commercial establishments within the Development. The identification of such businesses within the Development is often a requirement of such businesses, which will not locate within developments such as this without this type of signage. The existence of freestanding signs at appropriate locations within the Development, therefore, is not only helpful to establish the character of the Development and the location of significant commercial establishments within the Development, but is actually crucial to the commercial success of the Development.

It is also important to note the "Intent" of the "Signage" section of the Development Plan, which states as follows:

"Encourage a positive and attractive identity for businesses and the town center and make the street more interesting for pedestrians. Allow creative commercial expression and visual variety without creating clutter or overwhelming streetscape."

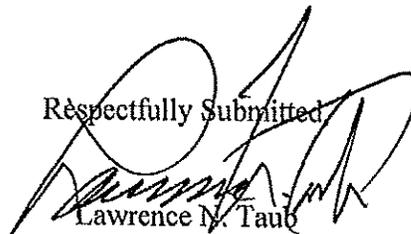
The proposed freestanding signs (as shown on the accompanying application for a Revision to the approved Detailed Site Plan) will, in fact, implement a positive and attractive identity for businesses and the town center as intended by the Development Plan, and they will thus be

consistent with the intent of the signage element of the Development Plan. Quite frankly, a development of the size and scope such as that which has been previously approved for this Development could not be successful without allowing certain freestanding signs, as proposed through this application, as well as the proposed 03 Revision to DSP-13009.

For all of the above-stated reasons, the applicant herein submits that proposed Secondary Amendment that would allow freestanding signs at specified locations within the Development is in compliance with the requirements for the approval of the Development Plan, is in conformance with the purposes of the M-U-TC Zone, and fulfills the original intent of the signage element of the Development Plan, and for these reasons, requests that it be approved.

The applicant herein also submits that the proposed 03 Revision to Detailed Site Plan No. DSP-13009, showing the location of three (3) specific freestanding signs upon the Development, is also justified. The locations of these proposed signs - one each on the north and south side of Van Buren Street at the Route 1 entrance to the Development, and the third on the north side of Underwood Street at the Route 1 entrance - are appropriate locations for said signs. These locations are two of the main entry points into the development, and both are proximate to the main commercial portion of the Development. They will serve to appropriately identify both the Development itself, and some of the significant commercial establishments within the Development, and both are designed in a manner that is consistent with not only the character and quality of the Development as a whole, but also the buffer area along the Route 1 frontage in which the signs will be located. For these reasons, the applicant also requests that the proposed 03 Revision to Detailed Site Plan No. DSP-13009 to add these freestanding signs also be approved.

Respectfully Submitted



Lawrence M. Taub
Attorney for Applicant

**PROPOSED SECONDARY AMENDMENT TO THE DEVELOPMENT
PLAN FOR THE CAFRITZ PROPERTY AT RIVERDALE PARK
SA-130001-01**

The proposed Secondary Amendment for the above-referenced Development Plan, designated as SA-130001-01, is as follows:

“Commercial signs shall generally be building-mounted, but freestanding signs shall be permitted to provide identification of the development and/or certain businesses within the development, as well as directional information marking the way to parking, historic sites, maps of the area, and other amenities. In the case of freestanding signs for directional information, said signage may only be provided in coordination with the Town of Riverdale Park and other applicable agencies.”

STATEMENT ENUMERATING EACH SECONDARY AMENDMENT TO
THE DEVELOPMENT PLAN FOR THE CAFRITZ PROPERTY AT
RIVERDALE PARK
SA-130001-01

The proposed Secondary Amendment for the above-referenced Development Plan, designated as SA-130001-01, is as follows:

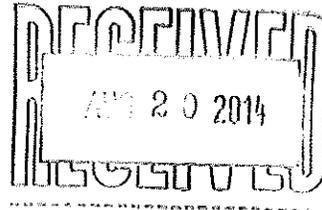
“Commercial signs shall generally be building-mounted, but freestanding signs shall be permitted to provide identification of the development and/or certain businesses within the development, as well as directional information marking the way to parking, historic sites, maps of the area, and other amenities. In the case of freestanding signs for directional information, said signage may only be provided in coordination with the Town of Riverdale Park and other applicable agencies.”

EFFECT UPON REMAINDER OF THE DEVELOPMENT PLAN: None



August 19, 2014

Mayor John Rogard Tabori
6724 Baltimore Avenue
University Park, MD 20782



Re: Kiplinger
DSP-14010-01

Dear Mayor Tabori,

A Detailed Site Plan (DSP) for the above-referenced project will be submitted for review to the Development Review Division of The Maryland-National Capital Park and Planning Commission ("M-NCPPC").

The subject property is located at 3401 East West Highway, Hyattsville, Maryland 20781. The nature of the revision is to construct 100 single family attached townhomes on a portion of the property.

If you wish to become a Person of Record to this application, you may submit your request online at www.pgplanning.org or by written request to the Development Review Division of the M-NCPPC, 14741 Governor Oden Bowie Drive, Upper Marlboro, Maryland 20772. Please reference the Pre-Application Number and the Name of Project in your request. At this time no government agency has reviewed the application. After the application has been filed, you may contact the M-NCPPC at 301-952-3530.

IMPORTANT: This notice is your opportunity to interact with the applicant prior to the acceptance of the subject application. Once an application is accepted, it may be subject to mandatory action time frames that are established by law. Contacting the applicant as soon as possible after receiving this notice will help facilitate your ability to receive information and/or establish a time when the applicant may meet with you or your civic group to provide information and answer questions about the development proposed. Any concerns regarding an applicant's failure to provide information or engage in dialogue about the proposed development should be directed in writing to the same mailing address listed for becoming a party of record. Please be sure to include the application number with any such correspondence.

If you are interested in receiving more information about this application, reviewing a copy of a site plan, or meeting to discuss the project, you may contact William Shipp at 301-572-7900.

Sincerely,

Soltesz, INC.

A handwritten signature in black ink, appearing to read "David J. Bickel".

David J. Bickel
Landscape Architect