

**SUBJECT:** Revised Detailed Site Plan – Sign Request for CVS at Greenway Shopping Center

**BACKGROUND:** The City does not have a covenant with Greenway Shopping Center granting it review and approval authority on signs. Therefore, the City is advisory to the County on the subject case. CVS is requesting a revision to its approved Detailed Site Plan to allow for the installation of a freestanding sign at its entrance off Greenbelt Road. The proposed revision is considered minor and is subject to staff level review at the County, unless a Planning Board hearing is requested by a person of record.

The CVS in Greenway Shopping Center currently has building signs and minor freestanding directional signs. Currently at its entrance off Greenbelt Road there is a small directional sign in the turn-off median. Per Prince George's County Zoning code, the CVS is entitled to a 25 foot pole mounted sign at its entrance off Greenbelt Road which it originally proposed to City staff. However in respect to concerns raised by City staff, CVS agreed to revise its sign proposal to include a 6'-4" high by 7'-9 ½" wide LED sign. CVS was not willing to compromise on the LED component of the sign, despite requests from City planning staff, since it is the sign direction CVS is going nationally and it is allowed by County zoning code.

**ANALYSIS:** The CVS at Greenway Shopping Center is seeking a revision to its approved Detailed Site Plan to allow for the installation of a 6'-4" high by 7'-9 ½" wide LED sign at its entrance off Greenbelt Road. The Board appreciates the Applicant's willingness to substantially decrease the size of the proposed sign, but generally questioned the suburban sign standards of the County that permit such signage to be installed. The Board acknowledged the proposed sign meets all applicable County code requirements and is well under what is permitted by right, and absent City sign approval authority, there appears to no basis for the County to oppose the proposed sign.

The Board sees an opportunity to address the suburban sign standards of the County through the *Greenbelt Metro Area and MD 193 Corridor Sector Plan*. The use of LED, type of signs, sign size/height, number of signs and permitted location of signs should be addressed within the Sector Plan Update.

The Board identified two issues that it would like to see addressed as part of the proposed revision to the CVS Detailed Site Plan: Installation of bike racks and the installation of a sidewalk along its entrance drive off Greenbelt Road. While all members agreed to the importance of these issues, the majority of the Board viewed them as separate issues that are not within the purview of the Board/County to require at this time. The Board agreed

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REPORT TO COUNCIL**

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that the issues should be addressed with the CVS owners, as well as within the *Greenbelt Metro Are and MD 193 Corridor Sector Plan*.

**RECOMMENDATION:** Understanding that the proposed CVS sign appears to meet all applicable Prince George's County sign regulations, and the City has no agreements granting it sign approval authority, the Advisory Planning Board sees no basis for opposing the County's approval of CVS's request to revise its Detailed Site Plan to permit the installation of a 6'-4" high by 7'-9 1/2" wide LED sign at its entrance off Greenbelt Road, subject to the following conditions:

1. The sign meets all applicable Prince George's County sign requirements;
2. The Applicant submits a landscaping plan to the City for review and approval;
3. The plan should incorporate a mix of perennial and annual plants; and
4. The Applicant obtains the required Prince George's County and City of Greenbelt sign and electrical permits.

The motion passed by a vote of 3-0, with two members abstaining because of the unresolved sidewalk and bike rack issues.

Sincerely,

George Branyan  
Chair