

# **West End (Landmark)**

Blocks E&G Amendment – DSUP#2023-10008

Comprehensive Sign Plan – SUP#2023-00011

Open Spaces – DSUP#2023-10004

5801 Duke Street

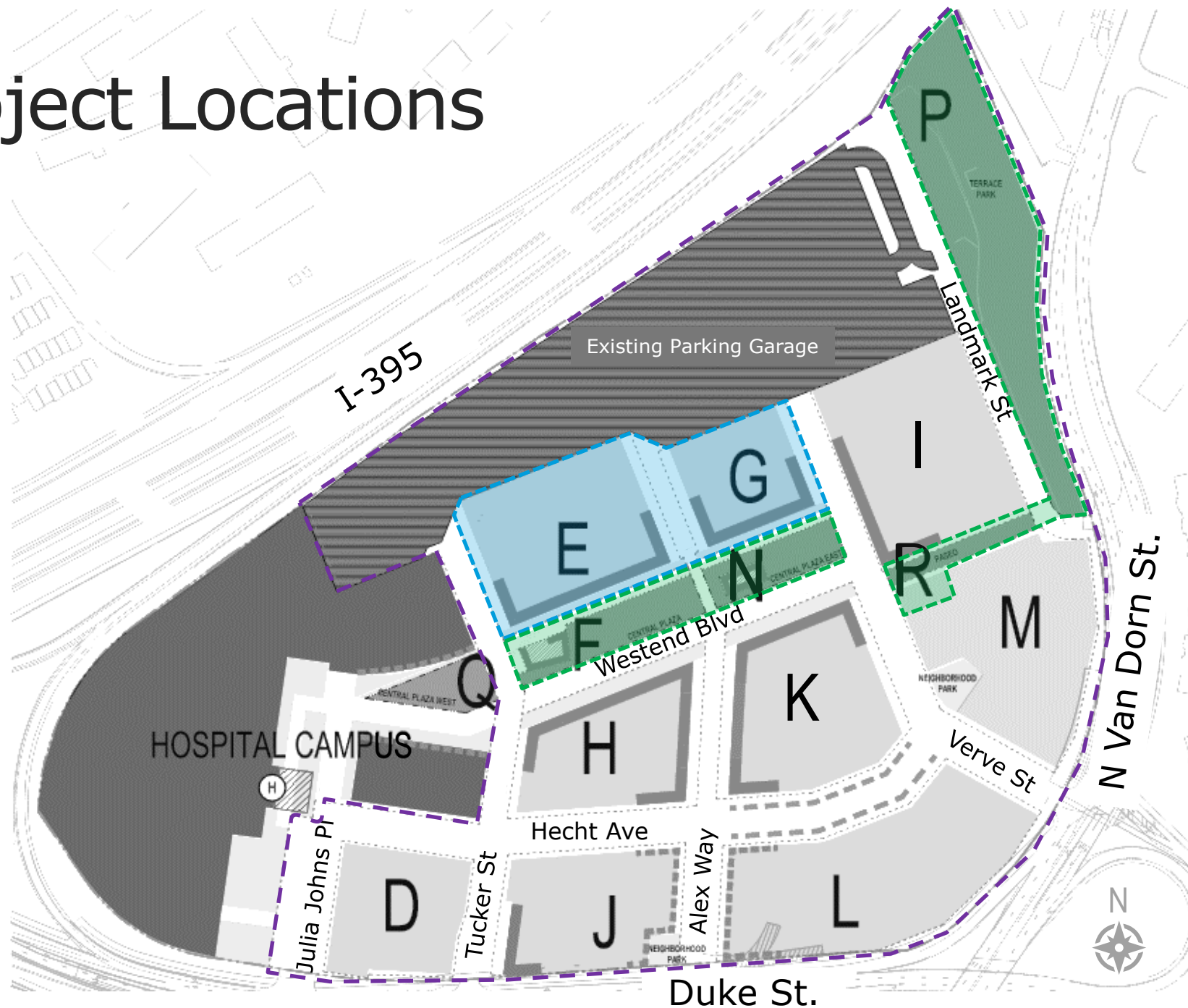
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Planning Commission

September 5, 2023



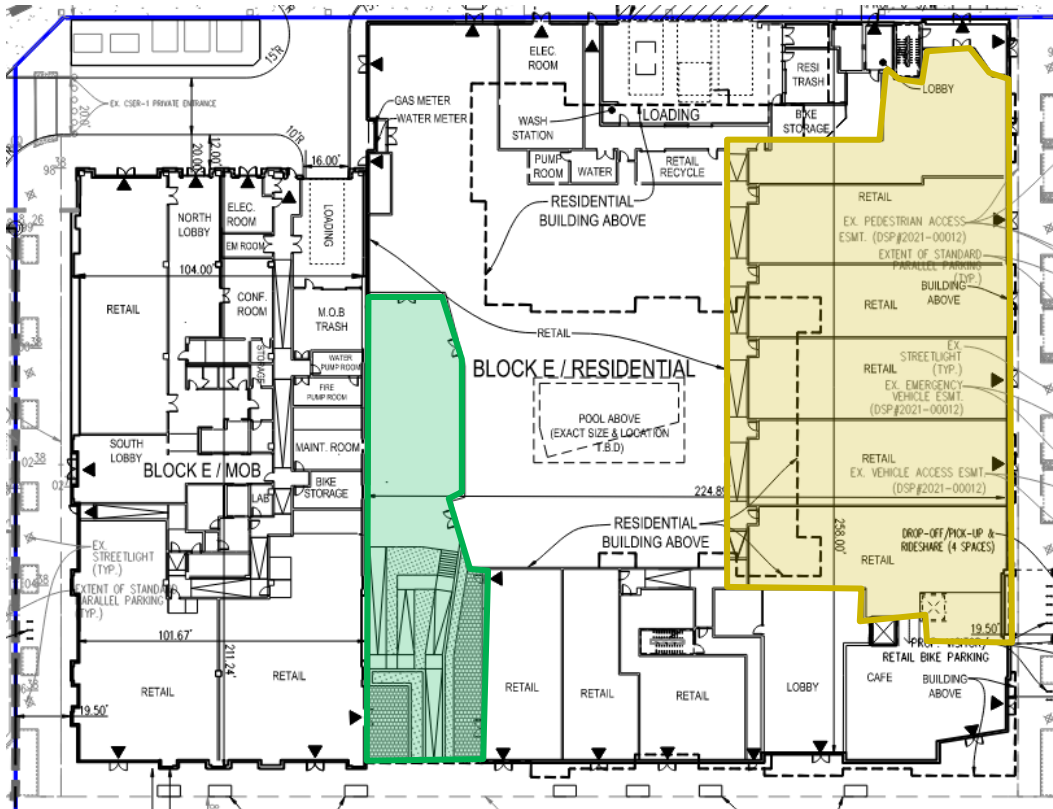
# Project Locations



- Sign Plan
- Open Spaces
- Blocks E&G

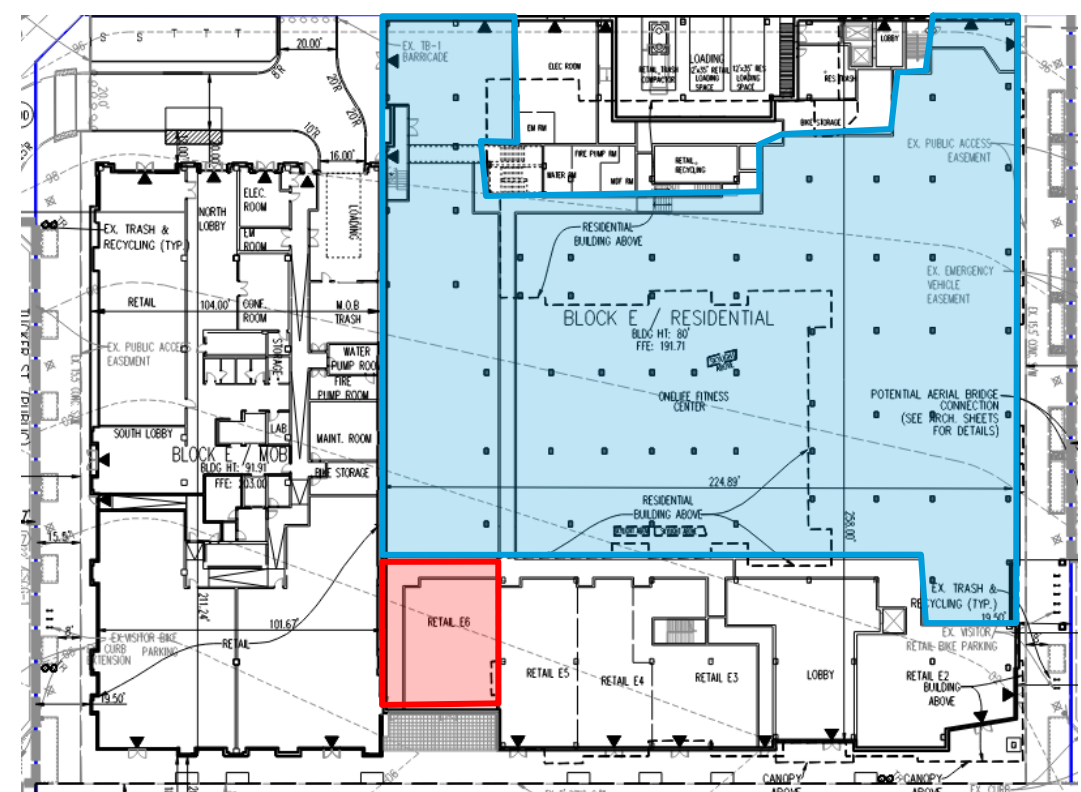
# Proposed Changes to Block E Layout

DSUP#2022-10017 **Approved Plan**



- At-grade Courtyard
- Individual retail bays

DSUP#2023-10008 **Proposed Layout**



- Enlarged retail bay with mezzanine (E7)
- New retail bay (E6)

Existing garage

Central Plaza

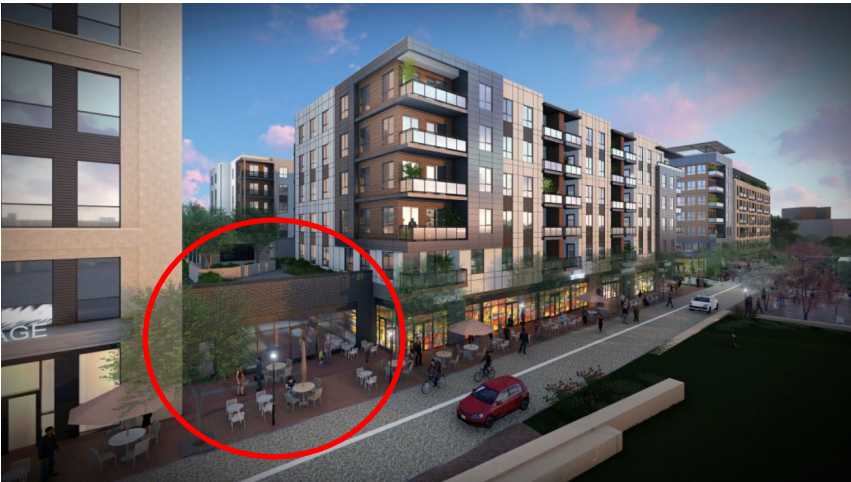
West End: E&G Amend., Sign Plan, Open Spaces



# E&G Amendment Considerations



*Approved Block E southern façade*

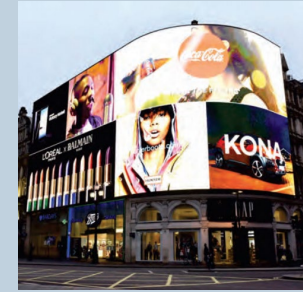
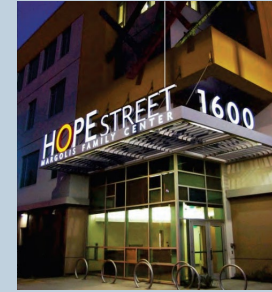


*Proposed Block E southern façade*

- Optional changes limited to Block E residential building
- **Increased Floor Area:**
  - +5,310 SF infilled courtyard
  - +27,555 SF mezzanine in retail bay E7\*
- **Redistributed Open Space:**
  - -2,823 SF at-grade open space
  - +1,880 SF above-grade courtyard
  - +770 SF Block P transfer\*\*
- **Meets Stormwater Requirement:** 1.79 lbs. phosphorous removed (vs. 1.78 required)
- Commercial parking no longer exceeds maximum (297 spaces provided)

# SUP Signage Request

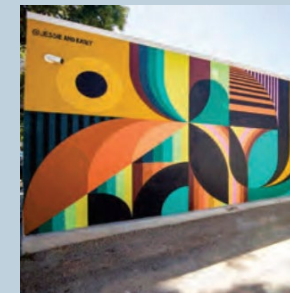
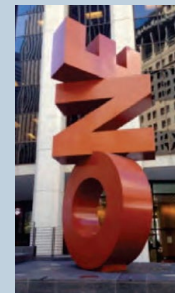
## Building



## Retail



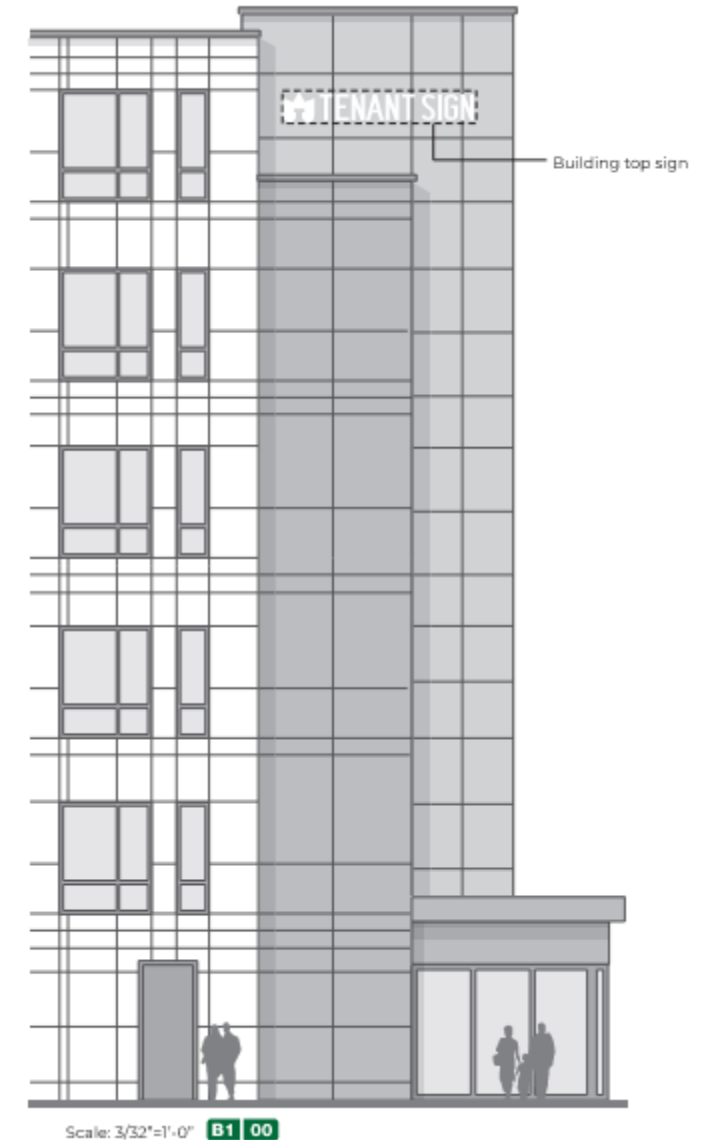
## Site & Trails





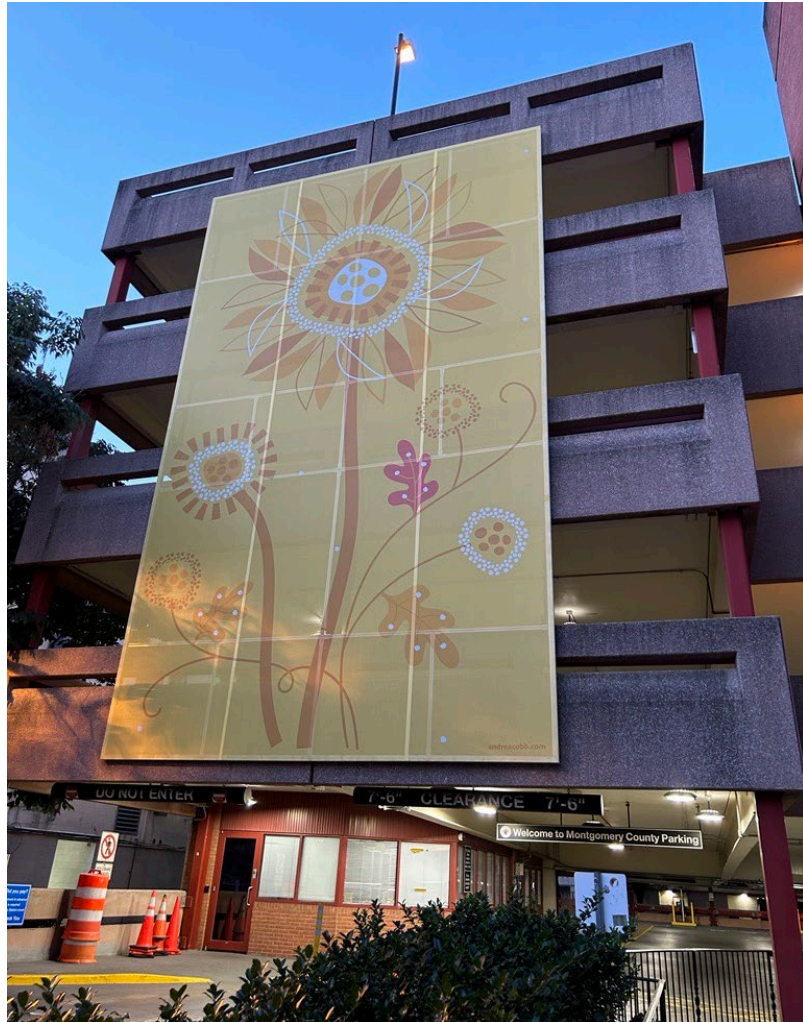
# Signage Request Details

- Additional signage allotments for:
  - Size of building, retail, window, and blade signs
  - One projecting retail sign per tenant
  - Size and height of site entrance signs
- Digital signage requested:
  - Parking garage billboard
  - Parking entrance
  - Pedestrian wayfinding
- Signs generally match number and size at comparable sites



*Ex. B1 00 building signs may be more than 35' above grade*

# Garage Banners Not Supported



*Photo from applicant of a Bethesda garage*

- Proposed:
  - 12 signs (max.)
  - 100 SF (max.)
- Materials:
  - Channel letters or logos
  - Static banner elements
- Zoning Ordinance requires signs to be high aesthetic quality
- Staff supports channel letters or logos but not banners due to maintenance concerns

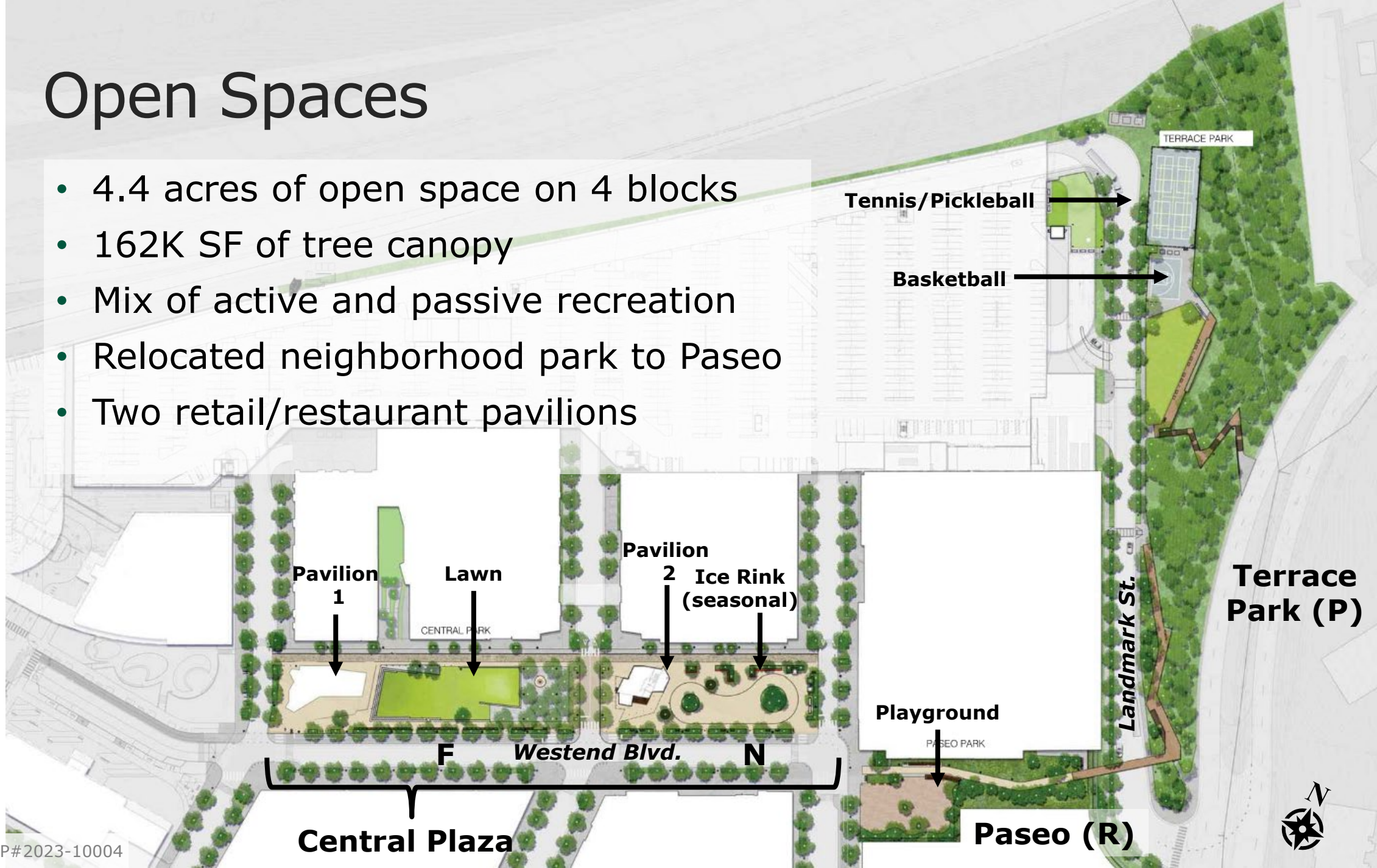
# Proposed Revision to Condition 3

3. Applicants may request **limited** administrative approval of additional signage **in size or number (but not type)** subject to the satisfaction of the Director of P&Z that the proposed signage design is:
  - a. Consistent with the Comprehensive Sign Plan, including the quality of materials, overall design, and scale.
  - b. **In response to final building, open space, streetscape, or storefront design not anticipated at the time of the original Comprehensive Sign Plan approval.**



# Open Spaces

- 4.4 acres of open space on 4 blocks
- 162K SF of tree canopy
- Mix of active and passive recreation
- Relocated neighborhood park to Paseo
- Two retail/restaurant pavilions





# Retail Pavilion Architecture

*Pavilion 1 – Block F*



- 4,610 SF two-story pavilion
- 978 SF green roof
- Oriented toward Central Plaza green

*Pavilion 2 – Block N*



- 1,331 SF retail/restaurant space
- 269 SF seasonal ice-skating shop
- Public restroom

# Open Space Benefits & Community

## Benefits

- Ongoing redevelopment of former Landmark Mall site
- 4.4 acres of publicly accessible open space
- 11,300+ SF of retail pavilions
- Stormwater: reduce runoff by 18% and phosphorous load by 40%

Community	Date	Community Meeting
	April 21, 2022	Park and Recreation Commission meeting
	April 27, 2022	EW/LVD Implementation Advisory Group meeting
	Mar. 16, 2023	Park and Recreation Commission meeting
	Sep. 5, 2023	Planning Commission meeting



# Recommendations

- **Blocks E&G Amendment**, DSUP#2023-10008
  - Staff recommend **approving this option** for flexibility in developing Block E subject to conditions in staff report
- **Comprehensive Sign Plan**, SUP#2023-00011
  - Staff recommend **approving** subject to revisions (incl. removing garage banners)
- **Open Spaces**, DSUP#2023-10004
  - Staff recommend **approving** subject to conditions in staff report