

Memo

To: Mayor and City Council

From: Jim Chandler, Assistant City Administrator and Director, Community & Economic Development
Kate Powers, City Planner

Date: December 28, 2020

Re: Federalist Pig Restaurant – Detailed Site Plan (DSP-19072) Discussion

Attachments: Applicant's Presentation
DDOZ Justification Statement
CR-69-1993
Design Standard Matrix
CIVP-DSP-19072
LSLP-DSP-19072

The purpose of this memorandum is to provide the City Council with a summary of, and recommendations for, the detailed site plan (DSP) application for the Federalist Pig restaurant on 5504 Baltimore Avenue.

Project Summary

- The subject property is a 0.2709-acre lot located at 5504 Baltimore Avenue, which resides within the Town Center Character Area of the Gateway Arts District.
- The applicant is seeking approval of a Detailed Site Plan to convert the existing building on the Subject Property, previously used as an automobile parts and tire store with installation, to an eating and drinking establishment, with no drive-through.
- The applicant is requesting amendments to the Gateway Arts District Design Standards related to building frontage, parking, and loading.
- This application will come back to the City Council for action on January 19, 2021.

Project Location Details

The Subject Property is a 0.2709-acre lot located at 5504 Baltimore Avenue, on the west side of Baltimore Avenue and approximately 89 feet north of its intersection with Jefferson Street. The property is zoned M-U-I/DDO and is located within the boundaries of the Gateway Arts District Sector Plan and

Sectional Map Amendment adopted in 2004 (“Gateway Arts District Sector Plan” or “Sector Plan”). The Subject Property is located within the Town Center (“TC”) Character Area.

The Subject Property contains an existing building which was constructed around 1940 and is approximately 2,400 square feet. This building most recently served as an automobile parts and tire store. The property is accessed from Baltimore Avenue through a single driveway entrance which the applicant plans to maintain.

A car wash resides north of the Subject Property. To the west, the property is bounded by a single family detached home on 44th Avenue. To the south is a six-story building owned and utilized by Verizon (C&P Telephone Company of Maryland). To the east, across Baltimore Avenue are commercial uses within the EYA Arts District development. Figure 1 (below) provides a visual representation of the current site configuration.

Figure 1. Site Overview



The applicant is seeking approval of a Detailed Site Plan to convert the existing building on the Subject Property, previously used as an automobile parts and tire store with installation, to an eating and drinking establishment, with no drive-through.

Summary of Development Proposal

The applicant is proposing to convert the exiting building to an eating and drinking establishment known as Federalist Pig. Federalist Pig is a regional American barbecue restaurant, with its first location in the Adams Morgan neighborhood of Washington, DC.

The applicant plans to makeover the current building while retaining the existing exterior façade (see image below).

Figure 2. Front Façade



Behind the retained front façade, a covered portico will be created with stairs and a ramp to the new entrance of the restaurant. The façade within the portico will be comprised of large glass windows and corrugated metal.

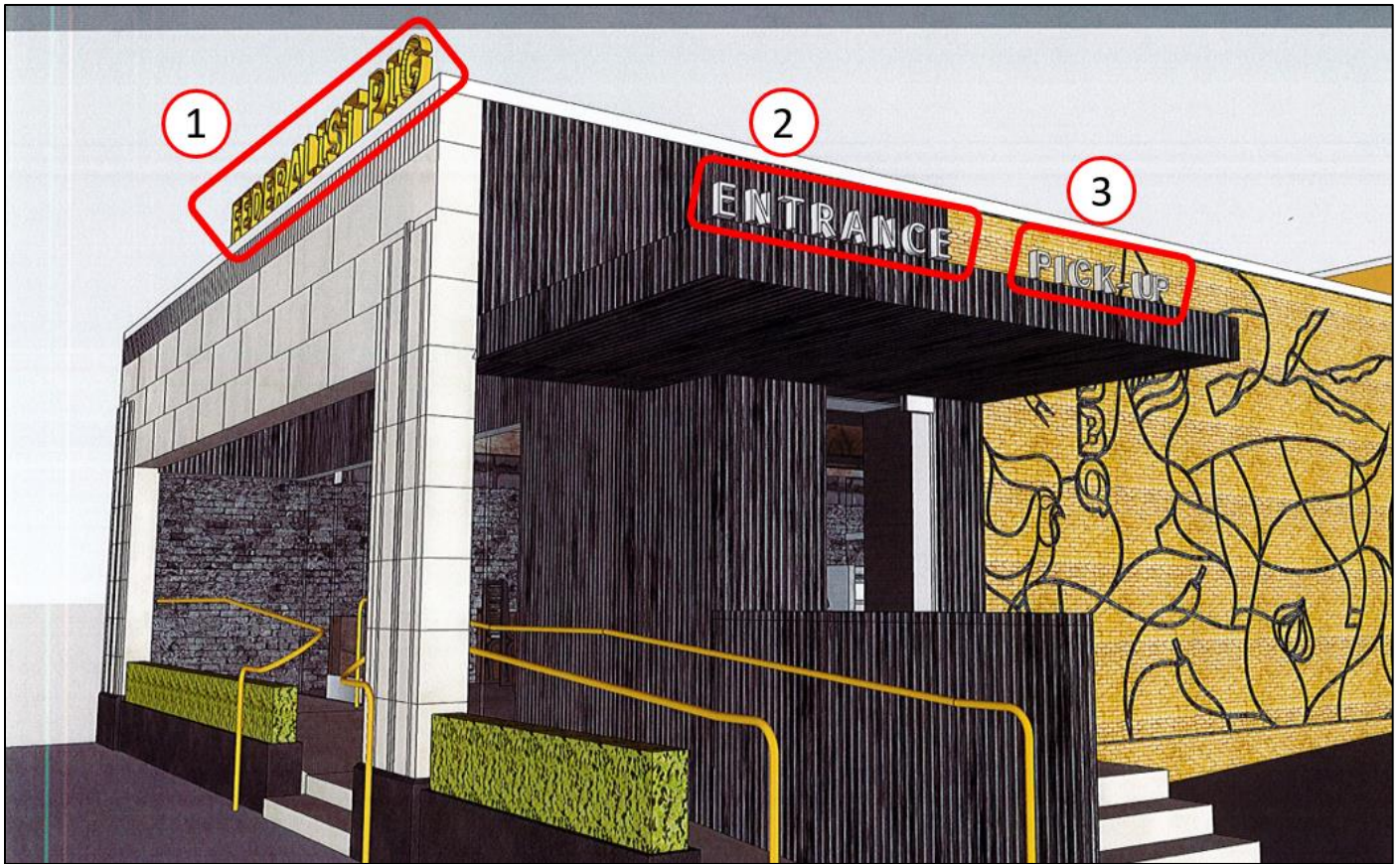
The building makeover will include a 963 square foot addition to the rear of the building, increasing the total square footage from 2,412 square feet to 3,375 square feet.

Proposed building signage includes:

1. an illuminated sign on the top of the façade wall, above the entrance stairs
2. a non-illuminated “Entrance” sign above the ramp along the north side of the building
3. a “Pick-Up” sign above the separate entrance for take-out orders

Each proposed sign is depicted and labeled in Figure 3 (below).

Figure 3. Proposed Building Signage

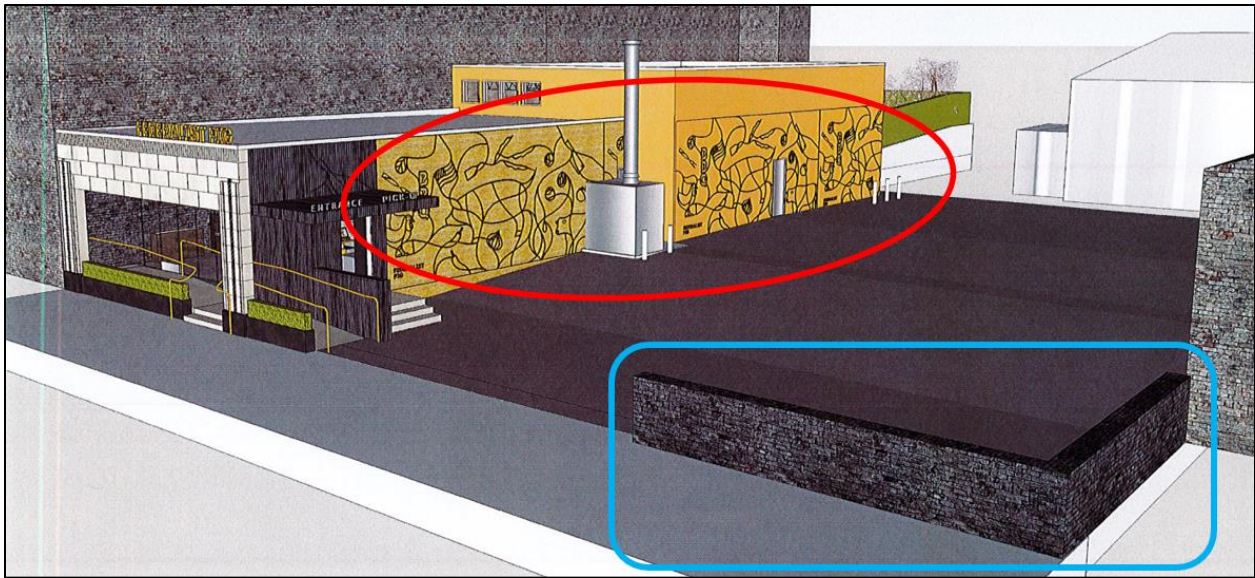


The applicant is proposing a painted mural along the north side of the building which will contain no advertising. The yellow mural depicted in the application is a placeholder and does not represent the finalized design. During the Council's December 21 meeting, Mayor Hollingsworth expressed her desire for the consideration of Black artists for the creation of the finalized mural, as well as an effort by the applicant to hire local, Hyattsville residents.

In addition, the applicant is proposing a concrete block wall, approximately 4' in height, along part of the north and east border of the site. This is to provide distinction between the restaurant site and the existing car wash directly north.

Both the location of the mural and concrete block wall can be seen in Figure 4. The mural location is circled in red, and the black wall is circled in blue.

Figure 4. Southwest View of Site



The applicant plans to create an outdoor patron area in the rear of the building, which abuts 44th Avenue. A wall will be constructed, increasing in height with the slope. As viewed from outside the property, there will be no point where the wall exceeds four feet. This will be an enclosed, open air space that will require the grading of approximately 4,800 square feet. It will be used as a patron area with a seat wall and games (corn hole, darts, etc.). A rendering of the outdoor patron area can be seen below in Figure 5.

Figure 5. Outdoor Patron Area, Rear of Building

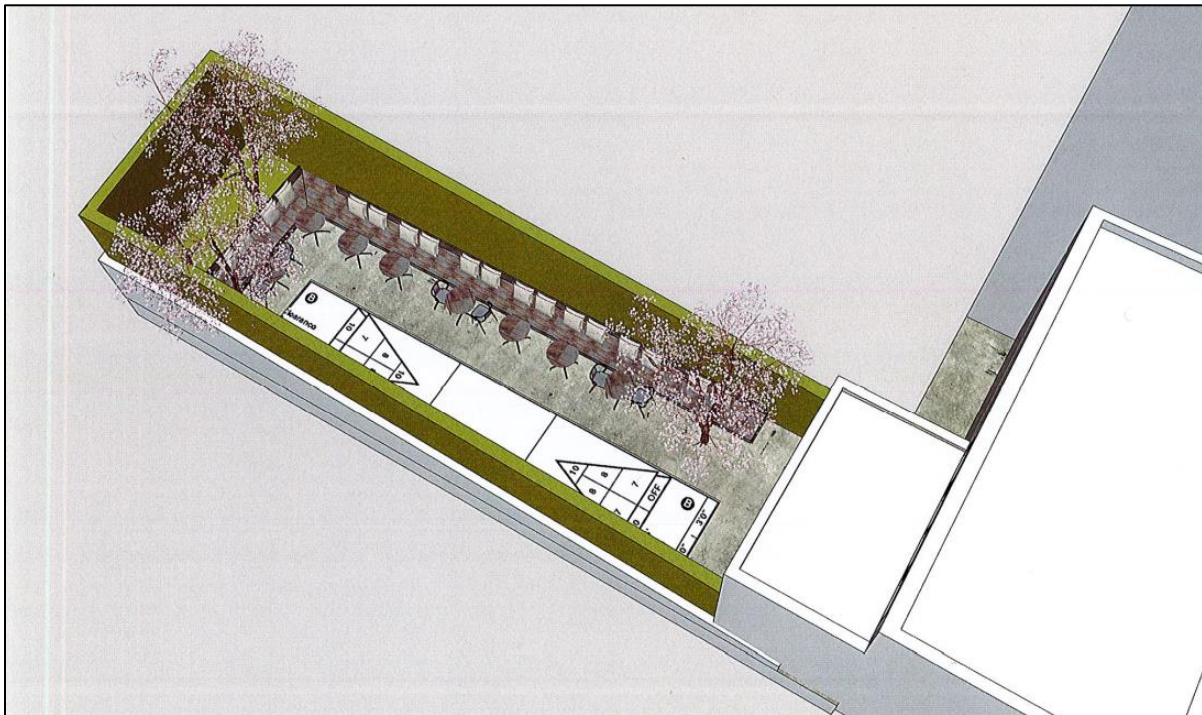


Figure 6. Site Parking Configuration

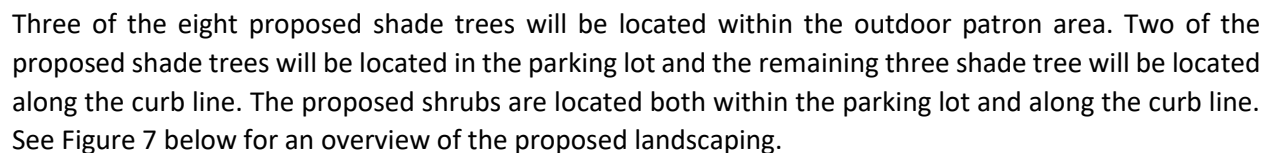
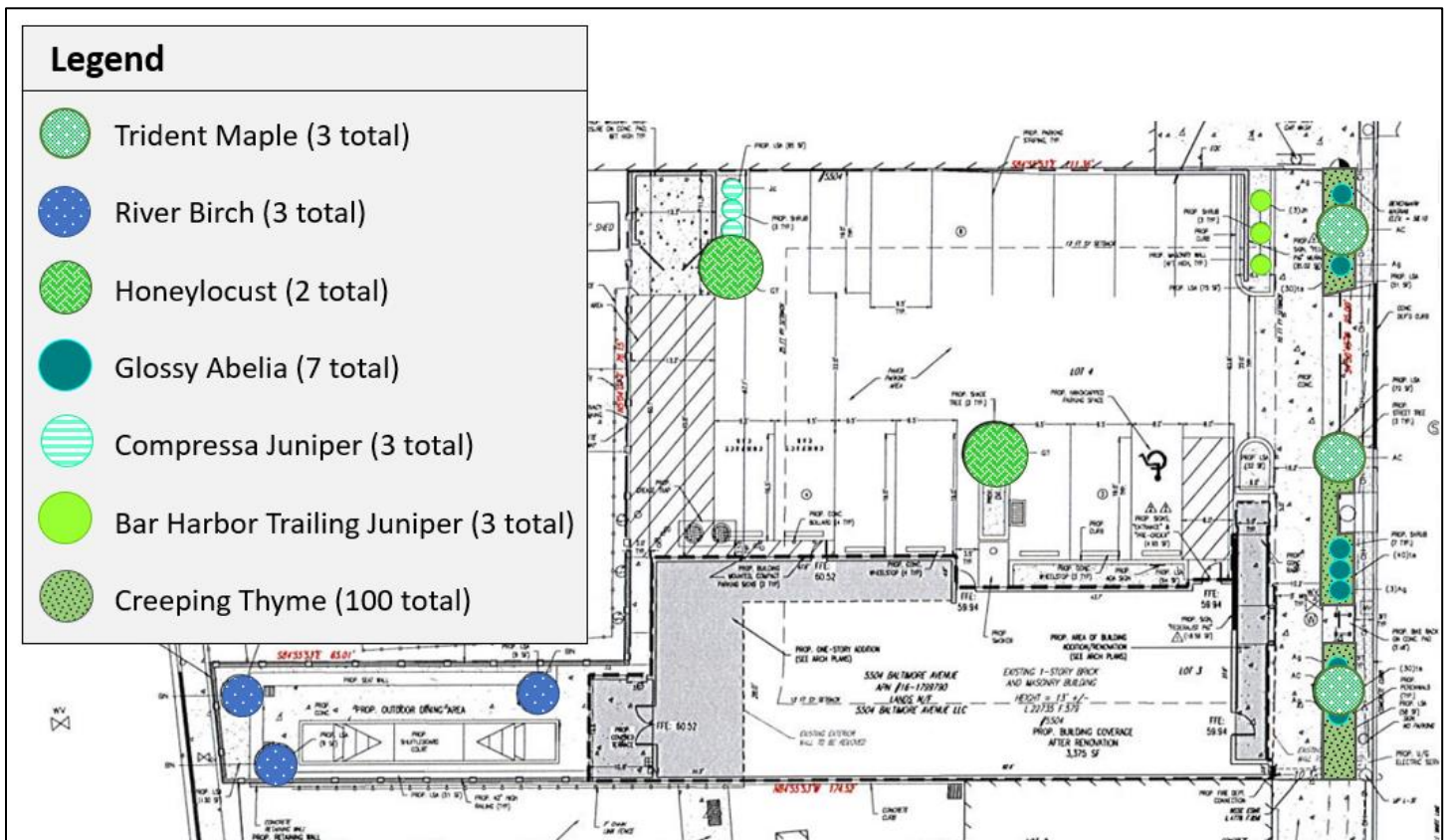


Figure 7. Proposed Site Landscaping



Proposed Departure from Design Standards

The table below outlines the applicant's proposed departure from the Gateway Arts District design standards and Staff's corresponding comments.

Development Standard	Proposed Departure from Design Standards	Staff Recommendations/Comments
All buildings shall be built out to a minimum of 80 percent of the site frontage.	The existing building occupies 36.8% of the frontage on US 1. An amendment of 43.2% is requested.	As the applicant is redeveloping an existing site and maintaining the original building frontage and site configuration, Staff is amenable to the requested departure, reducing the required site frontage.
Access to parking and the rear of the lot or parcel shall be located on a side street or alley and shall be a maximum of 18 feet wide	The building does not allow the rear street to serve as access to parking. The access will be closed to allow for an outdoor gaming area.	To expand the building footprint and create an outdoor patron area, it is not feasible to also include vehicular access at the rear of the site. Staff is amenable to this requested departure.
If a parking district(s) is established in the Arts District or individual municipality, the number of off-street surface parking spaces, for uses with at least 35,000 SF of GFA, other than artist studio, residential and live/work shall not exceed 80 percent of the number of off-street parking spaces required by Section 27-568(a) of the Zoning Ordinance. If additional parking is provided, it shall be structured. Required parking may be on or off site but shall be located within one-quarter mile of the development site. This section's requirements shall apply to all development under 35,000 SF of GFA.	No parking district exists in the Arts District or in the City of Hyattsville. 80% of parking required by Section 27-568 is the maximum that can be provided. Thus, the maximum allowed is 24 parking spaces. 15 parking spaces are provided.	<p>For this site, the off-street parking requirement is 1 regular space per 3 seats within the eating establishment.</p> <p>The applicant is proposing 88 seats within the eating establishment, which will require 30 parking spaces ($88/3 = 29.3$). The applicant is requesting a departure from this standard and has proposed a total of 15 parking spaces (12 regular/ 2 compact/ 1 handicapped) on site.</p> <p>Within the current site restraints, there is no feasible opportunity to include additional parking on-site.</p> <p>Council should consider supporting the applicant's request for a departure, provided that the applicant provides a parking reduction mitigation strategy for employees and patrons.</p>

<p>If a parking district(s) is established for the Arts District or individual municipalities, the minimum number of off-street surface parking spaces for uses other than artist studio, residential, and live/work shall be reduced 50 percent from the minimum number of required off-street parking spaces in accordance with Section 27-568(a) of the Zoning Ordinance. If off-site shared parking is utilized in accordance with off-site shared parking requirements below, then this minimum for on-site surface parking may be waived. The minimum number of off-street surface parking spaces permitted for each land use type shall comply with Section 27-568(a) of the Zoning Ordinance. Departure from the provisions of Section 27-568(a) requires a detailed site plan review.</p>	<p>If a parking district existed in the Arts District or in the City of Hyattsville, the parking could be reduced by 50%. The Applicant proposes 50% of required parking even though no parking district has been established.</p>	<p>Both the Acting Deputy Director of the M-NCPPC Planning Department and the attorney for the County Executive Office confirmed that the Parking District referenced by the application was never enacted and therefore does not exist.</p> <p>Staff would discourage the use of CR-69-1993 as a point of justification for a departure from the parking requirements as the proposal is outdated (1993) and was never enacted by the Prince George's County Council.</p>
<p>Loading facilities shall only be located at the rear of the building and accessed from a side street or alley.</p>	<p>The loading space is in the parking lot accessed from US 1.</p>	<p>As noted above – to expand the building footprint and create an outdoor patron area, it is not feasible to also include vehicular access at the rear of the site. Staff is amenable to this requested departure in order to accommodate existing site configuration and additional amenities (e.g. outdoor patron area) proposed by the applicant.</p>

Planning Committee

On November 19, 2020, the applicant met with the Hyattsville Planning Committee to present and discuss the proposed project on the Subject Property.

Overall, the Planning Committee is supportive of the Federalist Pig project on Baltimore Avenue. The Planning Committee recommends the City Council consider parking capacity, live vegetation, as well as pedestrian safety and visibility in their conditions for approval.

Also, the Planning Committee recommends the developer consider façade treatments other than corrugated metal.

*As a note: The applicant reduced the amount of corrugated metal in their façade design in response to the Planning Committee's comments.

Summary of Recommendations

- **Conditions for approval by the M-NCPPC Planning Board**
 - Staff recommends that, as a condition for support of the applicant's request for a departure from the parking standards, the applicant provide a parking reduction mitigation strategy for employees and patrons. The mitigation may include, but is not limited to, securing off-site parking facilities, employee incentives for public transit or bikeshare, and bicycle rack installation.
 - The applicant's mitigation strategy shall be submitted to the M-NCPPC Planning Board for review by County Transportation staff.
 - Staff recommends the City Council support the following departures from design standards, as proposed by the applicant:
 - 43.2% site frontage (as opposed to 80% site frontage),
 - Access to parking and the rear of the lot located along US 1 (as opposed to a rear alley), and
 - Loading facilities accessed from US 1 (as opposed to a rear alley).
- **Communication to the Applicant**
 - Staff recommends the applicant consider a local artists for the creation of the finalized mural on the north wall of the building.
 - Staff recommends the applicant prioritize local individuals in the hiring process as a further investment in the City of Hyattsville and its residents.

Entitlement Review Timeline

The applicant's presentation to the City Council occurred on December 21, 2020.

This item will return for discussion at the Council's January 4, 2021 meeting and action at the Council's January 19 meeting.

The Prince George's County Planning Board review of this application has not yet been scheduled but will likely occur in late January or early February 2021.