



Summary of Actions
Riverdale Park Mixed-Use Town Center Local Design Review Committee
February 13, 2019

APPROVED MARCH 6, 2019

The Riverdale Park Mixed-Use Town Center (RP MUTC) Local Design Review Committee held a special hearing on February 13, 2019 in the Riverdale Park Town Hall, Town Council Chambers, 5008 Queensbury Road, Riverdale Park, MD 20737.

A. CALL TO ORDER

Chair Thompson called the meeting to order at 7:44 p.m.

Committee Members Present: Chair Alan K. Thompson, Melissa Anderson, Michael Arnold, Marsha Dixon, Jeffrey Yorke

Committee Members Absent: Jillian D. Lewis

Staff Present: None

B. APPROVAL OF AGENDA

Chair Thompson asked for a motion to approve the agenda.

Motion: Ms. Dixon moved to approve the agenda.

Second: Mr. Arnold seconded the motion.

The motion passed in a vote of 4-0-1 (Chair Thompson abstaining).

C. OLD BUSINESS

1. **2019-03; DSP-13009-16, Cafritz Property at Riverdale Park, 6611 Baltimore Avenue,**

–Larry Taub and Mark Regulinski– Limited minor amendment to install signage banners on streetlamps along the US 1 (Baltimore Avenue) frontage.

Applicant: Mr. Lawrence Taub of O’Malley, Miles, Nylan and Gilmore presented the revised application that included the graphics and colors of the proposed banners. Regarding the range of colors, he noted that the banners on each pole would be the same color, but there would be a range of colors along the park.

Committee: Ms. Anderson asked why the Riverdale Park Station logo wasn’t on each pole.

Applicant: Mr. Mark Regulinski, of Skidmore, Owings & Merrill LLP stated that they were willing to put Riverdale Park Station on some of the poles.

Committee: Mr. Yorke said he hoped they don’t repeat impressions on multiple poles. Ms. Anderson said she thought that “Burger-Burger” is boring and shouldn’t be repeated. Ms. Dixon said she thought from the previous drawings that the signs would be gray in color with white text.

Applicant: Mr. Taub stated the rendering is not meant to be an exact representation.

Committee: Ms. Dixon said she knows this is about making people aware of what’s there.

Applicant: Mr. Regulinski stated that having one banner state, “Riverdale Park Station” and the other a tenant was acceptable to the Riverdale Park Station team.

Committee: Ms. Dixon stated her belief that if approved it would set a precedent, and the committee wants to be careful. Mr. Arnold agreed.

Applicant: Mr. Taub stated that this would be for the Cafritz section [of the Riverdale Park MUTC Zone] only.

Committee: Mr. Arnold asked for relief and for graphic designs that were carefully considered and not a disaster.

Applicant: Mr. Regulinski said this is not a disaster. US 1 South of East-West Highway is a disaster.

Committee: Mr. Arnold stated that he believed having identification of cities, towns, et cetera was a good idea.

Applicant: Mr. Regulinski said Friendship Heights, Montgomery County, had commercial banners in the public right-of-way, and that it worked well.

Committee: Mr. Arnold said he would like public decoration with a wayfinding element, such as the signs in Venice for the Piazza San Marco, that have an arrow and that you see these wayfinding signs as you make your way through tunnels, over bridges, et cetera. He would like it to be subtler.

Committee: Ms. Anderson reminded them that the Development District Standards state that building-mounted banners should have logos, not lettering.

A discussion ensued in which a variety of opinions were voiced. Some committee members preferred a Riverdale Park Station banner on each pole. Mr. Arnold wants a high-grade design with a majority (60 percent) for Riverdale Park Station banners and the rest corporate information.

Motion: Ms. Dixon moved to recommend approval of DSP-13009, Revision 16 with the condition that, based on the submitted design, one of the banners on each pole identify Riverdale Park Station with graphic additions, with the other banner on each pole have a tenant name only.

Second: Ms. Anderson seconded the motion.

Discussion: Colors were discussed. The following language was added to the end of the original motion: "...and that the color selection for the signs be limited to the blue and yellow from the Riverdale Park Station leaf logo (as attached), the red from the Habit Burger sign submission, and the green from the Starbucks Sign submission." This change was accepted as a friendly amendment.

The motion passed in a vote of 4-0-1 (Chair Thompson abstaining).

D. ADMINISTRATIVE BUSINESS

There was no administrative business.

E. ADJOURNMENT

There was no further business.

Motion: Mr. Yorke moved to adjourn the meeting.

Motion second: Ms. Dixon seconded the motion.

The motion passed in a vote of 4-0-1 (Chair Thompson abstaining) and the meeting was adjourned at 9:22 p.m.

Transcribed by Alan K. Thompson
Formatted and submitted by Daniel Sams, M-NCPPC Staff Liaison