



**ADVISORY PLANNING BOARD
APPROVED MINUTES OF MEETING
Greenbelt Community Center
September 25, 2013
Approved Minutes Prepared by Terri Hruby**

I. The meeting was called to order at 7:30pm

BOARD MEMBERS PRESENT: Brian Gibbons, Matt Johnson, Jeff Lemieux, Isabelle Gournay, and Nicole Williams

COUNCIL LIAISON PRESENT: Emmett Jordan

CITY STAFF PRESENT: Terri Hruby

OTHER ATTENDEES: Jeff Winter, Stantec; Lea Garcia, Director of Operations Franklin Park at Greenbelt Station; and Bill Orleans

II. Agenda was approved with addition of “update on Pedestrian and Bicycle Master Plan”

III. The August 28, 2013 minutes were approved with minor edits

IV. Detailed Site Plan – Sign Plan for Franklin Park at Greenbelt Station

- Ms. Hruby provided an overview of the zoning history of Franklin Park at Greenbelt Station and summarized staff’s concerns regarding the applicant’s proposed sign plan including: number of banner signs, number and size of building banner signs, and streets signs.
- Mr. Winters walked the Board through the sign plan proposal.
- Mr. Johnson voiced disappointment that the proposed sign plan does not include wayfinding signs and talked about the importance of making sure that urban spaces are legible.
- Ms. Gournay cautioned that the board needs to consider that the sign plan approved could result in a precedent being set for other apartment developments in the City.
- Mr. Lemieux noted that the pole mounted banner signs create community spirit and a sense of place and do not just serve a marketing purpose.
- Mr. Lemieux discussed the positive aspects of the proposed unified street signs and noted that the proposed signage represents an improvement and the City should be supportive.
- Mr. Johnson asked for more detailed information on the proposed building banner signs. The Board agreed the signs should be treated as temporary real estate advertising signs and should only be displayed on a temporary basis when vacancy levels warrant additional marketing efforts.
- Ms. Gournay shared her concerns with, and objection to, the Victorian elements on the pole mounted banners and streets signs, citing the need to incorporate modern elements that reflect the new monument sign design.
- Mr. Johnson reiterated the need for wayfinding signs and explained that he viewed the site plan as incomplete without this component.

- The Board agreed that the City should be flexible on signs in public rights-of-way, and should be supportive of the Applicant's desire to invest in new signage that will create a sense of community.
- The Board discussed the City Council's vision for a unified street sign program, but agreed that Franklin Park should be allowed to move forward on its sign plan given the positive impact the plan will have on the community.
- Mr. Johnson suggested that the pole mounted banner signs could provide an opportunity for the City and/or City events to be promoted.
- A motion was made and seconded to support the detailed site plan with the following conditions:
 1. The Applicant revise the design for the brackets and base of the banner signs and street signs to not include Victorian architectural elements and rather incorporate elements that respect the design of the new monument signs;
 2. The Applicant agrees to work with the City to identify opportunities that may exist to include reference to the City and/or city events in the seasonal banner signs;
 3. The City supports installation of street signs on all public and private streets, with the exception of Cherrywood Lane; and
 4. The building banner signs are approved as temporary real estate advertising signs with limited time periods for display (6 months) and the banners meet the 10 percent façade area requirement of the Development District Standards in the *Greenbelt Metro Area and MD 193 Corridor Sector Plan and Sectional Map Amendment*.
- The motion passed 5 to 0.

V. Update on Pedestrian and Bicycle Plan – Ms. Hruby noted Ms. Fearer was scheduled to present the Plan at a regular City Council meeting in October.

VI. The meeting was adjourned at 8:45 pm.