

**FINDINGS AND RECOMMENDATION
OFFICE OF PLANNING AND ZONING
ANNE ARUNDEL COUNTY, MARYLAND**

APPLICANT: Severna Park Marketplace, LLC
and Chase

ASSESSMENT DISTRICT: 3

CASE NUMBER: 2024-0179-V

COUNCILMANIC DISTRICT: 5

HEARING DATE: December 12, 2024

PREPARED BY: Joan A. Jenkins 
Planner III

REQUEST

The applicants are requesting a variance to allow identification signs for the name of a tenant in a business complex on more facades than allowed, to allow identification signs which project above the roof of a structure, and to allow a freestanding sign for a tenant in a business complex on property located at 595 Ritchie Highway in Severna Park.

LOCATION AND DESCRIPTION OF SITE

The subject site consists of 19.64 acres of land and is a corner lot that is located with approximately 1,500 feet of frontage on the east side of Governor Ritchie Highway (Rt. 2) and approximately 825 feet of frontage on McKinsey Road. The property is identified as Parcel 58 in Grid 2 on Tax Map 32 in the Severna Park Mall subdivision, and is currently zoned C3 – General Commercial District. The site is a stand-alone structure in the southern corner of the shopping center known as the Severna Park Marketplace.

APPLICANT'S PROPOSAL

The applicants propose four tenant identification signs (B01, B02, B03, And B04), a freestanding double-faced monument sign (G01), and a double-faced directional sign (D01).

REQUESTED VARIANCES

§ 18-3-308(a) of the Anne Arundel County Zoning Ordinance sets forth the requirements for freestanding signs in business complexes. The ordinance allows that a business complex may have one freestanding sign at each road frontage. The area of the sign may not exceed the lesser of 400 square feet or one square foot for each one foot of road frontage. The height of the sign may not exceed 40 feet. The proposed double-faced monument sign (G01, 12' 4-½" wide, 7' 9" high and 1'6" deep, 47.2 sf) will meet the dimensional requirements, however, it will be an additional freestanding sign. The shopping center has a freestanding sign at the entrance on McKinsey Road and at the entrance on northbound Rt. 2 therefore a variance is required for the additional freestanding monument sign.

§ 18-3-308(b) of the Anne Arundel County Zoning Ordinance sets forth the requirements for identification signs in business complexes. The ordinance allows identification signs for the name of a tenant on not more than two facades in a one or two story structure, so long as the area of the signs does not exceed, for each tenant facade, the lesser of 10% of the area of the facade or 200 square feet. The proposed signs (B01 and B04, white lettering with a blue octagonal symbol, 14' 0-½" wide by 24" high) will meet the dimensional requirements, however, the proposal is for four identification signs therefore a variance is required for two additional signs.

§ 18-3-303(b)(4) prohibits a sign that projects above the roof of a structure. Three of the four proposed identification signs (B01, B02, and B03) would be constructed on a parapet which is above the roof of the building. The locations of the proposed signs require variances to this prohibition.

FINDINGS

This Office finds from aerial photography that this shopping center was built in the mid-1970s. The freestanding structure seeking the additional signage can be seen in aerial photos between 1984 and 1988 near the corner of northbound Route 2 (Ritchie Highway) and McKinsey Road. Vehicular access to this shopping center is obtained from two entrances on Rt. 2 northbound or from the McKinsey Road entrance. Northbound vehicles on Rt. 2 either turn right at McKinsey Road passing the building on the left or pass by the building on the right and enter the shopping center from an entrance north of the subject site. Vehicles coming from McKinsey Road eastbound will cross Rt. 2 and pass the building on the left. There is a freestanding sign at the Route 2 entrance with the shopping center name and multiple anchor tenants and a freestanding sign on McKinsey Road with the name of the shopping center. No other tenants have freestanding signs.

The applicant's letter contends that potential customers will only see the bank from the parking lot if there is a sign on the rear of the building. The letter explains that the additional signs will avoid traffic situations in the parking lot and will allow the bank to be seen by current and future customers. Regarding the monument sign, the applicant opines that a monument sign will prevent quick stops and future accidents. The letter further explains that trees block the view as one drives north on Rt. 2 so that the building is not seen until you're right at McKinsey Road. The author of the letter writes that one cannot see the building when driving southbound until right in front of it.

The **Health Department** commented that the Health Department has no objection to the variance request.

This Office submits two photos regarding the location of the existing building. The building can clearly be seen from a distance northbound on Rt. 2. Signage would include a brand designation (the blue octagonal symbol) which would aid in the ability to see the business location.

View from Rt 2 northbound approaching the intersection of Rt. 2 and McKinsey Road. Subject

building shown with an arrow.



View from eastbound McKinsey Road.



For the granting of a zoning variance, a determination must be made as to whether because of certain unique physical conditions peculiar to or inherent in the particular lot or because of exceptional circumstances other than financial considerations, strict implementation of the Code would result in an unwarranted hardship or practical difficulties. The need sufficient to justify a variance must be substantial and urgent and not merely for the convenience of the applicant.

The subject property is not unique compared with other C3 District properties, and the restrictions of the Code do not have a disproportionate effect on the subject property relative to other C3 District properties throughout the County. The desire of a corporate entity to have particular signage for branding is not justification for a hardship. The applicant has not demonstrated hardship. While the signs would alert the consumer to the location of the bank

from other areas of the parking lot, the building can clearly be seen from surrounding roadways. This Office has no doubt that Chase will erect temporary signs announcing the opening of a new bank at that location and may have an advertising campaign directed to neighboring residences as well. Patrons of the shopping center will have known that the existing business has closed (Einstein Bagels closed at the end of October 2024) and will be anticipating another business opening.

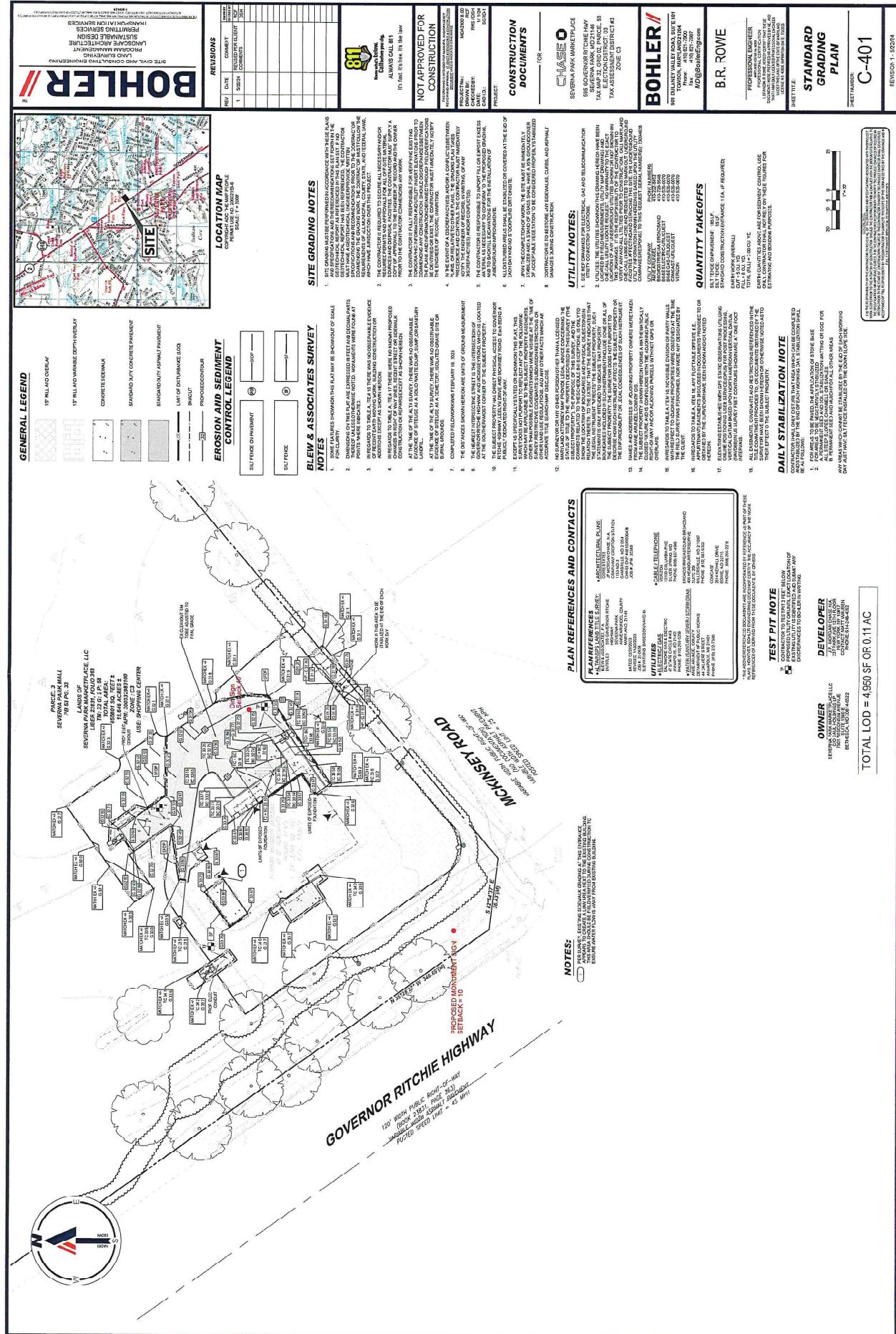
Approval of the variances would not substantially impair the appropriate use or development of adjacent property or be detrimental to the public welfare. Approval of the signs above the roof may not alter the essential character of the neighborhood in that other signs may have been erected erroneously, without permits, or without variances. However, ground-mounted monument signs are not typical for this area. There have been no variances found nearby regarding signage.

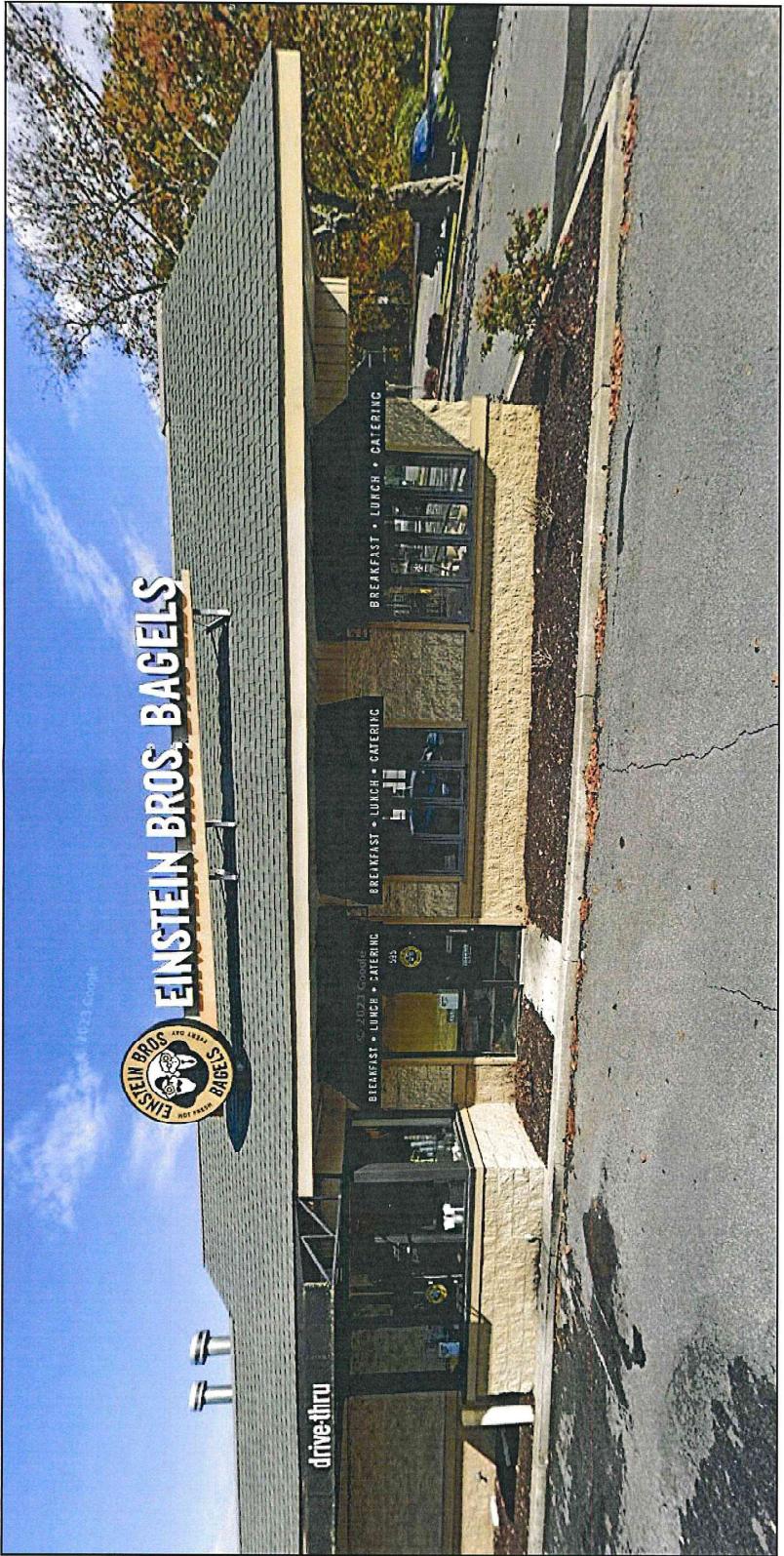
Finally, this Office notes that the Code generously allows a freestanding sign for the business complex and identification signs to assist customers in locating businesses in a business complex. The applicant is seeking additional signage above and beyond what is allowed with no unique conditions or circumstances to warrant the request and without proper justification of hardship. The site drawings show what looks like a new or renovated building. The applicants are creating their own hardship by designing the roof structure for a building that will not allow conformance to the sign code. As the proposed variances are not deemed to be warranted, they cannot be the minimum necessary to afford relief.

RECOMMENDATION

Based upon the standards set forth in § 18-16-305 of the Anne Arundel County Code under which a variance may be granted, this Office recommends denial of the proposed variance requests to § 18-3-308(a), § 18-3-308(b) and § 18-3-303(b)(4) of the Code to allow identification signs for the name of a tenant in a business complex on more facades than allowed, to allow three signs which project above the roof of a structure, and to allow a freestanding sign for a tenant in a business complex.

DISCLAIMER: This recommendation does not constitute a building permit. In order for the applicant(s) to construct the structure(s) as proposed, the applicant(s) shall apply for and obtain the necessary building permits and obtain any other approvals required to perform the work described herein. This includes but is not limited to verifying the legal status of the lot, resolving adequacy of public facilities, and demonstrating compliance with environmental site design criteria.





EXECUTIVE SUMMARY

- (1) MONUMENT additional approval required
- (3) CHANNEL LETTERS
- (1) CHANNEL LETTERS additional approval required
- (1) ATM SURROUND

AOR - Core States Group

Chase Designer - Walter Plavsk

Sign Co - PSG - PSCo



Site #: CHENB1285
Drawing #: A39182
Designer: FP

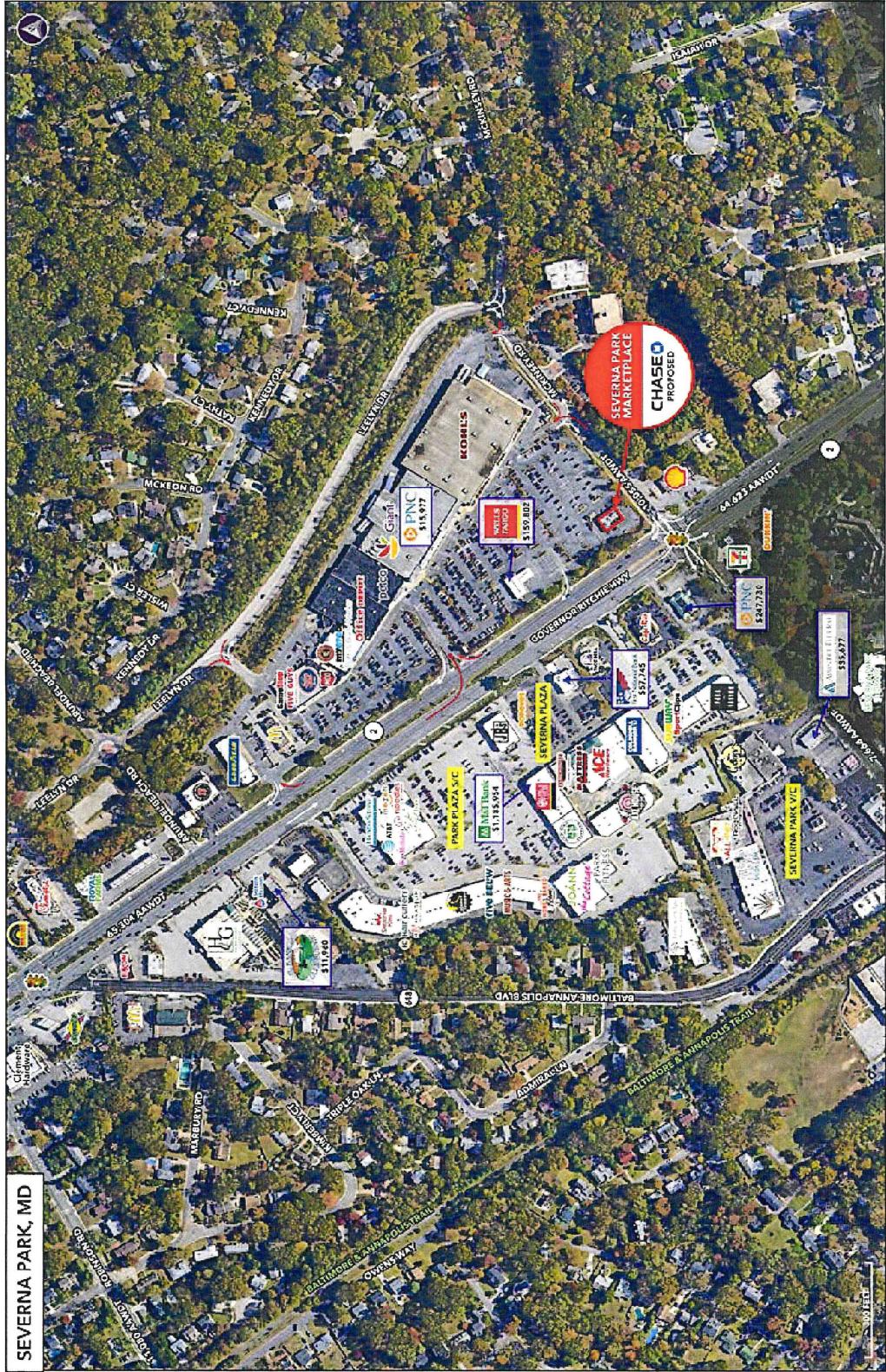
FP
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REV # DATE
01 11/17/23 Added G01
02 03/05/24 Removed I10
03 03/12/24 Updated Elevations



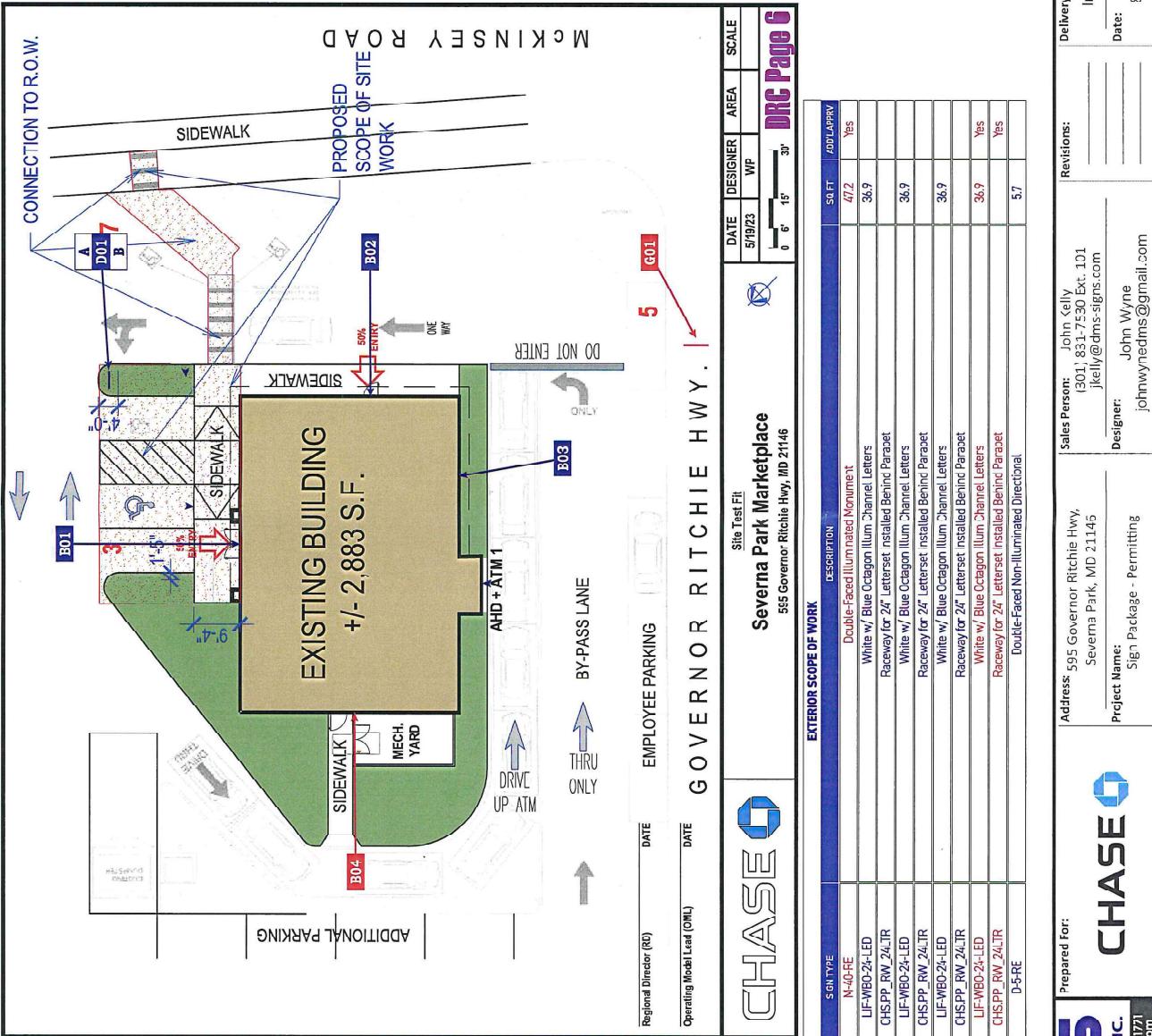
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|---------------|---|--|-----------------------------|----------------------|
| Prepared for: | Address: 595 Governor Ritchie Hwy Severna Park, MD 21146 | Sales Person: John Kelly (301) 831-7530 Ext. 101 j.kelly@dns-signs.com | Delivery Type: Installed | Status: DRAFT |
| Project Name: | Sign Package - Permitting | Designer: John Wayne johnwaynedns@gmail.com | Date: 8.21.24 | Page #: 1/3 |

Aerial



| | | | | | |
|---------------|---------------------------|---------------|--|------------|---------|
| Prepared for: | CHASE | Sales Person: | John Kelly (301) 831-7530 Ext. 101 jelly@dns-signs.com | Revisions: | |
| Project Name: | Sign Package - Permitting | Designer: | John Wayne johnwyndms@gmail.com | Date: | 3/21/24 |
| Draft | | | | Page #: | 2/8 |
| Status: | Installed | | | | |

Site Plan



| EXTERIOR SCOPE OF WORK | | DESCRIPTION | sq. FT | Delivery Type: |
|------------------------|-----------|------------------|--------|----------------|
| GJ1 | Southwest | N-40-FE | 47.2 | Installed |
| B1 | Northeast | LIF-MB0-24-LED | 36.9 | Yes |
| B1.1 | Northeast | CHS-PP-RW-24-LTR | | |
| B2 | Southeast | LIF-MB0-24-LED | | |
| B2.1 | Southeast | CHS-PP-RW-24-LTR | | |
| B3 | Southwest | LIF-MB0-24-LED | | |
| B3.1 | Southwest | CHS-PP-RW-24-LTR | | |
| B4 | Northwest | LIF-MB0-24-LED | 36.9 | Yes |
| B4.1 | Northwest | CHS-PP-RW-24-LTR | | |
| D1 | Northeast | D-5-FE | 5.7 | Yes |

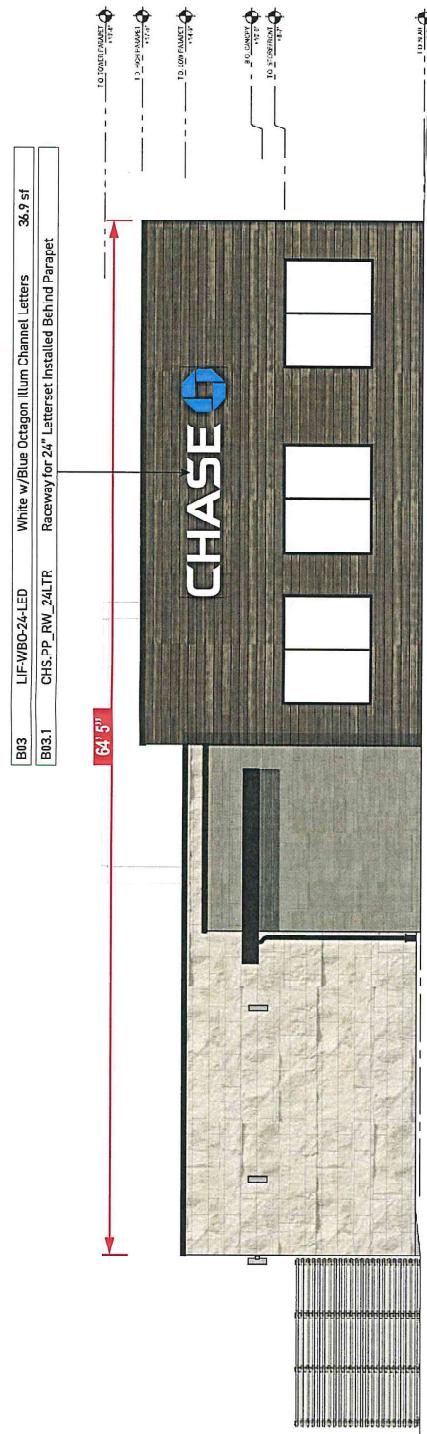
| | | | |
|----------------|------------------|------------------|---|
| SIGN ID | ELEVATION | SIGN TYPE | SALES PERSON: |
| GJ1 | Southwest | N-40-FE | John Kelly (301) 833-7530 Ext. 121 jkeley@dns-signs.com |
| B1 | Northeast | LIF-MB0-24-LED | |
| B1.1 | Northeast | CHS-PP-RW-24-LTR | |
| B2 | Southeast | LIF-MB0-24-LED | |
| B2.1 | Southeast | CHS-PP-RW-24-LTR | |
| B3 | Southwest | LIF-MB0-24-LED | |
| B3.1 | Southwest | CHS-PP-RW-24-LTR | |
| B4 | Northwest | LIF-MB0-24-LED | |
| B4.1 | Northwest | CHS-PP-RW-24-LTR | |
| D1 | Northeast | D-5-FE | |

| REVISIONS: | DATE: | PAGE #: |
|-------------------|--------------|----------------|
| | 8 21.24 | 3/8 |

Elevations / Materials

| B01 UF-WBO-24-LED White w/Blue Octagon Illum Channel Letters 36.9 sf | | B01.1 CHSPP_RW_24LTR Raceway for 24" Letterset Installed Behind Parapet | | B02 UF-WBO-24-LED White w/Blue Octagon Illum Channel Letters 36.9 sf | | B02.1 CHSPP_RW_24LTR Raceway for 24" Letterset Installed Behind Parapet | | Southeast Elevation | | Prepared For: CHASE SIGN CONNECTION, INC. | |
|--|---------|---|---------|--|---------|---|---------|---------------------|---------|--|----------------------|
| UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | Sales Person: John Kelly (301) 831-530 Ext. 101 jkelly@dns-signs.com | Revisions: |
| UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | Designer: John Wayne johnwyedns@gmail.com | Status: DRAFT |
| UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | UF-100W | Date: 8.21.24. | Page #: 4/8 |

Elevations / Materials



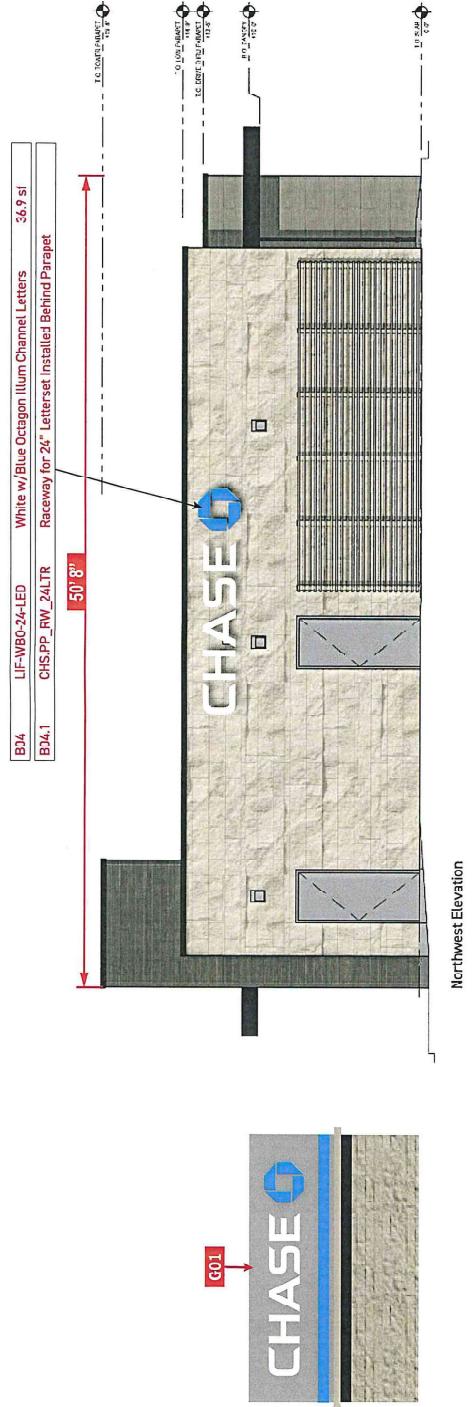
Southwest Elevation



| Prepared For: | Address: 595 Governor Ritchie Hwy, Severna Park, MD 21146 | Sales Person: John Kelly (301) 831-7530 Ext. 101 j.kelly@dmssigns.com | Revision: | Delivery Type: Installed | Status: |
|---------------|--|---|-----------|-----------------------------|-------------|
| Project Name: | Sign Package - Permitting | Designer: John Wyne johnwyne.dms@gmail.com | Date: | Date: 8.21.24 | Page #: 5/8 |

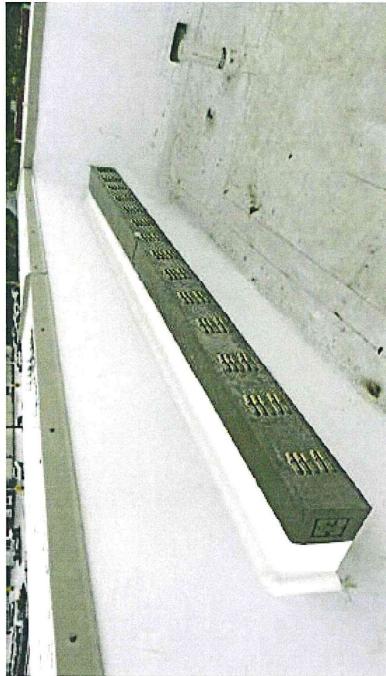
DRAFT

Elevations / Materials

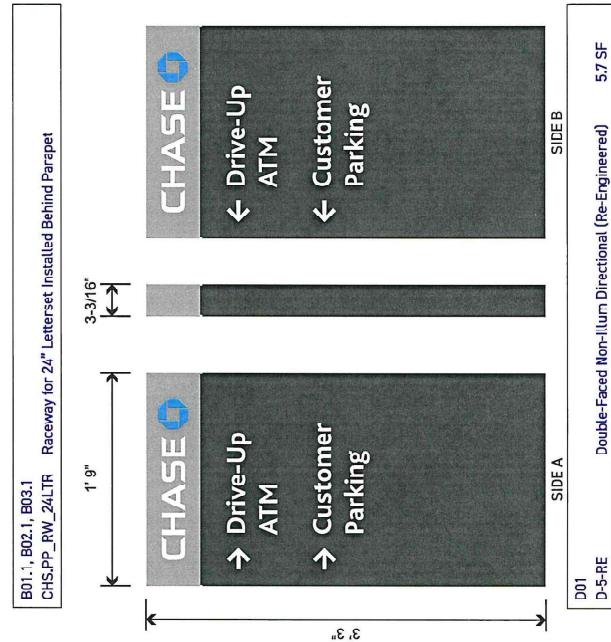
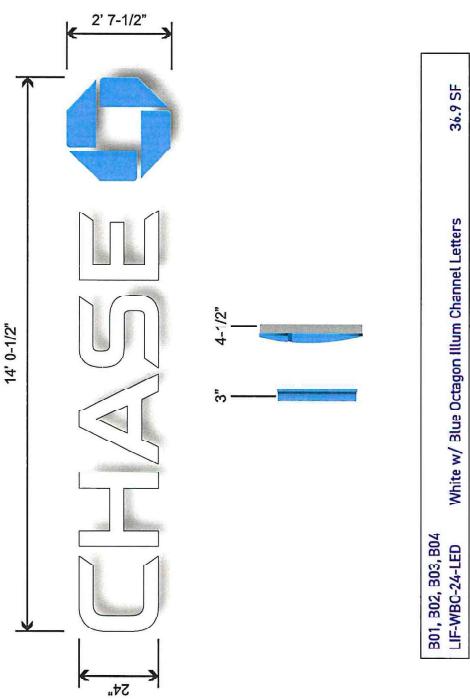


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|--|--|---|--|--|--|
| <p>DNS SIGN CONNECTION, INC. 102 LOOKOUT AVE, MIL AIRY, MD 21771 301-831-7530 www.dns-signs.com</p> | <p>Prepared for:</p> <p>CHASE</p> | <p>Address: 595 Governor Ritchie Hwy, Severna Park, MD 21146</p> <p>Project Name: Sign Package - Permitting</p> | <p>Sales Person: John Kelly (301) 831-7530 Ext. 101 j.kelly@dns-signs.com</p> <p>Designer: John Wayne johnwayne@redins@gmail.com</p> | <p>Revisions:</p> <p>Delivery Type: Installed</p> <p>Date: 8.21.24</p> | <p>Status: DRAFT</p> <p>Page #: 6/8</p> |
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Exterior Signage

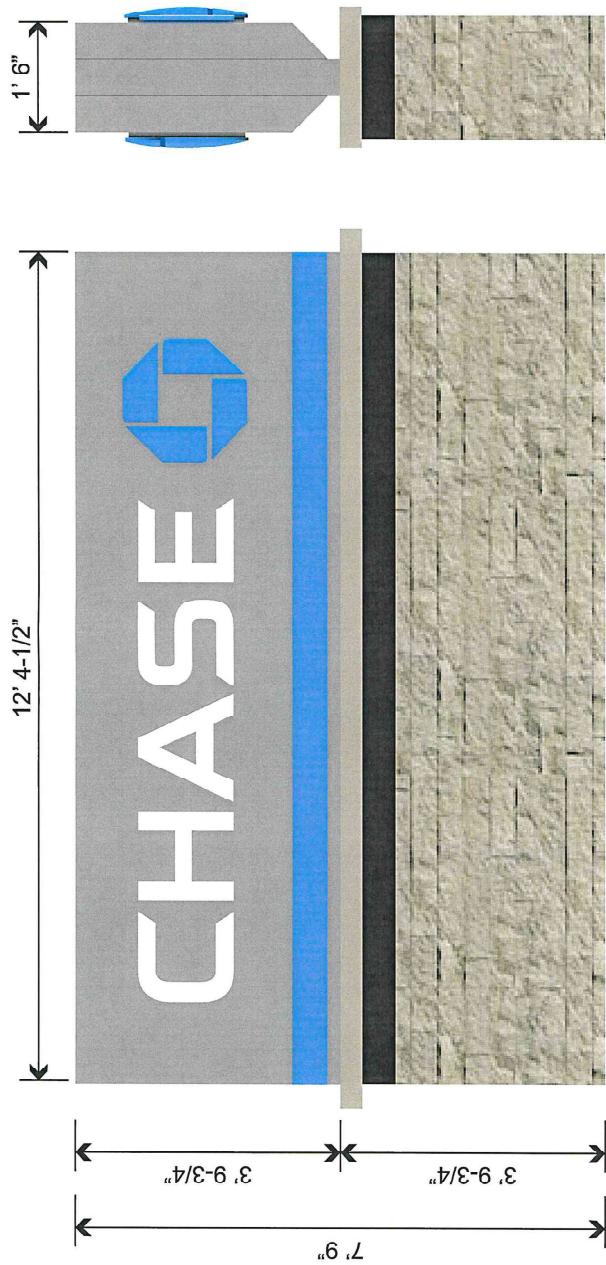


For Reference Only



| | | | | | |
|--|--------------|--|---|---|------------------------------------|
| DMS SIGN CONNECTION, INC. | CHASE | <p>Prepared for:</p> <p>Address: 595 Governor Ritchie Hwy Severna Park, MD 21146</p> <p>Project Name:</p> <p>Sign Package - Permitting</p> | <p>Sales Person:</p> <p>John Kelly (301) 331-7330 Ext. 101 jKelly@dns-signs.com</p> <p>Designer:</p> <p>John Wayne john.wayne.dns@gmail.com</p> | <p>Revisions:</p> <p>_____ _____ _____</p> <p>Delivery Type:</p> <p>Installed</p> | <p>Status:</p> <p>DRAFT</p> |
| | | | | <p>Date:</p> <p>3.21.24</p> | <p>Page #:</p> <p>7/8</p> |

Exterior Signage



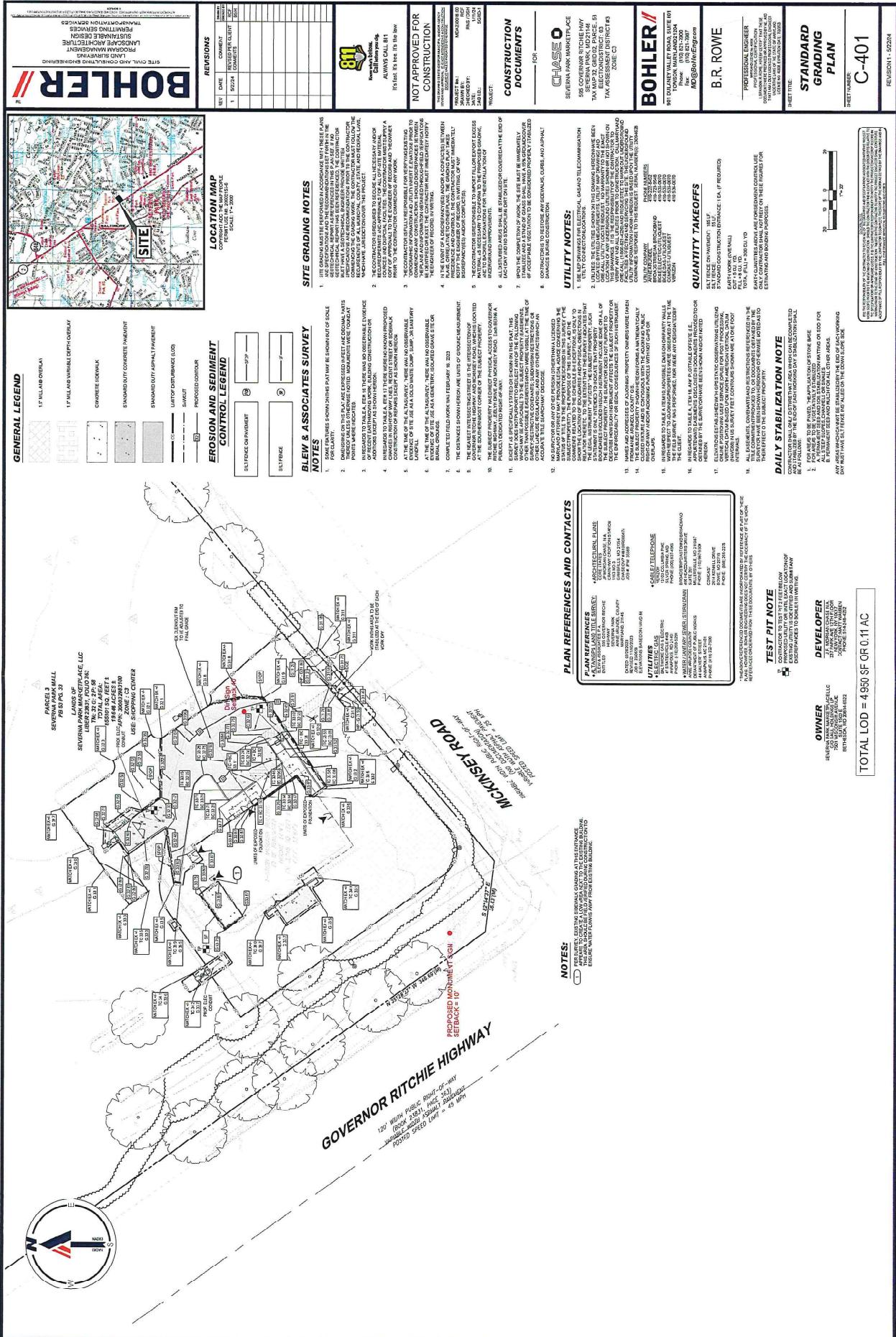
NOTE: Stone base to match building.

G01
M-40-RE

Double-Faced Illuminated Monument

47.2 SF

| Prepared For: | Address 595 Governor Ritchie Hwy, Severna Park, MD 21146 | Sales Person: John Kelly (301) 831-7530 Ext. 101 jkell@dns-signs.com | Revisions: | Delivery Type: Installed | Status: DRAFT |
|---------------|---|---|------------|-----------------------------|-------------------------|
| CHASE | Project Name: Sign Package - Permitting | Designer: John Wyne johwyne.dns@gmail.com | | Date: _____ | Page #: 8/8 |





August 28, 2024

Anne Arundel County
Variance Committee

RE: Future Chase Bank – 595 Governor Ritchie Hwy, Severna Park MD

Dear Sir or Madam:

Chase Bank is making a major investment in the community by building this branch in the Severna Park Marketplace Shopping Center. We will bring additional jobs and a lot of community involvement in the center, which will lead to additional commerce for our new retail neighbors.

I am writing this letter to request your approval of additional signs at this location. As a Lessee, we are allowed two building signs which we will install on the front of the building facing Governor Ritchie Hwy, and on the right side of the building facing McKinsey Rd.

We are respectfully requesting two additional building signs on the left and rear elevations of the building, and a monument sign that will be installed perpendicular to Governor Ritchie.

Below is our hardship explanation and our reasoning for this request.

Building Signs:

Severna Park Marketplace is a large multi-tenant shopping center with a lot of activity on any given day and at any time of the day. Our building is parallel to Governor Ritchie Hwy, and is very close to that road. The main buildings that make up the Shopping Center near our building are not parallel to the road, and in fact get further from Governor Ritchie Hwy as they approach our building.

For potential customers shopping directly behind our building they can only see that the bank is there if there is a sign on the rear of the building. Additionally, traffic driving on McKinsey Rd towards Governor Ritchie Hwy will be able to see the bank building with a sign on the rear of the building well before they are at the building.

For potential customers shopping further to the left of our building they can only tell that the bank is there by seeing a sign on the left side of our building.

To avoid any traffic situations in the parking lot, and to allow us to be seen by current and future customers we request the addition of two additional signs – one on the left side of the building and one on the rear of the building. We do not think this will detract at all from the aesthetic of the mall and the additional signs will not be seen from traffic on Governor Ritchie Hwy.

Monument Sign:

It might be argued that with four signs on the building there is no need for a monument sign at this location; however if one were to drive either north or south on Governor Ritchie Hwy they would realize that a monument sign at this location could actually prevent quick stops and even future accidents.

When driving north, because of the trees, and some other businesses which are setback the same distance as the bank's building, you do not really see the bank until you are right at McKinsey Rd. At that point in time it would be too late to get into the right lane to turn right onto McKinsey Rd. at this busy intersection, which may result in traffic difficulties. If there were a monument perpendicular to Governor Ritchie Hwy, it could be seen from a distance and allow traffic to make decision prior to this intersection and be in the right lane well ahead of McKinsey Rd.

When driving south it is a similar situation. You cannot see the building until you are right in front of it, which has the possibility of causing sudden stops and erratic driving to make a left turn onto McKinsey Rd. A monument sign in front of the building provides ample extra time to see the bank's name and calmly move into the left lane to make the left turn onto McKinsey Rd.

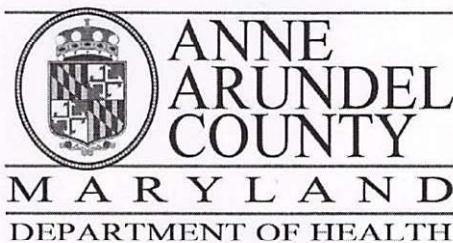
We feel that not being allowed these additional signs represents a hardship to the bank's business and if the request is granted there is no hardship created to the general public by granting this request.

We thank you for your consideration of our request.

Sincerely,



Vallarie Bhuthongkum
VP Of JPMorgan Chase Bank, NA



J. Howard Beard Health Services Building
3 Harry S. Truman Parkway
Annapolis, Maryland 21401
Phone: 410-222-7095 Fax: 410-222-7294
Maryland Relay (TTY): 711
www.aahealth.org

Tonii Gedin, RN, DNP
Health Officer

MEMORANDUM

TO: Sadé Medina, Zoning Applications
Planning and Zoning Department, MS-6301

FROM: Brian Chew, Program Manager
Bureau of Environmental Health *BC*

DATE: September 24, 2024

RE: Severna Park Marketplace, LLC.
C/O Saul Holdings LP
595 Ritchie Hwy.
Severna Park, MD 21146

NUMBER: 2024-0179-V

SUBJECT: Variance/Special Exception/Rezoning

The Health Department has reviewed the above referenced variance to allow identification signs for the name of a tenant in a business complex on more facades than allowed and which project above the roof of a structure, and to allow a freestanding sign for a tenant in a business complex.

The Anne Arundel County Health Department has no obligation to the above referenced variance request.

If you have further questions or comments, please contact Brian Chew at 410-222-7413.

cc: Sterling Seay

August 28, 2024

Anne Arundel County
Variance Committee

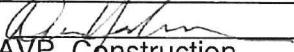
RE: Future Chase Bank – 595 Governor Ritchie Hwy, Severna Park MD

Dear Sir or Madam:

As the property owner of the above-referenced property I give my approval for Gary Brent, of MG Permits, to apply for a variance for additional signs at this location.

Sincerely,

Name: Daniel Henderson

Signature: 
D. Henderson

Title: AVP, Construction

Address: 7501 Wisconsin Ave., Suite 1500E, Bethesda, MD 20814

Phone Number: 301-986-6335

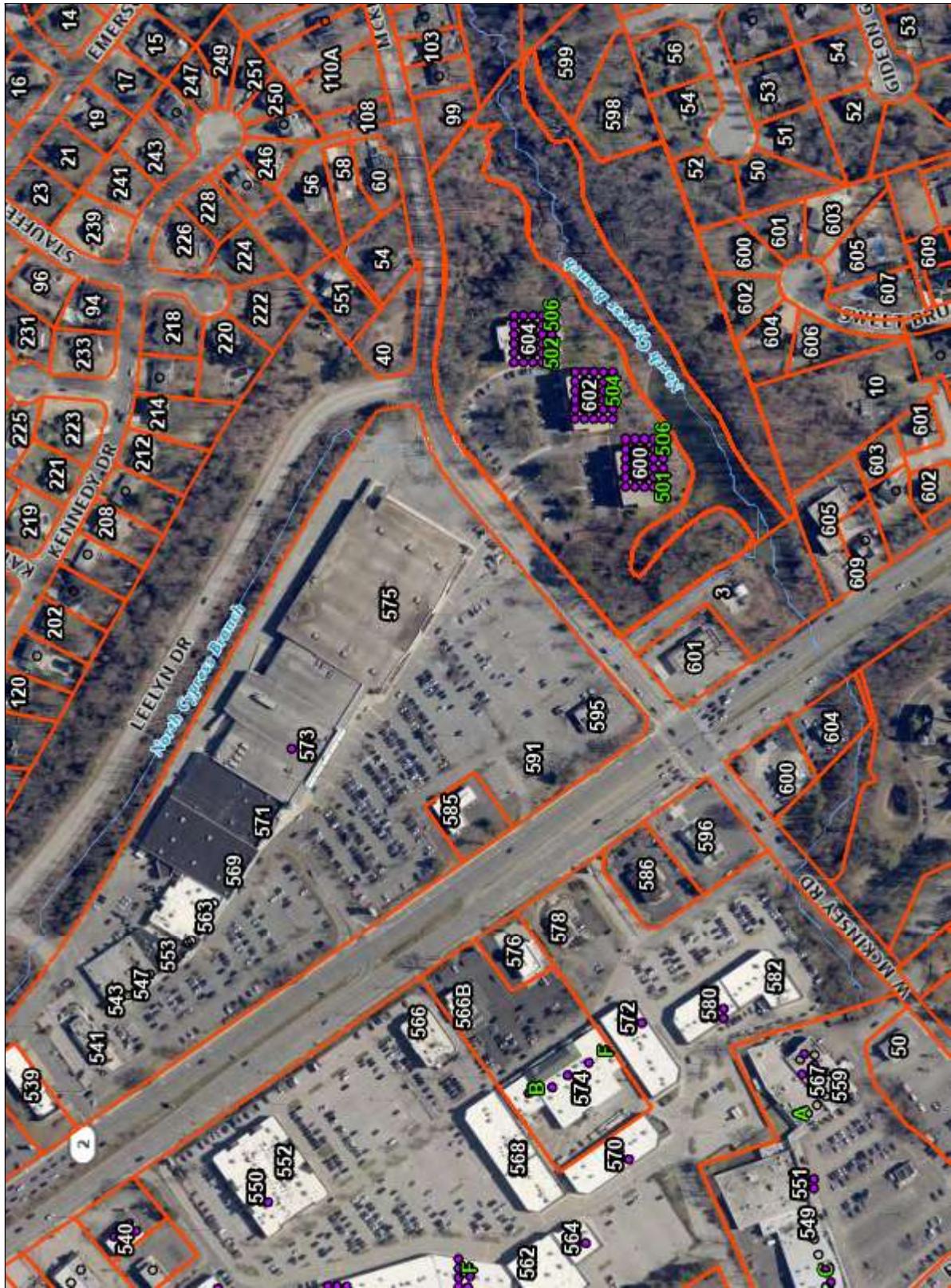
Email Address: dan.henderson@bfsaul.com

2024-0179-V



Legend

- Foundation Addressing
- Parcels
- Parcels - Annapolis City



This map is a user generated static output from an Internet mapping site and is for reference only.
Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

Notes



THIS MAP IS NOT TO BE
USED FOR NAVIGATION