



Stephanie Rawlings-Blake
Mayor

PLANNING COMMISSION

Wilbur E. "Bill" Cunningham, Chairman

STAFF REPORT



Thomas J. Stosur
Director

October 3, 2013

REQUEST: Revised Final Design Approval/ Mondawmin Mall PUD #17 – 2401 Liberty Heights Avenue

RECOMMENDATION: Approval

STAFF: Eric Tiso

PETITIONER: Mondawmin Business Trust, c/o General Growth Properties

OWNER: Mondawmin Business Trust

SITE/GENERAL AREA

Site Conditions: Mondawmin Mall PUD is a parcel that is 37.92± acres in size that is bounded by Liberty Heights Avenue on the north, Tioga Parkway on the west, Gwynns Falls Parkway on the south and Monroe Street and Reisterstown Road on the east. The parcel is primarily the site of Mondawmin Mall, which is an enclosed shopping center with 454,000 square feet of leasable retail that was built in 1956. Although Mondawmin is a mostly enclosed mall, there is some retail frontage on its exterior. Much of the mall's acreage is devoted to surface parking. The underlying zoning of the campus is B-2-1.

General Area: The Mondawmin Mall parcel is located in northwest Baltimore near Druid Hill Park, Frederick Douglass High School and Coppin State University. The area surrounding the mall is mostly a combination of different eras of rowhouse residential, with some low-intensity commercial uses in the area.

HISTORY

- Ordinance #77-348, approved June 22, 1977, authorized the creation of the Mondawmin Mall Planned Unit Development
- Ordinance #79-1024, approved May 24, 1979, authorized the Mondawmin Transit Station Urban Renewal Area Plan.
- Ordinance #1009, dated July 2, 1987, amended the Park Heights and Mondawmin Transit Station Urban Renewal Plans
- Ordinance #06-257, approved June 14, 2006, repealed the existing Development Plan for Mondawmin Mall and authorized a new Development Plan for Mondawmin Mall Planned Unit Development

- Ordinance #06-375, approved December 8, 2006, designated the Mondawmin Mall Development District
- Ordinance #06-376, approved December 8, 2006, designated the Mondawmin Mall Special Taxing District
- Ordinance #06-377, approved December 8, 2006, provided for Mondawmin Mall Special Obligation Bonds
- Ordinance #06-378, approved December 8, 2006, provided for Supplementary Mondawmin Mall Tax Increment Financing Capital Appropriation
- On November 2, 2006, the Planning Commission gave Final Design Approval for Phase 1A of the Mondawmin Mall PUD.
- On March 8, 2007, the Planning Commission approved the Final Design for the Target store.
- On November 29, 2012, the Planning Commission approved a Minor Amendment and Final Design Approval for the former MVA site.

CONFORMITY TO PLANS

The proposed action is consistent with the Mondawmin Transit Station Urban Renewal Area Plan and the Mondawmin Mall Planned Unit Development. This project is consistent with the goals and objectives of the Mondawmin Transit Station Urban Renewal Plan. Also, this project is in conformance with the following Goals, Objectives, and Strategies of Baltimore City's Comprehensive Master Plan: LIVE Section, Goal 2, Objective 1 (Improve design quality of Baltimore's built environment) and Objective 3 (Promote Transit Oriented Development and mixed-use development to reinforce neighborhood centers and Main Streets) and EARN Section, Goal 1, Strengthen Identified Growth Sectors, Objective 1: Retain and Attract Businesses in all Growth Sectors.

ANALYSIS

Project: This request is for several design approvals for several businesses in the Mondawmin Mall. First, is for a minor expansion of the middle unit of the new commercial building on the former MVA site, and related signage for Ross, Sleepy's and Deals tenants. Second, is signage for Marshalls and Capital One Bank, as part of the main mall. Lastly, the design and signage for a TGI Friday's restaurant on one of the previously approved outparcels on the north end of the mall property.

Former MVA Site: The proposal for this new retail building remains largely as previously approved, with the addition of 1,000 sqft at the rear of the smallest retail unit in the center. Signage proposed includes the identification signage for the Ross, Sleepy's and for the Deals stores. These signs are in keeping with the general intent of the signage concept for this retail building.

Main Mall: Two existing tenants of the mall have requested approval for additional signage. Marshalls would like an identification sign (3' by 16'6") and a blade sign (12.5" by 48" by 3" thick) on their southern elevation, as well as directional signage on a freestanding monument sign near the Target store.

Restaurant: The western outparcel on the north side of the mall has been previously approved for use as a restaurant of up to 8,500 sqft in size. The proposal is to build a TGI Friday's restaurant, with brick and EIFS cladding in principally taupe, stone, and bronze tones, with red and smoky gray accents. Two identification signs on the building are also included, at about 50 sqft each, at present only including the name of the restaurant.

Community Input: The Greater Mondawmin Coordinating Council and the Mount Lebanon Baptist Church have been notified of this action.



Thomas J. Stosur
Director