



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of November 15, 2008**

DATE: November 7, 2008

SUBJECT: SP #346 SITE PLAN AMENDMENT (CARRY-OVER) W2500 Potomac Yard E-West LLC, comprehensive sign plan; 3500, 3550 S. Clark St. (RPC #34-027-046)

Applicant:

w/2005 Potomac Yard E-West LLC

By:

Martin D. Walsh
Walsh, Colucci, Lubeley, Emrich & Walsh
2200 Clarendon Blvd., 13th Floor
Arlington, Virginia 22201

C. M. RECOMMENDATION:

Approve the site plan amendment for a comprehensive sign plan, pursuant to the conditions in the staff report, and with a County Board review in ten (10) years (November 2018).

ISSUES: This is a site plan amendment request for a comprehensive sign plan on Land Bay E-West in Potomac Yard and there are no issues.

SUMMARY: The proposed sign plan includes building identification signs, retail and commercial tenant signs, directional signs, and two (2) rooftop tenant signs. The site plan amendment was deferred to the November 15, 2008 County Board meeting to allow the applicant to submit additional information and to resolve conflicts with the *Sign Guidelines*, primarily the height of the proposed seven (7) retail and five (5) project identification banner signs above thirty-five feet (35'). The applicant has worked with staff, and five (5) of the project identification banners have been changed to decorative logo banners. Proposed banners on the building facing U.S. Route 1 are important to creating attractive and successful retail in an area where retail has not historically been present, and, in particular, for Land Bay E-West, where retail is located along internal street and plaza areas. The building's setback from U.S. Route 1 and the proposed transitway, and the topography of the site justify the need to place the banners above thirty-five feet (35'). Other signs proposed in the comprehensive sign plan are in compliance with the *Potomac Yard Overall Sign Guidelines*, and are within the amount of sign

County Manager: _____

County Attorney: _____

Staff: Melanie Wellman, DCPHD, Planning Division

PLA-5127

area permitted. The signs exhibit a unified design scheme that is compatible with the architecture of the buildings. The applicant has agreed to a review of the site plan amendment in ten (10) years to determine if the banners and freestanding, monument-style sign should remain after the retail in Land Bay E-West is established. Therefore, staff recommends approval of the comprehensive sign plan, subject to the proposed conditions, and with a County Board review in ten (10) years (November 2018).

BACKGROUND: The following provides information on the site:

Site: Land Bay E-West is located in Potomac Yard and is bordered by U.S. Route 1 on the west and Clark Street to the east. Approximately 374,379 square feet of office and 71,418 square feet of retail, including a 45,940 square foot health club, were approved for Land Bay E-West on April 21, 2007. This development is currently under construction and will consist of two nine-story buildings connected by an internal plaza area. The buildings are called “National Gateway.”

Zoning: The site is zoned "C-O-1.5", Commercial Office Building, Hotel and Apartment Districts.

Land Use: The South Tract has a striped pattern of 1/3 “Medium” Residential (37-72 units/acre) and 2/3 “Low” Office-Apartment-Hotel, with Note 18, on the General Land Use Plan (GLUP).

Neighborhood: The site is not within any civic association. Aurora Highlands Civic Association is in close proximity. Aurora Highlands Civic Association was notified and to date has not expressed any concerns on the proposed comprehensive sign plan.

DISCUSSION: The comprehensive sign plan is the fourth submitted for a land bay in Potomac Yard; Land Bay A, Land Bay F, and Land Bay E-East were approved previously. The comprehensive sign plan for Land Bay E-West includes building identification signs, retail and commercial tenant signs, directional signs, and two (2) rooftop major tenant signs.

The tables on the following two (2) pages provide detail on the comprehensive sign plan.

SIGNS COUNTING TOWARD OVERALL SIGN AREA:						
Type & Abbreviation in Sign Plan (quantity)	Locations	Sign Area (Sq. ft)	Total Sign Area (Sq. ft)	Height above ground (in ft)	Text	Material
Retail Banner – BNR2 (7)	Walls along Route 1	21	147	35	Retail tenant name (TBD)	Fabric banner fixed to wall with aluminum brackets & LED lighting
Building Identification – BID1 (1)	Curved sign mounted on wall on S. Glebe Rd. Elevation	133	133	34 (building mounted)	National Gateway	Painted Aluminum. Halo lit letters.
Building Identification – BID2 (2)	Under canopy on Route 1 and S. Clark Street	30	60	Route 1 – 33 S. Clark – 22	National Gateway	Aluminum letters, acrylic panel, aluminum posts
Building Address/ID – BID3 (4)	Columns near building entrances	2	8	5	3500, National Gateway (I or II)	½” thick aluminum letters ¼” thick aluminum panel
Building Address/ID – BID3A (2)	Columns near building entrances	1’6”	3	5	National Gateway (I or II)	¼” thick aluminum panel
Retail awning – BB1 (7)	S. Clark St, on storefront wall above entry on building	13	91	9	Tenant Name/Logo TBD	Fabric (design, color TBD)
Retail façade – BB2 (10)	Storefront wall above entry on building	40	400	22’8” on Rt. 1 and S. Glebe; 12’8” on S. Clark	Tenant Name/Logo TBD	Internally illuminated letters
Retail blade – BB3 (5)	Storefront wall above entry on building	10	50	8	Tenant Name/Logo TBD	Optional blade sign – design TBD
Directory, wall mounted – DIR1 (2)	Columns along Route 1 side	7’6”	15	3’6”	Tenant Names/Logo TBD	Aluminum box/painted panel with silkscreened graphic
Directory, freestanding – DIR2 (1)	Plaza area on S. Clark side	25	25	On ground	Building ID, tenant names TBD	Aluminum pylon/painted panel with silkscreened graphic
Total Sign Area Proposed:			932			
Total sign area permitted based on building frontage:			943			

OTHER PROPOSED SIGNS (NOT COUNTED TOWARDS SIGN AREA):						
Type & Abbreviation in Sign Plan (quantity)	Locations	Sign Area (Sq. ft)	Total Sign Area (Sq. ft)	Height above ground (in ft)	Text	Material
Decorative banner – BNR1 (5)	Most along Route 1; one along S. 35 th St.	21	105	35’ – 47’ above ground	None.	Fabric banner with painted aluminum brackets and LED lighting
Rooftop tenant sign (2)	Route 1	168	336	Above 35’ along building roofline	Tenant Name TBD	Painted aluminum reverse channel letters – halo lit
Entry Window Signs – BB4 (7)	Storefront entry doors	1	7	Between 3’ to 5’6”	Hours, Numbers, Credit Card Info	Reverse cut sub-surface applied vinyl – color TBD
Parking ID blade sign – PRK1 (1)	Wall by parking garage entrance	3	3	10	“P”	Aluminum cabinet with punch-out graphic
Loading Zone ID – LD1 (1)	Wall above loading zone entrance	3	3	19	LOADING	Painted stud-mounted letters
Clearance Sign – REG1 (1)	Wall above loading zone entrance	6	6	19	CLEARANCE 15’-0”	Painted stud-mounted letters
Building address sign – BID4 (2)	On glass entrance doors	3	6	5	3500 or 3550, logo, National Gateway	3M Reverse Cut vinyl on glass
Retail Façade sign in private right-of-way – BB2A (4)	Storefront glass above entry doors	15	60	Above 8’	Tenant name/logo TBD	Reverse cut sub-surface applied vinyl – color TBD
Retail entry-window sign in private right-of-way – BB4 (4)	Storefront entry windows	1	4	Between 3’ to 5’6”	Hours, numbers, credit card info	Reverse cut sub-surface applied vinyl – color TBD

The signs listed in the table above are not counted towards the total sign area for the project for the following reasons, per the *Sign Guidelines*:

- Decorative banners are permitted by the *Potomac Yard Overall Sign Guidelines*.
- Per the *Sign Guidelines*, “the permitted area for rooftop signs shall not count against the total sign area permitted for the other types of signs” and “the total permitted area of rooftop signs for any building will be computed on the basis of one (1) square foot of sign area for each one (1) linear foot of building wall width.” Both rooftop signs together would total 336 square feet (168 sq. ft each), and a total rooftop sign area of 345 square feet is permitted.

- Entry window signs, parking, loading, and clearance signs do not count toward the sign area but must meet the requirements of the Zoning Ordinance. The proposed signs meet those requirements. Staff supports their proposed location and square footage.
- The *Sign Guidelines* state that total sign area permitted for a project includes signs visible from the public right-of-way. In addition, page eight (8) of the *Sign Guidelines for Site Plan Buildings* state that, “banner and retail tenant signs not visible from the public right-of-way shall not count against the total sign area permitted for the project, but shall be measured on the basis of one (1) square foot of banner area for each one (1) linear foot of building frontage on the plaza or interior space.” The retail façade signs, retail entry window signs, and two (2) building identification window signs in the internal plaza are not visible from the public right-of-way. The total square footage of signs on the internal plaza is 66 square feet (66 sq. ft) with 260 square feet of sign area permitted, thus meeting these requirements.

Proposed Decorative and Retail Banner Signs: Decorative and retail banners are proposed along U.S. Route 1. The *Potomac Yard Overall Sign Guidelines* provide guidance on the use of banners in Potomac Yard. The *Guidelines* state that “banners may be used on an area wide basis and can include overall Potomac Yard identification or specific areas of importance, such as retail concentrations, major plazas, etc.” Regarding the retail banners specifically, the *Guidelines* state that, “the business name may only be included if approved through a Comprehensive Sign Plan.”

The applicant is requesting five (5) decorative banners located along US Route 1. The decorative banners, which would be the first decorative banners in Potomac Yard, will consist of a blue background and lighter blue stripes, with no speech. These decorative banners are not counted towards the total sign area, consistent with decorative banners previously approved by the County Board. The County Board has in the past determined that the use of non-moving decorative banners is appropriate associated with sites which share the following characteristics: mixed-use projects with a significant retail component where the County Board has, through policy actions, established the project as a focal point for redevelopment in the area surrounding it, and sought to encourage the retail component of the project and emphasize the project’s pedestrian orientation, and where a comprehensive program of banners and other signs can help reinforce the unity of the project, particularly the retail component, and emphasize the focal point of the project. Potomac Yard meets these criteria.

Also proposed are seven (7) retail banners all located along U.S. Route 1, which will all reflect the retail tenants on South Clark Street. These will contain tenant names, which will be determined at the tenant leasing stage. The banners are to be fixed to the building with mounting brackets, and will contain LED spot lighting. The proposed banners would be consistent with what has been approved for Land Bay F in Potomac Yard. Four (4) projecting signs, each twenty-four square feet (24 sq. ft) in area along U.S. Route 1 were approved on December 9, 2006 to help identify retail tenants in the interior courtyard of Land Bay F. Originally staff did not support the four (4) projecting signs along Route 1 in Land Bay F, as they were considered directory signs and would not direct a pedestrian to the retail spaces in the interior courtyard. However, the challenges faced by retail tenants on interior courtyards in attracting patrons to new retail areas was recognized, and the County Board approved the four (4) projecting signs with a review in ten (10) years to determine if the signs are needed once the retail is established.

All of the banners are proposed to be located at the same height, with the bottom at thirty-five feet (35') and the top at forty-seven feet (47'). The *Sign Guidelines* define any sign above thirty-five feet (35') as rooftop signs. The proposed banners would be considered rooftop signs, but are not major rooftop signs typically proposed along the roofline of the building. On a large building like this one, these signs are on the lower half of the building, but nonetheless defined as rooftop signs. The *Sign Guidelines* state that projects are limited to no more than two (2) rooftop signs. To ensure that the retail on South Clark Street is visible and is leased, staff recommends departing from the typical rooftop sign definition and guidelines for this unique circumstance. In light of this, staff is developing sign guideline amendments to address the circumstances presented by the banners in Land Bay E-West, and through that process will likely recommend that signs on large buildings not be defined as "rooftop" signs unless they are near the top of the building. The proposed retail banner signs need to be placed at a height of thirty-five feet (35') to allow for visibility. Staff recognizes that Potomac Yard was a brownfield where retail has not historically been present. Land Bay E-West in particular faces challenges with the retail being located along South Clark Street and the internal plaza between the buildings. In addition, the building includes a large retail component (over 70,000 square feet). The applicant has met with Planning and Arlington Economic Development (AED) staff to discuss the height, and has submitted elevations of how the banners will look, given the setback of the buildings from Route 1, the topography of the site, and the proposed transitway in front of the buildings (See attached elevations). The applicant has also submitted a letter from the Streetsense consulting firm stating that the proposed banners signs are "key to the success of the retail" (see attached letter). The proposed retail banners would count towards the total sign area of the project, and would not be counted as rooftop signs, even though they are above thirty-five feet (35'). Staff supports the proposed banners at a height of thirty-five feet (35'), with a review by the County Board in ten (10) years to determine if the banners are needed once the retail has been established. The applicant has agreed to this condition.

Staff notes that only seven (7) retail banners are proposed, even though there are nine (9) retail tenants on the site (one (1) retail tenant on Route 1, and eight (8) on South Clark Street). The applicant states that the retail tenant on Route 1 will not need a banner displayed, as their retail will be visible and they will also have two (2) façade signs. The applicant recognizes that at least one (1) retail tenant on South Clark Street may not have the opportunity for a banner on Route 1. Staff recommends limiting the number of retail and decorative banners to those approved with this comprehensive sign plan, and not approving additional banners on Land Bay E-West, and is recommending a condition to this effect (Condition # 79.b.2).

Other Retail Signs: The *Sign Guidelines* state that each retail tenant shall be permitted a maximum of two (2) identification signs, one (1) sign per tenant frontage. The applicant is proposing two (2) signs per tenant - an awning and a façade sign - in most of the retail tenant locations on South Clark Street. Some additional façade and blade signs are proposed on the other street frontages and in the internal plaza between the buildings, which would raise the number of some retail tenant signs above two (2). Staff has reviewed the proposed sign locations and has determined that the additional retail signs are appropriate at the proposed locations. Generally, the tenants that will have more than two (2) tenant signs are those that have corner locations, such as the tenant on the corner of South Clark Street and South Glebe Road, or on the

corner of South Clark Street and the internal plaza area. The additional retail signs would help orient pedestrians, and would make the internal retail more visible.

Building Identification Signs: National Gateway building identification signs are also proposed. One of them will be placed on the curved wall on the South Glebe/U.S. Route 1 elevation. Due to the topography of the site, the eastern portion of the sign is thirty-four feet (34') off the ground, and the western portion is thirty-six feet (36') off the ground. Staff has determined that this building identification sign is considered a rooftop sign only because of thirty-five-foot (35') height. It is not typical rooftop tenant sign placed on the roofline of the building. Staff supports the location of the building identification sign on the curved wall, as it provides Land Bay E-West with a sense of character and identifies the building as "National Gateway". In addition, a wall mounted sign is a better alternative to a freestanding sign placed at the base of the building. The sign is proposed to be Halo-lit, but will not directly face the residential building in Land Bay F. The proposed building identification sign will not be treated as a rooftop sign, but will be counted towards the overall sign area. The proposed amendments to the *Sign Guidelines* should also address circumstances such as this. Two other building identification signs will be under a canopy in the internal plaza area on Route 1 and South Clark Street, and will not be lit. Staff supports their location.

Proposed Directional Signs: The *Potomac Yard Overall Guidelines* state that buildings with multiple entrances of the building may have a directory or directional signs at major entrances, subject to approval of a Comprehensive Sign Plan. Three (3) directional signs are proposed; two (2) wall mounted signs facing the internal plaza near the U.S. Route 1 side of the building, and one (1) freestanding directional sign on the edge of the internal plaza near the South Clark Street side of the building. Staff supports the location and design of the proposed directional signs. Although located on the edge of the internal plaza area, the directional signs are counted towards the overall sign area, as they are visible from public right-of-way. Consistent with other freestanding signs approved in Land Bay F in Potomac Yard, the applicant has agreed to a condition that the freestanding directional sign be reviewed in ten (10) years to determine if the freestanding sign should remain after the retail in Land Bay E-West is established.

Major Tenant Rooftop Signs: The applicant is proposing two (2) major tenant rooftop signs facing U.S. Route 1. These are true "rooftop" signs located along the roofline of the building. The size proposed is consistent with what is called for in the *Sign Guidelines*. The signs are proposed to be back-lit with Halo-style lighting, and the applicant has committed to timing of the signs, and dimmable lighting which would allow the intensity of the lighting to be reduced by fifty (50) percent. The signs will not face a residential neighborhood, as the uses across Route 1 are Service Industry and Government and Community Facilities.

CONCLUSION: The comprehensive sign plan will create a strong sense of place and a lively environment for Potomac Yard Land Bay E-West. The signs are generally in compliance with the *Potomac Yard Overall Sign Guidelines* and the *Sign Guidelines for Site Plan Buildings*, with the exception of the proposed banner signs proposed to be placed just above thirty-five feet (35'), and the portion of the building identification sign just above thirty-five feet (35'). However, staff supports the banners at this time and at this location, as they are needed to ensure the retail tenants can have fair visibility in an area where a large amount of retail has been approved where retail not been present before. Further, the signs are consistent with staff's thinking in preparing

sign guideline revisions. In addition, the applicant agrees that the banners and the freestanding sign will be reviewed in ten (10) years to determine if they should remain once the retail in Land Bay E-West is established. The sign package as a whole will provide easily understood pedestrian connections and will be compatible with the existing architecture of the building. Therefore, staff recommends approval of the site plan amendment for a comprehensive sign plan, as set forth in the table in this report and the Comprehensive Sign Plan for National Gateway dated November 5, 2008, as prepared by Gallagher & Associates, subject proposed new condition # 79, and all previous conditions, and with a County Board review in ten (10) years.

Revised Potomac Yard PDSP Condition:

46. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs except the two freestanding signs approved by the County Board on October 18, 2008, and the banner signs above 35', but placed no higher than 47' above finished grade, approved on November 15, 2008 for Land Bay E West, shall be consistent with the guidelines contained in the *Sign Guidelines for Site Plan Buildings* and with Section 34 of the Zoning Ordinance. The Zoning Administrator shall determine whether the signs meet the standards of the guidelines and the Ordinance. No sign permits will be issued until a comprehensive sign plan is approved. The comprehensive sign plan shall be approved before the issuance of the first Certificate of Occupancy. All proposed rooftop signs, defined as all signs that are 35 feet or more above the ground, shall require a site plan approval or amendment.

New condition # 79:

79. The developer agrees that the project signs, including building identification, directional, retail, and rooftop signs, shall be consistent with the comprehensive sign plan titled, "Comprehensive Sign Plan Land Bay E-West" dated November 5, 2008, as approved by the County Board on November 15, 2008.

Minor changes to the approved signs may be approved administratively by the Zoning Administrator. For the purposes of the preceding sentence, minor changes shall include only the following: (i) a minor adjustment in the location of the sign to meet field conditions (less than 1 foot in any direction); or (ii) either a minor change in the area of the sign (less than 5%) or the total sign area does not exceed 932 square feet. All other changes to the approved signs will require site plan approval or amendment.

Retail tenant signs shall be permitted for the new construction as follows:

- a. Minor modifications to this approval of signs shall be subject to review and approval by the Zoning Administrator prior to the issuance of all sign permits to determine that they are consistent with the purpose and intent of the approval.
- b. The retail tenant signs shall conform to the standards of Section 34 of the Zoning Ordinance, except to the extent those ordinance standards are modified by it, the adopted comprehensive sign plan titled, "Comprehensive Sign Plan Land Bay E-West" dated November 5, 2008, and the following criteria, in which case the signs shall conform to the adopted comprehensive sign plan:
 - 1) For each space occupied by a tenant, the tenant is permitted up to three (3) retail signs along South Clark Street, which may consist of a combination of awning, façade, and blade signs. Additional retail tenant signs are permitted in the form of banners along Route 1, entrance window signs, or retail signs located in the interior plaza area between the two (2) buildings of Land Bay E-West, and along South Glebe Road, so long as the maximum total sign area does not exceed one

- (1) square foot per linear foot of the tenant's frontage, and so long as the number and general location of signs are consistent with what is shown on the Comprehensive Sign Plan Land Bay E-West, dated November 5, 2008.
- 2) The applicant agrees that the banners will be limited to seven (7) retail banners, and five (5) decorative banners, with a total of twelve (12) total banners. Eleven (11) of those banners will be placed along Route 1, and one (1) retail banner will be placed on South 35th Street, as depicted on the Comprehensive Sign Plan Land Bay E-West, dated November 5, 2008. The applicant agrees that the number of retail banners permitted on Land Bay E-West is limited to seven (7), and that the number of decorative banners is five (5), and that at no time will additional retail or decorative banners be approved for Land Bay E-West.
 - 3) The colors and materials of retail tenant signs shall harmonize with and complement the exterior materials and design of the individual retail storefronts and be consistently treated so as to present a unified design approach for the individual retail unit.
 - 4) Retail signs shall be illuminated only during the hours of operation of the corresponding retail establishment.
 - 5) Maintenance of the banners shall be the sole responsibility of the applicant. The banners shall be maintained in good condition.
- c. The developer agrees that the twelve (12), twenty-one square foot (21' sq. ft.) decorative and retail banner signs located along U.S. Route 1 and South 35th Street, and the freestanding directory sign located along South Clark Street in the internal plaza area, have been approved in order to encourage economic development of new retail areas, and that they will be reviewed in ten (10) years to determine if the banner signs and freestanding signs should be permitted after November 2018, when the retail area is established. The developer agrees that such a review may include a determination that the banner signs and freestanding signs shall be permanently removed at that time, and the developer agrees to remove the signs within twenty-one days after such a determination.
- d. The applicant agrees that the two (2) major tenant rooftop signs shall not be illuminated between the hours of 12:00 a.m. and 5:00 a.m., seven days per week. The applicant agrees that the two (2) major tenant rooftop signs will include dimmable lighting that will allow the applicant to adjust the rooftop sign's lighting intensity by 50%. The applicant further agrees that if the County Manager finds that the intensity of the rooftop sign's lighting has an adverse effect on the surrounding area, the applicant will, within 24 hours notice from the County Manager, reduce the intensity of the lights to a level that, in the County Manager's reasonable judgment, will no longer have such an adverse effect.

PREVIOUS COUNTY BOARD ACTIONS:

October 21, 2000

South Tract: Approved a General Land Use Plan (GLUP) Amendment to a striped pattern of 1/3 "Medium" Residential (37-72 units/acre) and 2/3 "Low" Office-Apartment-Hotel, with Note 18.

Approved Amendments to the Master Transportation Plan, including Part I to add public streets and designate several streets as private; Arlington Bicycle Plan to add on-street bike lanes; Arlington County Pedestrian Transportation Plan to add a pedestrian corridor; and establishment of a transitway.

Approved a rezoning from "M-1" to "C-O-1.5".

Approved a Phased Development Site Plan for a mixed-use office, retail, hotel and residential development.

Adopted a resolution affirming Arlington County's commitments to developing transit facilities to provide high quality local transit service in the Jefferson Davis Corridor and facilitating traffic movements between U.S. 1 in Arlington and Potomac Avenue.

North Tract: Approved a General Land Use Plan (GLUP) Amendment for the area north of 6th Street South, from "Service Industry" to "Public".

Approved a General Land Use Plan (GLUP) Amendment for the area south of 6th Street from "Service Industry" to "Low" Office-Apartment-Hotel.

February 9, 2002

Deferred a site plan for a Land Bay A, for office and retail development totaling 654,000 square feet, including 6,000 square feet of initial retail, 11,784 square feet of potential retail, and 4,000 square feet of fitness center, to February 25, 2002 Planning Commission and March 23, 2002, County Board meeting.

March 23, 2002

Approved a final site plan for Land Bay A, for office and retail development totaling 654,000

	square feet, including 6,000 square feet of initial retail, 11,784 square feet of potential retail, and 4,000 square feet of fitness center.
April 20, 2002	Approved a Preliminary Infrastructure Plan (PIP) for the Potomac Yard PDSP.
December 9, 2003	Approved a final site plan for Land Bay E, for a residential rental building containing 391,714 square feet of residential GFA, 386 units and 4,120 square feet of ground floor retail.
December 9, 2003	Approved a final site plan for Land Bay F, for two residential condominium buildings containing 482,000 square feet of residential GFA, 479 units and 80,000 square feet of ground floor retail, including 50,000 square feet of grocery store use.
July 10, 2004	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to September 18, 2004.
September 18, 2004	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to November 16, 2004.
November 16, 2004	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to January 2005.
February 1, 2005	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to May 7, 2005.
May 17, 2005	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to a County Board meeting of a later date to be determined by staff and the applicant.
July 9, 2005	Approved a minor site plan amendment for Land Bay A, to modify the first floor configuration and

uses for the north and south office buildings, subject to amended Condition #57.

April 22, 2006

Approved a site plan amendment request to amend Condition #57(b) regarding a reduction in the size of the three (3) flat screen televisions (Land Bay A).

September 16, 2006

Approved a site plan amendment request for a comprehensive sign plan (Land Bay F). Staff was directed to revise the *Potomac Yard Overall Sign Guidelines* to accommodate additional retail signs in new retail areas. Note: condition was revised at December 9, 2006 County Board meeting.

December 9, 2006

Approved a site plan amendment request for a comprehensive sign plan (Land Bay F) with a revised Condition # 77 and amended *Potomac Yard Overall Sign Guidelines*.

January 27, 2007

Deferred a PDSP Amendment and final site plans for Land Bays D-East, D-West and E-West to the County Board meeting of March 17, 2007.

March 17, 2007

Deferred a PDSP Amendment and final site plans for Land Bays D-East, D-West and E-West to the County Board meeting of April 21, 2007.

April 21, 2007

Approved a PDSP Amendment to convert office to residential in Land Bay D-West, to increase the maximum permitted residential units to 1,548 units, and to reallocate and convert densities within and between Land Bays B, C, D-East, D-West and E-West, subject to amended PDSP Condition #4.

Approved a final site plan for Land Bay D-East, for a residential building containing 425,752 square feet of residential GFA, 360 units and 16,503 square feet of ground floor retail.

Approved a final site plan for Land Bay D-West, for a residential building containing 398,435 square feet of residential GFA, 331 units and 15,868 square feet of ground floor retail.

Approved a final site plan for Land Bay E-West, for an office development containing 374,379 square

feet of office GFA and 71,418 square feet of ground floor retail.

Approved Conceptual Design Plan for Center Park.

November 13, 2007

Approved PDSP Amendment to convert 22,313 square feet of office use in Land Bay C to ground floor initial and potential retail use in Land Bay C. (RPC #34-027-071, -072)

Approved final site plan for Land Bay C for approximately 1,064,673 square feet office, approximately 23,675 square feet initial retail, 17,275 square feet potential retail, modification of use regulations for fewer loading bays than required, and to exclude approximately 5,598 square feet garage entry from GFA. (RPC #34-027-071, -072) (Potomac Yard Land Bay C)

September 13, 2008

Approved a comprehensive sign plan amendment to add six (6) window signs for the Bank of America, increasing the existing site sign area by a total of 135.2 square feet.

October 18, 2008

Approved comprehensive sign plan amendment for two (2) freestanding signs in Land Bay F, pursuant to the conditions in the staff report, and with a County Board review in ten (10) years (October 2018).

Approved Sign Conditions for Potomac Yard Land Bay E-West:

Potomac Yard PDSP Condition:

The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs except the two freestanding signs approved by the County Board on October 18, 2008, shall be consistent with the guidelines contained in the *Sign Guidelines for Site Plan Buildings* and with Section 34 of the Zoning Ordinance. The Zoning Administrator shall determine whether the signs meet the standards of the guidelines and the Ordinance. No sign permits will be issued until a comprehensive sign plan is approved. The comprehensive sign plan shall be approved before the issuance of the first Certificate of Occupancy. All proposed rooftop signs, defined as all signs that are 35 feet or more above the ground, shall require a site plan approval or amendment.