



## ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item  
Meeting of September 26, 2009**

**DATE:** September 10, 2009

**SUBJECT:** SP #25 SITE PLAN AMENDMENT for a rooftop sign at the Waterview project; located at 1919 N. Lynn St., (RPC: 16-018-010).

**Applicant:**  
MRI Waterview, LLC

**By:**  
Paramount Group, Inc.  
1633 Broadway, Suite 1801  
New York, NY 10019

### **C.M. RECOMMENDATION:**

Approve the subject site plan amendment for a rooftop sign, subject to all previously approved conditions and one (1) amended condition.

**ISSUE:** This is a request for a site plan amendment to permit the addition of a rooftop sign to the office building at the Waterview project (SP #25), and no issues have been identified.

**SUMMARY:** A site plan amendment is requested to permit the addition of a rooftop sign to the office building of the Waterview project (SP #25). The sign is proposed for Deloitte, who will lease just under 172,000 square feet of space in the office building. It would be located on the north elevation of the building adjacent to the Corporate Executive Board's rooftop sign. The proposed sign is consistent with the *Sign Guidelines for Site Plan Buildings*; it is also consistent with the design and style of the Corporate Executive Board's rooftop sign. The sign was reviewed by the Site Plan Review Committee and the Rosslyn Renaissance Urban Design Committee and no issues have been identified. Therefore, staff recommends the County Board

County Attorney: \_\_\_\_\_

County Manager: \_\_\_\_\_

Staff: Samia Byrd, DCPHD, Planning Division

PLA-5334

approve the subject site plan amendment, subject to all previously approved conditions and one (1) amended condition.

**BACKGROUND:** In July 2000, the Waterview site plan was approved as a mixed-use office, hotel and residential development in two (2) buildings, with a major site plan amendment approved in 2002. The project contains approximately 940,000 square feet of gross floor area, consisting of a 630,000 square foot office tower and a residential/hotel tower comprised of 155 hotel rooms and 133 condominium units. Following are details regarding the Waterview project site.

Site: The 94,204 square foot site (2.16 acres) is located in Rosslyn at 1919 N. Lynn Street. Immediate site boundaries include:

- To the north: The entrance ramp to I-66.
- To the west: Rosslyn Building East, a 12-story office building.
- To the east: 19-story Park Tower office building.
- To the south: 1801 North Lynn Street, a 24-story office building.

Zoning: “C-O Rosslyn” Commercial Office Building, Retail, Hotel and Multiple Family Dwelling Districts.

General Land Use Plan Designation: “High” Office-Apartment-Hotel (3.8 FAR Office, up to 4.8 FAR Apartment, and up to 3.8 FAR Hotel).

Neighborhood: North Rosslyn Civic Association; Rosslyn Renaissance; Adjacent to Radnor/Ft. Myer Heights Civic Association.

**DISCUSSION:** A Comprehensive Sign Plan was administratively approved for the Waterview Project in May 2007, with the addition of two (2) rooftop signs to the hotel/residential building and one (1) rooftop sign to the office building approved by the County Board in September and October 2007, respectively. The applicant proposes an additional rooftop sign to be placed on the office building of the Waterview project as detailed below. The sign is proposed for Deloitte, a new tenant who will lease 171,591 square feet of space in the office building. Currently, the Corporate Executive Board is the only tenant of the Waterview office building. The following table and narrative description provides additional information on the proposed rooftop sign:

Sign Dimensions	Area (Sq. Ft)	Height From A.S.E* (Feet)	Text	Location	Materials
18'-5 1/8" (Length); 3'-5" (Height)	62.96	286.54	Deloitte (plus dot)	Horizontally positioned on the north side of the office tower along the I-66 right of way.	Internally illuminated white LED reverse channel mounted letters and logo with 3M day/night film applied to face.
*Note: ASE = 63.77 feet					

The proposed sign would be located on the façade of the building’s north elevation immediately adjacent to the existing rooftop sign for the Corporate Executive Board. It would be of the same design – material and color – as the Corporate Executive Board rooftop sign, with LED channel mounted letters that would show as blue by day and illuminate white at night. The sign would bear the company’s logo which is its name punctuated with a dot at the end. The dot would appear and remain green both day and night. As is current County policy, the rooftop sign would be designed with a rheostat mechanism to enable the owner to manage the intensity of its illumination if found by the County to have an adverse impact on the surrounding community. In addition, the hours of illumination would be limited.

Total permitted sign area for rooftop signs for the Waterview project as calculated in the table below is 968 square feet.

Building Length @ Street Frontage/Public Right-of-Way	Linear Feet
North Lynn Street	270.59
19 <sup>th</sup> Street North	341.18
I-66	355.88
<b>Total Length</b>	<b>967.65</b>

The proposed rooftop sign, at 63 square feet, would account for just fewer than 7% of the total permitted rooftop sign area. Existing approved rooftop sign area is 414 square feet (approximately 43% of that permitted). When combined with the approved rooftop signs, total rooftop sign area for the Waterview Project would be 477 square feet. This amount is within the 968 square feet of sign area permitted for rooftop signs. The following table provides a summary of all rooftop signs approved and proposed for the Waterview project and their sign area calculations.

Type	Area (Sq. Ft)	Height From A.S.E* (Feet)	Text	Location
Office Tenant Rooftop Sign	307.5	287.44	Corporate Executive Board plus logo	Northern side of the office tower (I-66 R-O-W).

Type	Area (Sq. Ft)	Height From A.S.E* (Feet)	Text	Location
Hotel/Residential Tenant Rooftop Sign	101.67	55.00	Hotel Palomar/ Domaso Trattoria Moderna	19 <sup>th</sup> Street North
Hotel/Residential Retail Rooftop Sign	4.38	36.23	Palomar Vending (Domasino Cafe Espresso)	19 <sup>th</sup> Street North
Office Tenant Rooftop Sign	62.96	286.54	Deloitte plus logo dot	Northern side of the office tower (I-66 R-O-W)
<u>476.51</u>				

As only two (2) rooftop signs are permitted per single building of a site plan project, with the proposed addition of the rooftop sign, no additional rooftop signs would be permitted for the Waterview office building. In fact, there would be no additional rooftop signs permitted for the Waterview project due to the fact that if approved, there would be two (2) each rooftop signs approved for the Waterview residential/hotel building and the office building. Finally, in accordance with Site Plan condition #41, requiring that all rooftop signs be reviewed by the Site Plan Review Committee (SPRC) prior to being reviewed by the County Board, the sign was reviewed by the SPRC on July 27, 2009. The sign was also presented to the Rosslyn Renaissance Urban Design Committee on August 19, 2009. There were no issues identified with the proposed rooftop sign by either the SPRC or the Rosslyn Renaissance Urban Design Committee.

**CONCLUSION:** A second rooftop sign is proposed for a new tenant, Deloitte, of the Waterview office building (SP #25). The proposed rooftop sign for Deloitte is within the total amount of sign area permitted for the site plan project and is consistent with the *Sign Guidelines for Site Plan Buildings*. It meets the guidelines for placement, area, color and design. While proposed on the same façade and elevation as the existing Corporate Executive Board rooftop sign, the sign has been designed to be identical in material and color with the existing rooftop sign. It would also be designed with a rheostat mechanism to control the intensity of the illumination as well as the hours of illumination being limited. With the addition of the second rooftop sign for the Waterview office building, no additional rooftop signs would be permitted for this building. The sign has been reviewed by the SPRC and the Rosslyn Renaissance Urban Design Committee and no issues have been identified. Therefore staff recommends that the subject site plan amendment to permit the addition of a rooftop sign to the Waterview office building be approved subject to the following amended condition.

41. a. The developer agrees to develop a comprehensive sign plan and all exterior signs shall be consistent with the guidelines contained in 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 Above Grade Building Permit. All proposed rooftop signs shall require a site plan approval or amendment and shall be presented to the Site Plan Review Subcommittee prior to consideration by the County Board.

The developer agrees to limit signs on the site to those signs of the comprehensive sign plan as approved by the Zoning Administrator on May 21, 2007 as such comprehensive sign plan may be amended from time to time. In addition, rooftop signs shall be limited to two (2) rooftop signs approved by the County Board on September 8, 2007 for the Hotel/Residential building and a two (2) rooftop signs approved by the County Board, one (1) on October 13, 2007 and one(1) on September 26, 2009 for the Office building. The developer agrees that the total sign area permitted for all signs other than rooftop signs for the Waterview project (SP #25) shall not exceed 968 square feet. The developer further agrees that the total sign area permitted for rooftop signs for the Waterview project (SP #25) excluding the rooftop lighting approved as a special exception by the County Board on October 13, 2007, shall not exceed ~~414~~ 477 square feet. This total includes ~~106.05~~ square feet for rooftop signs on the Hotel/Residential building that shall be permitted along the 19<sup>th</sup> Street North frontage and ~~307.5~~ 371 square feet for rooftop signs on the office building that shall be permitted along the I-66 frontage as follows:

1. Sign #05 Hotel Palomar/ Domaso Trattoria Moderna: ~~101.67~~ 102 sq ft.
2. Sign #16 Palomar Vending Sign (Domasino Caffè Espresso): ~~4.38~~ 4 sq ft.
3. Corporate Executive Board Sign: ~~307.5~~ 308 sq ft.
4. Deloitte Sign: 63 sq ft.

The signs shall be of the same materials, dimensions, text and location as presented to and approved by the County Board on September 8, 2007 and October 13, 2007 and September 26, 2009 ~~as shown on plans dated September 10, 2007 titled "Corporate Executive Board Waterview Office Exterior Signage", and prepared by Gensler.~~ Minor changes to the approved rooftop 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 ~~414~~ 470 square feet. All other changes to the approved rooftop signs will require site plan approval or amendment.

The developer agrees to install a rheostat or other appropriate variable resistor that will allow the developer to adjust (decrease) the rooftop signs lighting intensity. The developer further agrees that if the County Manager finds that the intensity of the rooftop signs lighting has an adverse effect on the surrounding area, the developer

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.

The developer agrees that the rooftop signs hours of illumination will be limited to dusk to 12:00 a.m., midnight, seven (7) days a week.

- b. The following applies exclusively to the rooftop lighting:
1. The developer agrees that the rooftop lighting consisting of a 1 ½” band of blue LED lights to be located on the roofline of the Residential/Hotel building and three tiers of the roofline of the Office building, shall be of the dimensions, area, height, materials, color, and location as indicated on the drawings titled Exterior LED Tower Top Lighting Design and dated January 6, 2006 and as shown to the County Board on October 13, 2007. The developer further agrees that the rooftop lighting will be located only along the building’s north side (fronting the I-66 street frontage/right of way) and that no other lights or rooftop signs not specifically permitted by this Condition #41 will be located on the project.
  2. The developer agrees that the total area of the rooftop lighting for this Site Plan #25 will not exceed 888.5 linear feet. The total area of rooftop signs for this Site Plan #25 will not exceed 414 square feet. The developer agrees that, as long as the rooftop lighting is on the building, no rooftop signs above the 414 square feet will be permitted.
  3. The developer agrees to install a rheostat or other appropriate variable resistor that will allow the developer to adjust the rooftop lighting intensity from a level of 0 foot-lamberts to 207 foot-lamberts. The developer further agrees that if the County Manager finds that the intensity of the rooftop lighting has an adverse effect on the surrounding area, the developer 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.
  4. The developer agrees to participate in the “Light Up Rosslyn” program, including that the Hotel/Residential and Office buildings shall be in conformance with the program’s occasional and seasonal lighting requirements. The developer agrees to conform to standards designated by Rosslyn Renaissance or Rosslyn BID operator for that program, including that only white lights may be displayed along the rooflines of the office and residential hotel buildings and all other lights including the blue LED lights will be turned off.

5. The developer agrees that the rooftop lighting hours of operation will be from dusk to 12:00 midnight. The developer further agrees that if the County Manager finds that the rooftop lighting has an adverse effect on the surrounding area, it will immediately carry out any recommendation by the County Manager to reduce the hours of operation.

PREVIOUS COUNTY BOARD ACTIONS:

December 16, 1961	December 16, 1961 Approved a rezoning (Z-1573-61-1) from "M-2" to "C-O" on the 1100 Block 19 <sup>th</sup> Street North, north side, and part of 1900 Block North, east side.
January 25, 1964	Approved site plan (Z-1573-61-1 and/or SP #25) for the Pomponio, Lynn and Donato Buildings at the northeast corner of North Lynn and 19 <sup>th</sup> Streets North subject to conditions.
September 26, 1964	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for conversion of sub-basement-mechanical space to parking; conversion of basement-mechanical space to parking; elimination of first floor up-ramp, parking placed in north side and added on east end; elimination of parking on second floor; and provision of office space on floors three to twelve.
April 16, 1966	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building allowing an additional 10,974 square feet of parking structure.
August 5, 1967	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building to permit construction of an antenna subject to all previous conditions of the site plan approval.
September 23, 1967	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building relative to signs.
August 3, 1974	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a sign for State Loan Company of Rosslyn, Inc.
October 12, 1976	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups with a maximum of 8 clients, and seminars

with 12 to 15 clients, at premises known as 1925 North Lynn Street, subject to review in two years.

September 10, 1977

Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to convert 14,185 square feet of parking (second floor) to commercial space and 6,480 square feet of gross floor area on premises known as 1111 19<sup>th</sup> Street North, subject to conditions.

August 1, 1978

Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to convert 3,824 square feet of approved parking area to commercial or office space, on premises known as 1111 19<sup>th</sup> Street North, (Lynn Building), subject to the converted space being used for commercial purposes.

October 14, 1978

Continued site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups at 1925 North Lynn Street, subject to review in 5 years.

March 10, 1979

Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a building addition on premises known as 1117 19<sup>th</sup> Street North subject to conditions.

February 9, 1980

Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Metropark" and a vertical sign reading "Park" for the parcel known as 1925 North Lynn Street.

Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Metropark" for the parcel known as 1111 19<sup>th</sup> Street North.

Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Park" for the parcel known as 1117 19<sup>th</sup> Street North.

October 1, 1983	Continued site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups at 1925 North Lynn Street, with no further review.
December 12, 1998	Approved the advertisement of a rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008).
February 6, 1999	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the July 10, 1999 County Board meeting.
July 10, 1999	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the October 2, 1999 County Board meeting.
October 2, 1999	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the December 11, 1999 County Board meeting.
December 11, 1999	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the February 12, 2000 County Board meeting.
February 12, 2000	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the March 11, 2000 County Board meeting.
March 11, 2000	Deferred rezoning request (Z-2453-98-1) from

	"C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the May 20, 2000 County Board meeting.
May 20, 2000	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the July 22, 2000 County Board meeting.
July 22, 2000	Approved a rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008).  Approved a major site plan amendment request for a mixed-use office, retail, hotel and residential development, including staff recommended improvements to the intersection at 19 <sup>th</sup> Street North and North Lynn Streets, subject to the conditions of the staff report which supersede all previous conditions.
May 18, 2002	Approved a major site plan amendment request for a mixed-use office, retail, hotel and residential development, including previously approved improvements to the intersection at 19 <sup>th</sup> Street North and North Lynn Streets, subject to the conditions of the staff report which supersede all previous conditions.
October 2, 2004	Deferred a site plan amendment request to extend the term of the site plan from May 2005 to May 2007 to the December 11, 2004 County Board meeting.
December 11, 2004	Deferred a site plan amendment request to extend the term of the site plan from May 2005 to May 2007 to the February 2005 County Board meeting.
February 12, 2005	Deferred a site plan amendment request to extend

	the term of the site plan from May 2005 to May 2007 to the April 16, 2005 County Board meeting.
April 19, 2005	Approved a site plan amendment request to extend the term of the site plan from May 2005 to May 2007.
April 20, 2006	Approved a site plan amendment request to increase the amount of construction signage located at 1919 N. Lynn St., subject to all previous conditions and four (4) new conditions which apply solely to the subject construction sign.
July 7, 2007	Deferred a site plan amendment request for a comprehensive sign plan and rooftop lighting to the September 8, 2007 County Board meeting. Approved a site plan amendment request to amend Conditions #64 and #67 re public art.
September 8, 2007	Approved a site plan amendment request for the addition of two rooftop signs to the Comprehensive Sign Plan for the hotel/residential building including an amendment to Condition #41; Deferred a site plan amendment request for rooftop lighting to the October 13, 2007 County Board meeting.
October 13, 2007	Approved a site plan amendment request for the addition of a rooftop sign to the Comprehensive sign Plan for the Corporate Executive Board at the Waterview office building.  Approved a site plan amendment request for the addition of rooftop lighting to the Waterview hotel/residential building and the office building.
July 21, 2009	Approved a site plan amendment request to allow the conversion of approx. 896 sq ft of retail space to a temporary real estate leasing office.