



ARLINGTON COUNTY, VIRGINIA

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

SUPPLEMENTAL REPORT

DATE: September 23, 2009

SUBJECT: SP #190 SITE PLAN AMENDMENT to convert approximately 10,710 square feet of office to educational uses, located at 1010 North Glebe Road (RPC# 14-013-046).

DISCUSSION: This report removes Condition #5 in the report dated September 10, 2009, which would require the applicant, Westwood College, to reference the Ballston Metro Station in their promotional materials and advertisements. This condition was based on standard language used by staff for transportation demand management. The applicant expressed that they would not be able to comply with this condition as it would be cost-prohibitive to alter their current radio and television advertisements. Also, as the College's print materials are uniformly produced for all 17 campuses across the United States, the applicant has stated that it would be cost-prohibitive to customize materials for just one campus. However, the applicant has agreed to Condition #3, which would require them to provide information on and promote the use of Metro on their web site. In addition, Condition #4 would require the applicant to have material on the Ballston Metro Station and bus routes available to students at the subject space. Staff concurs with the applicant's request to remove Condition #5, as Conditions #3 and 4 will be sufficient to promote the use of transit for Westwood College students.

Proposed Conditions:

1. The applicant agrees that educational uses shall be allowed in the 10,710 square feet of space on the third floor of 1010 North Glebe Road, as shown on the plan entitled "Space Plan Option 1," dated 7/15/2009, and prepared by Cushman and Wakefield. The applicant may expand the square footage of educational uses in the building at 1010 North Glebe Road through an administrative change request approved by the Zoning Administrator.
2. The applicant agrees to inform students that those students commuting by automobile shall not park on the adjacent residential streets to the south and west of the building at 1010 North Glebe Road. Students shall receive this information through the following:
 - a. A handout distributed on the first day of class for the term

County Manager: _____

Staff: Matthew Pfeiffer, DCPHD, Planning Division

PLA-5335

- b. Signs posted in each classroom
 - c. Monthly email notifications on transportation options to the site
3. The applicant agrees to include on its web page a walking map showing how Westwood students and faculty shall access the site from the existing Westwood College campus at the Ballston Point building and the Ballston Metro station. The applicant further agrees to promote on its website the use of Metro as a means of transportation to and from the site. This information shall be prominently featured on the applicant's web page.
 4. The applicant agrees to provide an information display in the space to be used by Westwood College, which would provide transportation-related information to residents and visitors, including information about the Ballston Metro Station and bus routes. Management shall keep the display(s) stocked with materials at all times.
 5. ~~The applicant agrees to reference the Ballston Metro Station and bus routes in promotional materials and advertisements.~~