



## ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item  
Meeting of December 12, 2009**

**DATE:** November 18, 2009

**SUBJECT:** SP #90 SITE PLAN AMENDMENT for modification of rooftop sign; 1550 Crystal Drive. (RPC #34-020-248).

**Applicant:**

Alion Science and Technology  
10 West 35<sup>th</sup> Street  
Chicago, Illinois 60616

**By:**

Apple Signs, Inc.  
404 Serendipity Drive  
Millersville, Maryland 21108

**C.M. RECOMMENDATION:**

Approve the site plan amendment for modification of a previously approved rooftop sign, subject to all previously approved conditions and the conditions of the staff report.

**ISSUES:** The applicant is requesting a site plan amendment to modify a previously approved rooftop sign, and no issues have been identified.

**SUMMARY:** The applicant, Alion Science and Technology, is proposing a site plan amendment to replace the Lockheed Martin rooftop sign on the western façade of Crystal Square II at 1550 Crystal Drive with a sign depicting their own name and logo. The applicant is proposing an increase in sign area over the previous sign, but the request meets the requirements of the *Sign Guidelines for Site Plan Buildings* and Section 34 of the Zoning Ordinance. The Aurora Highlands Civic Association has expressed that they have no objections to the proposed sign modification. Therefore, staff recommends that the site plan amendment be approved subject to all previously approved conditions, and the conditions of the staff report.

**BACKGROUND:** The applicant is proposing a modification to an existing rooftop sign to

County Manager: BMD/GA

County Attorney: CUMK SP

Staff: Matthew Pfeiffer, DCPHD, Planning Division

PLA-5395

change the sign’s text and size. The site is located at Crystal Square II, 1550 Crystal Drive, and is described as follows:

Site: The 160,829 square foot site is bound on the north by 15<sup>th</sup> Street South and on the west by Crystal Drive. The site consists of a 14-story building, Crystal Square II, which contains approximately 445,000 square feet of office GFA, and which was approved as part of SP #90 for Crystal Square.

Zoning: The site is zoned “C-O” Commercial Office Building, Hotel, and Multiple-Family Dwelling Districts.

Land Use: The site is designated on the General Land Use Plan (GLUP) as four-sevenths (4/7) “High” Residential and three-sevenths (3/7) “High” Office-Apartment-Hotel.

Neighborhood: The site is not located within boundaries of a civic association. However, staff notified the Aurora Highlands Civic Association and received correspondence that the civic association does not have issues with the applicant’s request.

By way of background, the building at 1550 Crystal Drive, Crystal Square II, has contained a rooftop sign on its western façade since 2003, when two (2) rooftop signs for Lockheed Martin were approved by the County Board. Only one (1), on the western façade, was installed. In 2008, the County Board approved a rooftop sign for Battelle to be mounted on the eastern façade of Crystal Square II.

**DISCUSSION:** The applicant, Alion Science and Technology, is proposing a modification to the existing rooftop sign on the western façade of Crystal Square II, 1550 Crystal Drive. Alion Science and Technology is a major tenant in Crystal Square II, and occupies approximately 84,861 square feet of office space on three (3) floors within the building. The modification consists of a change in sign text and size to the sign that currently occupies the western façade of the building. Set forth below are details of the proposed sign:

Sign Dimensions	Area (Sq. Ft)	Text	Location	Materials
36”- 6”-- Length 5’-5” -- Height	199.98	Alion (and logo)	Western façade, north end, visible traveling east on 15 <sup>th</sup> St. S.	White plex sign face with black trim; LED-illumination; letters white by night

Staff supports the applicant’s request because it is consistent with the *Sign Guidelines for Site Plan Buildings*, and it will not cause an adverse impact to the surrounding area. The applicant is proposing an increase in the sign’s size which is consistent with what is allowed in the *Sign Guidelines*. Allowable rooftop sign area is calculated based on a building’s linear street frontage. Crystal Square II contains 409 feet of linear street frontage, and is thus allowed that number of square footage for rooftop signs. Set forth below is a chart summarizing total approved and proposed roof top sign area:

Sign	Previously Approved Sign Area (Sq. Ft)	Requested Sign Area (Sq. Ft.)
Alion Sign (proposed)	--	199.98
Lockheed Martin Sign (to be removed)	131.38	--
Batelle Sign	84.6	84.6
<b>Total</b>	<b>215.98</b>	<b>284.58</b>
<b>Allowed area per Sign Guidelines</b>	<b>409</b>	

As can be seen from this chart, the applicant’s proposal would increase the amount of sign area on Crystal Square II by approximately 68.6 square feet, but the total amount would still fall well within the limit of 409 square feet allowed on the building per the *Sign Guidelines*.

In addition to total sign area allowed, the applicant’s request is consistent with the *Sign Guidelines* in that the proposed letter height of the new sign is less than six (6) feet. Also, the proposed sign lettering would be illuminated white, which is mentioned as desirable in the *Sign Guidelines*. Finally, the sign will not directly face any residential neighborhoods.

Staff does not anticipate any issues as a result of this sign approval. The applicant has agreed to conditions wherein a dimmer switch would be installed with the sign so that the intensity of illumination could be diminished should the County determine a need for such action. The Aurora Highlands Civic Association has expressed that they have no issues with the applicant’s request.

**CONCLUSION:** The applicant proposes a modification to the existing rooftop sign on the western façade of Crystal Square II. The modification would be to the sign text and size, and would display the name and logo of the applicant, Alion Science and Technology. The proposal meets the requirements of Section 34 of the Zoning Ordinance, and is consistent with the *Sign Guidelines for Site Plan Buildings*. Staff anticipates that the proposed sign modification will not result in any adverse impacts to surrounding areas. The Aurora Highlands Civic Association has expressed that they have no concerns with the proposal. Therefore, staff recommends that the site plan amendment for modification of a rooftop sign for Alion Science and Technology be approved subject to all previously approved conditions, and three (3) modified conditions.

Modified Conditions:

1. The applicant agrees that the sign illumination of all approved rooftop signs for 1550 Crystal Drive shall be turned off each day no later than midnight and shall remain off until dusk the next evening.
2. The developer agrees that the total sign area permitted for rooftop signs for the Crystal Square II building at 1550 Crystal Drive (SP #90) shall not exceed 409 square feet. This includes the 131.38 square feet permitted for one rooftop level sign that reads “Lockheed Martin” on the western façade, the size, design, location and color of which shall be as

~~shown on the drawings prepared by Signs Unlimited and entitled “Lockheed Martin Exterior Signage Plan,” dated May 19, 2003 and approved by the County Board on July 19, 2003, and the 84.6 square feet permitted for one rooftop sign that reads “Battelle” on the eastern façade of the building;~~ and the 199 square foot sign for Alion Science and Technology, located on the western façade, at the location and design as shown on the drawings submitted to the County from Apple Signs, dated October 15, 2009.

3. The developer agrees that the Battelle rooftop sign shall be of the same materials, dimensions, text and location as shown on the plans prepared by Metro Sign & Design dated August 15, 2008 (Revised), and presented to and approved by the County Board on September 13, 2008. The signs shall be illuminated only as shown on the drawings prepared by Metro Sign & Design and dated August 15, 2008 (Revised). The developer further agrees that the Alion rooftop sign shall be of the same materials, dimensions, text, and location as shown on the drawings submitted to the County from Apple Signs, dated October 15, 2009.

Minor changes to the approved Battelle 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) a minor change in the area of the sign (less than 5%). All other changes to the approved rooftop signs will require site plan approval or amendment.

4. The developer agrees to install a rheostat or other appropriate variable resistor on all rooftop signs on the building at 1550 Crystal Drive, that will allow the developer to adjust the Battelle rooftop sign’s lighting intensity from a level of 0 LUX to 500 LUX. The developer 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 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.

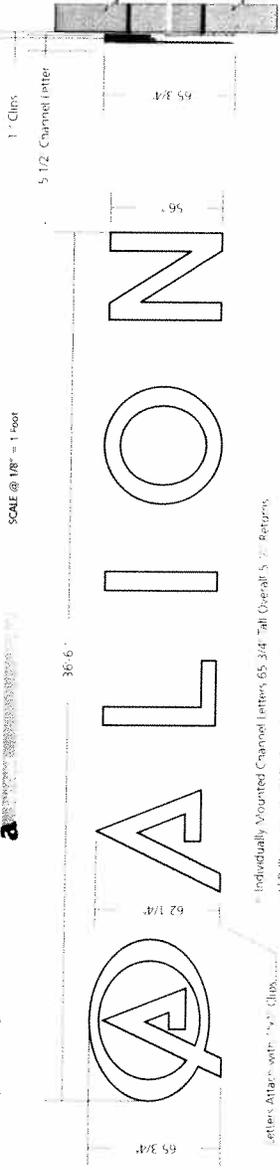
PREVIOUS COUNTY BOARD ACTIONS:

- September 27, 1972                      Approved site plan for an office and apartment building complex (SP #90).
- September 15, 1981                    Approved a site plan amendment (SP #90) to permit live entertainment and public dancing in conjunction with an existing restaurant (Amelia's) with conditions.
- February 5, 1983                      Approved site plan amendment request (SP #11, 56, 90, 135 and 167) to permit four "Crystal City" pylon signs, one "The Underground pylon sign, twenty-three pylon directional signs, four entrance canopies with signs, and one "Crystal Plaza Shopping Arcade" wall-mounted sign.
- July 8, 1989                            Deferred site plan amendment request (SP #11, 56, 90, 135 and 167) for a coordinated sign plan consisting of 60 new signs and retention of thirteen existing signs to the August 12, 1989 County Board meeting.
- August 12, 1989                      Approved a site plan amendment (SP #11, 56, 90, 135 and 167) for a coordinated sign plan consisting of 60 new signs and retention of 13 existing signs including Metro Station and Buchanan House signage.
- November 17, 1990                    Approved a site plan amendment (SP #90) for food delivery service, subject to conditions and with a review in three months after the issuance of a certificate of occupancy.
- February 9, 1991                      Approved a site plan amendment (SP #11, 56, 90, 135 and 167) to amend the coordinated sign plan to permit two temporary office leasing banners, at heights below 35 feet, on two office buildings until November 17, 1991, at 1225 and 2211 Jefferson Davis Highway.
- May 11, 1991                          Continued the site plan amendment (SP#90) for food delivery service, subject to all previous conditions and with a review in one (1) year.
- May 16, 1992                          Continued the site plan amendment (SP #90) for

	food service, subject to all previous conditions and with a review in three (3) years.
May 20, 1995	Continued the site plan amendment (SP #90) for food service, subject to all previous conditions and with a review in five (5) years.
May 17, 1997	Approved a site plan amendment (SP #90) to convert 5,000 square feet of penthouse tenant storage space to office use (an ancillary computer room and commend center) for a term consistent with the U.S. Marshals Service lease of November 30, 2001, subject to new conditions.
April 20, 2000	Approved a site plan amendment (SP #90) to convert 4,655 square feet of retail space to health club.
March 15, 2003	Approved a site plan amendment (SP #90) to permit live entertainment at Potbelly Sandwich Works, subject to conditions of the site plan and with a review in one (1) year.
July 19, 2003	Approved a site plan amendment (SP #90) to comprehensive sign plan to permit one (1) 131.38 square foot sign on the western façade and one (1) 131.38 square foot sign on the eastern façade for a total of 262.73 square feet of rooftop signage at Crystal Square II.
July 10, 2004	Approved a site plan amendment to comprehensive sign plan permitting 1,288 square feet of retail sign area – ground level facades along 20th and 23 <sup>rd</sup> Streets with photographic and text panel signs identifying Underground Shops and directional signage.
June 17, 2008	Approved a site plan amendment (SP #11) to comprehensive sign plan to permit one (1) 116.4 square foot rooftop sign and one (1) 60 square foot tenant sign at 2100 Crystal Drive.
September 13, 2008	Approved site plan amendment for one (1) 84.6 square foot rooftop sign for Battelle at 1550 Crystal Drive.

199.98 Sq Foot Sign

SCALE @ 1/8" = 1' FOOT



- \* Individually Mounted Channel Letters 65.3/4" Tall Overall 5" Returns
- \* LED Illuminated w/ 12-cell Internal Transformers
- \* White Plexiglas Black Trim Cap & Returns
- \* Mounted Directly To Wall on 1" x 1" Clips & Required Hardware
- \* Black Trim Cap & Returns
- \* 063" Aluminum Returns And Backs
- \* All Electrical Components UL Listed

DATE: 10/15/09 JOB # 90099

Channel Letter Sign

CLIENT: ALION  
 CONTACT:  
 ADDRESS:  
 Arlington VA

PHONE:  
 FAX:

SKETCH# PMT BY: JN  
 SCALE: NOTED

NOTES

Printout Colors are for reference only  
 APPLE SIGNS - SIC # 3993

REV. # / DATE / BY

FA	07/08/09	M Foster
R1	08/25/09	M Foster
R2	09/01/09	M Foster
PMT1	09/03/09	M Foster
PMT1	10/14/09	M Foster
PMT1	10/15/09	JN

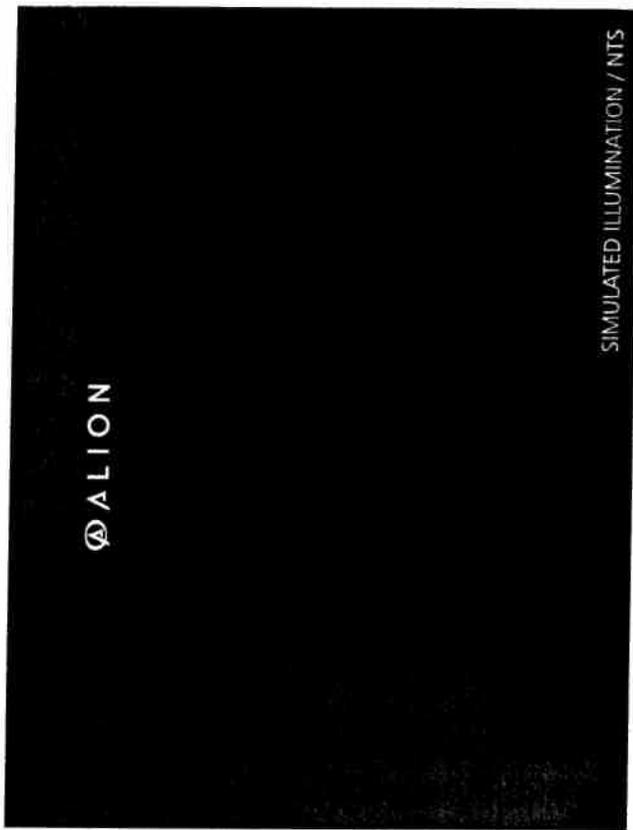
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APPROVED:  
 TITLE:  
 LANDLORD APPROVAL:  
 DATE:  
 SALES  
 PRODUCTION  
 INSTALL



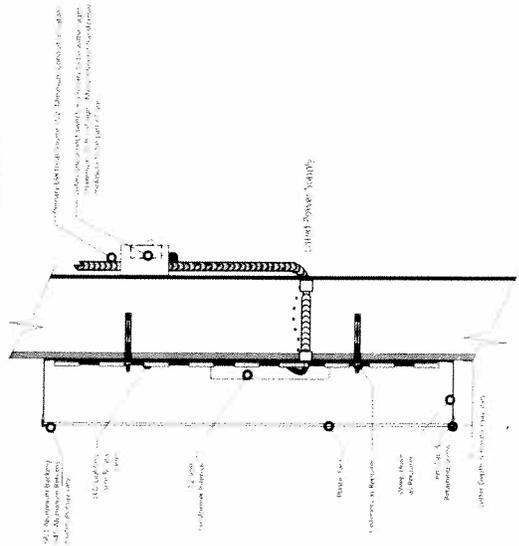
404 Serendipity Dr, Millersville, Md. 21108  
 Phone 410.987.7446 Fax 410.987.1580  
 Visit us at www.applesigns.com

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SIMULATED ILLUMINATION / NTS

SCALE @ Typical



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DATE 10/19/09 JOB# 90099

# Channel Letter Sign

CLIENT: ALION  
 CONTACT:  
 ADDRESS:  
 Arlington, VA

PHONE:  
 FAX:

SKETCH# PMT BY: dh  
 SCALE: NOTED

NOTES:  
 Printout Colors are for reference only.

APPLE SIGNS - SIC # 3993

REV. # / DATE / BY

FA	07/08/09	MFoster
R1	08/25/09	MFoster
R2	09/01/09	MFoster
PMT1	09/03/09	MFoster
PMT1	10/14/09	MFoster
PMT1	10/15/09	dh

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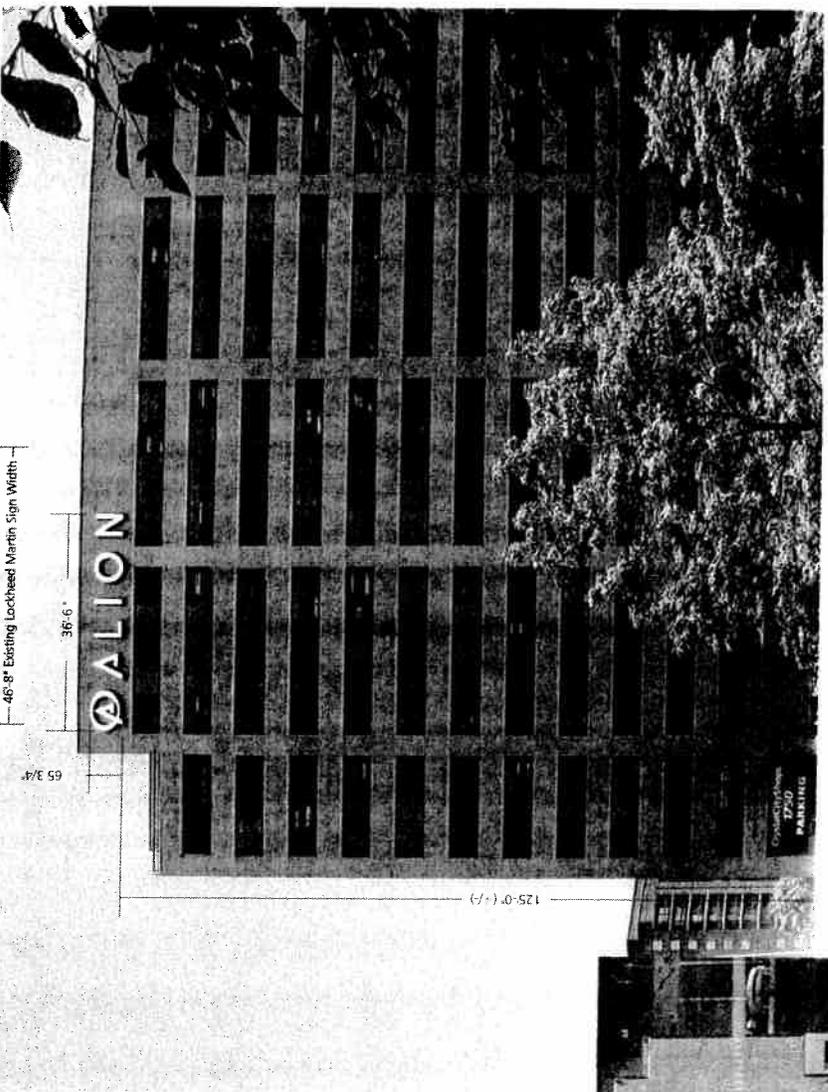
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 Visit us at www.applesigns.com

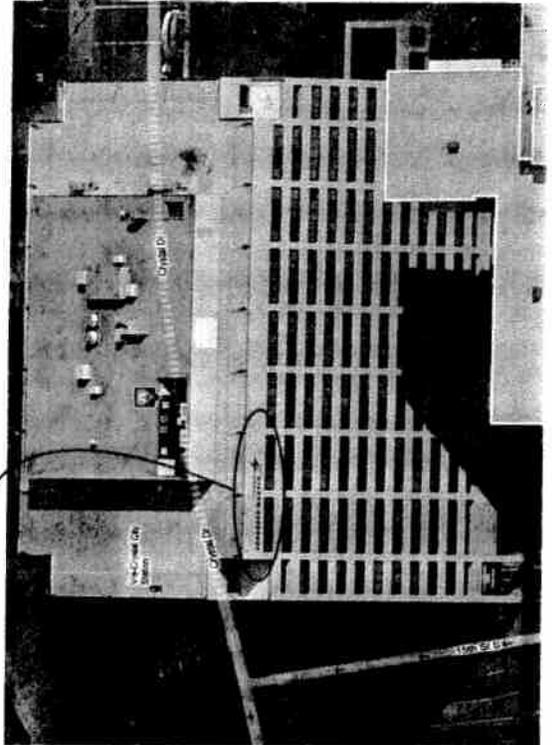
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199.98 Sq Foot Sign

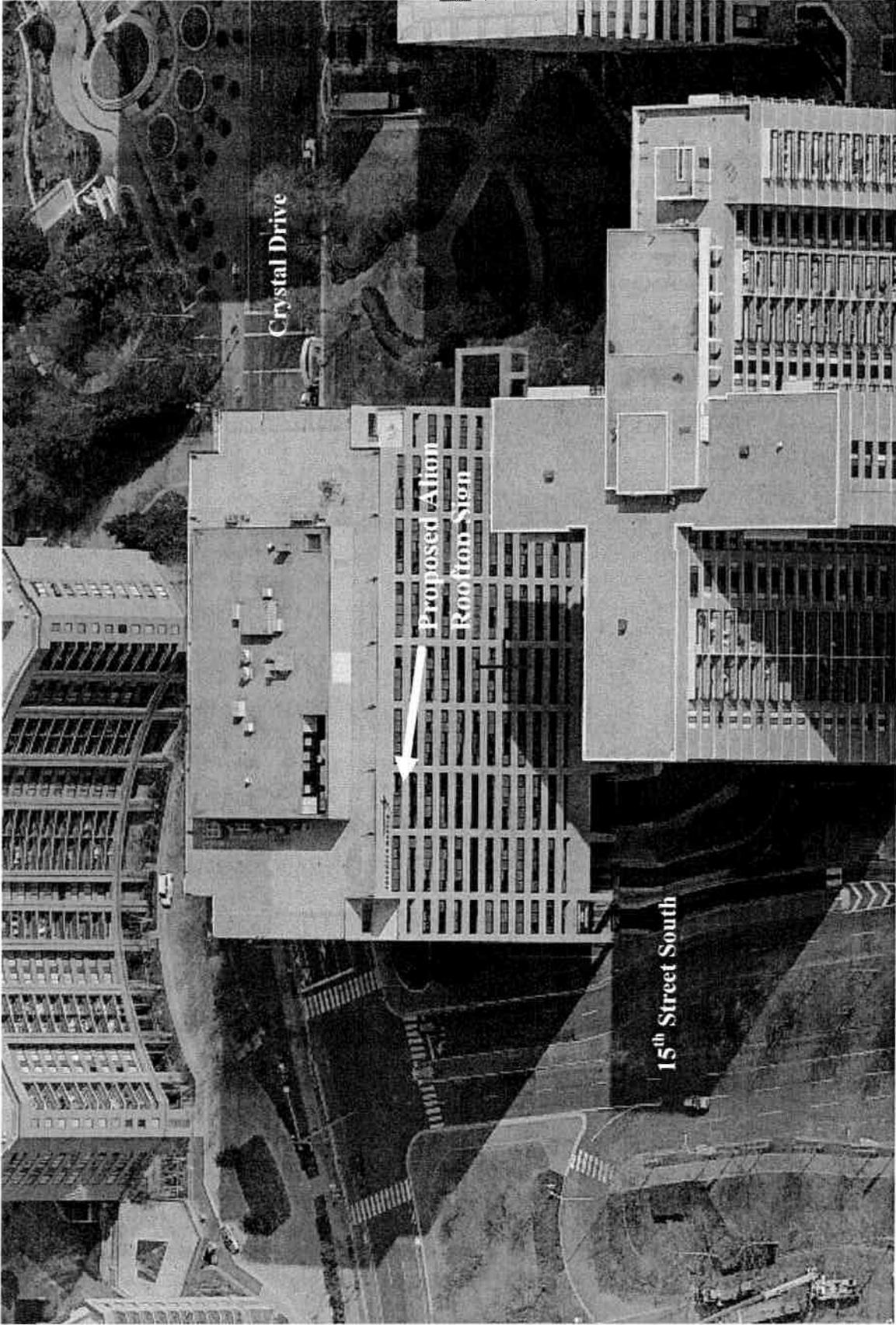


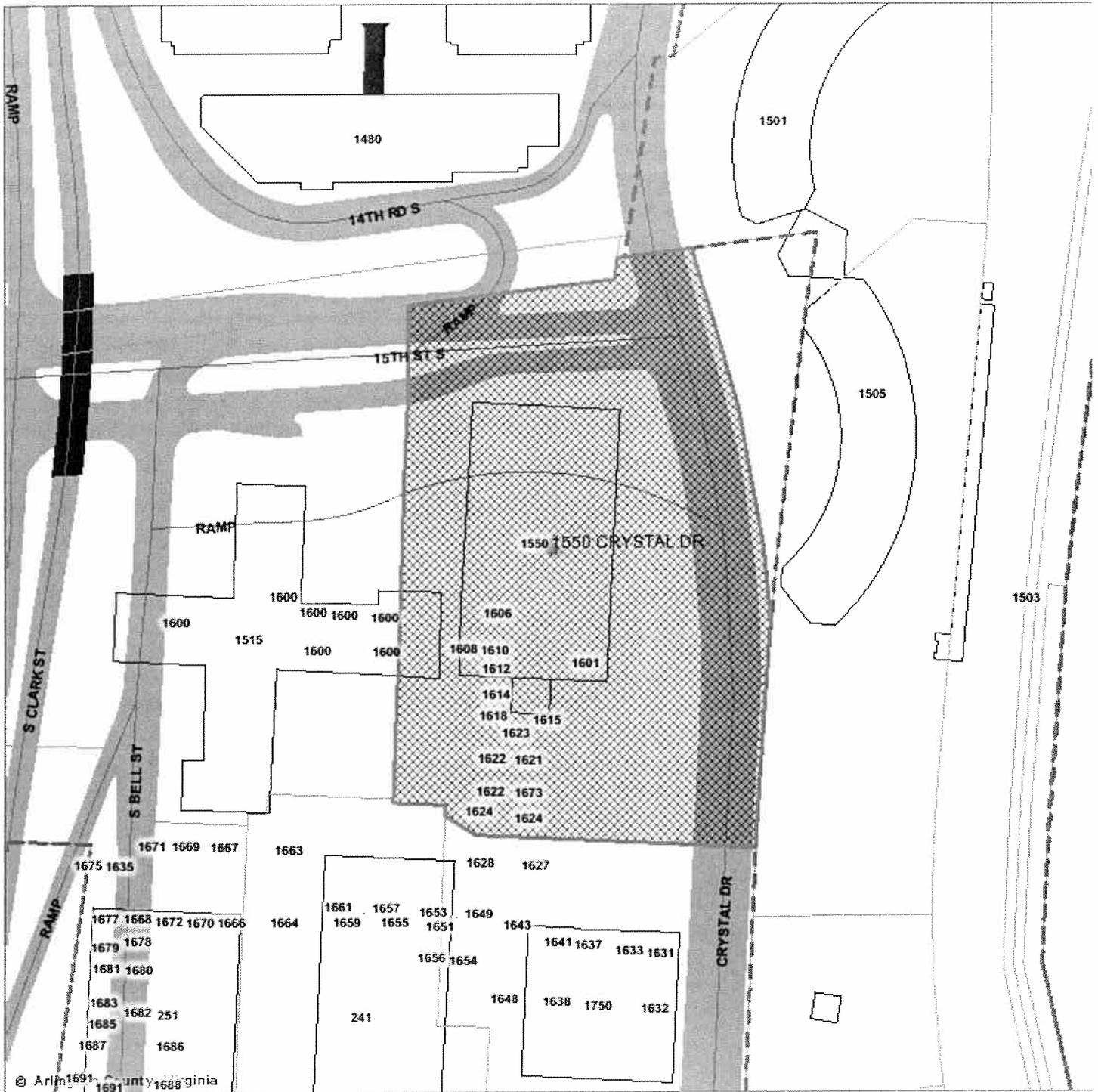
SCALE @ 1/32" = 1 Foot

Existing Lockheed Martin Sign Logo



This is a conceptual drawing for design purposes only. It is not intended to be used for construction. The client is responsible for obtaining all necessary permits and approvals. The client is also responsible for providing all materials and labor for the sign. The client is also responsible for providing all necessary information for the sign. The client is also responsible for providing all necessary information for the sign. The client is also responsible for providing all necessary information for the sign.





**SP #90 SITE PLAN AMENDMENT**  
**1550 Crystal Dr.**  
**(RPC #34-020-248)**

Note: These maps are for property location assistance only.  
 They may not represent the latest survey and other information.



Not To Scale

