



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item
Meeting of December 12, 2009

SUPPLEMENTAL REPORT

DATE: December 9, 2009

SUBJECT: U-3226-09-1 2825 Wilson, LLC for comprehensive sign plan located at 2825 Wilson Boulevard (RPC# 15-065-001).

C.M. RECOMMENDATION:

Deny the subject use permit request for a comprehensive sign plan.

DISCUSSION: This supplemental report provides information on the position of the Lyon Village Civic Association on the proposed comprehensive sign plan for Walgreen's and staff response.

The Lyon Village Civic Association held an Executive Committee meeting on December 7, 2009 where a presentation on the Walgreen's comprehensive sign plan was made by the applicant. While the Civic Association supports the County Manager's recommendation to deny the comprehensive sign plan as proposed, the following suggestions are provided should the County Board decide that it should be approved.

Window Signs

- Eliminate the red vinyl background of all photographs.
- Provide transparency of at least one additional front window into the store.
- Historic photographs of the 2825 Wilson Boulevard building should be placed in other window bays.

Freestanding Sign

- If the freestanding monument sign is approved, the building wall sign fronting on N. Edgewood Street should be removed.
- The hours of illumination for the freestanding sign should be consistent with the daily hours of operation of the store.

County Manager: BMD/GA

County Attorney: CWM/SAM

Staff: Samia Byrd, DCPHD, Planning Division

PLA-5411

30.

Staff is in support of the above recommendations as further detailed in the attached letter from the Lyon Village Civic Association. And in direct response to these recommendations, staff proposes the following modifications to the conditions should the County Board approve the comprehensive sign plan.

1. The applicant agrees to remove the existing building wall sign identified on the drawings prepared by Icon Identity Solutions, entitled *Walgreens Comprehensive Sign Plan* and dated September 24, 2009, as sign "A" (74.87 sq ft). The applicant further agrees to remove the sign within 90 days (March 12, 2009) of County Board approval of the use permit of December 12, 2009 and before issuance of any new sign permits. In addition, the applicant agrees that the window signs as shown in the aforementioned drawings shall be revised to eliminate the red vinyl background, and that photographs shall be placed in all window bays that are currently not shown as transparent at the store. The applicant shall submit to the Zoning Administrator a revised Comprehensive Sign Plan that shows the elimination of the sign and revisions to the window signs, and the total sign area. The applicant agrees to obtain the Zoning Administrator's approval of the Comprehensive Sign Plan as meeting all conditions of approval, prior to the issuance of any new sign permits.
2. The applicant agrees to limit all signs to the size, design, location, color, materials, and text of the proposed signs as revised per Condition #1. In no case shall total sign area exceed 287 square feet. The signs shall be illuminated only as shown on the subject drawings; with the hours of illumination being shall not extend beyond the Walgreen store's hours of operation, only from dusk, to 12 midnight, seven days a week.
3. The applicant agrees that the freestanding monument sign at the corner of Wilson Boulevard and N. Edgewood Street shall be landscaped with evergreen shrubs, perennial ground cover and seasonal flowers planted in an area not less than three (3) feet in width around the base of the sign. Prior to the issuance of any new sign permits, the applicant shall submit for review a revised landscape plan and obtain the approval of to be approved by the County Manager or designee, of the landscape plan as being consistent with the Comprehensive Sign Plan approval.
4. The applicant agrees that the freestanding monument sign shall not be internally illuminated but shall be illuminated by ground floor lights only as shown on the drawings prepared by Icon Identity Solutions titled *Walgreens Comprehensive Sign Plan* dated September 24, 2009.
5. The applicant agrees that the window signs shall comprise photographs depicting history significant to Arlington County and that the photographs shall be changed at least two (2) times annually for the life of the use permit. Such photographs shall include historic photographs of the 2825 Wilson Boulevard building and the Clarendon station area.

LYON VILLAGE CITIZENS ASSOCIATION
ARLINGTON, VIRGINIA 22201

December 8, 2009

Ms. Barbara Favola
Chairman, Arlington County Board
Arlington, VA 22201

Re: Board meeting of December 12, 2009, Comprehensive Sign Plan for 2825 Wilson
Blvd. (Walgreen's)

Dear Ms. Favola:

Lyon Village has reviewed the above application and the County Manager's recommendation dated November 24, 2009. For reasons set forth below, Lyon Village (1) supports the Manager's recommendation with respect to window signs and (2) takes no position on the proposed monument sign except to recommend that if the Board approves the monument sign, then the lighted building sign facing Edgewood Street should be removed. We met with the applicant on Monday, December 7.

With regard to the window signs, we agree with the Manager's rationale, including with respect to window transparency and façade transparency as outlined on page 5 of the staff report. While the current interior layout of the store does not lend itself to the far more successful sidewalk-to-store interior visual interaction offered by the recently remodeled Whole Foods store in the next block of Wilson, some additional interaction between the sidewalk and store interior is needed. One way to do this would be to open at least one of the front windows into the store. To enhance the pedestrian experience, we suggest that the applicant be asked to place historical photos of the 2825 Wilson building in other window bays (but without the red banding of the Walgreen's signage logo or pictures of old Walgreen's stores, which are effectively signage).

With respect to the monument sign, we note that this sign has come to be identified as part of the historic building and overall site that Walgreen's occupies, even though the monument sign apparently dates only to 1992. In addition, it helps define the edge of site. On the other hand, we understand the staff's rationale for opposing the monument sign as expressed in the Manager's report. Accordingly, we take no position. However, if the Board approves Walgreen's request for a monument sign, we recommend that Walgreen's be required to remove the large illuminated sign on the side of the building that faces Edgewood Street – both to stay within the signage area allowed by the ordinance and, consistent with County sign policy, to remove the one building sign that faces some Lyon Village homes. The applicant held open the possibility that this would be an acceptable tradeoff. We would also suggest that the hours the sign may be lighted be linked to the hours the store is open, which may change, rather than to a specific time.

Thank you for considering our views.

Sincerely,


John Carten
President (Acting)