



## ARLINGTON COUNTY, VIRGINIA

### County Board Agenda Item Meeting of February 20, 2010

**DATE:** February 1, 2010

**SUBJECT:** SP #167 SITE PLAN AMENDMENT for a rooftop sign at the Crystal Park project; located at 2121 Crystal Drive, (RPC: #34-020-234).

**Applicant:**  
Lockheed Martin Corp.

**By:**  
M. Catharine Puskar  
Walsh, Colucci, Lubeley, Emrich & Walsh, PC  
2200 Clarendon Blvd., 13<sup>th</sup> Floor  
Arlington, Virginia 22201

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

Approve a 318 square foot rooftop sign on the west façade of 2121 Crystal Drive, subject to all previously approved conditions and revised condition #34.

**ISSUE:** This is a request for a site plan amendment to permit a second rooftop sign for Lockheed Martin on the Crystal Park 2 building at 2121 Crystal Drive. The County Board approved one (1) rooftop sign at the December 2009 meeting. The total sign area of the two (2) signs combined is not consistent with the *Sign Guidelines for Site Plan Buildings* for rooftop signs, but the total area of the two (2) signs together does not exceed the total permitted sign area for the entire building.

**SUMMARY:** A site plan amendment was requested to permit the addition of two (2) rooftop signs of 493 square feet each to the Crystal Park 2 office building located in the Crystal Park project (SP #167). Based on the *Sign Guidelines*, the building was entitled to a maximum of 406 square feet of rooftop sign area. The building has 406 linear feet of street frontage, and according to the *Sign Guidelines* is allotted 406 square feet of ground-level retail tenant sign area and 406 square feet of permissible rooftop sign area. The property owner has agreed to give up the 406 square feet of ground-level sign area that is permitted for tenant signs, in order to make additional sign area available to be applied to the proposed two (2) rooftop signs, resulting in 812 square feet of possible sign area available for rooftop signs. In December 2009, the County Board approved one (1) rooftop sign of 493 square feet, and deferred consideration of a second

County Attorney: BMD/GA

County Manager: Cum SAM

Staff: Peter Schulz, DCPHD, Planning Division

2.

PLA-5507

rooftop sign to the February 20, 2010 Board meeting, since the total area of the two (2) signs proposed at the time exceeded the total square footage allowed even with reallocation of the tenant sign area. The applicant has now returned with a revised proposal for a second, smaller rooftop sign of 318 square feet proposed for the west façade. The two rooftop signs will add up to a total of 811 square feet of sign area, not exceeding the total sign area permitted for ground-level tenant signs and rooftop signs.

The building has no retail tenants (all space is occupied by offices), is set back in a courtyard 200 feet from Crystal Drive, and the draft *Crystal City Plan* envisions an infill office tower to be built in the courtyard of this building, thus blocking street retail access to Crystal Drive. If no tenant sign area is used, 317.7 square feet of sign area which is needed for the proposed second rooftop sign could be made available.

While the proposed signs exceed the amount of rooftop sign area recommended in the *Sign Guidelines for Site Plan Buildings*, the subject site's characteristics described above justify an additional 318 square feet of sign area for a second rooftop sign, with the limitations on the building's tenant signs which the applicant has agreed to. Therefore, staff recommends that the County Board approve (1) rooftop sign on the west façade of 317.7 square feet, subject to the revised condition of the staff report.

**BACKGROUND:** The Crystal Park development was approved in 1980 and consists of five (5) office buildings and two (2) residential buildings constructed in the 1980s. The entire complex has frontage on only one (1) public street (Crystal Drive). All of the office buildings have or have had rooftop signs. The subject building, Crystal Park 2, is the second-largest office building in Crystal City in terms of office gross floor area (approximately 500,000 gross square feet), and was once home to the US Patent and Trademark Office. In 1995, the County Board approved one (1) rooftop sign for the Patent Office of 426 square feet.

More recently, about half of the subject building has been leased to Lockheed Martin which has a large presence in several locations in Crystal City. Lockheed Martin is one of the County's major employers and has committed to staying in and expanding in Crystal City. The applicant has been using, and will continue to use, the site as a demonstration facility, calling it their "Global Vision Center", where the applicant will showcase their products and services to potential clients from around the world. The applicant has already hosted 3,000 potential clients, many of whom, it is expected, would patronize Crystal City's hotels, restaurants, and shops.

At the December 2009 hearing, the County Board approved one (1) rooftop sign of 493 square feet, to be placed on the east façade of the building. The Board deferred consideration of the second sign to the February 20, 2010 County Board meeting.

Site: The 185,629 square foot site is located in Crystal City at 2121 Crystal Drive. Immediate site boundaries include:

To the north: The office building at 2011 Crystal Drive known as Crystal Park 1, zoned "C-O-1.5" (SP #167).

To the west: Across Crystal Drive, two (2) office buildings in the Crystal Plaza development, zoned “C-O” (SP #11).

To the east: The RF&P railroad tracks, zoned “C-O-1.5”.

To the south: The office building known as Crystal Park 3 (2231 Crystal Drive), zoned “C-O-1.5” (SP #167).

Zoning: “C-O-1.5” Commercial Office Building, Hotel and Apartment Districts.

General Land Use Plan Designation: 1/3 “Medium” Residential (Up to 37-72 units/acre) and 2/3 “Low” Office-Apartment-Hotel (up to 1.5 F.A.R. office density, up to 72 units/acre apartment density, and up to 110 units/acre hotel density).

Neighborhood: Near the Aurora Highlands Civic Association. The Civic Association has not responded to staff requests for comments.

**DISCUSSION:** The applicant had originally proposed two (2) identical rooftop signs of 493 square feet, where the building frontage is only 406 linear feet.<sup>1</sup> The County Board approved one (1) rooftop sign of 493 square feet, to be placed on the east façade, with the applicant agreeing to a condition that reduced the amount of street-level signage by 87 square feet, the amount by which the rooftop sign was exceeded what would otherwise be allowed. This would leave the applicant with 319 remaining available square feet of project sign area. The County Board then deferred consideration of a second sign to the February 20, 2010 meeting.

The applicant has returned with a new proposal for a 317.7 square foot rooftop sign to be placed on the west façade just below the roofline. The sign will be lit, and the applicant agrees, as with the sign approved in December 2009, to turn off the lighting at Midnight daily and will install a rheostat. If this sign is approved, the applicant agrees that there shall be no signs on the building other than the approved rooftop signs. The applicant understands this and agrees to staff’s proposed condition of approval.

The Zoning Ordinance allocates to a building in a “C” district, by-right, one (1) square foot of sign area for every linear foot of building frontage on a public street. In addition, by site plan approval, the *Sign Guidelines for Site Plan Buildings* permit approval of rooftop signs in some circumstances. The square footage allotted to rooftop signs is separate from and may be additional to the sign area for the building as permitted below 35 feet. In this particular case, the

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<sup>1</sup> The *Sign Guidelines for Site Plan Buildings* recommends a standard of one (1) square foot of permissible roof top sign area for every linear square foot of “building wall width along the street frontage.” Ground-level sign area is calculated the same way. The property has 406 feet of frontage along Crystal Drive, and no other street frontage (the RF&P Railroad tracks border to the rear, and there are no public streets on the north or south).

subject property has 406 square feet of frontage on a public street, and therefore the Zoning Ordinance would permit 406 square feet of sign area to be used for tenant signs below the 35-foot level.

Retail space has not been successful in this building. The retail space has been entirely converted into office space piecemeal over the life of the building. The building’s unique configuration and location do not make it conducive to ground-floor retail. The draft *Crystal City Plan* also envisions a new office tower to be located in this building’s courtyard, cutting a large portion of this building off from street frontage along Crystal Drive. Furthermore, the building’s landlord agrees to a site plan condition that the building shall have no signs other than the proposed rooftop signs that are the subject of this particular site plan amendment. Therefore, staff suggests that the sign area allowed for the building below 35 feet be allocated instead to the amount of rooftop sign area the *Sign Guidelines* permit for rooftop signs.

Because the applicant’s landlord agrees to have no other signs on the property other than the rooftop signs Lockheed Martin is proposing, the potential for traffic-distracting sign clutter and general visual clutter at this site will be reduced. Ground level signs are more likely to distract passing traffic than rooftop signs, which are intended to be seen from a distance. Unlike street level tenant signs, the developer has agreed to a condition for these rooftop signs that requires a dimmer switch if and when the County Manager determines the brightness of a rooftop sign is creating a negative impact on the surrounding or on traffic safety.

The proposed placement of the sign is consistent with the *Sign Guidelines*. The applicant agrees to turn off the sign illumination at midnight, and to the standard condition for a rheostat to adjust brightness. Below is a chart of the details of the proposed sign as well as the sign approved by the County Board in December 2009.

Sign	Sign Dimensions	Area (Sq. Ft)	Text	Location	Materials
Proposed	<p>Lettering: 57' (Length); 2.3' (Height)</p> <p>“Star body” 14.7' (Length); 12.3' (Height)</p> <p>“Star arm” 14.4' (Length); .4' (Height)</p>	<p>Lettering: 131.1</p> <p>Star: 180.8</p> <p>Star tail: 5.8</p> <p>Total: 317.7</p>	<p>Lettering: Lockheed Martin</p> <p>Star: None</p> <p>Star Tail: None</p>	Below roofline, west façade	White Channel Letters, acrylic faces, LED illuminated, returns painted blue
Approved December 2009	<p>Lettering: 68'-11.5" (Length); 2'-10" (Height)</p> <p>“Star” 17' 9.5" (Length); 14'-10.25" (Height)</p> <p>“Star tail” 17'-5" (Length); 2'-0" (Height)</p>	<p>Lettering: 193.2</p> <p>Star: 265.2</p> <p>Star tail: 34.8</p> <p>Total: 493.2</p>	<p>Lettering: Lockheed Martin</p> <p>Star: None</p> <p>Star Tail: None</p>	Below roofline, east façade	White Channel Letters, acrylic faces, LED illuminated, returns painted blue
<b>Total:</b>		<b>810.9</b>			

**CONCLUSION:** The subject property has a distinctive situation in that there is not now, and will not likely be in the future retail space in the building, and the development envisioned in the draft Crystal City Plan is not conducive to retail at this location. The building's owner and landlord agrees that there shall be no other signs on the building and willingly agrees to give up the permissible by-right street-level sign area in order to allocate that area to the one rooftop sign. Permitting sign area to be used at the rooftop level, rather than the street level, will reduce distraction for traffic. Therefore, staff recommends that the County Board approve (1) rooftop sign on the west façade of 317.7 square feet, subject to all previous conditions of the site plan and to the following amended condition #34.

**Revised Condition:**

34. a. The applicant agrees to limit the ~~rooftop~~ signs for the building at 2121 Crystal Drive to two (2) rooftop signs as follows: one (1) rooftop sign on the east façade, consistent with the location and design as shown on the drawings submitted to the County from Jack Stone Signs, Drawing #7719, and approved by the County Board on December 12, 2009; and one (1) rooftop sign on the west façade, consistent with the location and design as shown on the drawings submitted to the County from Jack Stone Signs, Drawing #7719, dated 1/15/10, and approved by the County Board on February 20, 2010. The total area of ~~such rooftop~~ all signs for 2121 Crystal Drive shall not exceed ~~493.2~~ 812 square feet.
- b. The applicant agrees that the rooftop signs for the building at 2121 Crystal Drive shall be illuminated only as shown on the plans from Jack Stone Signs, Drawing #7719. The applicant agrees that the rooftop signs shall not be illuminated between the hours of Midnight and 6 a.m., seven days per week. The developer agrees to install a rheostat or other appropriate variable resistor that will allow the developer to adjust (decrease) the rooftop sign's lighting intensity. 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.
- c. Minor changes to the approved rooftop signs at 2121 Crystal Drive 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); All other changes to the approved rooftop signs will require site plan approval or amendment.
- ~~d. The applicant agrees that, for the building at 2121 Crystal Drive, also known as Crystal Park 2, the permitted area for signs other than rooftop signs shall be limited to 318.8 square feet.~~

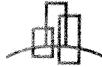
PREVIOUS COUNTY BOARD ACTIONS:

- May 17, 1980 Approved a rezoning from “M-1” to “C-O-1.5” and approved a related site plan (Z-2180-80-1) for a mixed use development, subject to conditions #1-#44.
- February 5, 1983 Approved a site plan amendment (SP #11, 56, 90, 135 and 167) for identification and directional signage for Crystal City and the Crystal Plaza Shops.
- May 21, 1983 Accepted withdrawal of a site plan amendment to add 120 residential units.
- January 7, 1984 Approved a site plan amendment to add 120 residential units, increase garage parking and revise loading dock area, subject to all previous conditions.
- May 12, 1984 Approved a site plan amendment to delete the common lobby between the residential buildings, relocate the lobby to the first floor of the residential buildings, and relocate the garage entrances, subject to a new landscape plan.
- July 7, 1984 Approved a site plan amendment to adjust the boundary of the Crystal Park project by removing 23,866 square feet of land from the south end and adding a like amount to the north end, and a rezoning Z-2257-84-1 to rezone the parcel from “M-1” to “C-O-1.5”.
- July 13, 1985 Approved a site plan amendment to amend condition #29 to increase office gross parking area to 1,584,100 square feet and increase retail commercial from 50,000 square feet to 77,917 square feet.
- December 7, 1985 Approved a site plan amendment to permit subdivision into parcels with each building being on a separate parcel of land, subject to all previous conditions with new conditions #42 and #43.
- September 10, 1988 Denied a site plan amendment to amend Condition #34 to permit rooftop signs on the east and west elevations, 234 square feet each (2341 Crystal Drive).
- February 11, 1989 Approved a site plan amendment for a freestanding directional sign at 2231 Crystal Drive, subject to all

previous conditions.

- 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, subject to conditions.
- 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 27, 1991, at 1225 and 2211 Jefferson Davis Highway.
- March 2, 1991 Approved a site plan amendment with amended Conditions #37 and #41 and new condition #45 and the approved comprehensive sign plan to permit construction and operation of Virginia Railway Express commuter rail platform.
- July 13, 1993 Approved a site plan amendment for conversion of approximately 2,450 square feet of retail gross floor area to office use for the parcel of real property known as 2231 Crystal Drive with new condition #47.
- March 18, 1995 Approved a site plan amendment for an amendment to the Crystal City Comprehensive Sign Plan to permit a rooftop sign of 531, revised to 426, square feet on the east building elevation of 2121 Crystal Drive with one (1) new condition.
- November 21, 1995 Approved a site plan amendment for conversion of 1,650 square feet of gross floor area to conference facilities for the Patent and Trademark Office for the parcel of real property known as 2121 Crystal Drive with one new condition.
- April 26, 2003 Approved a site plan amendment for a rooftop sign on the southwest elevation of the Crystal Park 5 Office Building subject to one (1) new condition.
- September 18, 2004 Approved a site plan amendment for a rooftop signage on the Crystal Park 3 building, subject to all previous conditions and one (1) new condition.

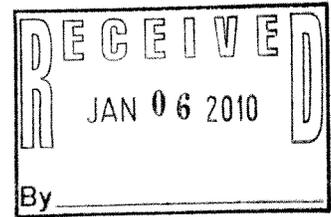
April 22, 2006	Approved a site plan amendment to amend the comprehensive sign plan for 2345 Crystal Drive to permit signs at the garage entrance, subject to all previous conditions and two (2) new conditions.
July 8, 2006	Approved the conversion of approximately 11,000 square feet of office space to child care use, subject to eleven (11) new conditions which apply solely to the subject child care use and with a review in one (1) year (July 2007).
	Enacted an ordinance to vacate a portion of a public use easement for recreational purposes, Parcel 1 of Crystal Park (2451 Crystal Drive) subject to six (6) conditions.
September 16, 2006	Approved a site plan amendment for a rooftop sign at Crystal Park 5 (2451 Crystal Drive), subject to all previous conditions and one (1) new condition.
December 9, 2006	Approved a site plan amendment for a rooftop sign at Crystal Park 1 (2011 Crystal Drive), subject to all previous conditions and one (1) new condition.
July 7, 2007	Deferred review of conversion of approximately 11,000 square feet of office space to child care use to the July 2008 County Board meeting.
July 19, 2008	Renewed a site plan amendment for conversion of approximately 11,000 square feet of office space to child care use, subject to all previous conditions, with a County Board review in three (3) years (July 2011).
March 14, 2009	Approved a site plan amendment to convert approx. 5,900 square feet of retail space to office use at 2121 Crystal Drive (Crystal Park 2).
December 12, 2009	Approved a site plan amendment for one (1) rooftop sign on the east façade of 493.2 square feet, and deferred consideration of a second sign to February 20, 2010.



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cpuskar@arl.thelandlawyers.com

**WALSH COLUCCI  
LUBELEY EMRICH  
& WALSH PC**

January 6, 2010



**Via Hand Delivery**

Peter Schulz  
Planner II  
Arlington Co. Dept. of Community Planning, Housing & Development  
Planning Division  
2100 Clarendon Blvd, Suite 700  
Arlington, VA 22201

Re: Revised Application for Second Rooftop Sign for Lockheed Martin

Dear Mr. Schulz:

Enclosed please find a revised exhibit regarding the second rooftop sign for Lockheed Martin at 2121 Crystal Drive

Based upon feedback received at the December 2009 County Board hearing, Lockheed Martin has revised its request for a second illuminated rooftop sign facing Crystal Drive by reducing the proposed sign by approximately 175 square feet, from approximately 493 square feet to approximately 318 square feet.

This revised sign would complement the rooftop sign approved by the County Board on December 12, 2009, which measures approximately 493 square feet. Pursuant to Condition #34d of that approval, additional signage up to 318.8 square feet is permitted for the building. Lockheed Martin is requesting that that additional signage be applied to a rooftop sign on the west (Crystal Drive) façade of the building. This sign on the western façade will assist visitors in identifying and locating the building and, given the location of the building, will have no adverse effect on residential neighborhoods. Given the significant setback of the building from the street, signage below 35 feet would not be visible. Therefore, a second rooftop sign is proposed.

If you have any questions regarding any of this information, please do not hesitate to let me know.

Very truly yours,

WALSH, COLUCCI, LUBELEY, EMRICH & WALSH, P.C.

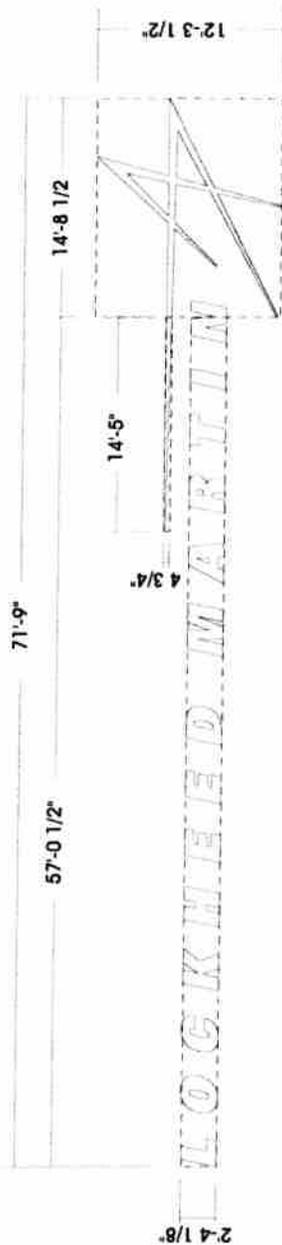
*M. Catharine Puskar / by: Kara M.W. Bowyer*

M. Catharine Puskar

cc: Tom Miller                      Jennifer Ives                      Larry Duncan                      Kara M.W. Bowyer  
Terry Holzheimer                  Jill Griffin                          Eric Murray

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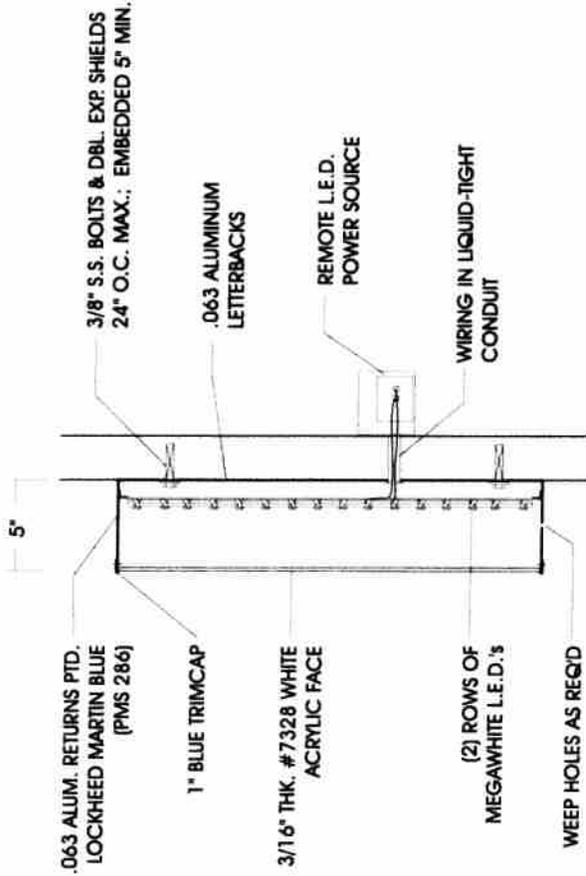
LOUDOUN OFFICE 703 737 3633 • PRINCE WILLIAM OFFICE 703 680 4664



**SQ. FT. CALCULATIONS**  
 LETTERS: 2.3' x 57.0' = 131.1  
 STAR BODY: 12.3' x 14.7' = 180.8  
 STAR ARM: .4' x 14.4' = 5.8  
 SQ. FT. PER SET = 317.7

WEST ELEVATION LETTERS 1/8" = 1'-0"  
 QTY: (1) SET

- MANUFACTURE & INSTALL ONE (1) SET OF 5" DEEP FACE-LIT CHANNEL LETTERS W/ "STAR" LOGO & REMOTE POWER SOURCE
- 3/16" THK. #7328 WHITE ACRYLIC FACES
- .063 ALUM. RETURNS PTD. LOCKHEED MARTIN BLUE (PMS 286)
- 1" BLUE TRIMCAP RETAINERS
- ILLUMINATION BY (2) ROWS OF MEGAWHITE LED'S



REMOTE L.E.D. LETTER SECTION NTS

**jackstone** SIGNS  
 www.jackstone.net  
 3131 PENNEY DRIVE  
 LANDOVER, MD 20785  
 PH: (800)322-3323  
 FX: (800)322-8467

Customer: LOCKHEED MARTIN	Project No: 779	Date: 7/21/10
Address: 272 CRYSTAL DRIVE	Scale: NOTED	Drawn: LL
City/State: ARLINGTON, VA 22202	Designer: LL	Check: JRM/ENH
File Name: LOGKHEED_CRYSTAL_PT.2_MEG.LIB	Plot Date: 7/21/10	Plot Time: 11:51 AM

REVISIONS

ANY REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS

NOTES: THE DRAWING IS AN ORIGINAL DESIGN. CREATED BY JACKSTONE SIGNS. IT IS THE PROPERTY OF JACKSTONE SIGNS. IT IS TO BE USED ONLY FOR THE PROJECT AND LOCATION SPECIFICALLY IDENTIFIED. IT IS NOT TO BE REPRODUCED, COPIED, OR OTHERWISE USED FOR ANY OTHER PROJECT WITHOUT THE WRITTEN PERMISSION OF JACKSTONE SIGNS. THE DRAWING NUMBER AND PROJECT NUMBER ARE SUBJECT TO CHANGE WITHOUT NOTICE.

CLIENT: LOCKHEED MARTIN

WEST ELEVATION - 318 SF  
CRYSTAL PARK 2 - ARLINGTON, VA

416 FT. FRONTAGE



WEST ELEVATION (FRONT)      PROPORTIONAL SCALE      \* VISUALLY CENTER LETTERS ON CURVED PENTHOUSE WALL AS SHOWN

<p><b>jackstone</b> SIGNS www.jackstone.net</p>	<p>311 PENNANT DRIVE LANDOVER, MD 20785 PH (301) 322-3323 FX (301) 322-8407</p>	<p>Client: LOCKHEED MARTIN Address: 220 JEFFERSON DRIVE Arlington, VA 22202 Project Name: LOCKHEED CRYSTAL PARK 2 Drawing No: 779 Scale: NOTED Date: 7/9/10 Designer: JL Checker: JMB</p>	<p>REVISIONS</p>	<p>ANY REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS</p> <p>NOTES: THE DRAWING IS AN ORIGINAL DESIGN, CREATED BY JACKSTONE SIGN COMPANY AND IS SUBMITTED FOR USE IN THE PROJECT AS SHOWN. ANY CHANGES TO THE DRAWING MUST BE APPROVED BY JACKSTONE SIGN COMPANY. THE ORIGINAL DRAWING IS THE PROPERTY OF JACKSTONE SIGN COMPANY AND ANY UNAUTHORIZED USE OF THIS DRAWING FOR OTHER PROJECTS IS STRICTLY PROHIBITED.</p> <p>CUSTOMER'S APPROVAL: PLEASE PRINT FULL NAME: _____ SIGNATURE AND DATE: _____</p>
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**SP #167**  
**2121 Crystal Dr.**  
**(RPC #34-020-234)**

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



Not To Scale

