



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of April 24, 2010

DATE: April 14, 2010

SUBJECT: SP #346 SITE PLAN AMENDMENT for a comprehensive sign plan amendment at Land Bay E-West in Potomac Yard; located at 3500 and 3550 S. Clark St (RPC #34-027-046).

Applicant:
w/2005 Potomac Yard E-West LLC

By:
Martin D. Walsh
Walsh, Colucci, Lubeley, Emrich & Walsh
2200 Clarendon Blvd., 13th Floor
Arlington, Virginia 22201

C. M. RECOMMENDATION:

Approve the site plan amendment for a comprehensive sign plan amendment, subject to revised Condition #79.

ISSUES: This is a request for a comprehensive sign plan amendment on Land Bay E-West in Potomac Yard and no issues have been identified.

SUMMARY: The comprehensive sign plan for Land Bay E-West was approved November 15, 2008. It includes building identification signs, retail and commercial tenant signs, directional signs, two (2) rooftop major tenant signs, and retail and decorative banners. Now that construction of the building is complete and tenants are moving in, the applicant is requesting some minor modifications to the approved comprehensive sign plan, including flexibility in the location of some of the signs and increase in sign area of one (1) sign. More specifically, the applicant is 1) requesting to increase the sign area of one (1) retail façade sign on Route 1 by ten (10) square feet and move it slightly north, 2) requesting to move two (2) awning signs from the South Clark Street side of the building to the Route 1 side of the building and 3) requesting that a corner retailer on South Clark Street have the option of placing approved signs on the South 35th Street side, as signs were approved for South Clark Street only. The proposed amendment would increase the sign area for the project by ten (10) square feet and would not exceed the total amount of sign area permitted. The signs are generally consistent with the *Potomac Yard Overall Sign Guidelines* and the *Sign Guidelines for Site Plan Buildings*. Therefore, staff

County Manager: BMD/GA

County Attorney: CEM/SAM

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5538

2.

recommends approval of the site plan amendment for a comprehensive sign plan amendment, subject to revised Condition #79.

BACKGROUND: The comprehensive sign plan for Land Bay E-West was approved November 15, 2008. It includes building identification signs, retail and commercial tenant signs, directional signs, and two (2) rooftop major tenant signs. Decorative and retail banners were also approved for the Route 1 side of the building. Seven (7) retail banners were proposed, which are intended for the Clark Street retail only to ensure those retail tenants have fair visibility in an area where a large amount of retail has not been present before. The retail banners alternate with five (5) decorative banners. All twelve (12) banners were approved with a review in ten (10) years at which time it will be determined if the banner signs should be permitted after the retail is established.

The following provides information on the site:

Site: The site is comprised of two (2) nine-story office buildings called “National Gateway.” The buildings are connected by an internal plaza area. Approximately 374,379 square feet of office and 71,418 square feet of retail, including a 45,940 square foot health club, were approved for Land Bay E-West on April 21, 2007.

- To the north: Currently vacant. The site of a future office/retail building.
- To the south: Land Bay F, which contains the Eclipse Condominium Building and ground-floor retail.
- To the east: Clark Street, a park, and a future office/retail building.
- To the west: U.S. Route 1, Jefferson Davis Highway.

Zoning: The site is zoned "C-O-1.5", Commercial Office Building, Hotel and Apartment Districts.

Land Use: The South Tract has a striped pattern of 1/3 “Medium” Residential (37-72 units/acre) and 2/3 “Low” Office-Apartment-Hotel, with Note 18, on the General Land Use Plan (GLUP).

Neighborhood: The site is not located within a civic association. Adjacent property owners have been notified, and to date have not commented on the proposal.

DISCUSSION: The comprehensive sign plan for Land Bay E-West was approved November 15, 2008. The table on the following page outlines the changes requested with the comprehensive sign plan amendment:

| PROPOSED CHANGES WITH THIS COMPREHENSIVE SIGN PLAN AMENDMENT: | | | | | | | |
|--|---|---------------------------|--|---------------------------------|---|-------------------------|--|
| Type & Quantity | Proposed change | Location of sign | Sign area (Sq. ft) | Total sign area (sq. ft) | Height above ground (in ft.) | Text | Material |
| Retail Façade (1) | Increase the approved area by 10 sq. ft. and move it slightly north. | Route 1 above a window | 50 (increase from approved sign by 10 sq. ft.) | 50 | Approx. 22'8" above ground. | "Esporta Athletic Club" | Internally illuminated letters. |
| Awning (2) | Move two (2) awnings from the S. Clark St. side to the Route 1 side of the building | Route 1 above (2) windows | 13 (no change from approved sign area) | 26 | Approx. 18 ft. above ground | "Esporta Athletic Club" | Fabric awning. |
| Retail façade, blade, awning, and window graphics | Have option of moving some signs for corner retail space from S. Clark St. to S. 35 th St. Height, style, etc. would not change. | S. 35 th St. | N/A | N/A | Highest sign would be retail façade sign at approx. 12'8" above ground. | Tenant name and logo | Material options outlined in approved sign plan. |
| Total sign area proposed with entire project (includes approved signs and additional 10 sq. ft. for façade sign as stated above). | | | | | | 942 | |
| Total sign area permitted based on building frontage: | | | | | | 943 | |

Increase in Square Footage of and Shifting Retail Façade Sign

Esporta athletic club will be locating in the Route 1 retail space. This is the only retail space on the Route 1 side of the building, and comprises both the north and south building of Land Bay E-West. There were two (2) façade signs approved on Route 1 for this retailer with the comprehensive sign plan; one (1) on the north building and one (1) on the south building. Each was approved for 40 sq. ft. of sign area. The applicant is requesting that the façade sign on the south building be increased by 10 sq. ft. and, in addition, requesting that it be relocated slightly to the north over the next retail bay. The *Potomac Yard Overall Sign Guidelines* state, "it is important for tenant signs to be designed to integrate with the architectural character of the storefront elements." Increasing the sign area and shifting it to the north would allow the proposed sign to fit well with the façade and line up with the existing windows (see attached photos). By increasing the sign by 10 sq. ft. the overall project would still be in the maximum amount of sign area permitted. There are no issues with this request.

Relocating Awning Signs

The applicant is also requesting to relocate two (2) awning signs previously approved for the Clark Street retailers to the Route 1 side of the building for the Esporta athletic club. The awning signs would remain at the approved size of 13 sq. ft. and would not increase in size. The awnings would be located above two (2) of the windows where there are currently no signs approved, with the exception of decorative and Clark Street retail banners located higher on the building. Staff supports the request to locate two (2) awnings on the Route 1 side, as it would help vary the façade and provide signs on a blank side of the building where signs have not been previously approved. The *Potomac Yard Overall Sign Guidelines* encourage the placement of awnings that complement the architectural character of the façade.

The *Sign Guidelines for Site Plan Buildings* state that each retail tenant shall be permitted a maximum of two (2) retail signs, one (1) per tenant frontage. For the Route 1 retailer two (2) façade signs were approved, one (1) along Route 1 on the north building and one (1) along Route 1 on the south building. The relocated awnings would bring the number of tenant signs to four (4). Staff recommends that if Esporta chooses to display both awning signs, that the proposed façade sign on the north building along Route 1 will not be displayed. This would decrease the amount of total signs for the Route 1 retailer to three (3), which staff finds appropriate for this large scale retailer that comprises the entire frontage of the building. Condition #79.b.1 addresses this issue and states that, “the retailer along Route 1 is permitted either a façade sign on the north building of Land Bay E-West, as approved in the comprehensive sign plan, or the second of two (2) awning signs on the south building, not both.” The applicant agrees to this condition.

Flexibility for Location of Signs at Corner Retail Space

The applicant is requesting that a retailer on the corner of South Clark Street and South 35th Street have the option of placing the approved retail signs on the South 35th Street side, even though signs were approved for Clark Street only. The approved number, size, height, types of signs would not change. Staff supports this request, as there are currently limited signs approved for South 35th Street, and this would provide the corner retailer an option of locating signs at a location which would provide them with more visibility, given that the retailer is located on the corner of an interior courtyard.

CONCLUSION: The proposed amendment would increase the sign area for the project by ten (10) sq. ft. and would not exceed the total amount of sign area permitted. The signs are generally consistent with the *Potomac Yard Overall Sign Guidelines* and the *Sign Guidelines for Site Plan Buildings*. The proposed signs would continue to create a strong sense of place and a lively environment for Potomac Yard and are consistent with the architecture of the building. Therefore, staff recommends approval of the site plan amendment for a comprehensive sign plan amendment, subject to revised Condition #79.

Revised Condition # 79:

79. The developer agrees that the project signs, including building identification, directional, retail, and rooftop signs, shall be consistent with the comprehensive sign plan titled, “Comprehensive Sign Plan Land Bay E-West” dated November 5, 2008, as approved by the County Board on November 15, 2008, and as revised and approved by the County Board on April 24, 2010.

Minor changes to the approved 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 932 square feet. All other changes to the approved signs will require site plan approval or amendment.

Retail tenant signs shall be permitted for the new construction as follows:

- a. Minor modifications to this approval of signs shall be subject to review and approval by the Zoning Administrator prior to the issuance of all sign permits to determine that they are consistent with the purpose and intent of the approval.
- b. The retail tenant signs shall conform to the standards of Section 34 of the Zoning Ordinance, except to the extent those ordinance standards are modified by it, the adopted comprehensive sign plan titled, “Comprehensive Sign Plan Land Bay E-West” dated November 5, 2008, and as revised and approved by the County Board on April 24, 2010 and the following criteria, in which case the signs shall conform to the adopted comprehensive sign plan:
 - 1) For each space occupied by a tenant, the tenant is permitted up to three (3) retail signs along South Clark Street, which may consist of a combination of awning, façade, and blade signs. The retail space on the corner of South Clark Street and South 35th Street (as labeled on the plan) is permitted flexibility in moving some of the signs approved for that space to the South 35th Street side of the building, so long as neither the height above average site elevation, nor the materials, nor the type of signs changes.

Additional retail tenant signs for the South Clark Street retail are permitted in the form of banners along Route 1, entrance window signs, or retail signs located in the interior plaza area between the two (2) buildings of Land Bay E-West, and along South Glebe Road, so long as the maximum total sign area does not exceed one (1) square foot per linear foot of the tenant’s frontage, and so long as the number, general location, and size of signs are consistent with what is shown on the Comprehensive Sign Plan Land Bay E-West, dated November 5, 2008, and revised and approved by the County Board on April 24, 2010.

The retailer along Route 1 is permitted either a façade sign on the north building of Land Bay E-West, as approved in the comprehensive sign plan, or the second of two (2) awning signs on the south building, but not both.

- 2) The applicant agrees that the banners will be limited to seven (7) retail banners, and five (5) decorative banners, with a total of twelve (12) total banners. Eleven (11) of those banners will be placed along Route 1, and one (1) retail banner will be placed on South 35th Street, as depicted on the Comprehensive Sign Plan Land Bay E-West, dated November 5, 2008. The applicant agrees that the number of retail banners permitted on Land Bay E-West is limited to seven (7), and that the number of decorative banners is five (5), and that at no time will additional retail or decorative banners be approved for Land Bay E-West.
 - 3) The colors and materials of retail tenant signs shall harmonize with and complement the exterior materials and design of the individual retail storefronts and be consistently treated so as to present a unified design approach for the individual retail unit.
 - 4) Retail signs shall be illuminated only during the hours of operation of the corresponding retail establishment.
 - 5) Maintenance of the banners shall be the sole responsibility of the applicant. The banners shall be maintained in good condition.
- c. The developer agrees that the twelve (12), twenty-one square foot (21' sq. ft.) decorative and retail banner signs located along U.S. Route 1 and South 35th Street, and the freestanding directory sign located along South Clark Street in the internal plaza area, have been approved in order to encourage economic development of new retail areas, and that they will be reviewed in ten (10) years to determine if the banner signs and freestanding signs should be permitted after November 2018, when the retail area is established. The developer agrees that such a review may include a determination that the banner signs and freestanding signs shall be permanently removed at that time, and the developer agrees to remove the signs within twenty-one days after such a determination.
- d. The applicant agrees that the two (2) major tenant rooftop signs shall not be illuminated between the hours of 12:00 a.m. and 5:00 a.m., seven days per week. The applicant agrees that the two (2) major tenant rooftop signs will include dimmable lighting that will allow the applicant to adjust the rooftop sign's lighting intensity by 50%. The applicant 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 applicant 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.

Approved comprehensive sign plan condition for the Potomac Yard PDSP:

46. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs except the two freestanding signs approved by the County Board on October 18, 2008, and the banner signs above 35', but placed no higher than 47' above finished grade, approved on November 15, 2008 for Land Bay E_West, shall be consistent with the guidelines contained in the *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 first Certificate of Occupancy. All proposed rooftop signs, defined as all signs that are 35 feet or more above the ground, shall require a site plan approval or amendment.

PREVIOUS COUNTY BOARD ACTIONS:

October 21, 2000

South Tract: Approved a General Land Use Plan (GLUP) Amendment to a striped pattern of 1/3 "Medium" Residential (37-72 units/acre) and 2/3 "Low" Office-Apartment-Hotel, with Note 18.

Approved Amendments to the Master Transportation Plan, including Part I to add public streets and designate several streets as private; Arlington Bicycle Plan to add on-street bike lanes; Arlington County Pedestrian Transportation Plan to add a pedestrian corridor; and establishment of a transitway.

Approved a rezoning from "M-1" to "C-O-1.5".

Approved a Phased Development Site Plan for a mixed-use office, retail, hotel and residential development.

Adopted a resolution affirming Arlington County's commitments to developing transit facilities to provide high quality local transit service in the Jefferson Davis Corridor and facilitating traffic movements between U.S. 1 in Arlington and Potomac Avenue.

North Tract: Approved a General Land Use Plan (GLUP) Amendment for the area north of 6th Street South, from "Service Industry" to "Public".

Approved a General Land Use Plan (GLUP) Amendment for the area south of 6th Street from "Service Industry" to "Low" Office-Apartment-Hotel.

February 9, 2002

Deferred a site plan for a Land Bay A, for office and retail development totaling 654,000 square feet, including 6,000 square feet of initial retail, 11,784 square feet of potential retail, and 4,000 square feet of fitness center, to February 25, 2002 Planning Commission and March 23, 2002, County Board meeting.

March 23, 2002

Approved a final site plan for Land Bay A, for office and retail development totaling 654,000

square feet, including 6,000 square feet of initial retail, 11,784 square feet of potential retail, and 4,000 square feet of fitness center.

- April 20, 2002 Approved a Preliminary Infrastructure Plan (PIP) for the Potomac Yard PDSP.
- December 9, 2003 Approved a final site plan for Land Bay E, for a residential rental building containing 391,714 square feet of residential GFA, 386 units and 4,120 square feet of ground floor retail.
- December 9, 2003 Approved a final site plan for Land Bay F, for two residential condominium buildings containing 482,000 square feet of residential GFA, 479 units and 80,000 square feet of ground floor retail, including 50,000 square feet of grocery store use.
- July 10, 2004 Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to September 18, 2004.
- September 18, 2004 Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to November 16, 2004.
- November 16, 2004 Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to January 2005.
- February 1, 2005 Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to May 7, 2005.
- May 17, 2005 Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to a County Board meeting of a later date to be determined by staff and the applicant.
- July 9, 2005 Approved a minor site plan amendment for Land Bay A, to modify the first floor configuration and

uses for the north and south office buildings, subject to amended Condition #57.

April 22, 2006

Approved a site plan amendment request to amend Condition #57(b) regarding a reduction in the size of the three (3) flat screen televisions (Land Bay A).

September 16, 2006

Approved a site plan amendment request for a comprehensive sign plan (Land Bay F). Staff was directed to revise the *Potomac Yard Overall Sign Guidelines* to accommodate additional retail signs in new retail areas. Note: condition was revised at December 9, 2006 County Board meeting.

December 9, 2006

Approved a site plan amendment request for a comprehensive sign plan (Land Bay F) with a revised Condition # 77 and amended *Potomac Yard Overall Sign Guidelines*.

January 27, 2007

Deferred a PDSP Amendment and final site plans for Land Bays D-East, D-West and E-West to the County Board meeting of March 17, 2007.

March 17, 2007

Deferred a PDSP Amendment and final site plans for Land Bays D-East, D-West and E-West to the County Board meeting of April 21, 2007.

April 21, 2007

Approved a PDSP Amendment to convert office to residential in Land Bay D-West, to increase the maximum permitted residential units to 1,548 units, and to reallocate and convert densities within and between Land Bays B, C, D-East, D-West and E-West, subject to amended PDSP Condition #4.

Approved a final site plan for Land Bay D-East, for a residential building containing 425,752 square feet of residential GFA, 360 units and 16,503 square feet of ground floor retail.

Approved a final site plan for Land Bay D-West, for a residential building containing 398,435 square feet of residential GFA, 331 units and 15,868 square feet of ground floor retail.

Approved a final site plan for Land Bay E-West, for an office development containing 374,379 square

feet of office GFA and 71,418 square feet of ground floor retail.

Approved Conceptual Design Plan for Center Park.

November 13, 2007

Approved PDSP Amendment to convert 22,313 square feet of office use in Land Bay C to ground floor initial and potential retail use in Land Bay C. (RPC #34-027-071, -072)

Approved final site plan for Land Bay C for approximately 1,064,673 square feet office, approximately 23,675 square feet initial retail, 17,275 square feet potential retail, modification of use regulations for fewer loading bays than required, and to exclude approximately 5,598 square feet garage entry from GFA. (RPC #34-027-071, -072) (Potomac Yard Land Bay C)

September 13, 2008

Approved a comprehensive sign plan amendment to add six (6) window signs for the Bank of America, increasing the existing site sign area by a total of 135.2 square feet.

October 18, 2008

Approved comprehensive sign plan amendment for two (2) freestanding signs in Land Bay F, pursuant to the conditions in the staff report, and with a County Board review in ten (10) years (October 2018).

November 15, 2008

Approved a comprehensive sign plan for Land Bay E-West, subject to the conditions of the staff report, and with a County Board review in ten (10) years (November 2018).

**National Gateway - Land Bay E West
Comprehensive Signage Plan Square Footage Summary (04-01-10)**

| Sign Designation | Type | Size | Qty. | Sign Area (sf) | Height Above Ground (ft) | Text | Location | Material / Color |
|--------------------------------------|--------------------------|--|------|----------------------------------|--------------------------|----------------------------------|-------------------------------------|---|
| BMR.2 | Banner - Retail | 2' 6" x 12' 3 1/4" | 7 | 21 | 1-17' | Retail Tenant name | Walls along S. 35th and US Route 1 | Fabric Banner with Painted Alum. Brackets and LED |
| BID.1 | Building Identification | 51' x 2' 7 1/2" | 1 | 133' | 34' | National Gateway | Curved Wall on S. Glebe Rd. Elev. | Painted Alum. Reverse channel letters - Halo LT |
| BID.2 | Building Identification | 20' 1' x 1' 6" | 2 | 30' | 60' | National Gateway | Under Canopy - Rt.1 & S. Clark St. | 1/4" thick Alum. Letters, Acrylic Panel, Alum. Posts |
| BID.3 | Building Identification | 11' x 1' 1/2" | 4 | 12' | 5' | 3520, National Gateway (1 or 11) | Columns near Building Entrances | 1/2" thick Alum. Letters, 1/4" thick Alum. Panel |
| BID.3A | Building Identification | 1' x 6" | 2 | 2' | 9' | National Gateway (1 or 11) | Columns near Building Entrances | 1/4" thick Alum. Panel |
| BB.1 - S. Clark | Retail - Awning Sign | 20' x 8' | 5 | 13' | 65' | Tenant Name / Logo TBD | 2nd story of building | Fabric Awning - Design, Color, Graphics TBD |
| BB.1 - Route 1 | Retail - Awning Sign | 20' x 8' or other combination to = 13sf max | 2 | 13' | 26' | Tenant Name / Logo TBD | 2nd story of building | Fabric Awning - Design, Color, Graphics TBD |
| BB.2 - Route 1, S. Glebe, & S. Clark | Retail - Facade Sign | 20' x 2' or other combination to = 46sf max. | 9 | 40' | 360' | Tenant Name / Logo TBD | Storefront Wall above entry on Bid. | Internally illuminated Letters - Design TBD |
| BB.3 - (optional) | Retail - Facade Sign | 20' x 2' or other combination to = 50sf max. | 1 | 50' | 50' | Tenant Name / Logo TBD | Storefront Wall above entry on Bid. | Optional Blade Sign - Design TBD |
| DIR.1 | Directory - Wall Mounted | 2' 6" x 3' | 2 | 7.5' | 15' | Loop, Building ID, Tenant Names | Public area on S. Clark Side | Alum. Plym / Painted Panel with Silkscreened Graphics |
| DIR.2 | Directory - Ground | 3' 1' 1/2" x 8' | 1 | 25' | 25' | Loop, Building ID, Tenant Names | Public area on S. Clark Side | Alum. Plym / Painted Panel with Silkscreened Graphics |
| | | | | TOTAL Sign Area | 942.00 | | | |
| | | | | Total Sign Area Permitted | 943.00 | | | |

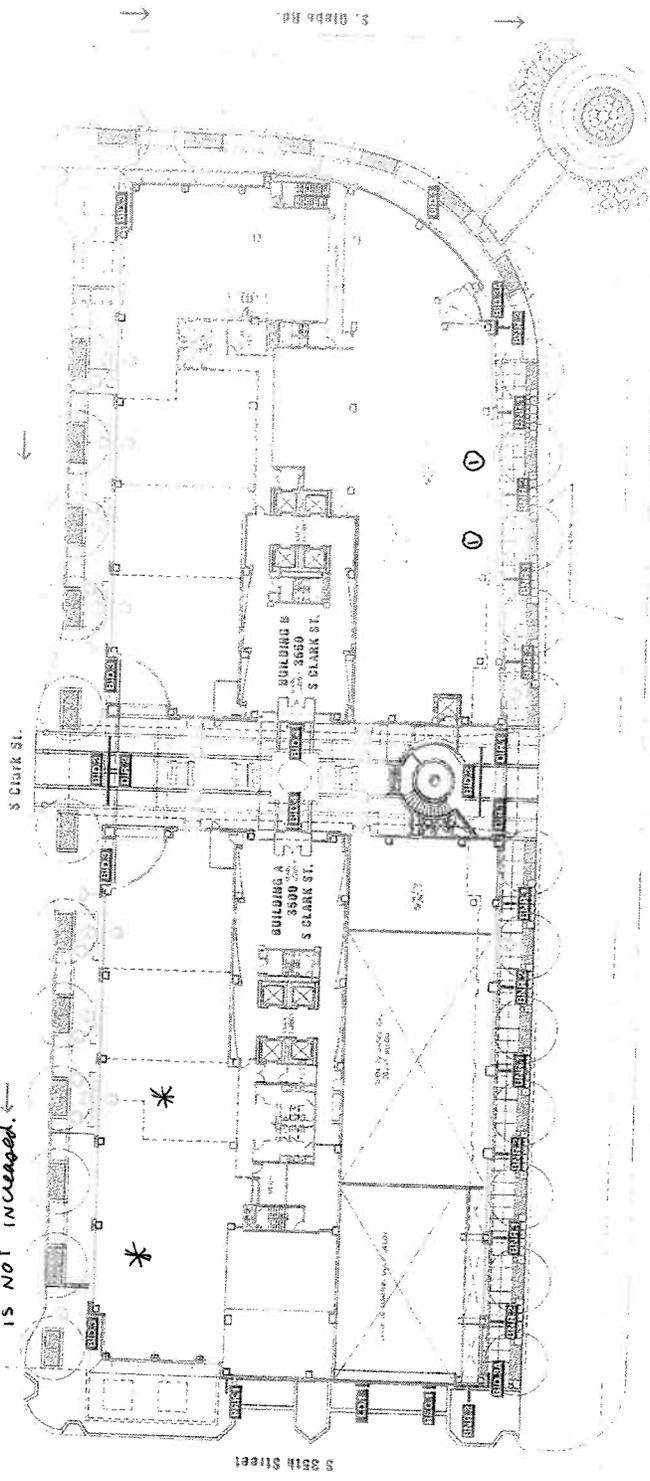
Signs not counting toward overall SF

| | | | | | | | | |
|-------------------|---|--|---|------|------|--------------------------------------|------------------------------------|---|
| BMR.1 | Banner | 2' 6" x 12' 3 1/4" | 5 | 21 | 105' | National Gateway / Logo Graphic | Walls along S. 35th and US Route 1 | Fabric Banner with Painted Alum. Brackets and LED |
| PKR.1 | Parking ID Blade Sign | 1' 5" x 1' 7" | 1 | 3' | 3' | P | Wall by Parking Garage Entrance | Alum. Cabinet with Punch-Out Graphics |
| LD.1 | Loading Zone ID | 9' x 4' | 1 | 3' | 10' | LOADING | Wall above Loading Zone Entrance | Painted Stud-Mounted Letters |
| REG.1 | Clearance Sign | 9' x 6' | 1 | 6' | 19' | CLEARANCE 15'-0" | Wall above Loading Zone Entrance | Painted Stud-Mounted Letters |
| REG.4 | Clearance Sign (Vinyl) | 5' x 1' 2" | 2 | 3' | 6' | 3500 or 3550, loop, National Gateway | Glass Entrance Doors | 3M Reverse Cut vinyl on Glass |
| BB.2A | Retail - Facade Sign | 5' x 2' or other combination to = 15sf max. | 2 | 11' | 6' | Tenant Name / Logo TBD | storefront glass above entry doors | Reverse Cut Sub-Surface Applied Vinyl - color TBD |
| BB.4 (plate area) | Retail - Entry Window in private row window graphic total not to exceed 1sf | 6' high max. x 28' or other size not to exceed 1sf | 4 | 1' | 4' | Hours, Numbers, Credit Card Info | Storefront Entry Doors | Reverse Cut Sub-Surface Applied Vinyl - color TBD |
| BB.4 | Retail - Entry Window | 6' high max. x 28' or other size not to exceed 16f | 7 | 1' | 7' | Tenant Name | On Building near Roofline - TBD | Painted Alum. Reverse Channel Letters - Halo LT |
| Rooftop Sign | Rooftop Sign | | 2 | 168' | 336' | | | |

E. West Signage Allowable Square Footage Calculation

| | |
|--|---------------|
| Building Frontage at US Rt. 1 | 345 lf |
| Building Frontage at S. 35th St. | 130 lf |
| Building Frontage at S. Clark St. | 348 lf |
| Building Frontage at S. Glebe Rd. | 120 lf |
| Total Frontage at Public Right-Of-Way | 943 lf |

* Signs approved for these retail bays can be moved along the facade of each bay, including 35th St, so long as each retail bay has at least 1 sign and overall sign area is NOT increased.



- KEY - RETAIL**
- BB 1.1 - Retail Awning
 - BB 2 - Retail Facade
 - BB 3 - Retail Blade Sign
 - BB 4 - Entrance Window into
 - BB 2A - Retail Facade - Plaza

- KEY - BUILDING EXTERIOR**
- BB 100 - Building ID (Address)
 - BB 101 - Building ID (Company)
 - BB 102 - Building ID (Material)
 - BB 103 - Building Address - ID
 - BB 104 - Building ID
 - BB 200 - Vinyl Building ID
 - BB 201 - Sign
 - BB 202 - Sign (with)
 - BB 203 - Decal/Vinyl
 - BB 300 - Overlay (Graphic)
 - BB 301 - Overlay (Text)
 - BB 302 - Overlay (Image)
 - BB 303 - Overlay (Color)
 - BB 304 - Overlay (Shape)
 - BB 305 - Overlay (Pattern)

National Gateway
Arlington, VA

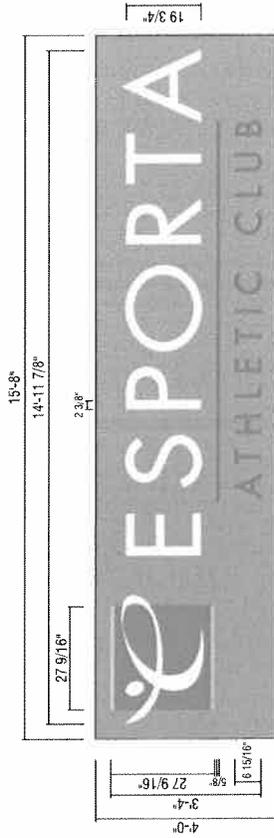
Land Bay E West Site Plan - Full

DATE: 08/15/2011
SCALE: 1/8" = 1'-0"
PROJECT NO.: SP16.01

DESIGNER: G&A
DRAWN BY: G&A

DATE: 08/15/2011
SCALE: 1/8" = 1'-0"
PROJECT NO.: SP16.01

Gallagher & Associates



ILLUMINATED LETTERS W/ BACKGROUND PANEL (50 Sq. Ft.)

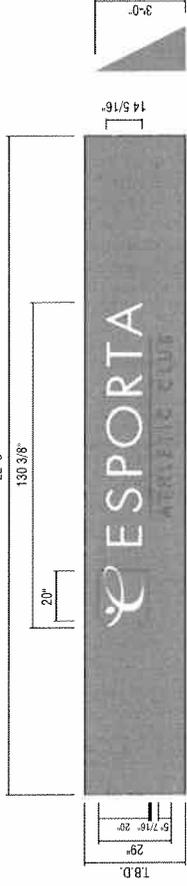
SIGN #1

QTY: 1

NOTE:

ELECTRIC TO COME OUT OF THE BOTTOM.

SCALE: 3/8" = 1'-0"



AWNING VINYL GRAPHICS

SIGN #2

QTY: 2

SCALE: 1/4" = 1'-0"



ELEVATION

SCALE: N.T.S.



SIGN #1
 ADDRESS: 3558 S Clark St. - Potomac Yards
 CITY/STATE: Arlington, VA
 ZIP: _____

PROJECT # 3101
 LOCATION # 8066

SUBMITTALS: APPROVED AS NOTED
 REWEGED AND RESUBMIT
 FILE PATH: Active ACCOUNTS\LLA FITNESS\ESPORTA\Locations\3101_8066_Arlington VA.dwg
 Drawings are the sole property of Iron Companies LLC. All copyright and/or trademark are reserved.

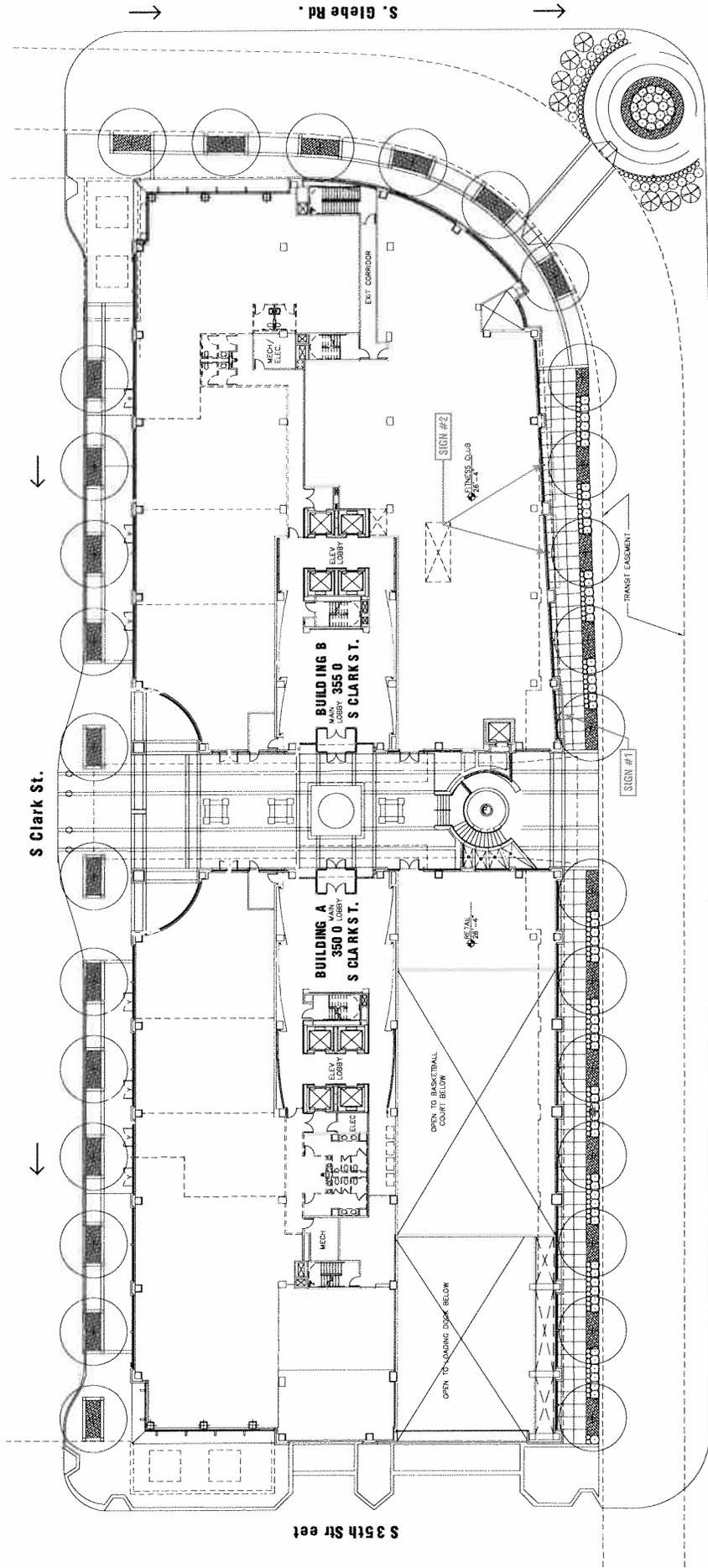
DATE: 11/17/09 Rev. 6: 04/06/10
 Rev. 1: 01/06/09 Rev. 7: 00/00/00
 Rev. 2: 01/14/10 Rev. 8: 00/00/00
 Rev. 3: 01/27/10 Rev. 9: 00/00/00
 Rev. 4: 02/02/10 Rev. 10: 00/00/00
 Rev. 5: 02/23/10 Rev. 11: 00/00/00

REVISION NOTES:

SCALE: As Noted
 DRAWN BY: KWK
 PAGE #: 2

ALL CHANGES VISIBLE





US Route 1



ESPORTA
ATHLETIC CLUB

SITE PLAN

ADDRESS: 3550 S Clark St. - Potomac Yards
CITY/STATE: Arlington, VA
ZIP: _____

PROJECT # 3101

LOCATION # 8006

DATE: 11/17/09

REV 1: 01/08/09

REV 2: 01/14/10

REV 3: 01/27/10

REV 4: 02/02/10

REV 5: 02/23/10

REVISION NOTES:

Rev 6: 04/06/10

Rev 7: 06/06/00

Rev 8: 06/06/00

Rev 9: 06/06/00

Rev 10: 06/06/00

Rev 11: 06/06/00

SCALE: As Noted

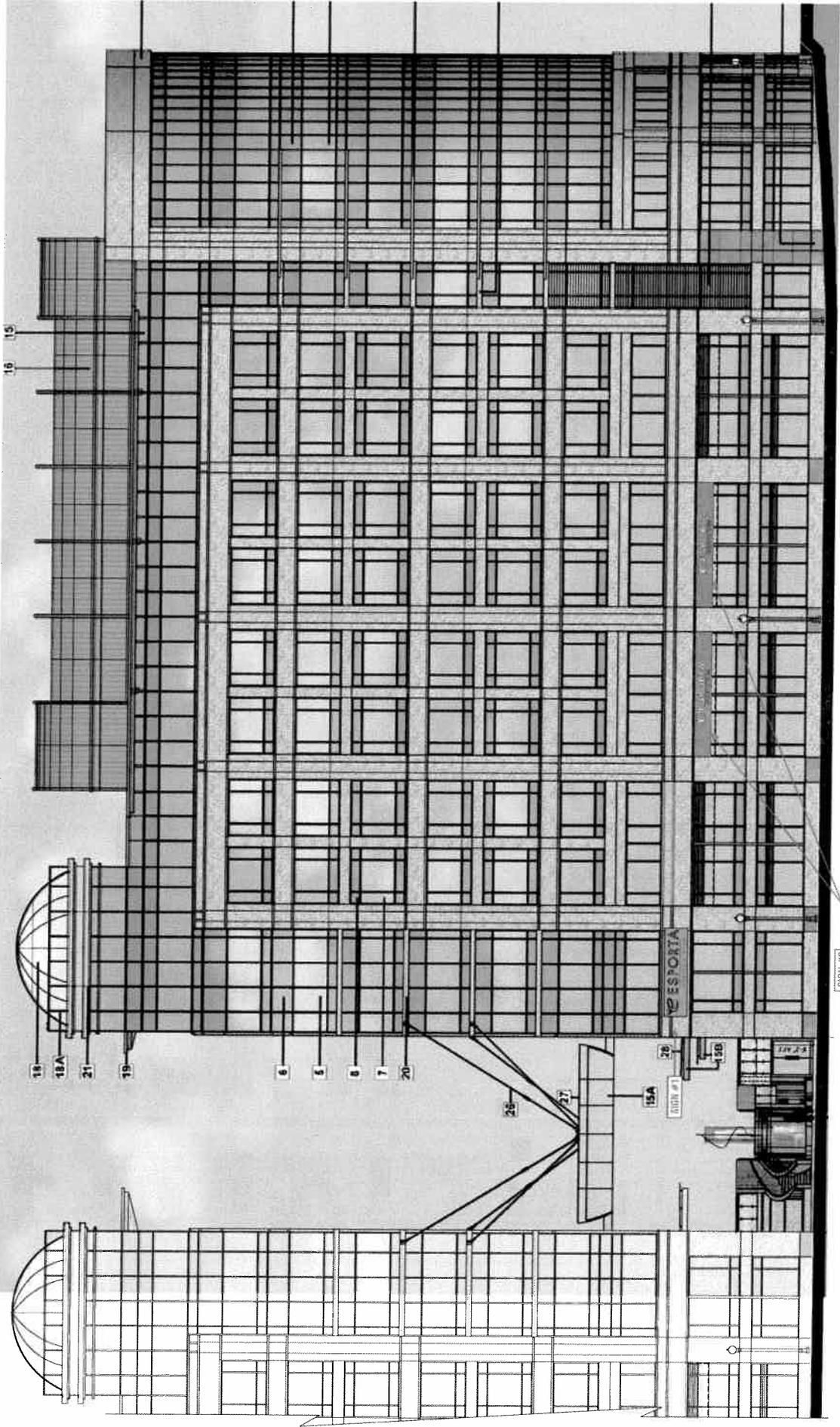
DRAWN BY: KWK

PAGE # 1

THE IRON COMPANIES

icon **ims**

FOR THE IRON INDUSTRY
PROFESSIONAL SERVICES



REVISION NOTES:

| DATE | REV. # | REV. DESCRIPTION |
|----------|---------|------------------|
| 11/17/09 | Rev. 6 | 04/06/10 |
| 01/06/09 | Rev. 7 | 06/00/00 |
| 01/14/10 | Rev. 8 | 00/00/00 |
| 01/27/10 | Rev. 9 | 00/00/00 |
| 02/02/10 | Rev. 10 | 00/00/00 |
| 02/23/10 | Rev. 11 | 00/00/00 |

APPROVED AS NOTED: _____ / _____ / _____
 REPOSED AND RESUBMIT: _____ / _____ / _____
 FILE PATH: Active-ACCOUNTS/LA FITNESS/ESPORTA (Locations)
 3101 8006 Adlington VA SA
 DRAWING BY: _____ / _____ / _____

PROJECT # 3101
 ADDRESS: 3550 S Clark St - Pelotonic Yards
 CITY/STATE: Adlington, VA
 ZIP: _____
 LOCATION # 8006



SP #346 SITE PLAN AMENDMENT
3500, 3550 S. Clark St.
(RPC #34-027-046)

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



Not To Scale

