



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of May 22, 2010**

DATE: May 13, 2010

SUBJECT: SP #90 SITE PLAN AMENDMENT REQUEST, for outdoor café in the public right of way, façade modifications and a comprehensive sign plan at Hamburger Hamlet; located at 1601 Crystal Square Arcade (RPC# 34-020-248).

Applicant:
CESC Square LLC

By:
Nan Walsh, Attorney
2200 Clarendon Boulevard, 13th Floor
Arlington, Virginia 22201

C. M. RECOMMENDATION:

Approve the site plan amendment for an outdoor café in the public right of way and façade modifications subject to all previous conditions and one (1) new condition; and Defer a request for a modification of a comprehensive sign plan to the June 12, 2010 County Board hearing, at Hamburger Hamlet, located at 1601 Crystal Square Arcade.

ISSUES: This is a request for an outdoor café, façade modifications, and associated signs for the Hamburger Hamlet in the Crystal Square Arcade. No issues have been identified.

SUMMARY: This is a request for façade modifications to create an outdoor café and an amendment to a comprehensive sign plan at 1601 Crystal Square Arcade in the Crystal Square development. The proposed outdoor cafe will enliven an otherwise somewhat drab section of Crystal Drive. Two (2) trees will be removed as a consequence of creating the outdoor café. However, the applicant agrees to either replace the trees on site or in another Charles E Smith/Vornado-owned site in Crystal City, or pay the appropriate fees into the County Tree Fund. The sign request is being deferred because there was an error in the advertisement. Therefore, staff recommends approval of the site plan amendment for an outdoor café and facade modifications, subject to all previous conditions and one (1) new condition; and deferral of a request for a modification of a comprehensive sign plan to the June 12, 2010 County Board hearing, at Hamburger Hamlet, located at 1601 Crystal Square Arcade.

County Manager: BMD/GA

Staff: Peter Schulz, DCPHD, Planning Division

PLA-5579

5.

BACKGROUND: The subject property is an office building and shopping arcade (Crystal Square 2) in Crystal City constructed in 1980 as part of the Crystal Square site plan.

The following provides more information about the site:

Site: The site consists of an office building and shopping arcade.

- To the north: Across 15th Street South, the Jefferson Plaza high-rise office building and Holiday Inn Crowne Plaza Hotel, zoned “C-O”, part of SP #51, designated 4/7 “High” Residential and 3/7 “High” Office-Apartment-Hotel.
- To the south: Crystal Square 3 high-rise office building and shopping arcade, zoned “C-O”, designated 4/7 “High” Residential and 3/7 “High” Office-Apartment-Hotel, part of SP #90.
- To the east: Across Crystal Drive, Water Park Towers South high-rise condominium, zoned “C-O-1.5” and designated 1/3 “Medium” Residential and 2/3 “Low” Office-Apartment-Hotel, part of SP #167.
- To the west: Crystal Square high-rise Apartments, zoned “C-O”, designated 4/7 “High” Residential and 3/7 “High” Office-Apartment-Hotel, part of SP #90.

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

Land Use: The subject site is designated 4/7 “High” Residential (up to 4.8 F.A.R. residential, 3.8 F.A.R. hotel) and 3/7 “High” Office-Apartment-Hotel (up to 3.8 F.A.R. office density, up to 4.8 F.A.R. residential density, up to 3.8 F.A.R. hotel density).

Neighborhood: The site is not located within an official Civic Association. The Aurora Highlands Civic Association was notified but as of the date of this writing has not responded to staff’s request for comments. Citizens who have been involved in the Crystal City Sector Plan process have also been notified of this request, and expressed their support of the proposed site plan amendment.

DISCUSSION: The applicant’s tenant, Hamburger Hamlet, proposes an approximately 350 square foot outdoor cafe area immediately outside the business located on Crystal Drive one-third of the way down the block between 15th Street and 18th Street. The area has little if any street oriented retail activity and the proposed outdoor café will help fulfill the County’s vision for Crystal City to be more pedestrian oriented and have more ground level activity. The proposed outdoor seating area will not infringe the minimum six (6) foot clear pedestrian path width on the public sidewalk.

However, the proposed area for the outdoor café is in a patch of grass along the street that also has two mature trees, which will have to be removed to accommodate the proposed outdoor seating. The applicant agrees to either replace the two (2) trees on site (within the area covered by SP #90) or elsewhere in Crystal City, or will make a contribution to the County Tree Fund at

the current rate of \$2,400 for each tree, before the certificate of occupancy is granted for the space.

The applicant's requested façade modifications include the addition of awnings to the façade, and an exterior door so that the outdoor café will have direct access to the interior.

The applicant also proposes new signs for the Hamburger Hamlet tenant. Staff recommends deferral due to an error in the advertisement. In addition, staff is reviewing the proposed signs as they may be able to be approved administratively.

CONCLUSION: The applicant's proposed outdoor seating area will create an active streetscape in an otherwise dull area, will not impact the required minimum clear pedestrian path, and the applicant agrees to mitigate the impact to the trees. The façade changes will also contribute to a lively environment. Therefore, staff recommends approval of the proposed outdoor seating and façade modification subject to all previous conditions and one (1) new condition; and to defer a request for a modification of a comprehensive sign plan to the June 12, 2010 County Board hearing, at Hamburger Hamlet, located at 1601 Crystal Square Arcade.

Proposed condition:

4. A) The developer agrees that the outdoor seating area for Hamburger Hamlet (or its successors) shall be as located on a plan entitled "Hamburger Hamlet Dimension Plan" dated April 21, 2010, and on an untitled plan dated April 29, 2010. The number of permitted tables and chairs shall be as determined at the time of the granting of the Certificate of Occupancy.

B) The developer agrees that for any trees removed by the creation of the outdoor café, the applicant shall either: 1) Submit a Tree Replacement Plan for approval by the County Manager's designee for trees of a County-approved type, size, and location within the same Site Plan #90, or on a property owned by Charles E Smith/Vornado in the Crystal City area, per the Tree Replacement Ordinance; or 2) Pay into the Tree Fund a minimum of \$2,400 for every tree that cannot be replaced under 1) above. Proof of replacement or payment shall be furnished to the Zoning Administrator before a Certificate of Occupancy for the outdoor café will be issued.

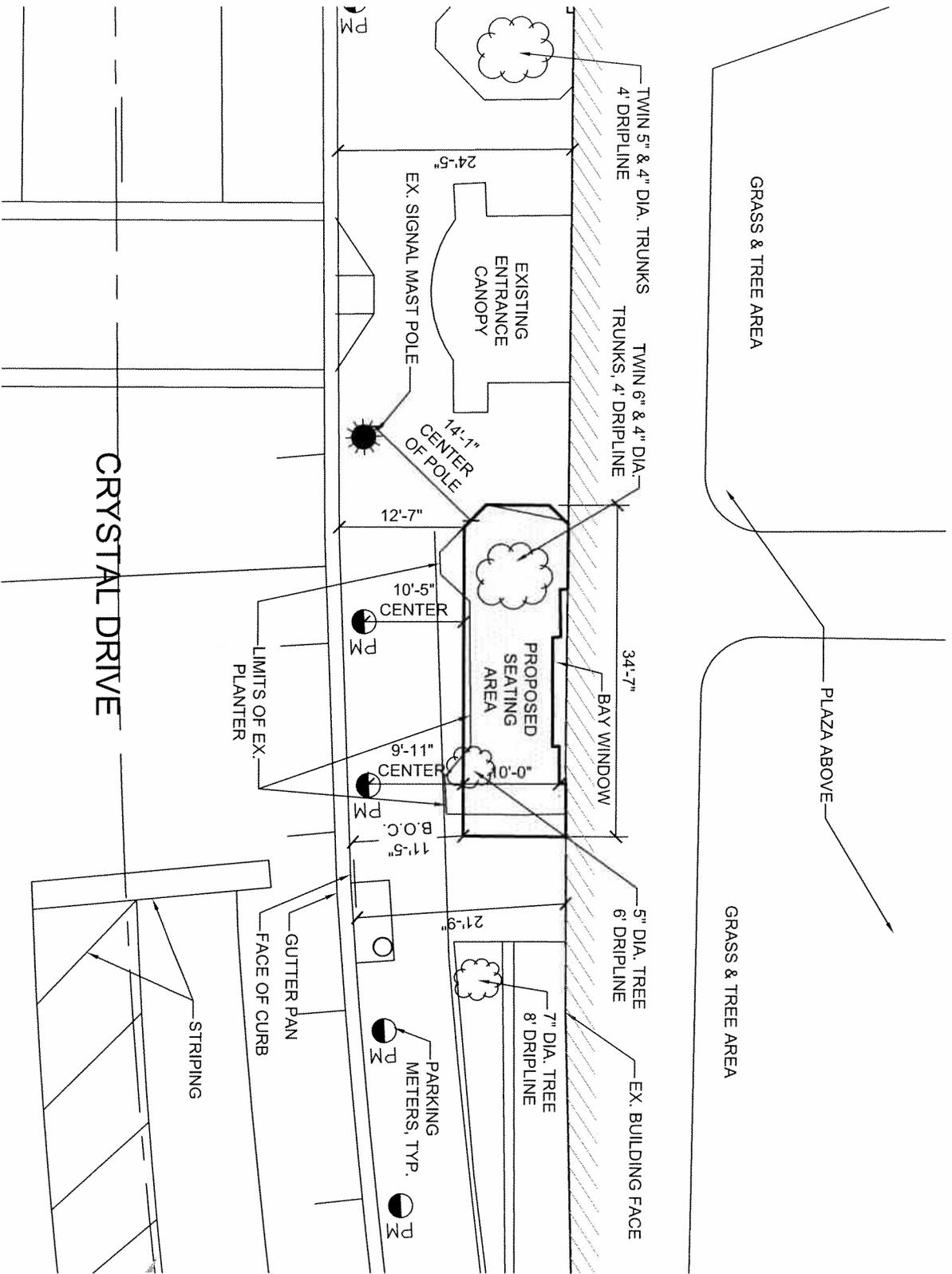
PREVIOUS COUNTY BOARD ACTIONS

- September 27, 1972 Rezoned the subject property from “M-2” to “C-O” (Z-2003-72-1).
- Approved site plan for an office and apartment building complex (SP #90).
- March 6, 1976 Approved a site plan amendment for a comprehensive sign plan.
- July 31, 1976 Approved a site plan amendment for a 95 s.f. sign on 1755 Jefferson Davis Hwy.
- April 8, 1978 Approved a site plan amendment for redesign of the surface parking area parallel to 18th Street and for increasing the total number of parking spaces in that area from 28 to 61 spaces; to convert 3,000 square feet of penthouse level undesignated use space to storage space and employee lounge, 1735 Jefferson Davis Highway.
- July 29, 1978 Approved a site plan amendment for a restaurant with live entertainment and additional signage for 1755 Jefferson Davis Highway.
- September 9, 1978 Approved a site plan amendment to delete the approved apartment building with 461 units and the moderate income units contained therein and add an office building with approximately 445,000 square feet of office space and approximately 55,000 square feet of commercial space, 1525 Jefferson Davis Highway, subject to the conditions of the original plan and new conditions.
- July 7, 1979 Approved a site plan amendment to permit the use of designated space on the plaza levels for commercial, promotional and charitable use by profit and non-profit organizations together with such identification and directional signs as approved by the Zoning Administrator, with conditions.
- July 11, 1981 Approved a site plan amendment for freestanding signs.

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.
September 11, 1982	Renewed a site plan amendment for live entertainment and dancing (Amelia's) with a review in three (3) years.
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.
September 7, 1985	Renewed a site plan amendment for live entertainment and dancing (Amelia's) subject to all previous conditions and with no further review.
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.
August 11, 1990	Approved a site plan amendment for a dish antenna on the roof of 1745 Jefferson Davis Hwy.
September 8, 1990	Approved a site plan amendment to permit administrative approval of subdivisions of the property, subject to conditions.
November 17, 1990	Approved a site plan amendment (SP #90) for food delivery service (Domino's), 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.
August 10, 1991	Discontinued a site plan amendment for a satellite dish on the roof of 1745 Jefferson Davis Hwy.
December 7, 1991	Approved a site plan amendment to amend the Crystal City comprehensive sign plan subject to conditions.
May 16, 1992	Continued the site plan amendment (SP #90) for food delivery service (Domino's), 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 delivery service (Domino's), subject to all previous conditions and with a review in five (5) years.
May 17, 1997	Approved a site plan amendment (SP #90) at 1735 Jefferson Davis Hwy. 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 at 1600-A Crystal Square Arcade.
July 20, 2002	Approved a site plan amendment to create 7,100 s.f. of office space by closing an existing arcade at 1725 Jefferson Davis Hwy, subject to conditions.
March 15, 2003	Approved a site plan amendment (SP #90) to permit live entertainment at Potbelly Sandwich Works at 1725 Jefferson Davis Hwy, subject to all previous conditions and with a review in one (1) year.
July 19, 2003	Approved a site plan amendment (SP #90) to comprehensive sign plan to rooftop signage at 1550 Crystal Drive.

March 13, 2004	Renewed a site plan amendment for live entertainment (Potbelly) subject to all previous conditions and new conditions with a review in three (3) years (March 2007).
April 22, 2006	Approved a site plan amendment for a freestanding sign at 251 18 th Street S.
March 17, 2007	Renewed a site plan amendment for live entertainment (Potbelly) subject to all previous conditions with a review in five (5) years (March 2012).
September 13, 2008	Approved a site plan amendment (SP #90) for a rooftop sign at 1550 Crystal Drive, subject to conditions.



CRYSTAL DRIVE

GRASS & TREE AREA

PLAZA ABOVE

GRASS & TREE AREA



NORTH : 1"=10'

HAMBURGER
 HAMLET
 DIMENSION PLAN
 SCALE: 1"=10'
 DATE: APRIL 21, 2010
 MAY 13, 2010
 SHEET 1 OF 2

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