ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item
Meeting of May 22, 2010

SUPPLEMENTAL REPORT #2
REVISED RECOMMENDATION

DATE: May 25, 2010

SUBJECT: SP#89 SITE PLAN AMENDMENT for a comprehensive sign plan, change of use of approximately 570 sq ft of main building mezzanine lobby, live entertainment and food delivery service, with modification of zoning ordinance requirements for sign area, located at 1101 Wilson Boulevard. (RPC: 16-039-002).

C. M. RECOMMENDATION:

Approve the site plan amendment request for a comprehensive sign plan including a special exception for rooftop lighting, change of use of approximately 570 sq ft of main building mezzanine lobby, live entertainment and food service, subject to all previous conditions and ~~the~~ conditions #1 and #2, ~~of the staff report~~ applicable to the subject site plan amendment, as stated in the County Manager's Report dated May 14, 2010 (condition #2) and in this report (condition #1).

Adopt the revised attached ordinance authorizing the County Manager to place a banner for the Artisphere on the street light pole in the Rosslyn Metro Station Area.

DISCUSSION: The purpose of this supplemental report is to: 1) clarify the modifications to the sign area provided in the supplemental report dated May 20, 2010; 2) update proposed signs to include identification of the County in association with the Artisphere; and 3) amend the recommendation and condition #1 related to include the addition of the Arlington County logo on the banner and other signs proposed under the comprehensive sign plan.

Clarification Regarding Sign Area Calculation: In the May 20, 2010 Supplemental Report, sign area was modified for the sign identified as "S4" to be located on the south elevation overpass wall, and therefore the overall sign area for the project. The modification was to provide for a calculation for this sign consistent with the *Sign Guidelines for Site Plan Buildings* which provides that "sign area is found by drawing rectangular or [the] smallest convex polygon that can contain the entire sign around [the] message and computing that area." It further goes on to state "unless background is illuminated or contains decorative elements associated with the sign,

County Manager: MB/GA

County Attorney: CWM

Staff: Samia Byrd, CPHD, Planning

4.

it does not count toward sign area." Sign S4 proposes the text "Artisphere" along with the entity's logo in red letters, underneath and distinct from which would be graffiti art. Both the entity name and logo and the graffiti art are proposed on a black PVC board proposed at 20 feet high, by 20 feet wide. The area previously reflected in the staff report was the area associated with the entire 20 foot x 20 foot PVC board at 400 square feet. However, the graffiti art is not associated with the text and logo and therefore the rectangle to measure the sign area for this proposed sign should have been drawn around the text and logo only, not the area of the graffiti art and therefore the entire PVC board. When correctly applied, the proposed area for the actual sign on the PVC board is 21.25 square feet.

Building Signs								
Sign Designation	**Sign Type**	**Size**	**Qt**	**Area (sf)**	**Height**	**Text**	**Material**	**Location**
S4	Building	2'-5" x 8'-5" ~~20' x 20'~~	1	21.25 ~~400~~	17.58	Artisphere	Red text and logo in on a PVC board with black vinyl graphic ~~with~~ and graffiti protection film	south elevation - overpass wall

County Identification in Artisphere Signs: In order to appropriately identify the Artisphere cultural and arts center as a County project, the County logo is proposed to be added to the two (2) display cases identified as signs S3 and S6, the banner proposed on the street light located on Wilson Boulevard identified as sign S10, and the main entry doors to the Artisphere identified as sign S11. In addition, as interior and wayfinding signs are developed, other opportunities to identify the Artisphere as a County facility would be created. The display cases (S3 and S6) would comprise a changeable poster board that displays current events at the Artisphere and Spectrum. It is proposed that the template for the changeable poster board would be developed to include the County's logo. A drawing of the County logo on the main entry doors was included with the staff report dated May 14, 2010. The addition of the County logo to the banner is reflected in the revised sign plan as attached and to the revised condition #1 below for all relevant signs. Staff has also attached a revised ordinance to reflect the change to the banner to authorize placement of banners for the Artisphere on street light poles in the Rosslyn Metro Station Area.

1. Comprehensive Sign Plan

   a. The developer agrees that all project signs shall be consistent with the comprehensive sign plan entitled "Artisphere Comprehensive Signage Plan Submission" prepared by Studio 27 Architecture, revised May 5, 2010 and approved by the County Board on ~~May 22, 2010~~ May 25, 2010. The developer further agrees that all signs shall be of the number, size, location, design, materials, and structure shown on the comprehensive sign plan. Unless otherwise provided in this condition, sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign area excluding rooftop sign area shall not exceed 603 square feet. Total rooftop sign area shall not exceed 603 square feet.

   b. The developer agrees that the dome lighting shall be as shown on the drawings titled "Artisphere Comprehensive Signage Plan Submission" prepared by Studio 27

Architecture, revised May 5, 2010 and approved by the County Board on ~~May 22, 2010~~ May 25, 2010.

c. The developer agrees that minor changes to the approved signs and the lighting of the dome 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 a sign to meet field conditions (less than 1 foot in any direction); (ii) a minor change in the area of an individual sign (less than 5%); (iii) for the illumination of the dome, a modification in lighting technology.

d. The developer agrees to install a rheostat or other appropriate variable resistor to the proposed rooftop dome lighting that will allow the developer to adjust (decrease) the dome lighting's intensity. The developer further agrees that if the County Manager finds that the intensity of the dome 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.

e. The developer agrees that the hours of illumination of all signs proposed to be illuminated, including the lighting of the dome, as indicated in the comprehensive sign plan entitled "Artisphere Comprehensive Signage Plan Submission" prepared by Studio 27 Architecture, revised May 5, 2010 and approved by the County Board on ~~May 22, 2010~~ May 25, 2010, shall be from dusk to 12:00 a.m., midnight, seven (7) days a week.

f. The developer agrees to incorporate onto the banner identified in the comprehensive sign plan as sign S10 to be located on Wilson Boulevard, the main entry doors to the 1101 Wilson Boulevard Building as identified in the comprehensive sign plan as sign S11, and the display cases identified in the comprehensive sign plan as signs S3 and S6, the Arlington County logo as approved by the County Board on May 25, 2010. Additional signs may include the Arlington County logo upon review and approval of a revised sign plan by the Zoning Administrator as long as the total sign area for any such sign on which the logo would be added would not exceed the total sign area approved by the County Board for that sign.

AN ORDINANCE TO AUTHORIZE THE PLACEMENT OF BANNERS FOR THE ARTISPHERE ON STREET LIGHT POLES IN THE ROSSLYN METRO STATION AREA

Whereas, the County Board hereby finds that the banner to be approved hereby, at the location and under the parameters set forth in this ordinance will not have a significant adverse affect on traffic safety; and

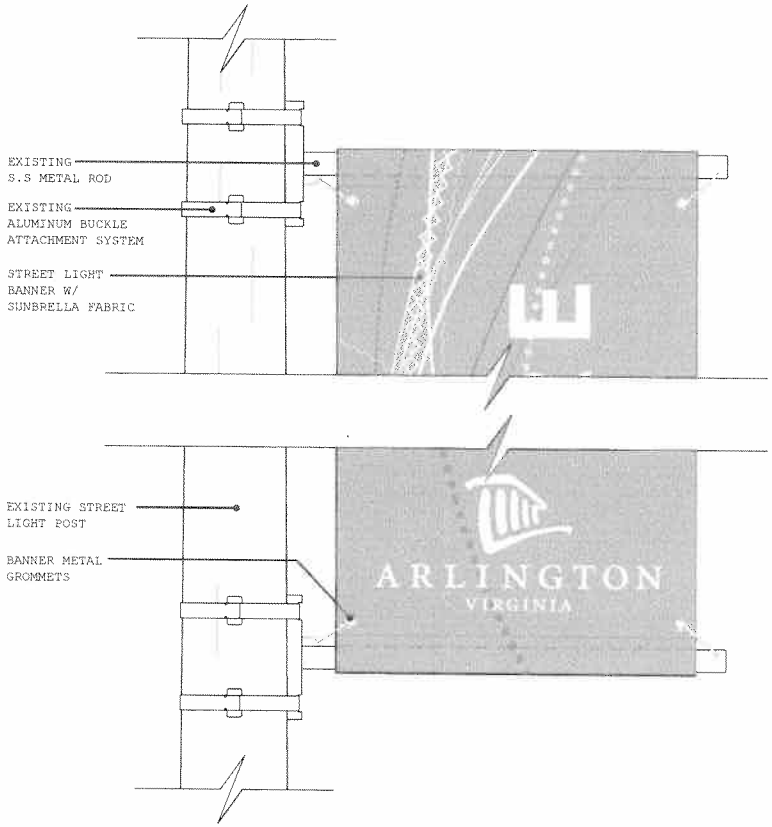
Whereas, the County Board hereby finds that the banner to be approved hereby will not result in clutter or otherwise cause a significant adverse effect on the appearance of the character of the surrounding neighborhood; and

Whereas, the county Board hereby finds that the banner to be approved hereby will contribute to the economic development of an area designated on the Arlington County General Land Use Plan as a special revitalization district.

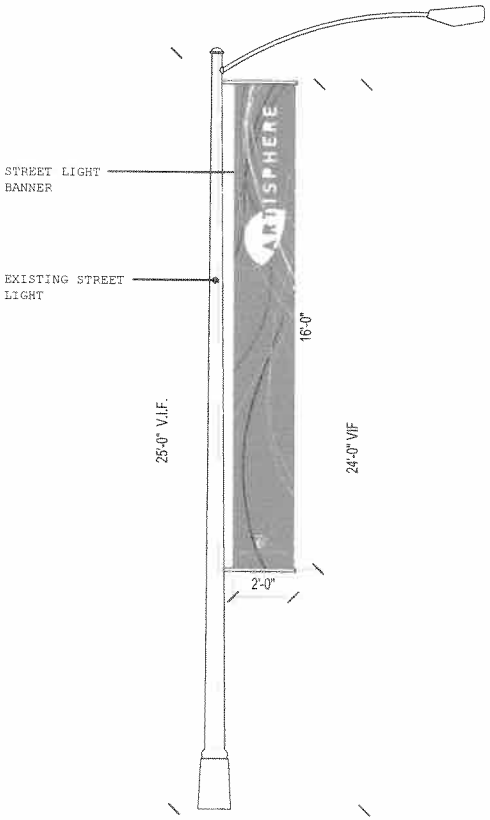
Therefore, in order to protect against danger or congestion in traffic or travel, and because approval of the banner will facilitate the creation of a convenient, attractive and harmonious community will encourage economic development activities that provide desirable employment and enlarge the tax base, and for other good reasons required by the public necessity, convenience, general welfare and good zoning practice;

Be it ordained that:

The County Board authorizes the placement of a decorative banner for the Artisphere on a street light pole within the Rosslyn Metro Station Area of the design and at the location shown on the drawing attached, hereto. The banner will be displayed on a continuous basis until the Artisphere is no longer located at 1101 Wilson Boulevard. The banner will be 2 feet wide by 16 feet tall and made of red, sunbrella fabric. The banner will contain the word "Artisphere" and the logo and the Arlington County logo. The banner shall be secured to the street light pole so as not to move or flutter. The banner will be removed upon departure of the Artisphere from 1101 Wilson Boulevard or at such earlier time as the County Manager may direct.



DETAIL @ STREET LIGHT BANNER
scale: 1 1/2" = 1'-0"



SOUTH ELEVATION - STREET LIGHT
scale: 1/4"=1'-0"