



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item
Meeting of May 22, 2010

SUPPLEMENTAL REPORT – REVISED RECOMMENDATION

DATE: May 25, 2010

SUBJECT: SP#397 SITE PLAN AMENDMENT for a comprehensive sign plan at Clarendon Center located at 3028 Wilson Blvd, 3000 Wilson Blvd, Clarendon Blvd, 1101 N. Highland St, 1200 N. Garfield St. and 3030 Clarendon Blvd. (RPCs: 18-012-003, 18-012-004, 18-013-007, 18-013-010, 18-013-011).

C. M. RECOMMENDATION:

~~Approve the site plan amendment request for a comprehensive sign plan at Clarendon Center, subject to all previous conditions and revised Condition #47.~~

Approve the proposed temporary signs at Clarendon Center as shown on the attached plans dated April 28, 2010, subject to all previous conditions and revised condition #47.

Defer the site plan amendment request for a comprehensive sign plan at Clarendon Center to the July 10, 2010 County Board meeting.

DISCUSSION: This supplemental report is written to address some concerns with the Clarendon Center comprehensive sign plan raised by the Historic Affairs and Landmark Review Board (HALRB). When the developer demolished the former building on the north side of Clarendon Blvd., a portion of the façade from the former storefronts was removed, preserved, and will be placed back on the new building when construction is complete. The HALRB's concern is that signs proposed in that location should be reviewed for consistency with the replaced façade. In addition, it was noted by an HALRB member that some of the sign examples shown in the proposed sign plan would not reflect the character of the building and/or do not show transparency, and should be removed. A two (2) month deferral would allow time for these issues to be resolved. The applicant agrees to a deferral but requests approval of the proposed temporary leasing signs. The applicant would like to place these temporary signs on the building now. Staff finds this request appropriate, and recommends approval of the proposed temporary signs at Clarendon Center, subject to all previous conditions and proposed revised condition #47. Furthermore, staff recommends deferral of the site plan amendment for a comprehensive sign plan for Clarendon Center to the July 10, 2010 County Board meeting.

County Manager: MB/GA

County Attorney: cwnc

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5582

8.

Revised Condition #47:

47. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs (including identification and directional signage but excluding all existing signs on the Underwood and Old Dominion Buildings as of June 10, 2006, which may remain and be repaired or replaced with similar type signs due to tenant turnover as necessary) shall be consistent with the guidelines contained in "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 developer agrees to obtain approval from the Zoning Administrator of the comprehensive sign plan 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.

The developer further agrees, in its fulfillment of Condition #62 below, that the only types of retail signs that shall be permitted shall be consistent with types of signs permitted by Section 34 of the Zoning Ordinance or by County planning documents addressing desired signage in Clarendon and shall include: building wall signs; blade signs; window signs; carved, painted or sculptural signs; signage on canopy or awning; logo signs; and, permanent quotes on building walls and blade signs.

The developer agrees that the design and construction of retail tenant signs shall ensure retail vitality and success while being consistent with the high architectural design quality of a first class office building. The colors and materials of retail tenant signs shall harmonize with and complement the exterior materials and design of the individual retail storefronts and shall present a unified design approach for the individual retail unit. The design and construction of retail tenant signs shall express the elements of the character and individuality of the establishment, provided that any signage or architectural detail that differentiates each storefront shall not detract from the viability of other retail storefronts. Individual tenants must apply for and obtain sign permits, including the design, colors, and materials of the signs, which shall be reviewed by the County Manager or his designee to ensure consistency with the comprehensive sign plan.

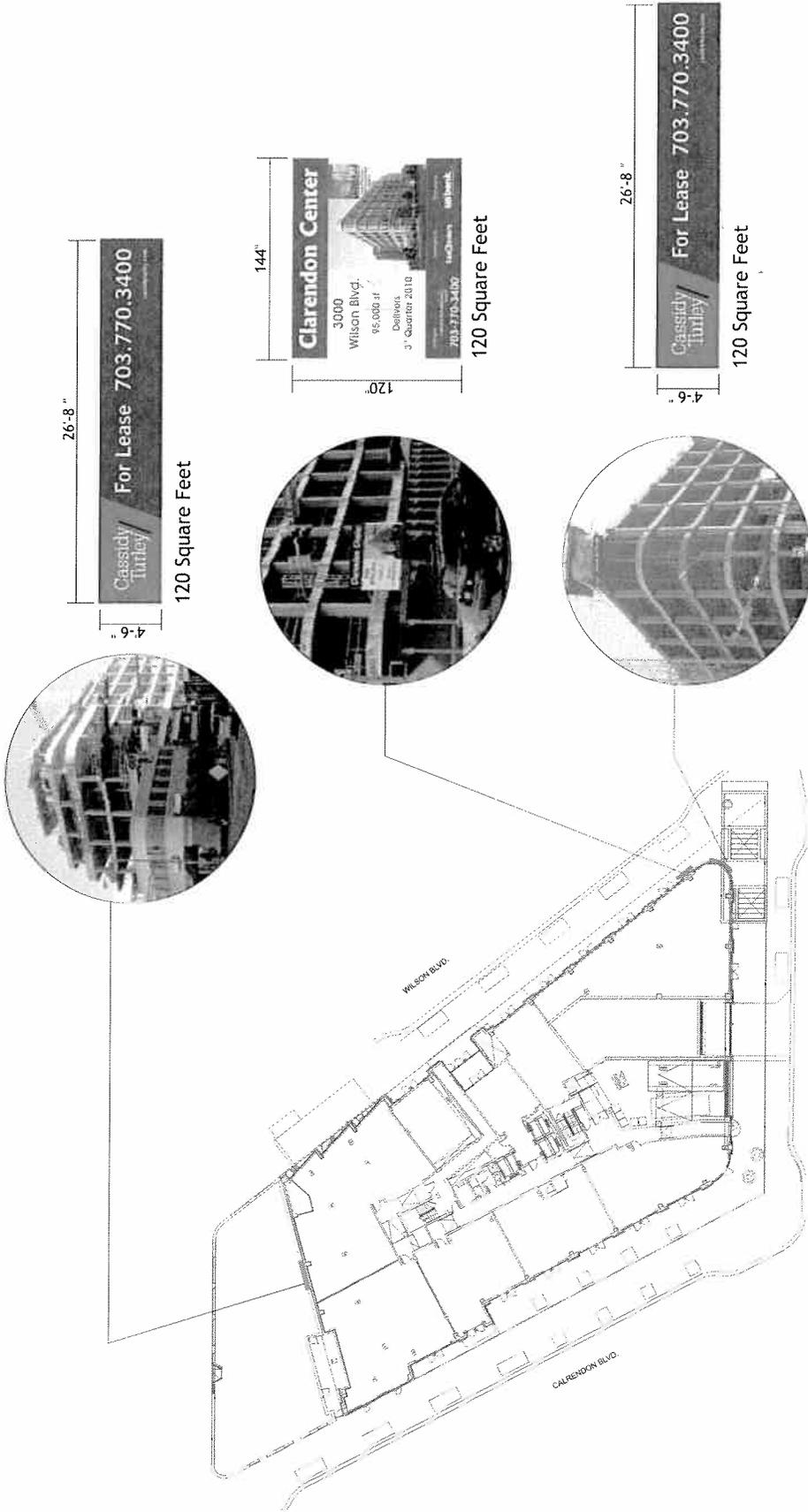
a. The developer agrees that temporary leasing signs are permitted only as follows:

- i. The North Building is permitted up to three (3) temporary leasing signs which, in aggregate, do not exceed 120 sq. ft. Such signs may be located at any of the three locations shown on the attached drawings (labeled "22 Temporary Marketing Signs North Building 04-28-10) , provided the total area of the signs does not exceed 120 square feet.
- ii. The South Building is permitted up to three (3) temporary leasing signs for the residential portion of the building, which, in aggregate, do not exceed 120 sq. ft. In addition, the South Building is permitted up to three (3) temporary leasing signs for other uses of the building, which, in aggregate do not exceed 120 sq. ft. Temporary leasing signs on the South Building

- may be placed only at the locations shown on the attached drawings (labeled “23 Temporary Marketing Signs South Building 04-28-10).
- iii. The developer agrees that all temporary leasing signs must be removed within one (1) year of the issuance of the shell and core certificate of occupancy. The Zoning Administrator may re-approve the temporary leasing signs for a period of six (6) months if, at any time thereafter, the developer demonstrates to the Zoning Administrator that the leased space is vacant or will become vacant within a period of sixty (60) days.

North Building is allowed up to three (3) temporary leasing signs which, in aggregate, do not exceed 120 sq. ft. in size. Signs shown below are illustrative only with respect to size, type, and location.

* Temporary Marketing Signs to be installed during construction and removed within one year following the issuance of shell & core occupancy certificate.



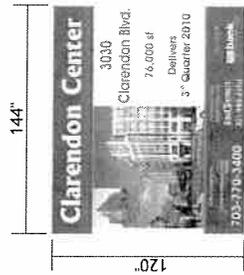
North Building Plan

* Temporary Marketing Signs to be installed during construction and removed within one year following the issuance of shell & core occupancy certificate.

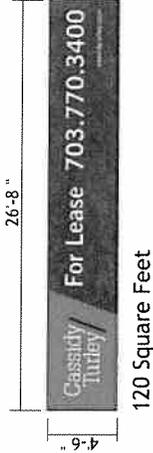
South Building is allowed:

- a) On the residential building (1200 N. Garfield St.), up to three (3) temporary leasing signs which, in the aggregate, do not exceed 120 sq. ft. in size.
- b) On the office building (3030 Clarendon Blvd.), up to three (3) temporary leasing signs which, in the aggregate do not exceed 120 sq. ft. in size.

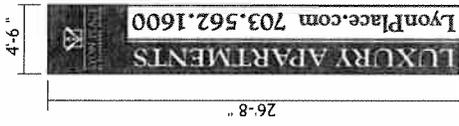
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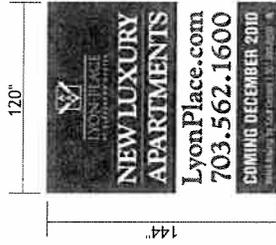
120 Square Feet



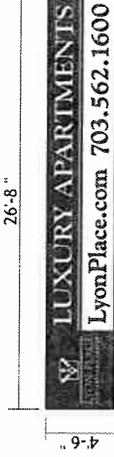
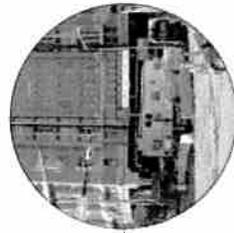
120 Square Feet



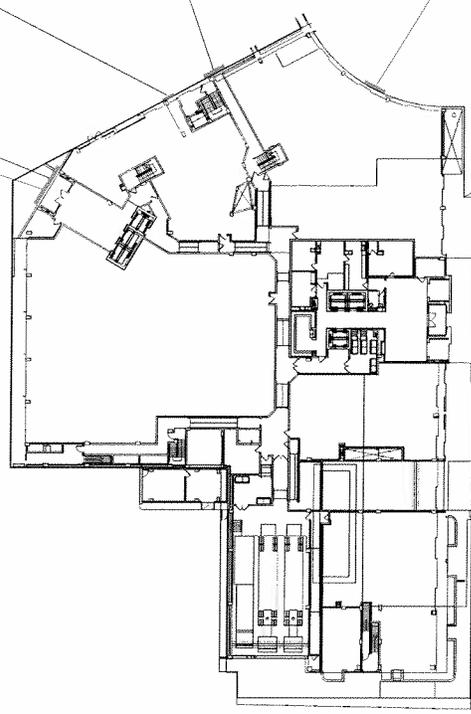
120 Square Feet



120 Square Feet



120 Square Feet



South Building Plan