



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item
Meeting of July 10, 2010

DATE: June 28, 2010

SUBJECT: SP#189 SITE PLAN AMENDMENT for a comprehensive sign plan, including rooftop signs, at 2800 and 2900 Crystal Drive (RPC#: 34-027-028 and 34-027-027).

Applicant:

2800/2900 Crystal Drive Property LLC

By:

Shane M. Murphy
Cooley Godward Kronish LLP
11951 Freedom Drive
Suite 1500
Reston, Virginia 20190

C. M. RECOMMENDATION:

Approve the site plan amendment request for a comprehensive sign plan at 2800 and 2900 Crystal Drive, subject to the proposed conditions in the staff report.

ISSUES: This is a site plan amendment request for a comprehensive sign plan at 2800 and 2900 Crystal Drive and no issues have been identified.

SUMMARY: This is a site plan amendment request for a comprehensive sign plan for two (2) office buildings at 2800 and 2900 Crystal Drive. Proposed as part of the comprehensive sign plan are building identification signs, parking directional signs, retail signs, rooftop signs, and temporary signs. There are four (4) freestanding signs included in the comprehensive sign plan, three (3) which are parking directional signs and one (1) of which is a building identification sign for the project. All four (4) freestanding signs are existing on the site. Three (3) of those signs were approved by the County Board in 1992. The other freestanding directional sign was placed in the existing location on Crystal Drive years ago without County approval. The applicant is asking for approval of that freestanding sign now as part of this comprehensive sign plan. The other proposed project signs are generally consistent with the *Sign Guidelines for Site Plan Buildings*. The proposed signs are within the maximum amount of sign area permitted for each

County Manager: MB/GA

County Attorney: CWK/SAM

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5633

comprehensive sign plan at 2800 and 2900 Crystal Drive, subject to the proposed conditions in the staff report.

BACKGROUND: The site plan for the Crystal Station mixed-use project was initially approved by the County Board on January 12, 1982. The site currently contains a hotel and two (2) 170,000 sq. ft. office buildings, approved in their final configuration on November 21, 1987. The following provides additional information on the site:

Site: The two (2) office buildings are located between Route 1 (Jefferson Davis Highway) and a service road with access to Crystal Drive. An underground parking garage is located between the subject buildings and Crystal Drive.

To the north: 27th Street and an office building, part of Airport Plaza development.

To the west: A grassy plaza area and further south is Potomac Yard.

To the east: A Marriott Hotel is east of the north office building and a proposed hotel as part of Potomac Yard land bay "B." is east of the south office building.

To the south: Route 1 (Jefferson Davis Highway).

Zoning: The north office building is on a parcel zoned "C-O" Commercial Office Building, Hotel, and Multiple Family Districts and "M-2" Service Industrial Districts. The south office building is on a parcel zoned "C-O," and "C-O-2.5" Commercial Office Building, Hotel, and Apartment Districts.

General Land Use Plan Designation: The parcel where the north building is located is designated 5/7 "High" Residential, and "2/7" High Office-Apartment-Hotel. The parcel where the south building is located is designated, "Medium Office-Apartment-Hotel."

Neighborhood: The site is located in Crystal City. While there is no designated civic association for this area, citizens involved in the Crystal City planning process have been notified and, to date, have not provided comments on the proposed comprehensive sign plan.

DISCUSSION: Proposed as part of the comprehensive sign plan are building identification signs, parking directional signs, retail signs, rooftop signs, and temporary signs. Some of the signs in the proposed comprehensive sign plan exist on site, including retail tenant signs, building address signs, "no parking" signs, fire control signs, temporary signs, and the four (4) freestanding signs that were approved in 1992. All of the existing signs, with the exception of the temporary signs, were either approved by the County Board (such as the freestanding parking directional and building identification sign), were received with permits (such as the retail tenant signs) or are required and/or do not need permits (such as the "no parking" and fire control signs). The applicant is requesting approval of the two (2) temporary freestanding signs (one per building) as part of this comprehensive sign plan. Each sign is 60 sq. ft. in size. This is

consistent with the Zoning Ordinance, as the Zoning Ordinance permits up to three (3) temporary signs per building at 120 sq. ft. total, and these temporary signs may be freestanding.

The proposed comprehensive sign plan is generally consistent with the *Sign Guidelines* and the proposed sign area is within the maximum amount of sign area permitted for each office building.

Existing Freestanding Signs:

The four (4) existing freestanding signs are technically not in compliance with the County’s existing policy to limit new freestanding signs in the Metro corridors, these signs are not conducive to maintaining a pedestrian environment. Freestanding signs are more oriented to vehicles. However, three (3) of these freestanding signs were previously approved by the County Board in 1992 and the other freestanding sign is relatively small, at 9 sq. ft. in size, and is directional. The purpose of that sign and the other freestanding directional parking signs is to direct visitors to the entrance of an underground parking garage somewhat hidden under a plaza between the subject buildings and Crystal Drive. Two (2) of the freestanding directional parking signs are along 27th street, north of the 2800 Crystal Drive office building. There are no parking directional signs near the south building. If a vehicle is entering the service road to the east of the office buildings from the south, finding the underground garage (which is not underneath the subject office buildings but underneath a plaza across the service road) could be challenging. The freestanding directional sign would direct visitors to that garage.

The following tables outline additional detail on the proposed signs for the two (2) buildings:

2800 CRYSTAL DRIVE				
Type of sign (quantity)	Sign area (per sign)	Text	Materials	Location
BUILDING IDENTIFICATION & ADDRESS				
Building tenant ID (1)	54 sq. ft.	TBD	Dimensional letters/logo on opaque background	West Façade.
Building address (1) <i>(existing)</i>	20 sq. ft.	2800 and symbol	Dimensional stainless steel letters and symbol.	East façade, just above door.
RETAIL				
Retail tenant (2) <i>(existing)</i>	24 sq. ft. each (48 sq. ft. total)	TBD, based on retailer.	Dimensional, fabricated letters, & applied panel.	East façade, and another either on the north façade or west façade.
DIRECTIONAL				
Parking directional freestanding signs (2) <i>(existing)</i>	30 sq. ft.(each side is 15 sq. ft.) (60 sq. ft. total for both signs)	Address and parking with arrow	Stone base, painted aluminum.	27 th and Route 1; and 27 th and Crystal Dr.
OTHER				
Loading Dock (1) <i>(existing)</i>	3 sq. ft.	TBD.	Painted aluminum panel.	North façade.
No Parking ID (2)	3 sq. ft. each (6 sq. ft. total)	TBD	Painted aluminum panel.	North façade.
<i>Fire Control Room (does not count toward total sign area) (existing)</i>	2 sq. ft.	<i>Fire Control Room.</i>	<i>Vinyl applied to glass door.</i>	<i>East façade.</i>
<i>Temporary leasing sign (does not count toward total sign area) (existing)</i>	60 sq. ft.	<i>TBD.</i>	<i>Wood/aluminum panels, non-illuminated.</i>	<i>27th and Crystal Drive.</i>

Total sign area proposed for 2800 Crystal Dr.:	191 sq. ft.
Total sign area permitted based on the total linear frontage:	568 sq. ft.

2900 CRYSTAL DRIVE				
Type of sign (quantity)	Sign area (per sign)	Text	Materials	Location
BUILDING IDENTIFICATION & ADDRESS				
Building tenant ID (1)	54 sq. ft.	TBD	Dimensional letters/logo on opaque background	West Façade.
Building address (1) <i>(existing)</i>	20 sq. ft.	2900 and symbol	Dimensional stainless steel letters and symbol.	East façade, just above door.
DIRECTIONAL				
Project ID freestanding sign (1) <i>(existing)</i>	15 sq. ft.	Potomac Gateway 2800 & 2900 Crystal Drive.	Stone base, painted aluminum.	East Plaza, Crystal Drive.
Directional freestanding sign (1) <i>(existing)</i>	9 sq. ft.	Address and parking with arrow.	Stone base, painted aluminum.	East Plaza, Crystal Drive.
OTHER				
Loading Dock (1) <i>(existing)</i>	3 sq. ft.	TBD.	Painted aluminum panel.	North façade.
No Parking ID (2) <i>(existing)</i>	3 sq. ft. each (6 sq. ft. total)	TBD	Painted aluminum panel.	North façade.
<i>Fire Control Room (does not count toward total sign area) (existing)</i>	2 sq. ft.	<i>Fire Control Room.</i>	<i>Vinyl applied to glass door.</i>	<i>East façade.</i>
<i>Temporary leasing sign (does not count toward total sign area) (existing)</i>	60 sq. ft.	TBD.	<i>Wood/aluminum panels, non-illuminated.</i>	<i>27th and Crystal Drive.</i>
Total sign area proposed for 2900 Crystal Dr.:	107 sq. ft.			
Total sign area permitted based on the total linear frontage:	568 sq. ft.			

Following is information on the proposed rooftop signs, which are not counted toward the total sign area for the project, but are computed on the basis of one (1) square foot per one (1) linear foot of building wall width as measured along the street frontage. The proposed rooftop signs are within the maximum amount of sign area permitted. In addition, the signs are consistent with the *Sign Guidelines* which state that no more than two (2) rooftop signs per building are permitted. The letter height for each rooftop sign is proposed to not be more than six (6) feet in height, consistent with the *Sign Guidelines*.

2800 CRYSTAL DRIVE – ROOFTOP SIGNS				
Type of sign (quantity)	Sign area (per sign)	Text	Materials	Location
Building tenant ID (1)	97.50 sq. ft.	TBD.	Individual letters, internally illuminated, color of white, blue, or green.	South Façade.
Building tenant ID (1)	180 sq. ft.	TBD.	Same as above.	West Façade.
Total sign area permitted based on the linear frontage:	98 sq. ft. for the south façade. 186 sq. ft. for the west façade.			

2900 CRYSTAL DRIVE – ROOFTOP SIGNS				
Type of sign (quantity)	Sign area (per sign)	Text	Materials	Location
Building tenant ID (1)	97.50 sq. ft.	TBD.	Individual letters, internally illuminated, color of white, blue, or green.	South Façade.
Building tenant ID (1)	180 sq. ft.	TBD.	Same as above.	West Façade.
Total sign area permitted based on the linear frontage:	98 sq. ft. for the south façade. 186 sq. ft. for the west façade.			

CONCLUSION: The proposed project signs are generally consistent with the *Sign Guidelines for Site Plan Buildings* and are within the maximum amount of sign area permitted for each office building. The freestanding signs, which are not consistent, are either existing or necessary to direct motorists to parking. Therefore, staff recommends approval of the site plan amendment request for a comprehensive sign plan at 2800 and 2900 Crystal Drive, subject to the proposed conditions in the staff report.

Proposed conditions which apply specifically to the comprehensive sign plan for SP #189, 2800 and 2900 Crystal Drive:

1. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared for 2800/2900 Crystal Drive Property, LLC dated June 18, 2010 and approved by the County Board on July 10, 2010. The developer further agrees that all signs shall be of the number, type, size, location, and structure shown on the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign area shall not exceed 191 square feet for 2800 Crystal Drive and 107 square feet for 2900 Crystal Drive, excluding the signs that do not count toward the sign area, such as “Fire Control Room” signs, temporary signs, and rooftop signs.
2. The developer agrees that the sign type “J2” for 2800 Crystal Drive retail tenant, will be placed in only one (1) of the two (2) locations shown on the comprehensive sign plan dated June 18, 2010, and not both locations. In addition, the developer agrees that the “Sign Type B” Building Identification sign for 2800 Crystal Drive will be placed in only one (1) of the two (2) locations shown on the comprehensive sign plan dated June 18, 2010, not both locations.

3. The applicant agrees that the 60 sq. ft. temporary leasing signs shall be removed one (1) year after this County Board approval on July 10, 2010. The Zoning Administrator may re-approve the 60 sq. ft. 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.
4. 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 a sign to meet field conditions (less than 1 foot in any direction); or (ii) a minor change in the area of an individual sign (less than 5%).
5. The developer agrees that the letter height for the rooftop signs will be limited to a maximum of six (6) feet tall, as shown in the comprehensive sign plan dated June 18, 2010. The developer further agrees that all rooftop signs above 35 feet 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.

PREVIOUS COUNTY BOARD ACTIONS:

January 12, 1982	Approved site plan SP #189 for a mixed-use office, residential, and hotel development.
September 11, 1982	Approved a site plan amendment to modify condition #17 to permit construction of 27 th St. South.
January 5, 1985	Approved a site plan amendment to extend the site plan to January 12, 1987.
September 12, 1987	Deferred action on a site plan amendment request for a 170,000 sq. ft. office building, a 272-unit hotel and a 332-unit apartment building.
September 26, 1987	Approved a site plan amendment for a 170,000 sq. ft. office building and a 272-unit hotel.
November 21, 1987	Approved a site plan amendment for a second 170,000 sq. ft. office building.
July 13, 1991	Approved a site plan amendment to reduce the bicycle parking requirement to 74 spaces, with more to be provided by the developer if needed.
January 29, 1992	Approved installation of three (3) freestanding signs, subject to all previous conditions and one (1) new condition.
November 14, 2006	Deferred the site plan amendment for façade, site, and lobby improvements to the December 9, 2006 County Board meeting.
December 9, 2006	Deferred the site plan amendment for façade, site, and lobby improvements to the January 27, 2007 County Board meeting.
January 27, 2007	Deferred the site plan amendment for façade, site, and lobby improvements to the February 24, 2007 County Board meeting.
February 24, 2007	Deferred the site plan amendment for façade, site, and lobby improvements to the March 17, 2007 County Board meeting.

May 5, 2007

Accepted withdrawal of the of the site plan amendment request for façade, site, and lobby improvements.

COMPREHENSIVE SIGN PLAN

2800 & 2900 CRYSTAL DRIVE
Arlington, Virginia

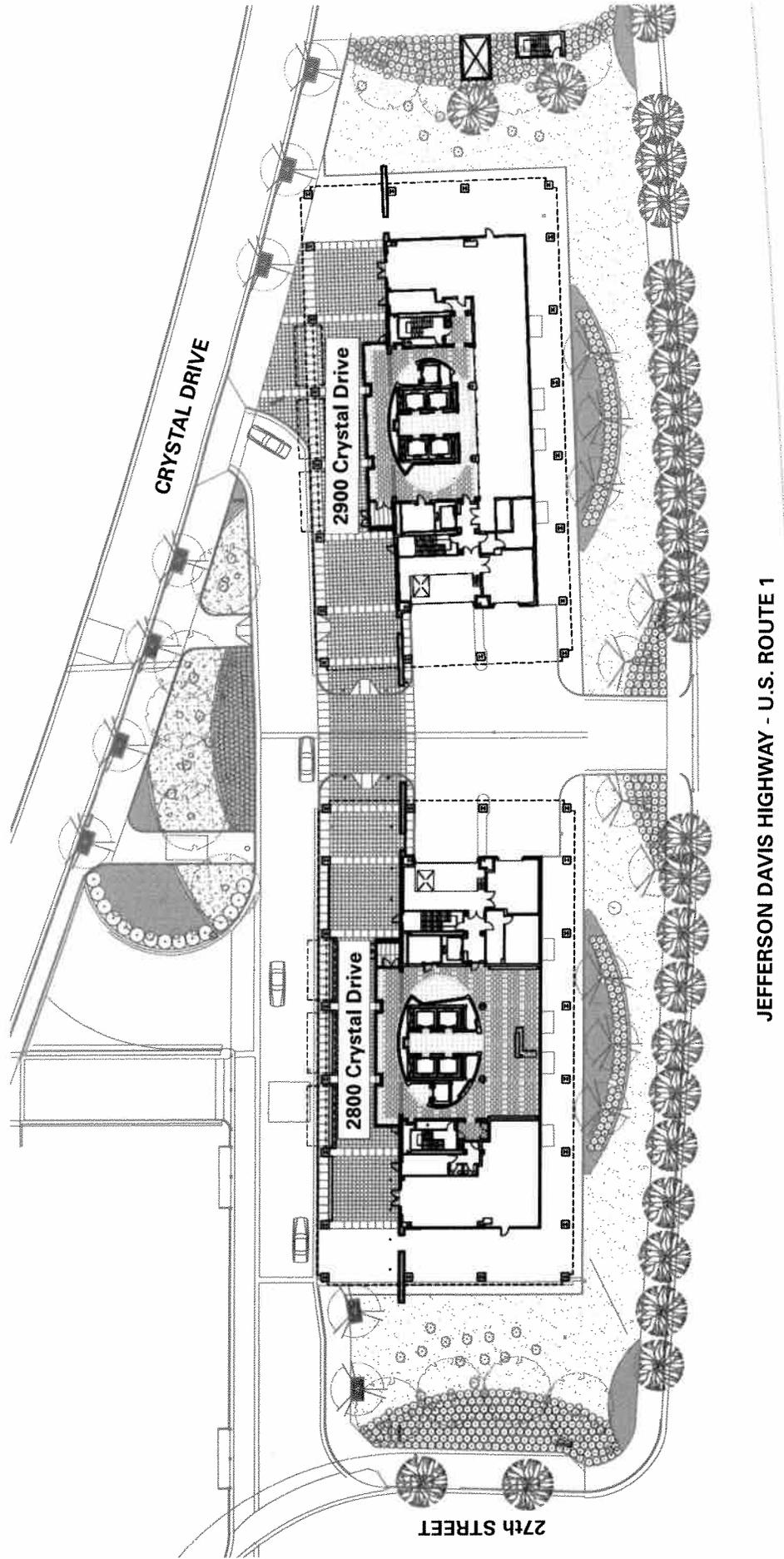
2800/2900 Crystal Drive Property, LLC

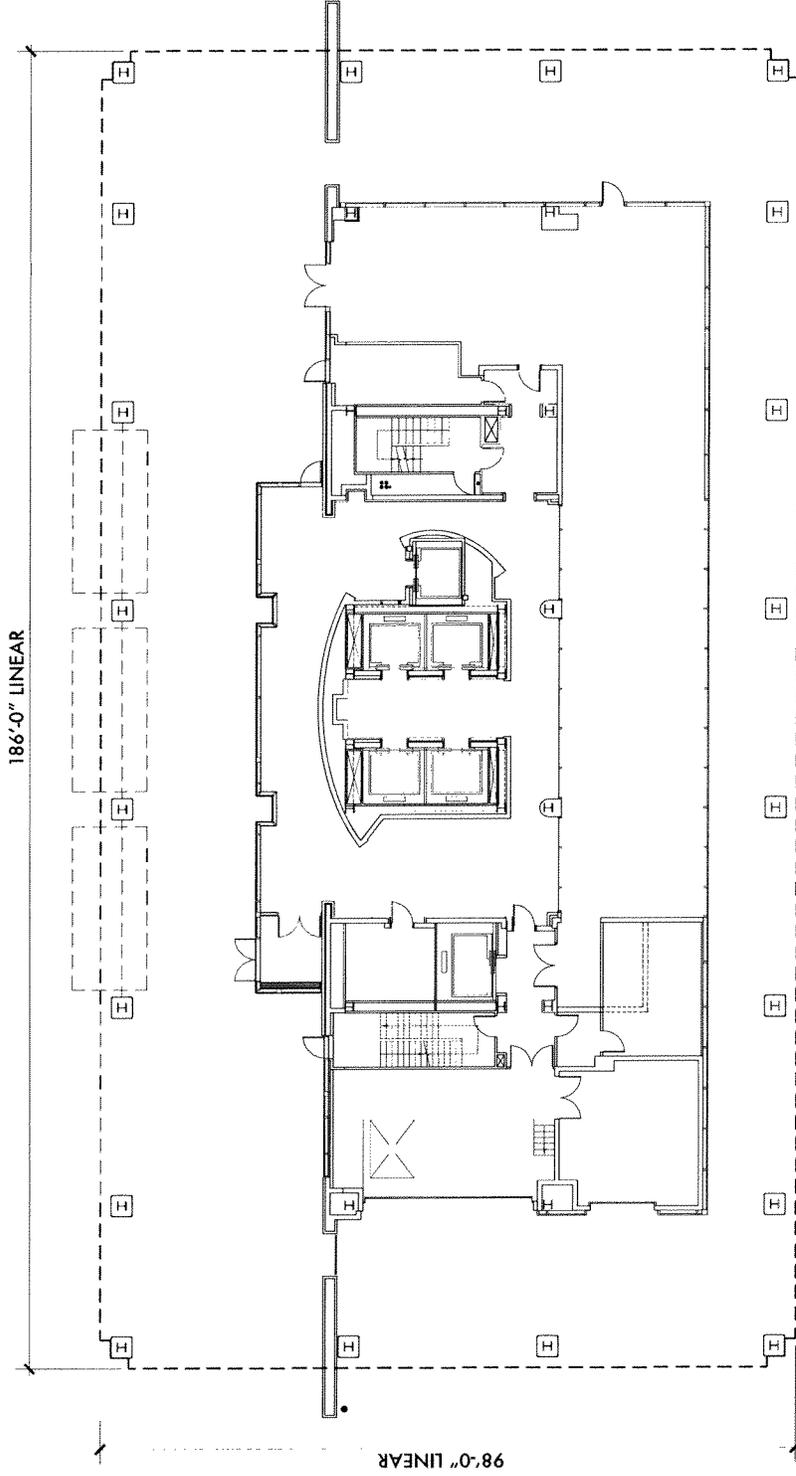
11130 Sunrise Valley Drive

Suite 100

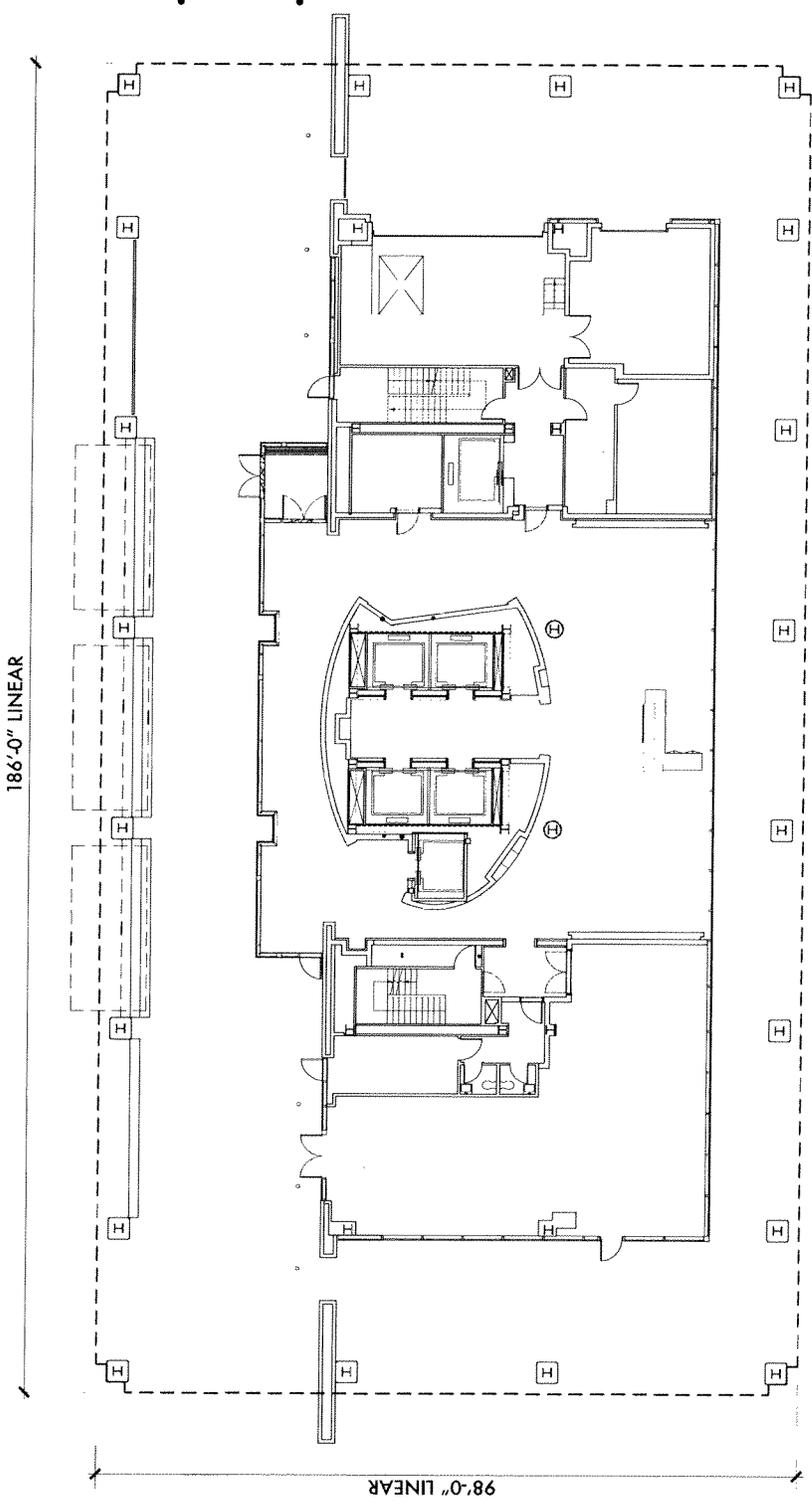
Reston, VA 20191

June 18, 2010

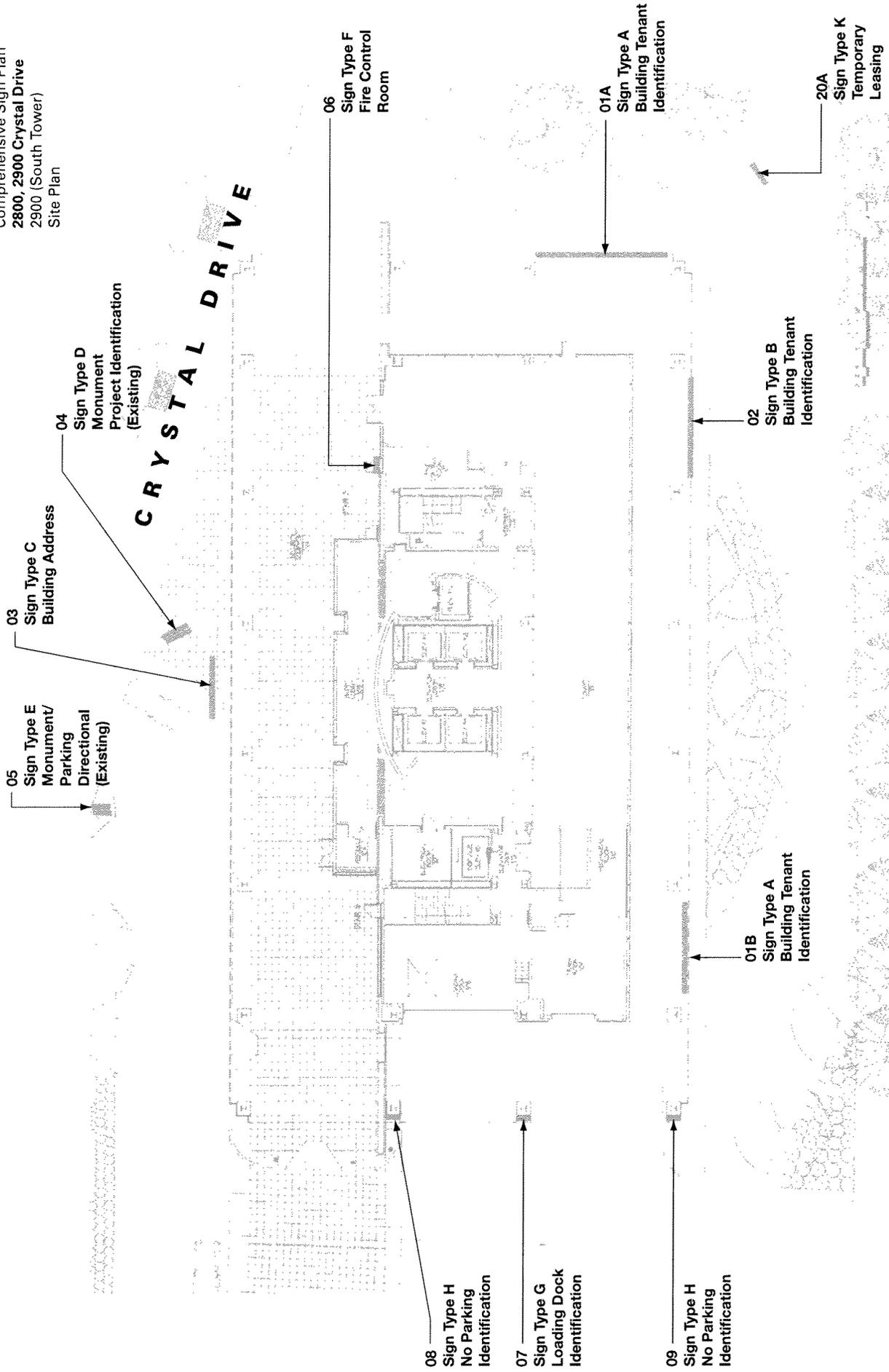




2900 Crystal Drive



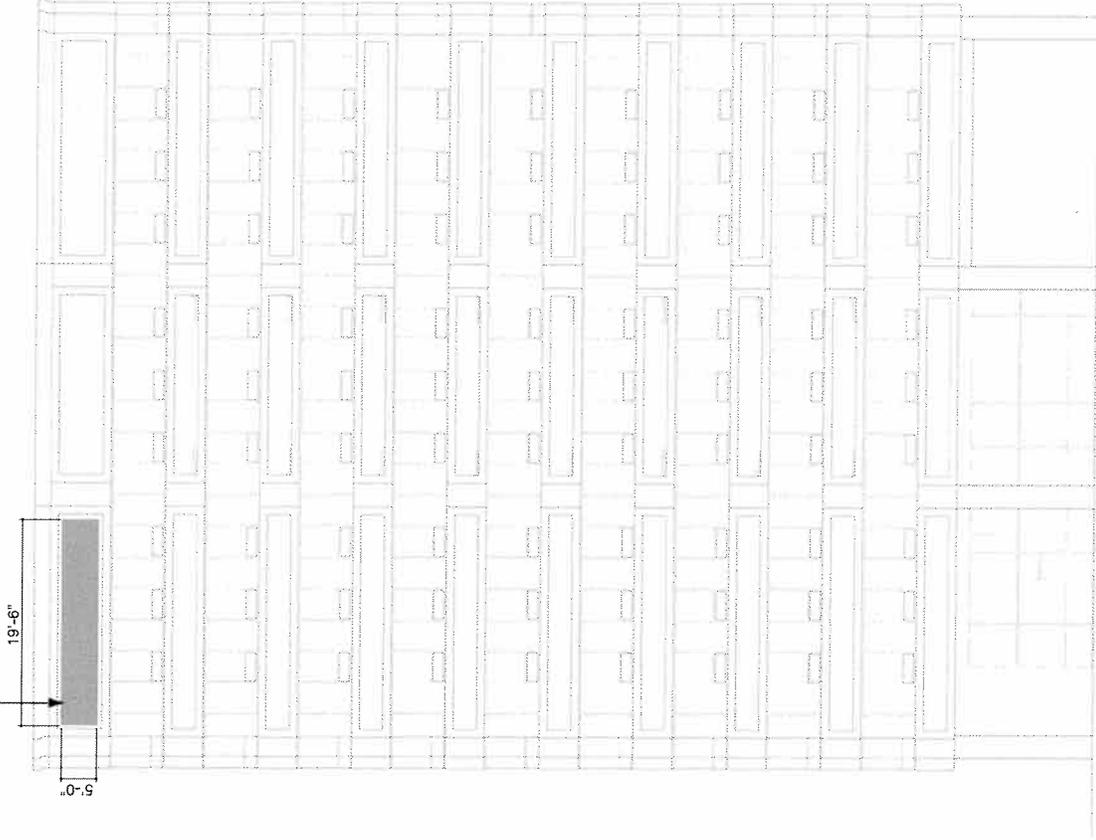
2800 Crystal Drive



Comprehensive Sign Plan
2800, 2900 Crystal Drive
2900 (South Tower)
East Elevation

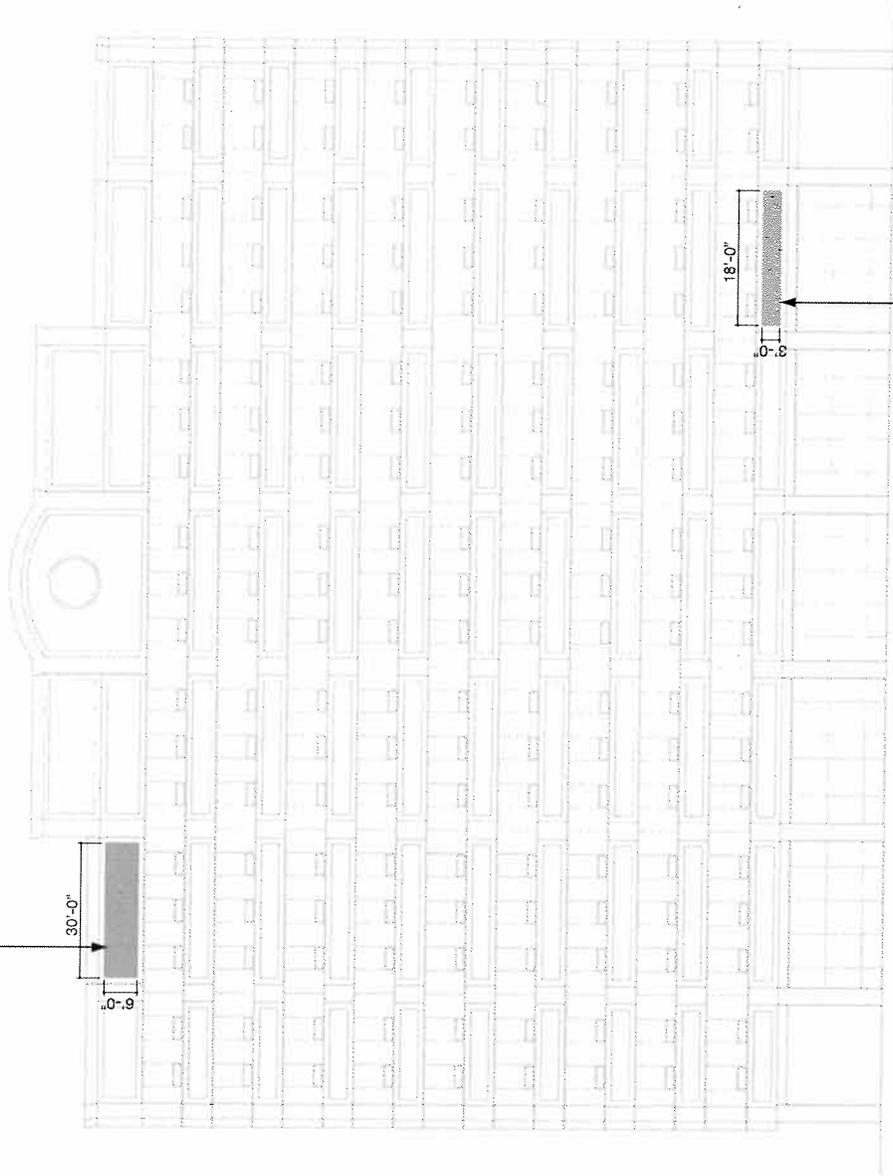


01A
Sign Type A
Building Tenant
Identification



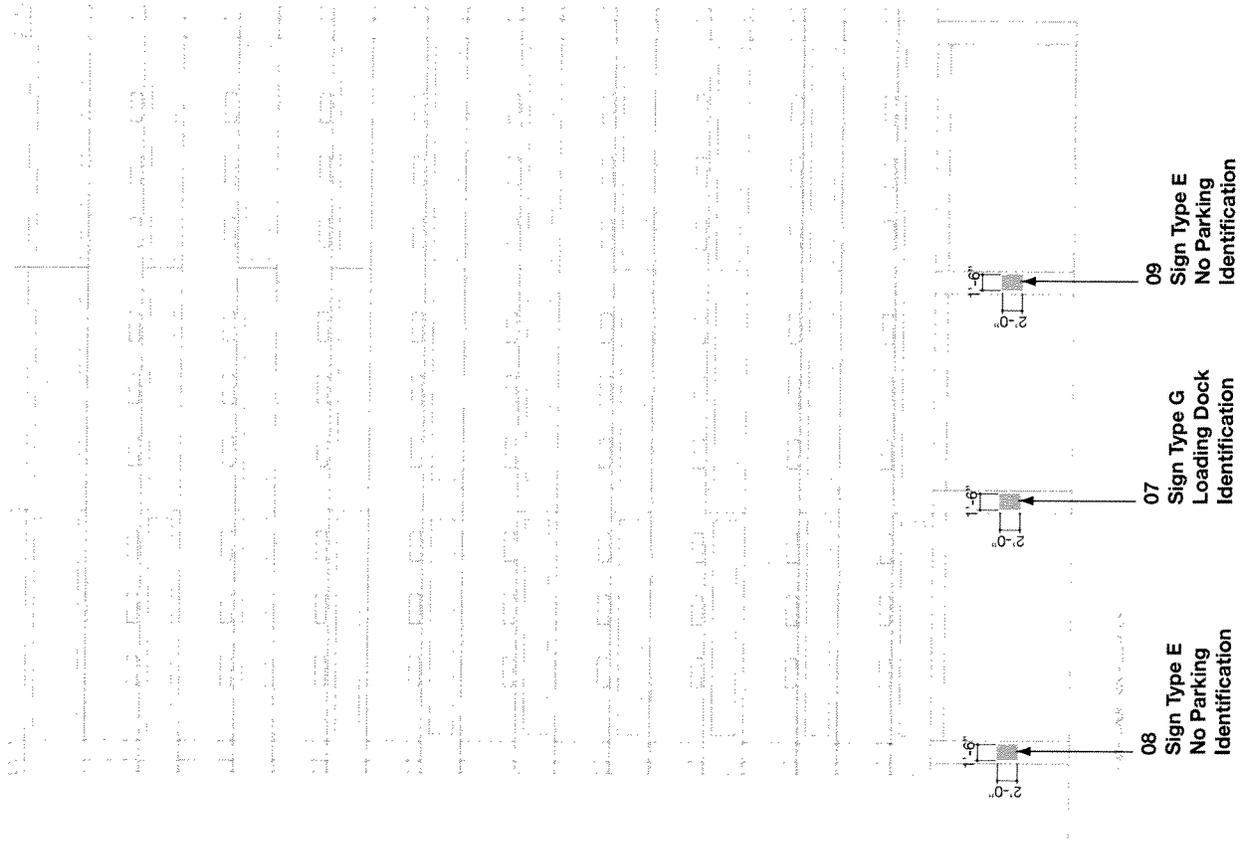
2900 TOWER SOUTH ELEVATION

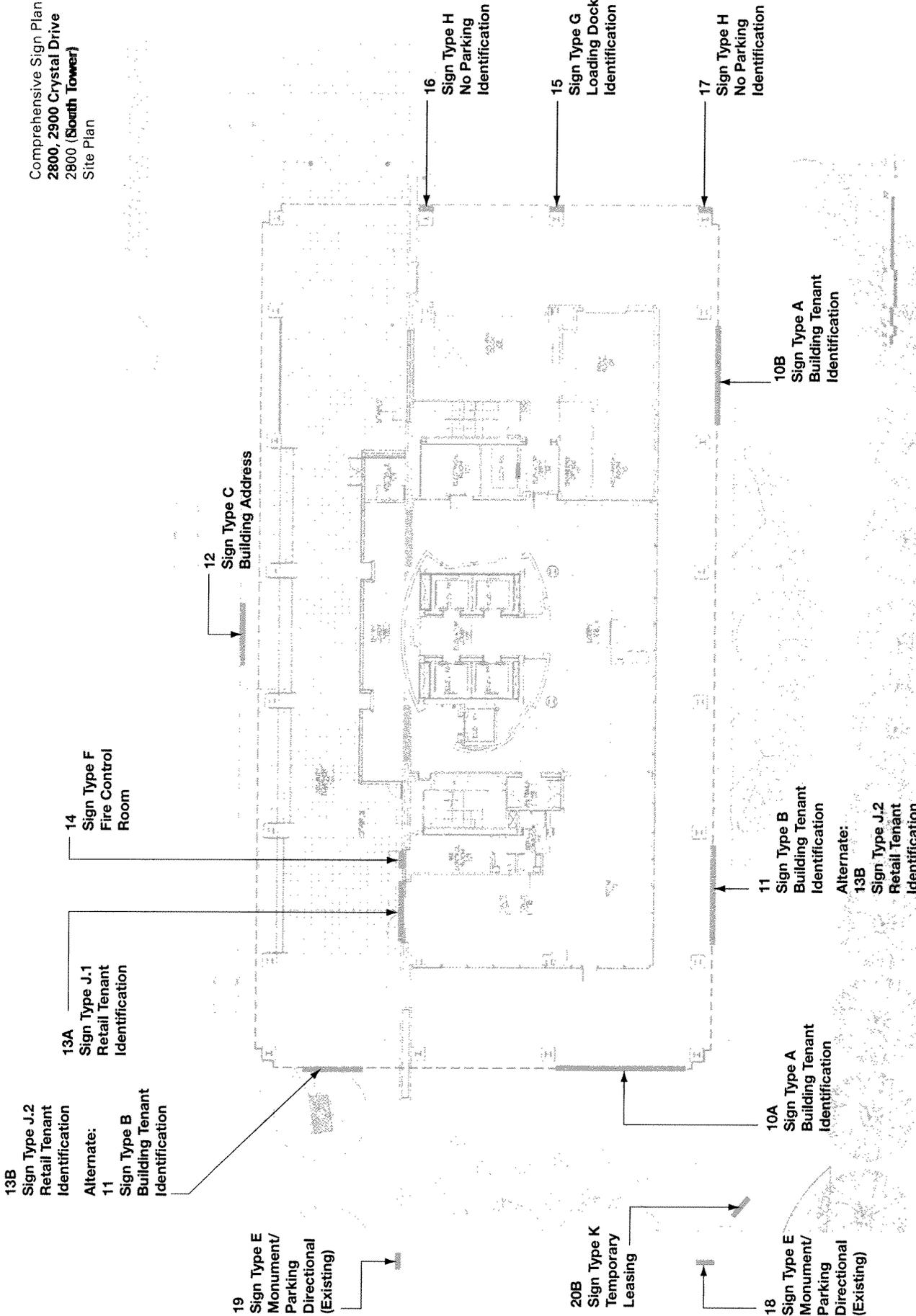
01B
Sign Type A
Building Tenant
Identification



02
Sign Type B
Building Tenant
Identification

Comprehensive Sign Plan
 2800, 2900 Crystal Drive
 2900 (South Tower)
 North Elevation

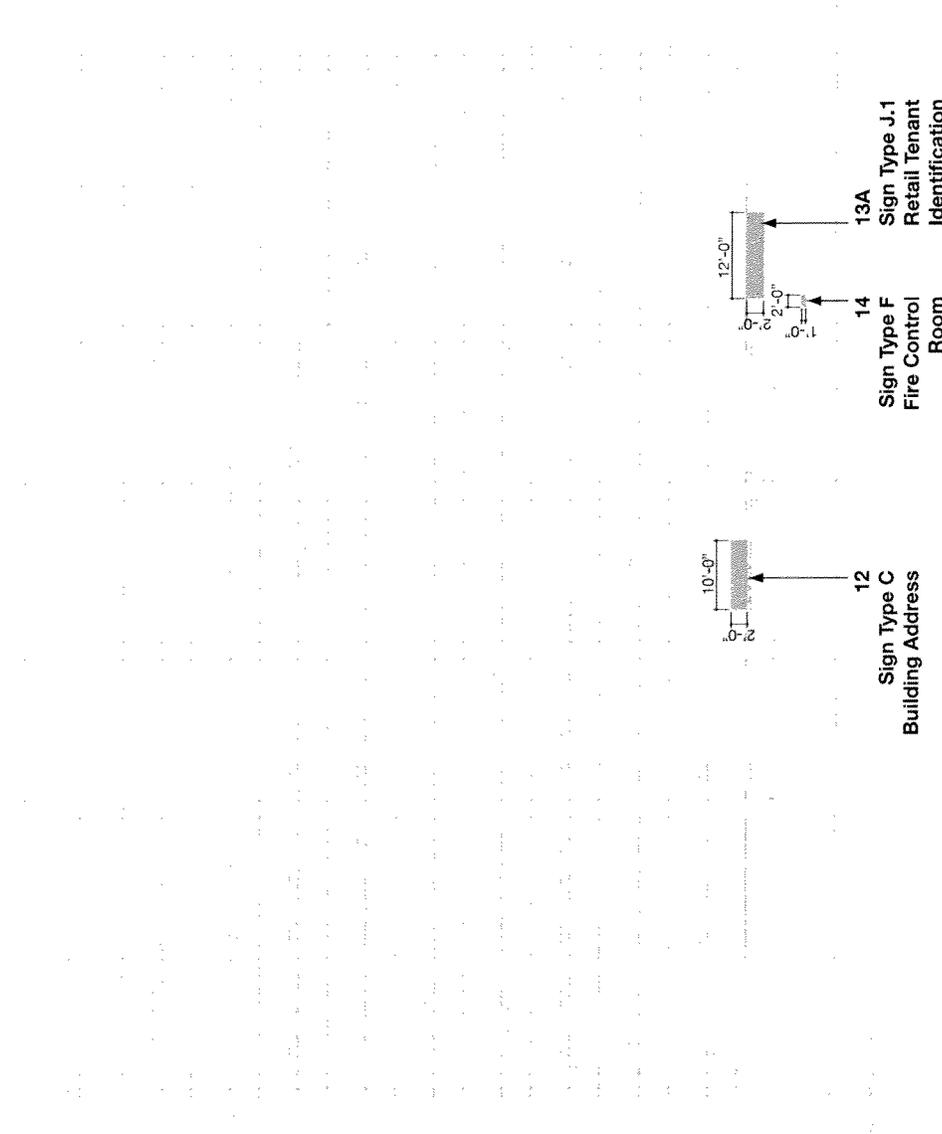




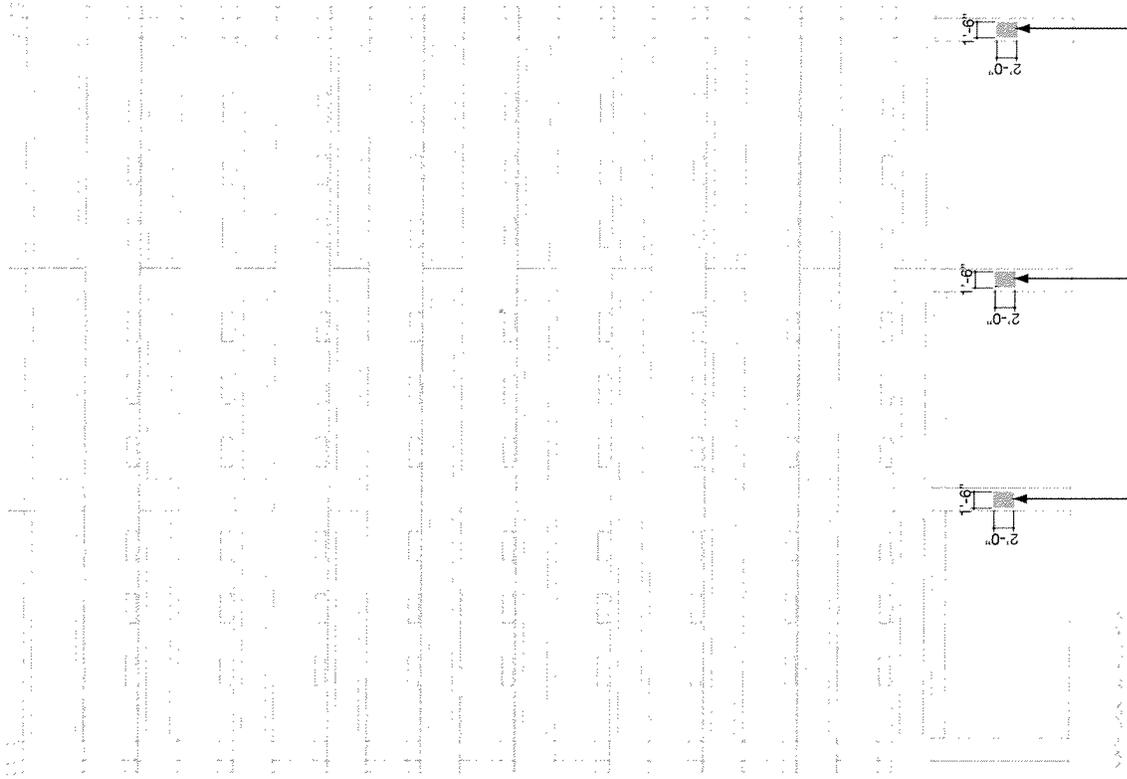
J E F F E R S O N D A V I S H I G H W A Y - U . S . R O U T E 1



Comprehensive Sign Plan
2800, 2900 Crystal Drive
2800 (North Tower)
East Elevation



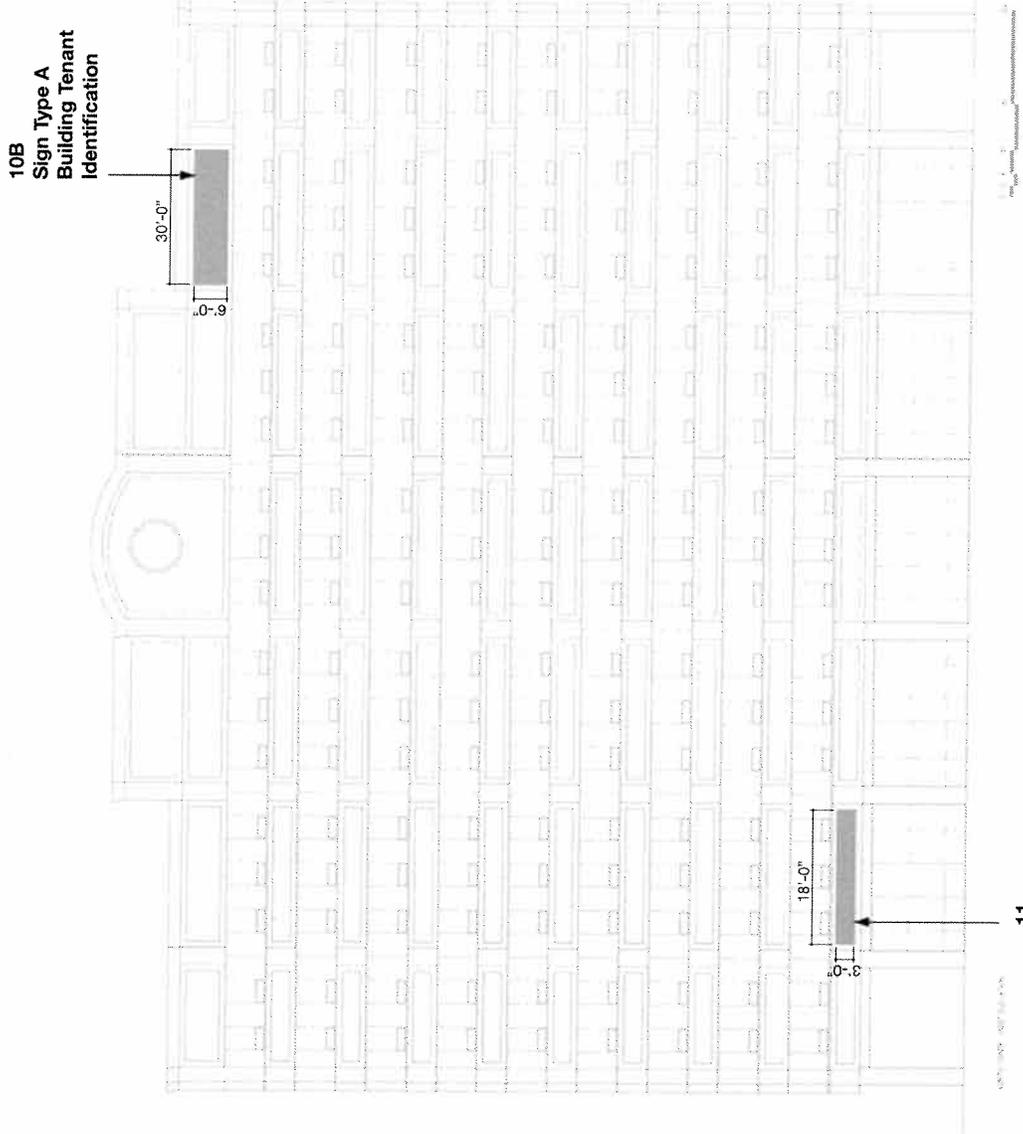
Comprehensive Sign Plan
2800, 2900 Crystal Drive
 2800 (North Tower)
 South Elevation



17
 Sign Type E
 No Parking
 Identification

15
 Sign Type G
 Loading Dock
 Identification

16
 Sign Type E
 No Parking
 Identification



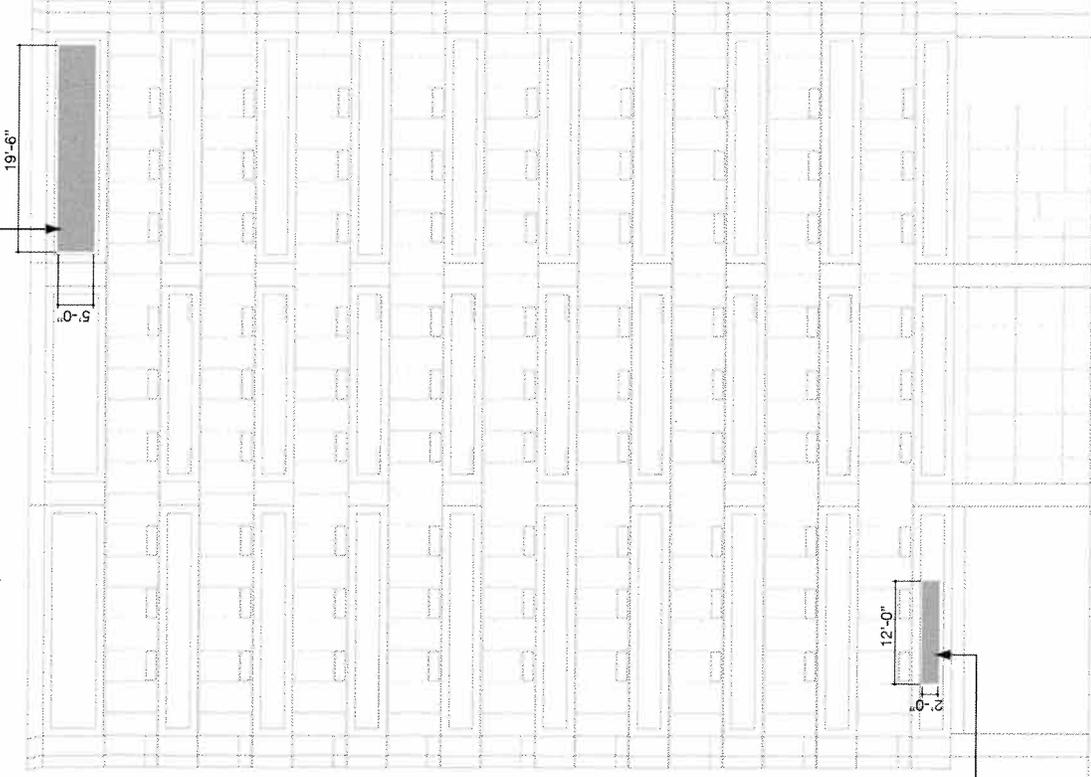
10B
Sign Type A
Building Tenant
Identification

30'-0"
0'-9"

18'-0"
0'-8"

11
Sign Type B
Building Tenant
Identification

10A
Sign Type A
Building Tenant
Identification

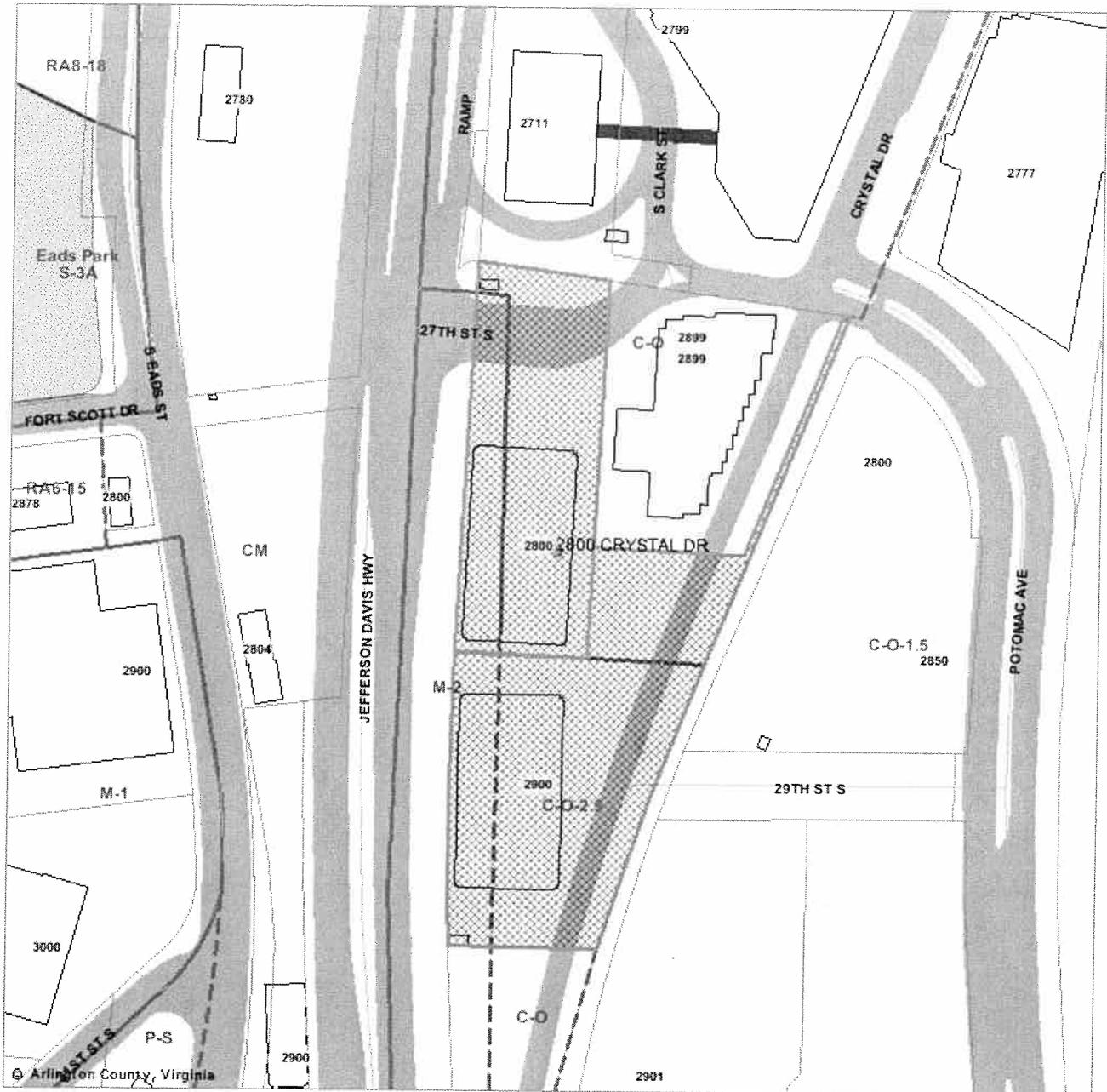


13B
Sign Type J.2
Retail Tenant
Identification

2800 - 2900 NORTH ELEVATION

Sign No.	Sign Designation	Sign Type	Sign Dimensions LxH	Signage Area	Signage Area	Signage Area	Message	Material	Location
				Counted by zoning	Not Counted by zoning				
10A	Building Tenant Identification, Top of Building	A	19'-6" X 5'-0"	97.50	97.50	0.00	TBD	Individual, dimensional letters/logo, internally illuminated, subdued color illumination of white, blue or green	North Façade, 27th Street
10B	Building Tenant Identification, Top of Building	A	30'-0" X 6'-0"	180.00	180.00	0.00	TBD	Individual, dimensional letters/logo, internally illuminated, subdued color illumination of white, blue or green	West Façade, US Route 1
11	Building Tenant Identification	B	18'-0" X 3'-0"	54.00	54.00	0.00	TBD	Individual, dimensional letters/logo, back illumination onto building spandrel/opaque background panel	West Façade, US Route 1
12	Building Address	C	10'-0" X 2'-0"	20.00	20.00	0.00	2800 + symbol	Individual, dimensional stainless steel letters and symbol, non-illuminated	East Façade, Crystal Drive
13A	Retail Tenant Identification	J.1	12'-0" X 2'-0"	24.00	24.00	0.00	TBD	Individual, dimensional, fabricated letters, internally illuminated, integral with applied panel	East Façade, Crystal Drive
13B	Retail Tenant Identification	J.2	12'-0" X 2'-0"	24.00	24.00	0.00	TBD	Individual, dimensional, internally illuminated, fabricated letters, integral with spandrel applied panel	North Façade, 27th Street
14	Fire Control Room	F	2'-0" X 1'-0"	2.00	0.00	2.00	Fire Control Room	Individual vinyl applied letters to glass door	East Façade
15	Loading Dock Identification	G	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
16	No Parking Identification	H	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
17	No Parking Identification	H	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
18	Monument/Parking Directional (existing, double face) Side A + Side B = 30 sq. ft.	E	6'-0" X 2'-6"	30.00	30.00	0.00	TBD	Stone base, painted aluminum sign box, illuminated white letters	27th & US Route 1
19	Monument/Parking Directional (existing, double face) Side A + Side B = 30 sq. ft.	E	6'-0" X 2'-6"	30.00	30.00	0.00	TBD	Stone base, painted aluminum sign box, illuminated white letters	27th & Crystal Drive
20B	Leasing Information, Temporary, Freestanding	K	8'-0" X 7'-6"	0.00	0.00	60.00	TBD	Wood/aluminum panels, non-illuminated	27th & Crystal Drive
				193.00	191.00	62.00	Total Area (Sq. Ft)		
				568.00	568.00		Linear Building Frontage		
				377.00	377.00		Signage Available (Sq. Ft)		
							(minus) Total Area Counted by Zoning		
							Signage Available (Sq. Ft)		

Sign No.	Sign Designation	Sign Type	Dimensions LxH	Signage Area	Signage Area	Signage Area	Message	Material	Location
				Counted by zoning	Not Counted by Zoning				
1A	Building Tenant Identification, Top of Building	A	19'-6" X 5'-0"	97.50	97.50	0.00	TBD	Individual, dimensional letters/logo, internally illuminated, subdued color illumination of white, blue or green	South Façade
1B	Building Tenant Identification, Top of Building	A	30'-0" X 6'-0"	180.00	180.00	0.00	TBD	Individual, dimensional letters/logo, internally illuminated, subdued color illumination of white, blue or green	West Façade, US Route 1
2	Building Tenant Identification	B	18'-0" X 3'-0"	54.00	54.00	0.00	TBD	Individual, dimensional letters/logo, back illumination onto building spandrel/opaque background panel	West Façade, US Route 1
3	Building Address	C	10'-0" X 2'-0"	20.00	20.00	0.00	2900 + symbol	Individual, dimensional stainless steel letters and symbol, non-illuminated	East Façade, Crystal Drive
4	Monument/Project Identification (existing, single face)	D	6'-0" X 2'-6"	15.00	15.00	0.00	Potomac Gateway 2800 & 2900 Crystal Drive	Stone base, painted aluminum sign box, illuminated white letters	East Plaza, Crystal Drive
5	Monument/Parking Directional (existing, single face)	E	3'-0" X 3'-0"	9.00	9.00	0.00	TBD	Stone base, painted aluminum sign box, illuminated white letters	East Plaza, Crystal Drive
6	Fire Control Room	F	2'-0" X 1'-0"	2.00	0.00	2.00	Fire Control Room	Individual vinyl applied letters to glass door	East Façade
7	Loading Dock Identification	G	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
8	No Parking Identification	H	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
9	No Parking Identification	H	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
20A	Leasing Information, Temporary	K	8'-0" X 7'-6"	0.00	0.00	60.00	TBD	Wood/aluminum panels, non-illuminated	Southeast corner
				109.00	107.00	62.00	Total Area (Sq. Ft)		
				568.00	568.00		Linear Building Frontage		
				461.00	461.00		Signage Available (Sq. Ft)		
							Linear Building Frontage		
							(minus) Total Area Counted by Zoning		
							Signage Available (Sq. Ft)		



SP#189
2800 and 2900 Crystal Drive
RPC: 34-027-028 and 34-027-027

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



Not To Scale

