



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of July 10, 2010

DATE: June 28, 2010

SUBJECT: SP#346 SITE PLAN AMENDMENT for a comprehensive sign plan amendment for the Roundhouse signs, located at 3500 and 3550 S. Clark St. and 3639 S. Glebe Rd. (RPC # 34-027-046 and # 34-027-053).

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 comprehensive sign plan amendment for Roundhouse signs, subject to all previous conditions and revised Condition #79.

ISSUES: This is a request for a comprehensive sign plan amendment to allow signs for the Roundhouse in Potomac Yard and no issues have been identified.

SUMMARY: The applicant is requesting approval of a comprehensive sign plan amendment for Land Bay E-West to permit retail signs for the Roundhouse, which is located within Center Park at the Potomac Yard development. Wall and window signs are proposed, which are consistent with what the Zoning Ordinance permits for retail tenants. However, this amendment is needed because signs in Potomac Yard are required to have approval of a comprehensive sign plan. The signs would direct pedestrians to the retail from the Park and the surrounding uses. The proposed signs are generally consistent with the *Potomac Yard Overall Sign Guidelines* and the *Sign Guidelines for Site Plan Buildings*. The proposed sign area is within the maximum amount of sign area permitted for the building. In addition, the signs would be architecturally compatible with the Roundhouse building. The size and location of the window signs would be limited to maximize transparency, as glass comprises most of the building structure. Therefore, staff recommends approval of the comprehensive sign plan amendment for Roundhouse signs, subject to revised Condition #79.

County Manager: MB/GA

County Attorney: CLM/SJM

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5635

BACKGROUND: The comprehensive sign plan for Land Bay E-West was approved November 15, 2008. Land Bay E-West is comprised of two (2) nine-story office buildings called “National Gateway,” as well as Center Park, located behind the building between South Clark Street and South Ball Street.

Site: The following provides additional information on the site:

- 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 and a residential building with ground floor retail.
- To the west: The National Gateway office building with ground floor retail.

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 following table outlines the details on the proposed Roundhouse signs:

Type of sign (quantity)	Sign area (per sign)	Text	Materials	Location
Sign Types A and B. Retail wall signs (2)	53.4 (106.8 sq. ft. total)	TBD, based on retail tenant.	Metal or plastic or similar, to be determined by retailer.	West elevation.
Sign Type C. Retail wall sign	108 sq. ft.	TBD, based on retail tenant.	Metal or plastic or similar, to be determined by retailer.	East elevation.
Retail window signs (referenced in note #2 on comprehensive sign plan)	Up to 20 sq. ft. of retail signs total on up to only 2 window panels, maximum 20% of the panel.	TBD, based on retail tenant.	Vinyl or similar.	Option to place on east or west elevation.
Total sign area proposed:	234.8			
Total sign area permitted based on the total linear frontage:	235			

The *Potomac Yard Overall Sign Guidelines* state that one (1) of the critical factors in ensuring that Potomac Yard is a vibrant community is, “creating a lively environment with attractive and successful retail and restaurants facing the various open spaces planned for the community.” The applicant anticipates one (1) retailer tenant occupying the Roundhouse. The number of wall and window signs proposed is appropriate for that retailer, as the Roundhouse has essentially three (3) sides facing different directions. In addition, the number of wall signs would be consistent with what is permitted by the Zoning Ordinance, up to three (3) signs on the walls of commercial buildings for retail tenants, based on one (1) linear foot per one (1) square foot of tenant’s frontage. The window signs would not exceed 20% of the window area, which is also consistent with what the Zoning Ordinance allows. However, a site plan amendment is required to permit the signs, as the Roundhouse is part of Land Bay E – West for Potomac Yard, for which a comprehensive sign plan is already approved. The proposed retail signs would help direct patrons to the retail from the Park and the surrounding area. Window signs would also be limited to 20 square feet of sign area total, on up to two (2) window panels, and placed four (4) feet or lower on the windows. This would maintain transparency on a building whose materials consist mostly of glass.

Staff is also proposing a revision to approved condition #79 regarding minor changes to the comprehensive sign plan that can be approved by the Zoning Administrator. The revision brings the condition up to current standards and eliminates inconsistencies and redundancies. Specifically, letter “a” under condition #79 is proposed to be removed, as the second paragraph in condition #79 outlines specifically what minor changes to the comprehensive sign plan can be approved by the Zoning Administrator.

CONCLUSION: 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 comprehensive sign plan amendment for Roundhouse signs, subject to all previous conditions and 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, and as revised by the County Board on July 10, 2010 to include the Roundhouse retail signs.

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. a. 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 on July 10, 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.
- e. b. 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.
- e. c. 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.
- e. d. The applicant agrees that the retail signs for the Roundhouse will be installed as shown on plans created by DCS Design dated May 21, 2010, and approved by the County Board on July 10, 2010. Total sign area for the Roundhouse signs shall not exceed 235 square feet. Up to three (3) wall signs are permitted, in the locations shown on the comprehensive sign plan. Up to 20 square feet of window graphics are permitted on up to two (2) window panels, so long as the window signs do not exceed 20% of the window and are placed four (4) feet or lower on the window.

Approved comprehensive sign plan condition for the Potomac Yard PDSP, for reference purposes:

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

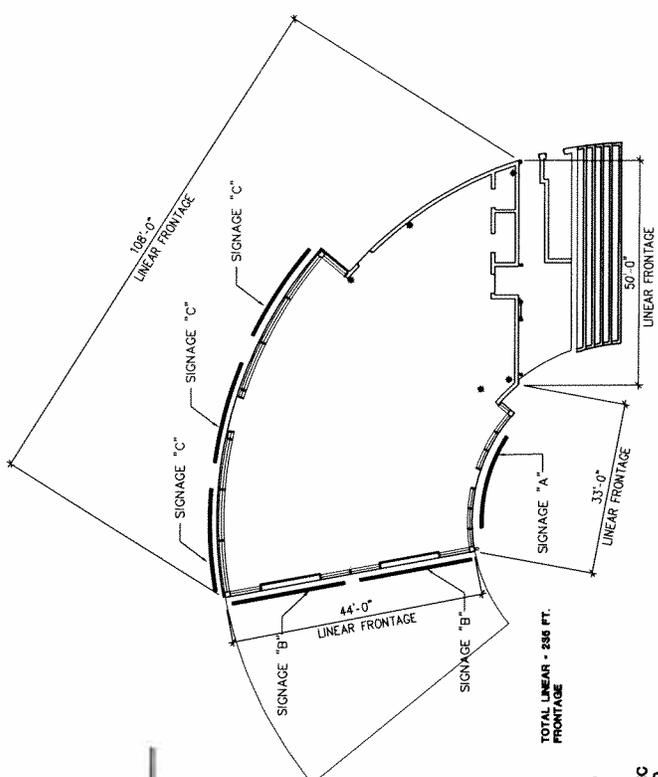
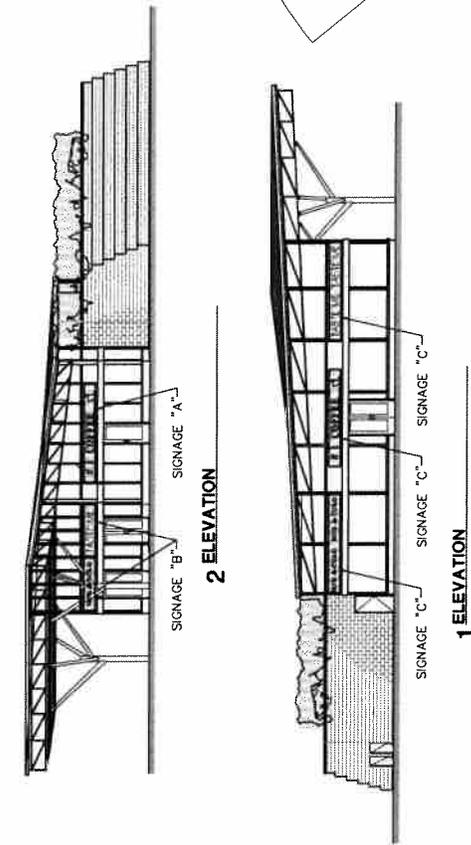
Approved comprehensive sign plan amendment for two (2) freestanding signs in Land Bay F, pursuant to the conditions in the staff report, and with a County Board review in ten (10) years (October 2018).

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).

April 24, 2010

Approved a comprehensive sign plan amendment for Land Bay E-West, subject to all previous conditions and one (1) revised condition #79.



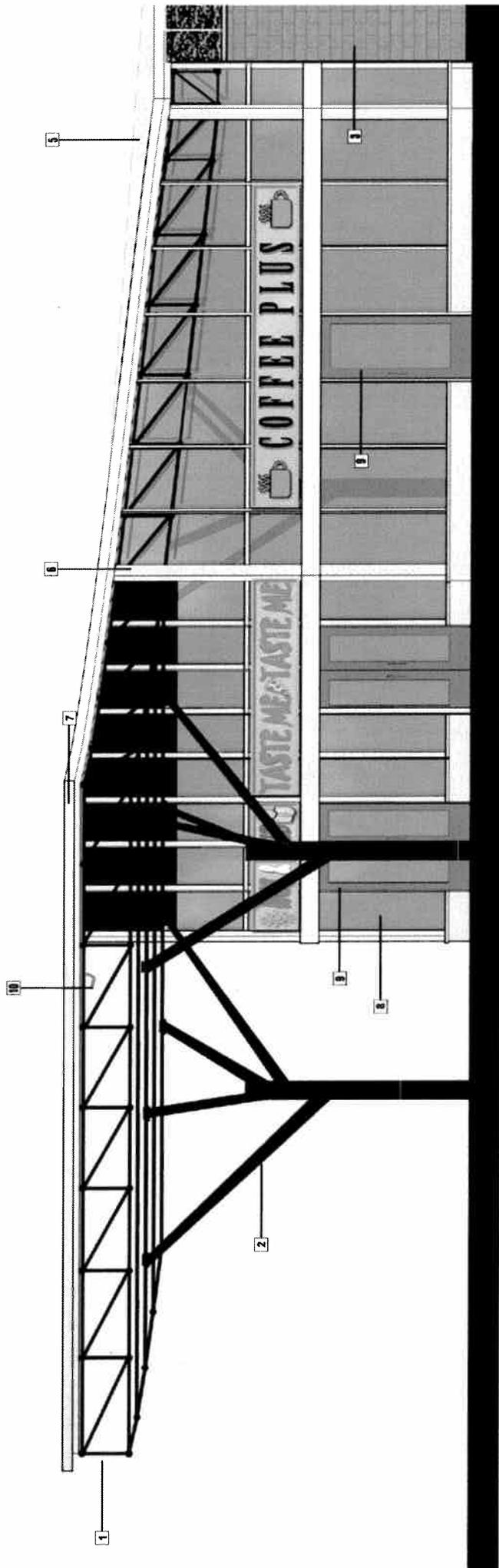
1 KEY PLAN

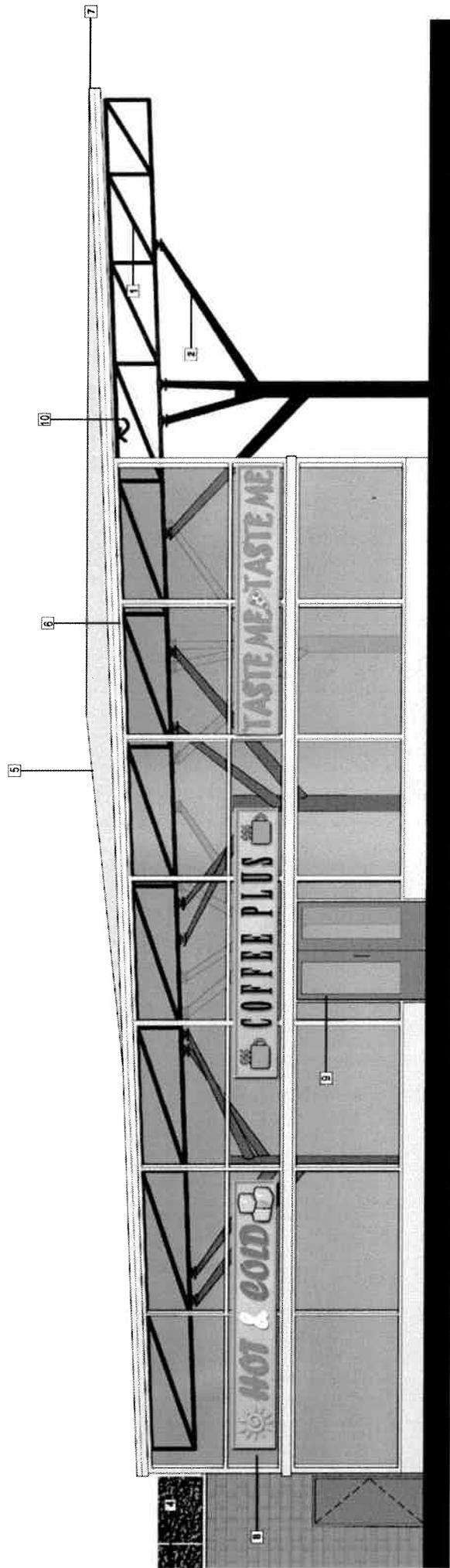
- NOTES:**
1. UP TO 3 SIGNS CAN BE INSTALLED WITHIN THE AREA OF THE 6 SIGN LOCATIONS SHOWN.
 2. UP TO 20 SF OF VINYL WINDOW GRAPHICS OR SIMILAR MATERIAL CAN BE INSTALLED ON UP TO 2 WINDOW PANELS. SUCH GRAPHICS WILL BE PLACED 4' OR LOWER ON THE WINDOW.
 3. SIGNAGE MATERIALS WILL BE OF METAL OR PLASTIC OR SIMILAR. COLOR AND DESIGN TO BE DETERMINED BY THE RETAILER.

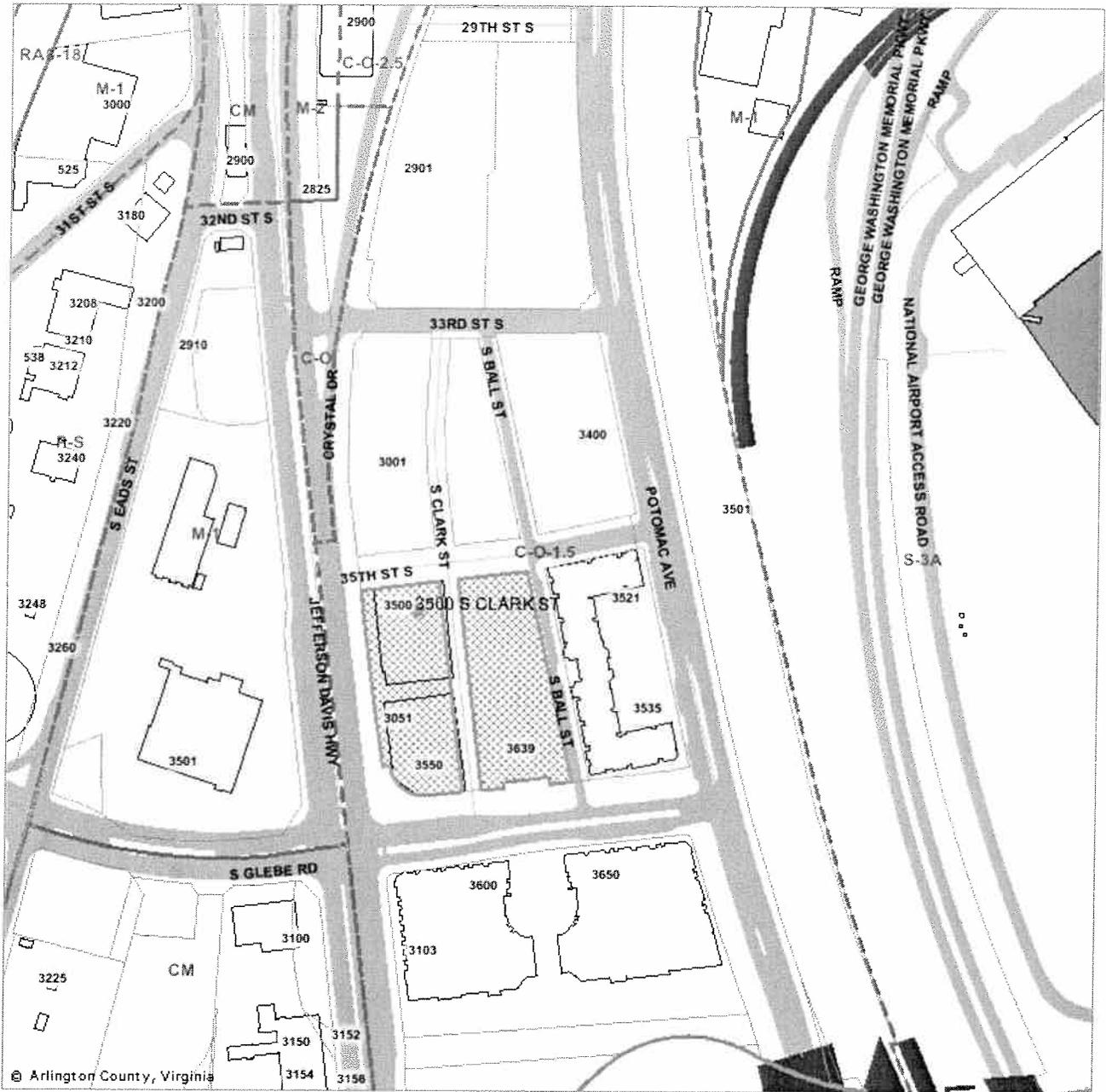
SIGNAGE SCHEDULE	
SIGNAGE 'A'	17.8'X3' - 53.4 SF
SIGNAGE 'B'	17.8'X3' - 53.4 SF
SIGNAGE 'C'	36'X3 - 108 SF

dcs
DESIGN

ROUNDHOUSE
MAY 21 2010

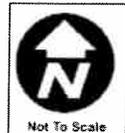






SP#346
3500 and 3550 S. Clark St. and 3639 S. Glebe Rd
RPC # 34-027-046 and # 34-027-053

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



Not To Scale

