



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of July 10, 2010

DATE: June 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).

Applicant:

Saul Holdings Limited Partnership
Mary Beth Avedesian
7501 Wisconsin Ave.
Suite 1500 East
Bethesda, MD 20814

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.

ISSUES: This is a site plan amendment request for a comprehensive sign plan at Clarendon Center and no issues have been identified.

SUMMARY: This is a comprehensive sign plan for the Clarendon Center project, a mixed-use office, retail, and residential development located across from the Clarendon Metro station. The development consists of a North Building, located between Wilson Boulevard and Clarendon Boulevard, and a South Building, located between Clarendon Boulevard and 11th Street North. The comprehensive sign plan includes only signs for the new construction in the Clarendon Center project (the North and South Buildings) and does not include signs for the Underwood and Old Dominion buildings, as these signs may remain and be repaired or replaced with similar type signs, with a sign permit, due to tenant turnover as necessary, per approved sign Condition #47, and per the approved historic preservation easement Conditions #77 (which applies to the Underwood Building) and #78 (which applies to the Old Dominion Building). The proposal was deferred from the May 22, 2010 County Board meeting to allow time to address a concern regarding compatibility of proposed, new signs with the historic façade to be placed back on the

County Manager: MB/GA

County Attorney: CWM SAM

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5637

north building. In addition, a concern was raised in regards to the types of sign examples shown in the comprehensive sign plan. Those issues have since been resolved. Condition language is proposed that would require proposed signs on the historic façade to be reviewed by Historic Preservation staff, and some sign examples have been removed from the proposed comprehensive sign plan. The proposed project signs, generally consistent with the *Sign Guidelines for Site Plan Buildings*, would provide a consistent design scheme throughout the two (2) building project, and are within the total amount of sign area permitted. Therefore, staff recommends approval of the site plan amendment request for a comprehensive sign plan at Clarendon Center, subject to all previously approved conditions and to revised Condition #47.

BACKGROUND: Clarendon Center was approved in June 2006 as a mixed-use office, retail and residential development including preservation of the Underwood Building and the Old Dominion Building (Leadership Institute). The North Block will consist of an office building (approximately 97,000 sq. ft.) with ground floor retail (approximately 23,000 sq. ft.) and below-grade parking. The Underwood Building (fronting North Highland Street) will be preserved as part of the development and the retail to remain. The South Block will consist of a residential tower with approximately 244 units and an office tower (approximately 83,000 sq. ft.) with ground floor retail (approximately 37,000 sq. ft. and below-grade parking). The Old Dominion Building will be preserved as part of the development with its retail and office to remain. The entire two (2) block project is currently under construction.

Site: The site encompasses two blocks in the Clarendon Center Metro Station Area with the following boundaries:

North:	Wilson Boulevard
South:	11th Street North
East:	North Garfield Street
West:	North Highland Street

The two blocks are bisected by Clarendon Boulevard, dividing the site into a North Block and South Block. Notable landmark features surrounding the site include: Clarendon Square (north), McCaffery, Phase III (east) and the Olmstead Building (west). Immediately west of the North Block across North Highland Street is Metro Park, the entrance to the Clarendon Metro Station.

Zoning: “C-3” General Commercial District (North Block); “C-O” Commercial Office Building, Hotel, and Multiple-Family Dwelling Districts (South Block).

General Land Use Plan Designation: “Medium Density Mixed Use” (North Block); “High” Office-Apartment-Hotel (South Block).

Neighborhood: The site is located in the Clarendon-Courthouse Civic Association. The Clarendon-Courthouse Civic Association has been notified and has not provided a response on the proposed comprehensive sign plan. Given the proximity to Lyon Village, the Lyon Village Civic Association was also notified, but has not provided a response on the proposed comprehensive sign plan.

DISCUSSION: The following tables outline additional detail on the proposed signs:

NORTH BUILDING				
Type of sign (quantity)	Sign area (per sign)	Text	Materials	Location
RETAIL				
Combination of awnings, wall mounted, projecting, and window signs (up to 20 different tenants)	18.6 – 24 sq. ft per retail bay, as shown on the plan (maximum 458.4 sq. ft. total for retail)	TBD (retail tenant name)	TBD depending on the individual tenant.	Wilson Blvd., Clarendon Blvd., and Garfield St.
BUILDING IDENTIFICATION				
Building Address sign for the North building (1)	30 sq. ft.	“3000”	Same as above.	Along Wilson Blvd.
OTHER				
Loading dock (1)	6 sq. ft.	“Loading” or similar	Same as above.	Along Garfield St. at the entrance to the loading dock.
Parking (1)	16 sq. ft.	“Parking” or “P”	Same as above.	Along Garfield St. at the entrance to the parking garage.
Service entrance (1)	4 sq. ft.	Exact language to be determined.	Same as above.	Along Garfield St. at the service entrance.
Temporary leasing (approved at the May 22, 2010 County Board meeting).	Up to 3 signs totaling 120 sq. ft. (does not count toward total sign area)	“For Lease” with a phone number	TBD; will have masonry anchors if banners, to attach to building.	Along Clarendon Blvd, Wilson Blvd, and/or Garfield St.
Total sign area proposed:	514.4 sq. ft.			
Total sign area permitted based on the total linear frontage:	522 ft.			

SOUTH BUILDING				
Type of sign (quantity)	Sign area (per sign)	Text	Materials	Location
RETAIL				
Combination of awnings, wall mounted, projecting, and window signs (up to 22 different tenants)	17.4 – 43.2 sq. ft. per retail bay, as shown on the plan (maximum 623 sq. ft. total for retail)	TBD (retail tenant name)	TBD depending on the individual retail tenant.	N. Highland St., Clarendon Blvd., 11 th St. North and Garfield St.
BUILDING IDENTIFICATION				
Lyon Place residential ID sign(s) (max. 2 – canopy and/or a projecting sign not to exceed 39 sq. ft. total)	39 sq. ft.	“Lyon Place” or similar.	Illuminated cabinet; reverse channel letters with acrylic backs and LED lighting.	Garfield St.
Building Address (1)	30 sq. ft.	“3030”	Same as above.	Corner of N. Highland St. and Clarendon Blvd.
OTHER				
Fire Control Room (2)	4 sq. ft.	Exact language TBD.	Same as above.	One (1) on corner of N. Highland and Clarendon Blvd. and one (1) on Garfield St.
Lobby directional sign (1)	20 sq. ft.	Exact language TBD, possibly address.	Same as above.	Clarendon Blvd.
Parking (1)	16 sq. ft.	“Parking” or “P”	Same as above.	Garfield St.

Loading dock (1)	6 sq. ft.	“Loading” or similar.	Same as above.	11 th St. North
Directional window plaques near residential entrance. (2)	4 sq. ft.	TBD, possibly “Lyon Place” or street address.	Same as above.	Garfield St.
Temporary leasing <i>(approved at the May 22, 2010 County Board meeting)</i>	Up to 3 signs totaling 120 sq. ft. for office/other and up to 3 signs totaling 120 sq. ft. for residential – 240 sq. ft. total (does not count toward total sign area)	“For Lease” for office/other and name of residences with phone number.	TBD; will have masonry anchors if banners, to attach to building.	Along Clarendon Blvd., N. Highland St., 11 th St. North, or Garfield St.
Total sign area proposed:	750 sq. ft.			
Total sign area permitted based on the total linear frontage:	750 ft.			

Existing Signs on Historic Underwood and Old Dominion Buildings

The comprehensive sign plan includes only signs for the new construction with the North and South buildings of the Clarendon Center project, and does not include existing signs on the Old Dominion and Underwood buildings. The Underwood and Old Dominion Buildings, although part of the site plan, were excluded from the comprehensive sign plan because the buildings were considered historic and the signs could remain. Per existing sign Condition #47, the existing signs may remain and be repaired or replaced with similar type signs, with a sign permit, as necessary, due to tenant turnover. Also, the approved preservation easement Conditions #77 (which applies to the Underwood Building) and #78 (which applies to the Old Dominion Building) allows commercial signs, awnings, and doorways to be changed, “provided that such signage/awnings otherwise complies with the Arlington County Sign Ordinance or if permitted in the comprehensive sign plan, and provided that signage color may be subject to commercially reasonable standards customarily applied with respect to commercial signage on historic properties.” If any existing signs on those buildings were proposed to be changed, they would be required to be in compliance with the sign regulations of the Zoning Ordinance. However, should an existing or new tenant in the Underwood and Old Dominion Buildings propose additional signs beyond that permitted by the Zoning Ordinance, that tenant would need to amend the comprehensive sign plan to include those signs. For reference purposes, the approved preservation Conditions #77 and #78 are attached at the end of the report.

Deferral Explanation and Resolution of Issues

The proposal was deferred from the May 22, 2010 County Board meeting to allow time to address concerns raised by the Historic Affairs and Landmark Review Board (HALRB). When the developer demolished the former building on the north side of Clarendon Boulevard, a portion of the façade from the former storefronts was removed, preserved, and will be installed back on the new building when construction is complete. The concern is that signs proposed in that location should be reviewed for consistency with that historic façade. Condition language is proposed as part of revised Condition #47 which would require the signs placed on the historic façade (specifically in retail bays T1, T2, T18, T19, and T20) to be reviewed by historic preservation staff prior to receiving any sign permits for these signs. The HALRB and the

applicant agree with this proposed condition language. 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. The developer has removed those signs from the proposed comprehensive sign plan.

Types of Proposed Signs

The project proposes an appropriate variety of building identification signs and address signs, retail signs, and parking and loading signs, and the amount proposed is within the maximum amount of sign area permitted. The comprehensive sign plan depicts the general location of the proposed signs. In keeping with recent practice to allow some flexibility, staff is proposing to limit conditions to the general location of the sign and the sign area of the tenant, rather than to specifics regarding construction materials, exact size of the sign, and exact location. In addition, the applicant would be allowed to choose between types of proposed signs.

Specifically proposed for the North Building are retail signs, a building address sign, and parking and loading signs. Specifically proposed for the South Building are retail signs, a building address sign, a building identification sign for the Lyon Place apartments, and some parking and loading signs. Retail is a large component of this building, with approximately 23,000 square feet. Awning, projecting, wall, and window signs are proposed for each retail tenant. Each retail bay would be limited to three (3) retail signs, and would have the option of three (3) of the four (4) sign types depicted in the comprehensive sign plan. All of the retail signs would have the option of being lit.

Temporary leasing signs for the north and south buildings were approved at the May 22, 2010 County Board meeting. The leasing signs are required to be removed one (1) year following issuance of the Shell and Core Certificate of Occupancy. The Zoning Administrator may re-approve the temporary leasing signs for six (6) months at any time the developer demonstrates that the leased space is vacant or will become vacant within a period of sixty (60) days.

CONCLUSION: The proposed comprehensive sign plan is consistent with the *Sign Guidelines for Site Plan Buildings* and would provide a consistent design scheme throughout the project in terms of the amount and location of the proposed signs. The amount of signs is appropriate given the large scale of the buildings and the amount of approved office, retail, and residential uses and should have no adverse impact on adjacent uses. The signs are within the total amount of sign area permitted. Therefore, staff recommends approval of the site plan amendment request for a comprehensive sign plan at Clarendon Center, subject to all previous conditions and revised Condition #47.

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 or with a comprehensive sign plan approved by the County Board. The Zoning Administrator shall determine whether the signs meet the standards of the guidelines and the Ordinance or a comprehensive sign plan approved by the County Board. 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.

- b. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared by Ad Vice, Inc. and dated June 7, 2010 and approved by the County Board on July 10, 2010. The developer further agrees that all signs shall be of the number, locations, and structure shown on the comprehensive sign plan. The retail tenants are not limited to the signs examples depicted in the comprehensive sign plan but shall comply with the sign area and location as depicted in the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign area shall not exceed 522 square feet for the North Building and 750 square feet for the South Building, excluding the temporary leasing signs as outlined above.
- c. The developer agrees that retail signage is limited to three (3) signs per retail bay, with the option of choosing among any of the four (4) types of retail sign types for each sign (wall or canopy mounted, projecting, awning, or window) depicted in the comprehensive sign plan. The total sign area for each retail bay shall not exceed the amount shown on pages 11 and 15 of the comprehensive sign plan. The developer agrees to obtain approval of the historic preservation staff for any retail signs to be placed on retail bays T1, T2, T18, T19, and T20, as shown on the comprehensive sign plan dated June 7, 2010, prior to issuance of any sign permits for these signs.
- d. The developer agrees that the “Lyon Place” residential building identification sign on Garfield St. will be the size and in one (1) of the two (2) general locations, either horizontally oriented above the canopy or vertically oriented as a blade sign, as shown in the comprehensive sign plan. The text, logo, and color of the sign may change from what is proposed in the plan.
- e. The developer agrees that 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%).

PREVIOUS COUNTY BOARD ACTIONS:

April 2, 1977	Approved a use permit U-2105-77-1 to permit a private music school at 1137 North Highland Street.
September 9, 1978	Approved a use permit U-2170-78-2 to permit a dance studio at 1137 North Highland Street with conditions and a review in one year.
October 13, 1979	Continued U-2170-78-2 to permit a dance studio at 1137 North Highland Street with conditions and a review in three years.
October 16, 1982	Continued U-2170-78-2 to permit a dance studio at 1137 North Highland Street with conditions and a review in three years.
October 5, 1985	Continued U-2170-78-2 to permit a dance studio at 1137 North Highland Street with conditions and a review in three years.
April 15, 1986	Approved a use permit U-2506-86-1 to permit live entertainment and customer dancing at 3012 Wilson Boulevard subject to conditions and a review in one year.
October 18, 1986	Approved a use permit U-2528-86-1 to permit the operation of a photography studio on the second level of 3019 Clarendon Boulevard.
April 4, 1987	Continued U-2506-86-1 to permit live entertainment and customer dancing at 3012 Wilson Boulevard subject to all previous conditions and a review in two years.
April 25, 1987	Continued U-2528-86-1 to permit the operation of a photography studio on the second level of 3019 Clarendon Boulevard.
February 11, 1989	Approved a use permit U-2615-89-1 to permit a food delivery service at 3014 Wilson Boulevard with conditions and a review in one year.
April 8, 1989	Continued U-2506-86-1 to permit live entertainment at 3012 Wilson Boulevard subject to

	all previous conditions with the elimination of customer dancing and a review in three years.
February 10, 1990	Continued U-2615-89-1 to permit a food delivery service at 3014 Wilson Boulevard with amended conditions #1 and #2 and deletion of #3 and a review in three months.
May 22, 1990	Continued U-2615-89-1 to permit a food delivery service at 3014 Wilson Boulevard subject to all previous conditions with a review in one year.
June 4, 1991	Discontinued U-2615-89-1 for food delivery service at 3014 Wilson Boulevard.
April 3, 1993	Continued U-2506-86-1 to permit live entertainment at 3012 Wilson Boulevard subject to all previous conditions and one new condition regarding the noise ordinance and a review in five years.
September 18, 1999	Approved a use permit U-2968-99-1 to permit outdoor seating with 14 seats at 3028 Wilson Boulevard subject to conditions and a review in one year.
September 9, 2000	Continued U-2968-99-1 to permit outdoor seating with 14 seats at 3028 Wilson Boulevard subject to all previous conditions and a review in three years.
September 13, 2003	Continued U-2968-99-1 to permit outdoor seating with 14 seats at 3028 Wilson Boulevard subject to all previous conditions, one revised condition for the placement of the seating and a review in September 2008.
February 7, 2004	Deferred Z-2501-03-1 (rezoning) and SP #372 (site plan) for a period of three months to the May 15, 2004 County Board meeting.
May 15, 2004	Deferred Z-2501-03-1 (rezoning) and SP #372 (site plan) to the July 10, 2004 County Board meeting.
July 14, 2004	Denied Z-2501-03-1 Rezoning from C-3” General Commercial Districts to “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling

	Districts and SP #372 Site Plan for approximately 279 dwelling units, approximately 156,689 square feet of retail, modifications of use regulations for building setbacks, parking, width of parking aisle, density, coverage, storage, mechanical systems within units and ducts to roof exemptions from FAR, and loading dock length
May 20, 2006	Deferred Rezoning Z-2525-06-1 from “C-3” General Commercial Districts to “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling Districts and Site Plan SP #397 to permit approximately 244 dwelling units, 221,768 sq ft office and 60,527 sq ft retail, with modifications to use regulations for density, coverage, compact parking, tandem parking, and drive aisle width.
June 13, 2006	Approved Site Plan #397 to permit approximately 244 dwelling units, 220,919 sq ft of office, 61,380 sq ft retail with modification to use regulations for density, coverage, parking ratio, compact parking, tandem parking, and drive aisle width.
November 14, 2006	Enactment of Ordinance allowing the encroachment of an underground electric vault within the right-of-way of North Garfield St., immediately adjacent to lots 92, 93, 94 and 95, Lyon’s addition to Clarendon, block “F”, RPC Nos. 18-013-001 and 18-013-006, with conditions; and Enactment of Ordinance allowing the encroachment of an underground electric vault within the right-of-way of Wilson Blvd., immediately adjacent to Lot 9, Lyon’s addition to Clarendon, block “E”, RPC Nos. 18-012-001, with conditions.
February 26, 2008	Approved Site Plan Amendment to amend project phasing.
March 15, 2008	Approved Site Plan Amendment to permit permanent preservation easements on the Underwood Building and the Old Dominion Building, required to run to the benefit of the Northern Virginia Conservation Trust (NVCT), could also run to the benefit of another entity

identified and mutually acceptable to the landowners and the County Manager.

September 13, 2008

Approved a Site Plan Amendment to modify Condition #33 (plat of excavated area), and Condition #42 (wall check survey), and to amend Conditions #77 and #78 (permanent preservation easements).

May 22, 2010

Approved temporary signs at Clarendon Center, subject to all previous conditions and revised condition #47.

Deferred the site plan amendment request for a comprehensive sign plan to the July 10, 2010 County Board meeting.

Approved preservation easement conditions for SP #397 (approved by the County Board on June 13, 2006 and revised March 15, 2008), for reference purposes:

77. Prior to the issuance of the final building permit, the developer agrees to record a permanent preservation easement, subject to review by the County Manager, running to either the benefit of the Northern Virginia Conservation Trust (NVCT), the County Board, or to another entity identified and mutually acceptable to the landowner of the Underwood Building and County Manager over the area occupied by the building known as the "Underwood Building" (which occupies approximately 4,162 square feet of land area) and which occupies the western portion of the block bounded by Wilson Boulevard, Clarendon Boulevard, North Highland Street and North Garfield Street. This preservation easement shall commit to preserve and maintain the exterior of the building, subject to the terms of this condition, in its present (June 10, 2006) configuration. The developer need not preserve any aspects of the interior of the building and, for purposes of the building's operations, may replace or add to equipment on the roof or on, in, or attached to the penthouse. The easement shall permit modifications to be made to the Underwood Building, as specifically set forth below. This easement will allow the commercial signage, awnings and doorways on the Underwood Building to be changed, provided that such signage/awnings otherwise complies with the Arlington County Sign Ordinance or if permitted in the comprehensive sign plan, and provided that signage color may be subject to commercially reasonable standards customarily applied with respect to commercial signage on historic properties. The developer shall be permitted to make modifications to the exterior of the building as required by insurance carriers for insurance on the Underwood Building or businesses therein. The developer may make modifications as required by, or according to standards set forth in, any Federal, state or local laws (such as ADA, etc.). The developer shall be permitted to maintain, repair or replace any exterior features with features that are similar as to design, materials, and decoration, so that they appear to be the same. The easement shall permit other exterior modifications proposed by the developer of the Underwood Building if, after review by the Historical Affairs and Landmark Review Board (HALRB) the County Manager determines that the modifications will not be detrimental to the historic nature of the building prior to acceptance by the NVCT, the County Board, or other entity identified. The developer may receive any available tax credits as a result of any improvements or renovations that are performed to the exterior or the interior of the Underwood Building.
78. Prior to the issuance of the final building permit, the developer agrees to record a permanent preservation easement, subject to review by the County Manager, running to either the benefit of the Northern Virginia Conservation Trust (NVCT), the County Board, or to another entity identified and mutually acceptable to the landowner of the Underwood Building and County Manager over the area known as the "Old Dominion Building" (which occupies approximately 6,531 square feet of land area) and which occupies the southwestern portion of the block bounded by Clarendon Boulevard, North Garfield Street, 11th Street North, and North Highland Street. This preservation easement shall commit to preserve and maintain the exterior of the building, subject to the terms of this condition, in its present (June 10, 2006) configuration. The developer need not preserve any aspects of the interior of the building and, for purposes of the building's operations, may replace or add to equipment on the roof or on, in or attached to the penthouse. The easement shall permit modifications to

be made to the Old Dominion Building, as specifically set forth below. This easement will allow the commercial signage, awnings and doorways on the Old Dominion Building to be changed, provided that such signage/awnings otherwise complies with the Arlington County Sign Ordinance or if permitted in the comprehensive sign plan, and provided that signage color may be subject to commercially reasonable standards customarily applied with respect to commercial signage on historic properties. The developer shall be permitted to make modifications to the exterior of the building as required by insurance carriers for insurance on the Old Dominion Building or businesses therein. The developer may make modifications as required by, or according to standards set forth in, any Federal, state or local laws (such as ADA, etc.). The developer shall be permitted to maintain, repair or replace any exterior features with features that are similar as to design, materials, and decoration, so that they appear to be the same. The easement shall permit other exterior modifications proposed by the developer of the Old Dominion Building if, after review by the Historical Affairs and Landmark Review Board (HALRB) the County Manager determines that the modifications will not be detrimental to the historic nature of the building prior to acceptance by the NVCT, the County Board or other entity identified. The developer may receive any available tax credits as a result of any improvements or renovations that are performed to the exterior or the interior of the Old Dominion Building.

Clarendon Center

Comprehensive Sign Plan

June 7, 2010

Arlington County

Site Plan #397



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General Criteria

1. Introduction

The intent of this Comprehensive Sign Plan is to insure quality of signage as well as the allowance of flexibility in size and number of signs within the Project. The requirements contained herein are intended to provide adequate exposure for the Tenant's merchandising and identification while maintaining the overall appearance critical to the success of the Project.

2. Tenant signing is expected to enhance and extend the spirit of the architecture for the entire facility, and to be an expression of the high quality of merchandise and services within.

3. Graphic Design shall be imaginative, simple and clear. Signage shall be limited to the logo and/or name of the tenant. Additional icon/imagery for tenants will be considered (at the sole discretion of the Landlord) as long as it contributes to the overall identity of the store. Tenants are expected to retain the services of a professionally trained graphic designer to create their identity and sign program.

4. Tenant sign square footage is calculated by using any combination of the following (4) sign types:

	Wall or Canopy Mounted Signs		Awning Signs
	Projecting Signs		Window Signs

Acceptable Sign Types and potential placement locations of each sign type are shown on the following elevations in accordance with the above color key.

5. Formula for square footage calculation for North Building:

Tenant sign square footage is to be calculated by multiplying the tenant's lineal building store frontage by 1.2 for the total sign square footage allowed, in any combination of (4) sign types, as long as the aggregate total does not exceed total allowable square footage.

6. Formula for square footage calculation for South Building:

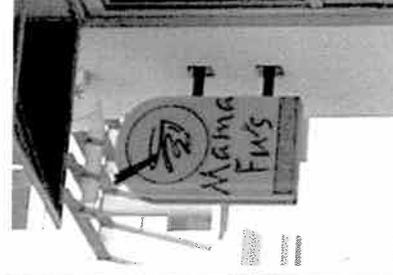
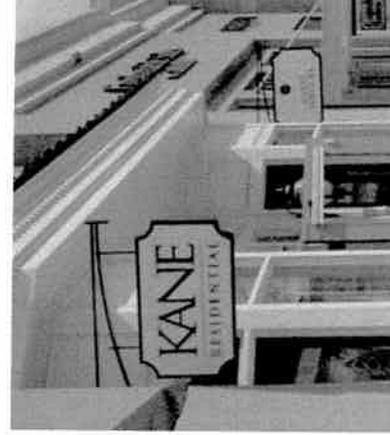
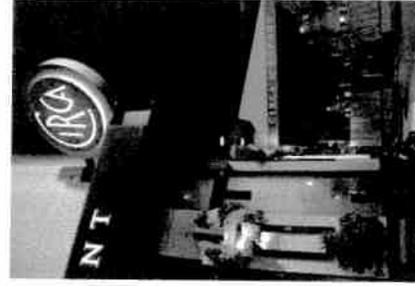
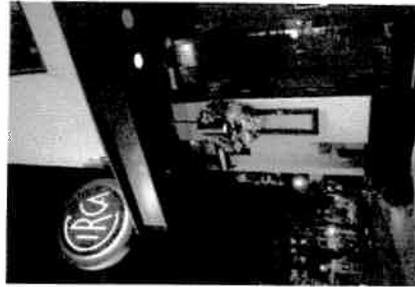
Tenant sign square footage is to be calculated by multiplying the tenant's lineal building store frontage by 1.2 for the total sign square footage allowed, in any combination of (4) sign types, as long as the aggregate total does not exceed total allowable square footage.

7. Building identification (ID) signs and other directional (D) signs are denoted by  on the following plans and elevations. These types of signs may be any of the Acceptable Sign Types described above and may not exceed the allowable sign square footage shown herein.

8. With respect to window signs, the developer agrees that all retail storefronts along public rights-of-way are required to have an overall minimum transparency of 50% as measured from floor to ceiling. In addition, the portion of the retail storefronts that is located between three and eight feet from grade is required to be at least 80% transparent. The purpose of this condition is to allow pedestrians to view the activity within the retail establishment and to allow patrons and employees of the retail establishments to view the activity on the sidewalk and street. "Transparency" shall mean using glass or other transparent exterior material offering a view into an area of the retail establishment where human activity normally occurs and shall not be satisfied by views into areas blocked by display cases, the rear of shelving, interior walls, blinds, hallways, or the like. Provided that the exterior material is glass or other transparent material, a tenant may apply to the County Board for a site plan amendment to grant an exception to this condition for a specified duration.

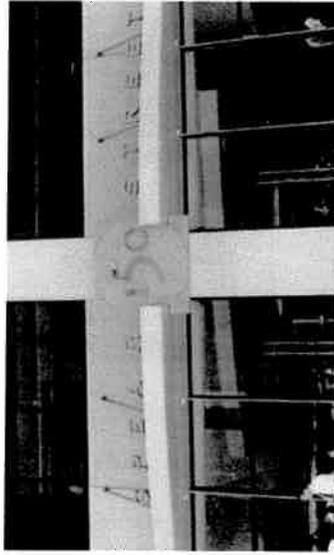
Examples of Acceptable Types of Signs

Projecting Signs



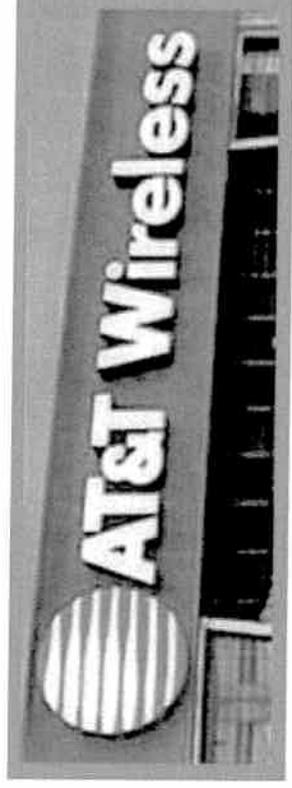
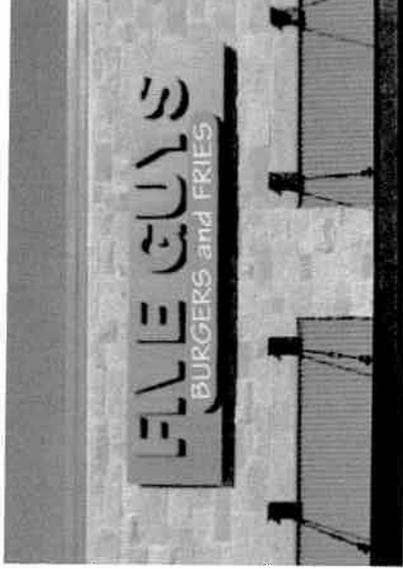
Examples of Acceptable Types of Signs

Canopy Mounted Signs



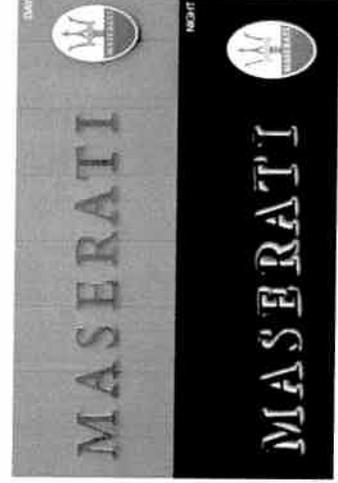
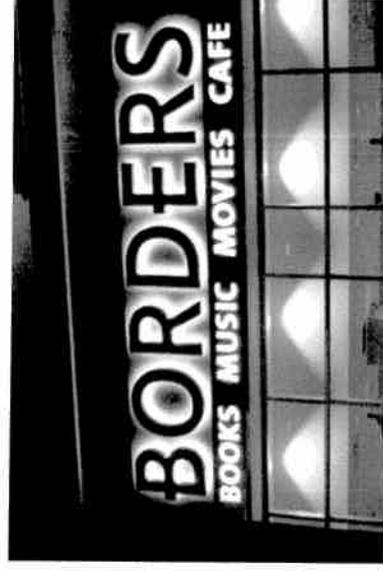
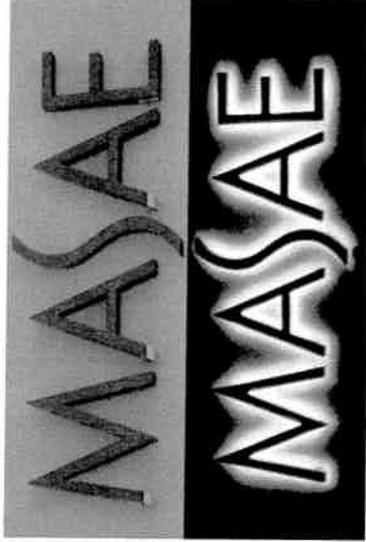
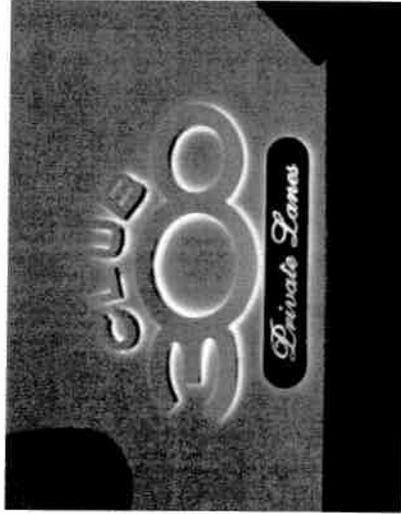
Examples of Acceptable Types of Signs

Plastic Face Lit Channel Letters



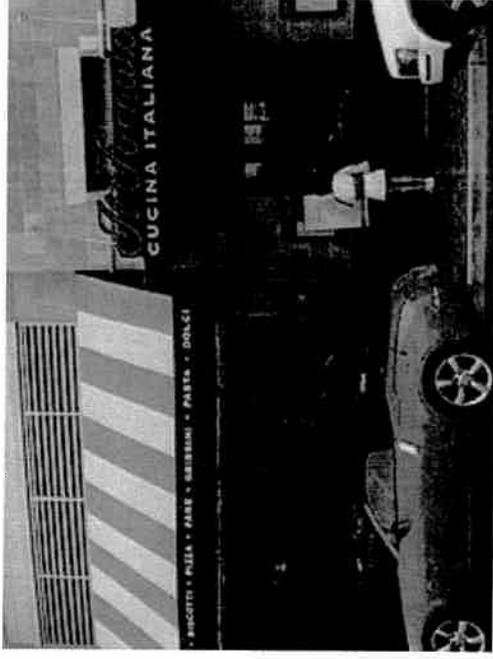
Examples of Acceptable Types of Signs

Reverse Channel Letters



Examples of Acceptable Types of Signs

Various Sign Types

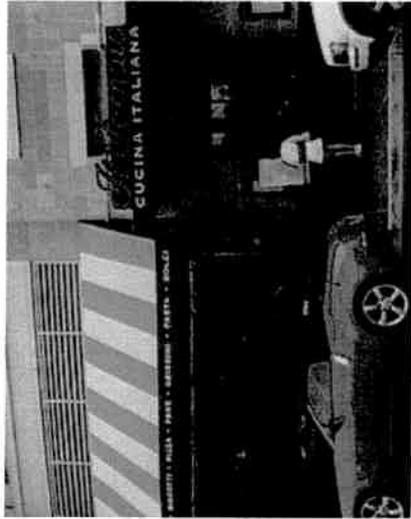
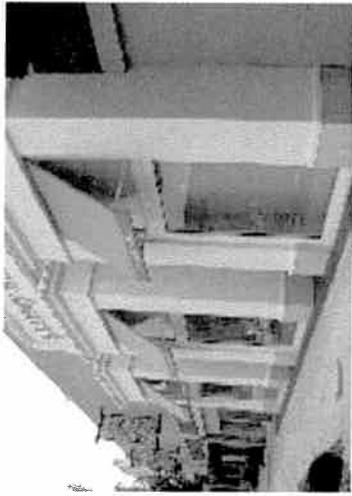
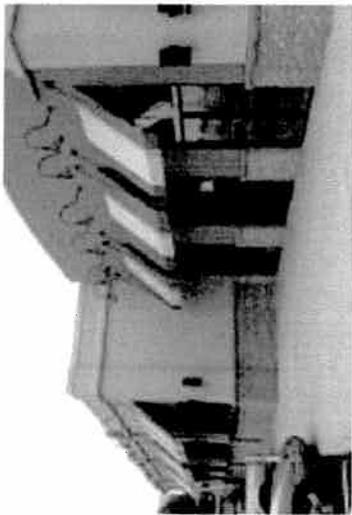


08

Signage

Examples of Acceptable Types of Signs

Awning Signs



Examples of Acceptable Types of Signs

Window Signs



TENANT SIGN AREA LISTING AND ALLOWABLE SIGN SQUARE FOOTAGE

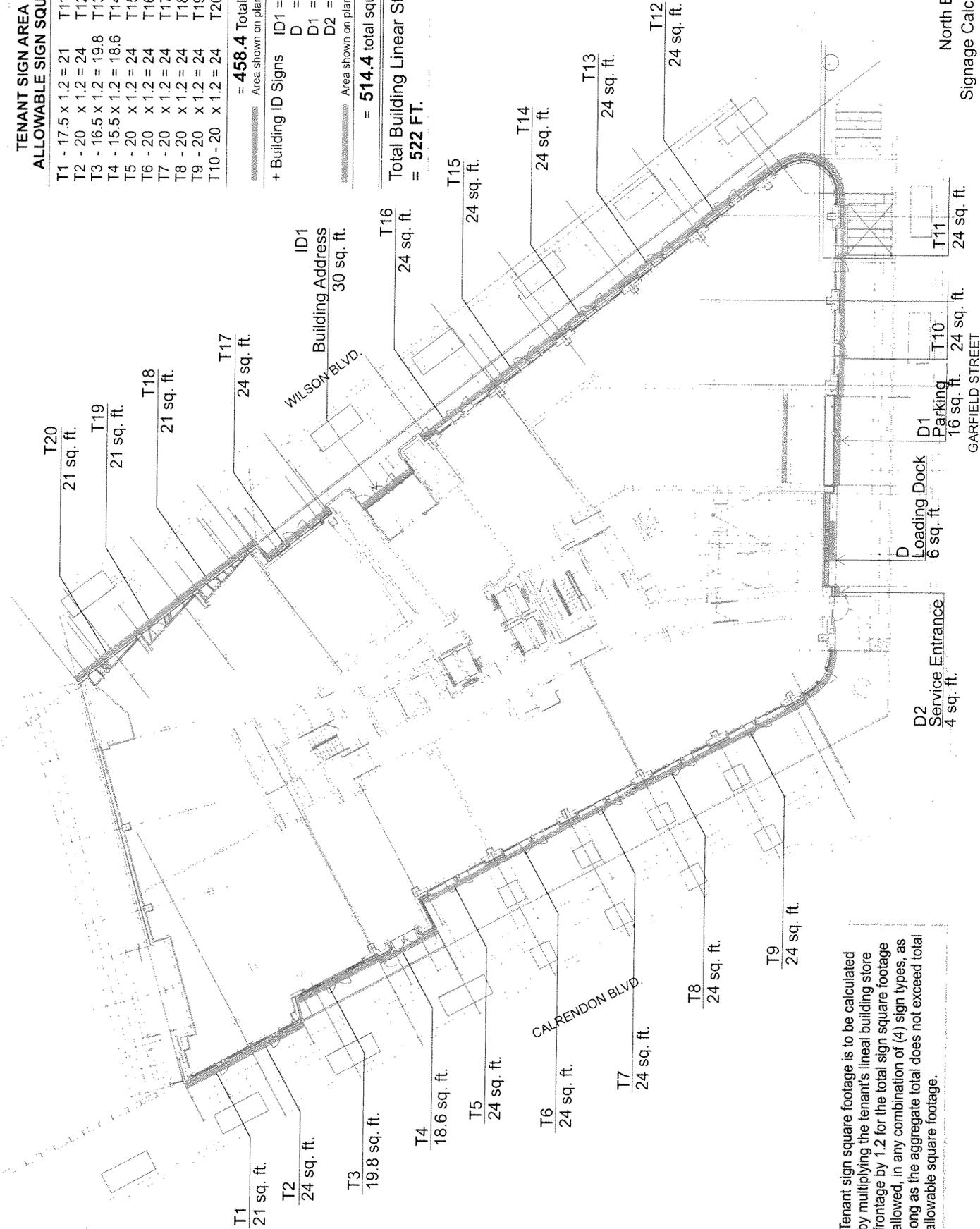
T1 - 17.5 x 1.2 = 21	T11 - 20 x 1.2 = 24
T2 - 20 x 1.2 = 24	T12 - 20 x 1.2 = 24
T3 - 16.5 x 1.2 = 19.8	T13 - 20 x 1.2 = 24
T4 - 15.5 x 1.2 = 18.6	T14 - 20 x 1.2 = 24
T5 - 20 x 1.2 = 24	T15 - 20 x 1.2 = 24
T6 - 20 x 1.2 = 24	T16 - 20 x 1.2 = 24
T7 - 20 x 1.2 = 24	T17 - 20 x 1.2 = 24
T8 - 20 x 1.2 = 24	T18 - 17.5 x 1.2 = 21
T9 - 20 x 1.2 = 24	T19 - 17.5 x 1.2 = 21
T10 - 20 x 1.2 = 24	T20 - 17.5 x 1.2 = 21

= **458.4** Total Tenant Sign Area
 Area shown on plan with red lines

+ Building ID Signs ID1 = 30 sq ft
 D = 6 sq ft
 D1 = 16 sq ft
 D2 = 4 sq ft

Area shown on plan with purple lines
 = **514.4** total square foot sign area

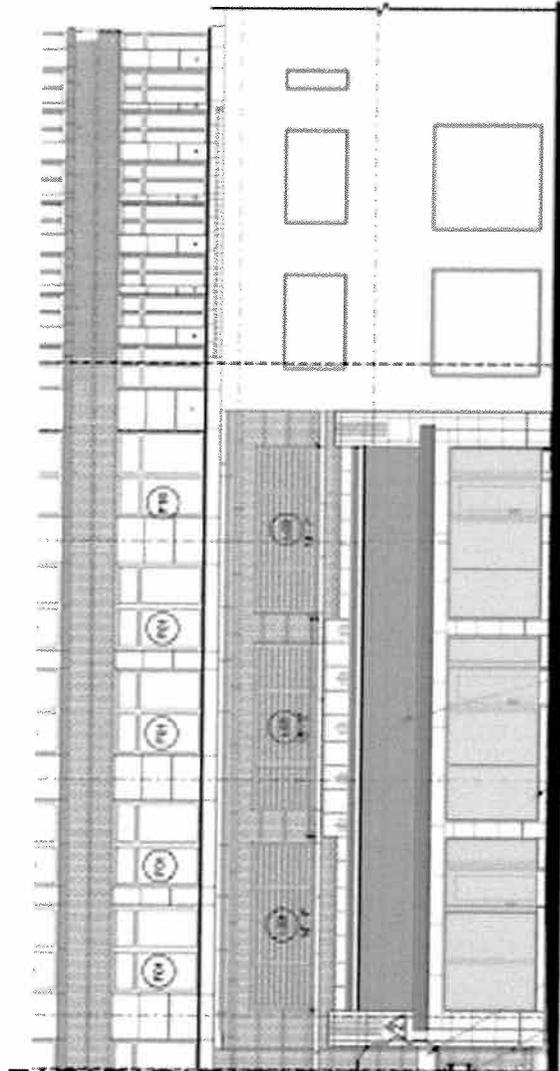
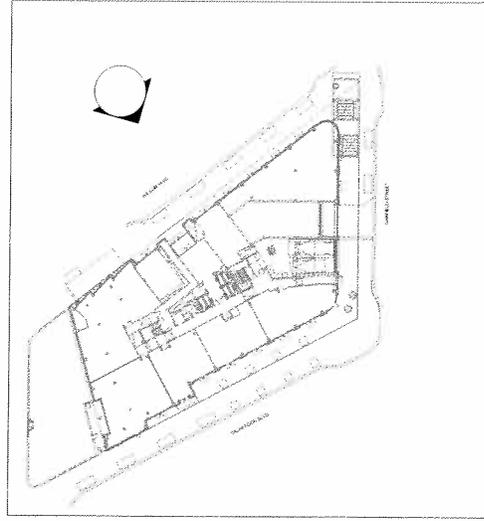
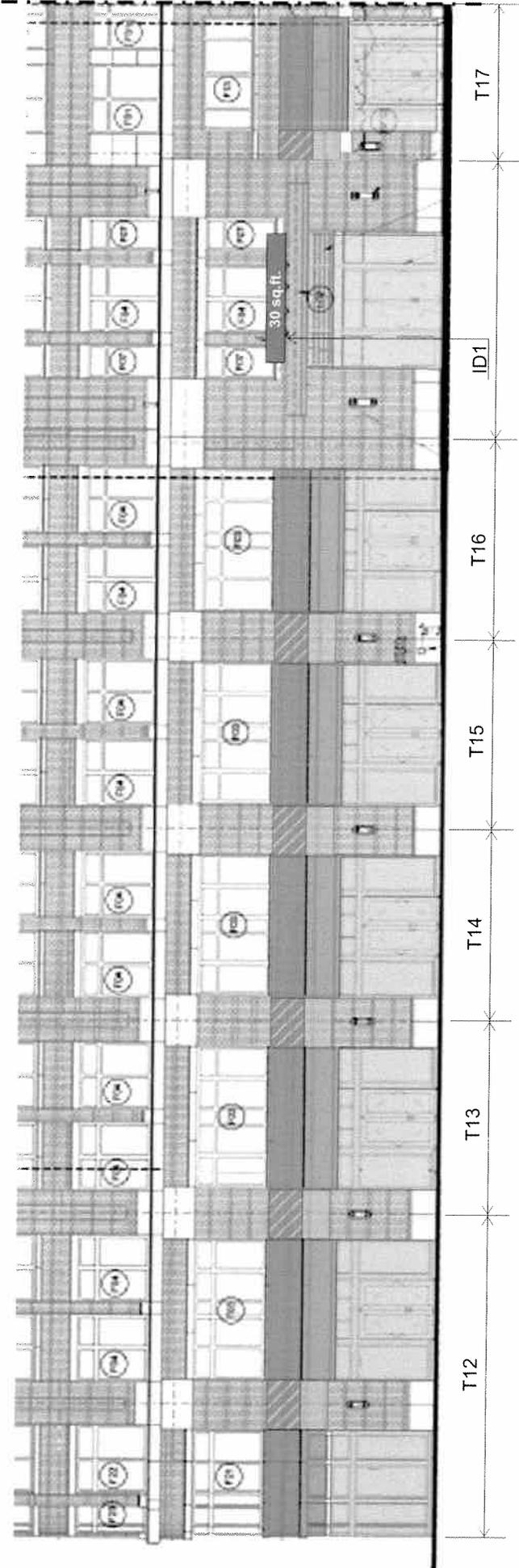
Total Building Linear Street Frontage
 = **522 FT.**



Tenant sign square footage is to be calculated by multiplying the tenant's linear building store frontage by 1.2 for the total sign square footage allowed, in any combination of (4) sign types, as long as the aggregate total does not exceed total allowable square footage.



MATCH LINE



Scale: 1/16" = 1'-0"

12

North Building
North Elevation - Wilson Blvd.

** Note: For illustration purposes only. Refer to color key on Page 03 for Acceptable Sign Types.

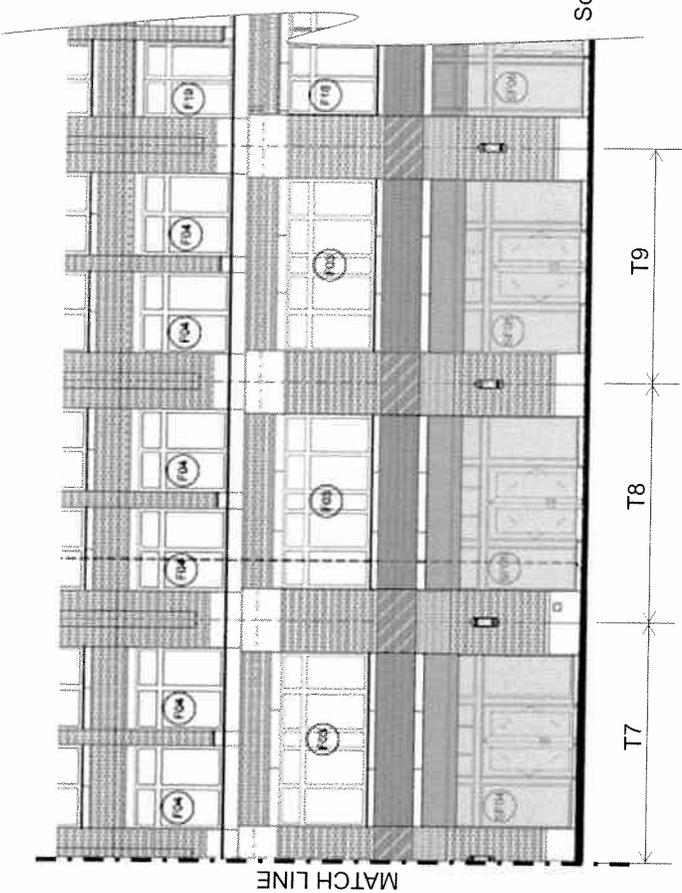
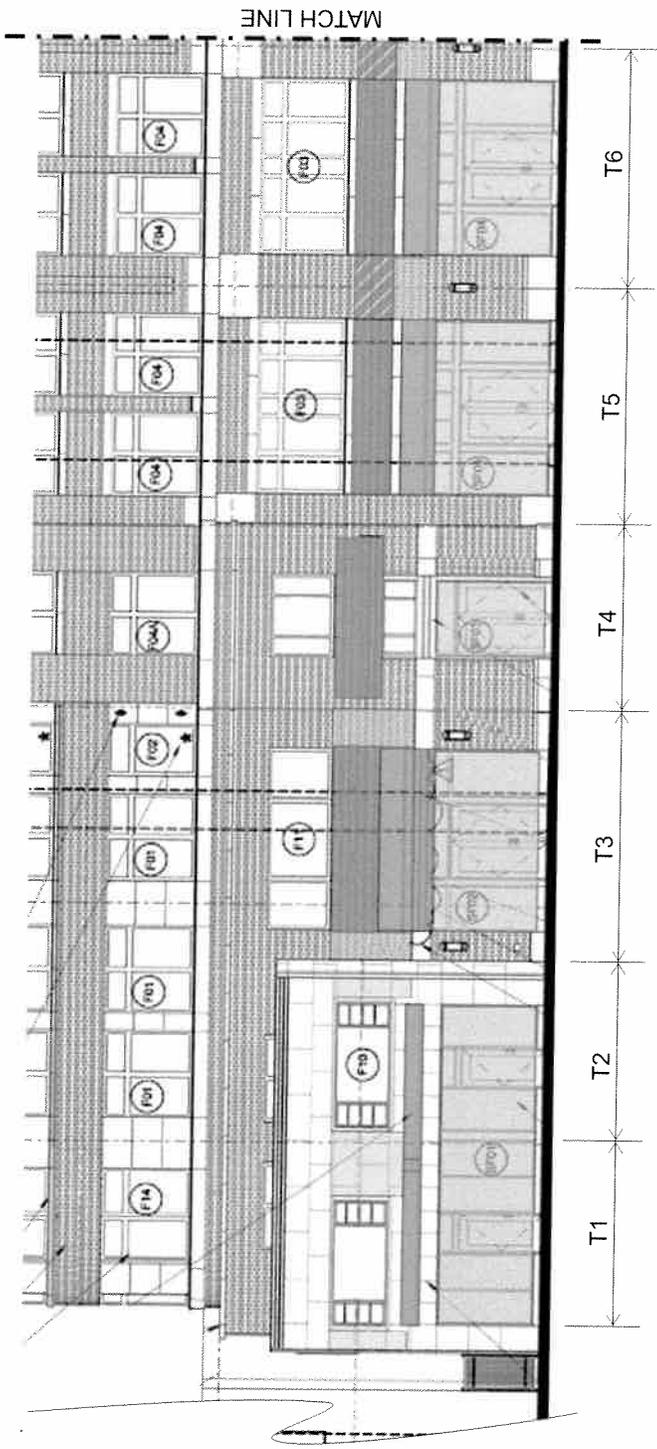
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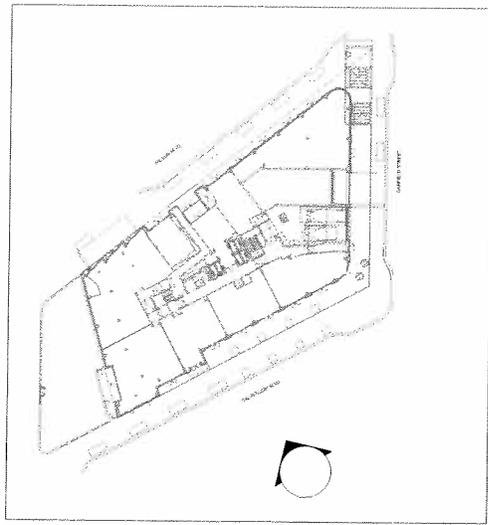
phone (804) 730-0503 fax (804) 746-5210 www.adviceStudios.com

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Scale: 1/16" = 1'-0"



**** Note: For illustration purposes only. Refer to color key on Page 03 for Acceptable Sign Types.**

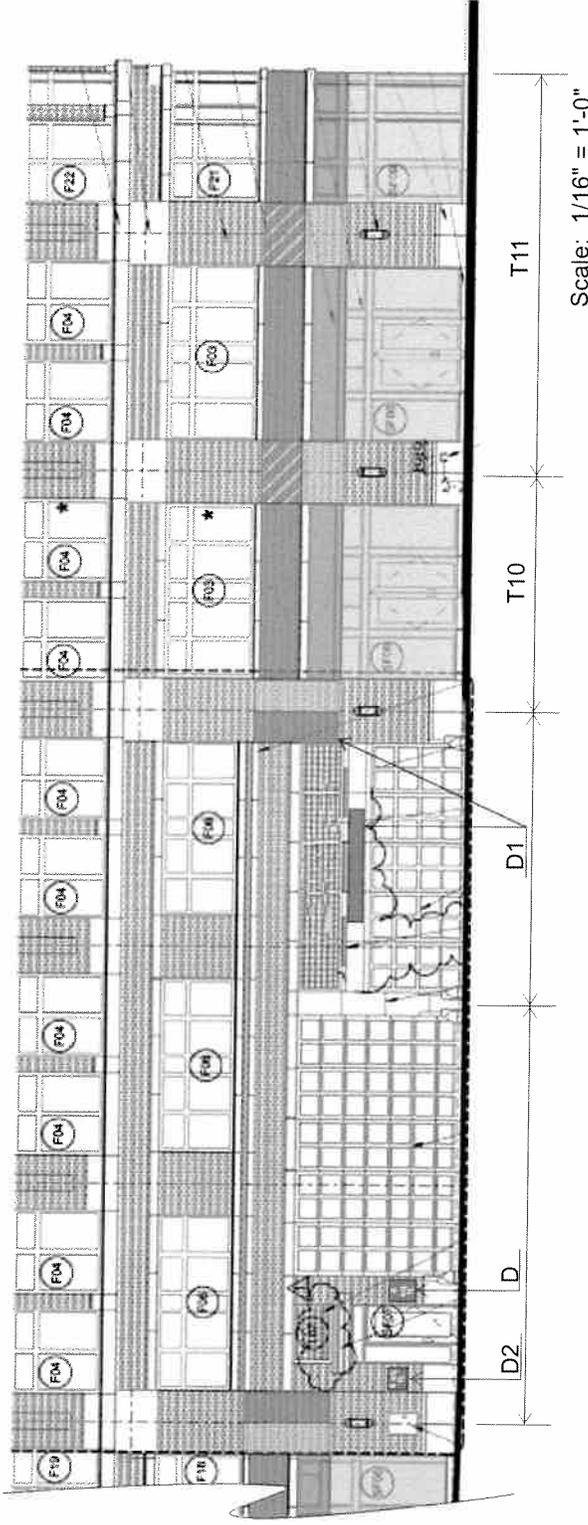
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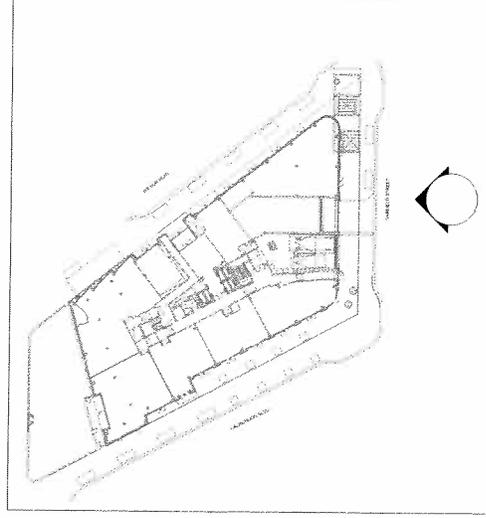
phone (804) 730-0503 fax (804) 746-5210

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* Note: The purple and yellow piers denote the option to place either a directional sign or a tenant sign in these locations, but not both on the same pier.



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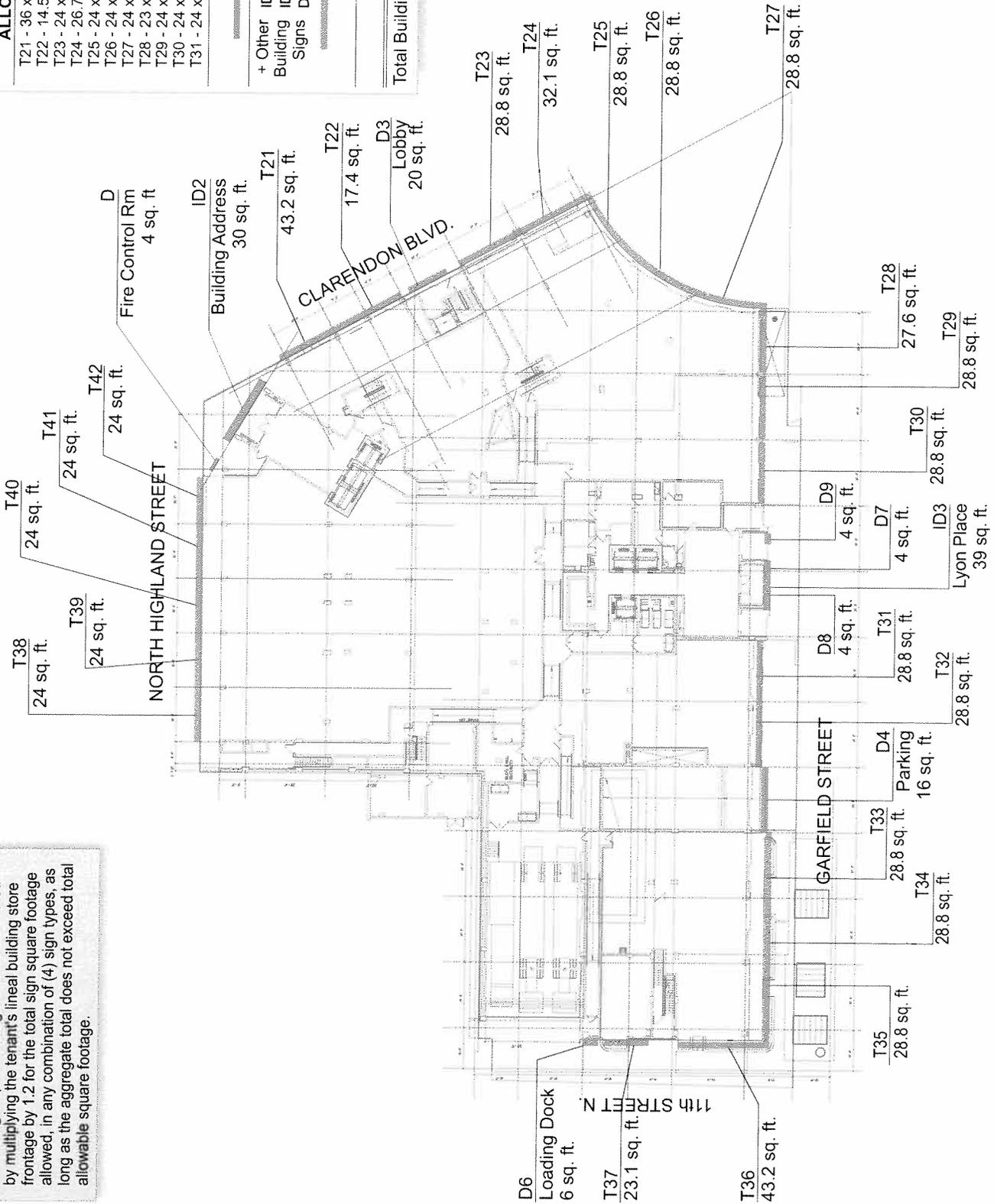
fax (804) 746-5210

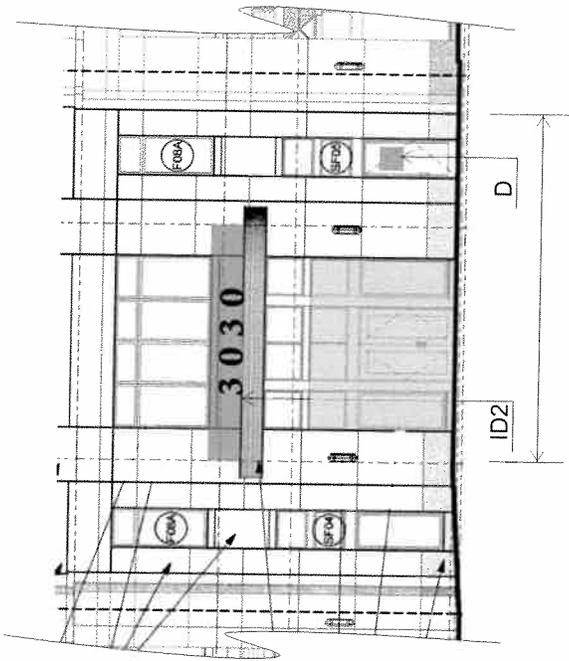
www.adviceStudios.com



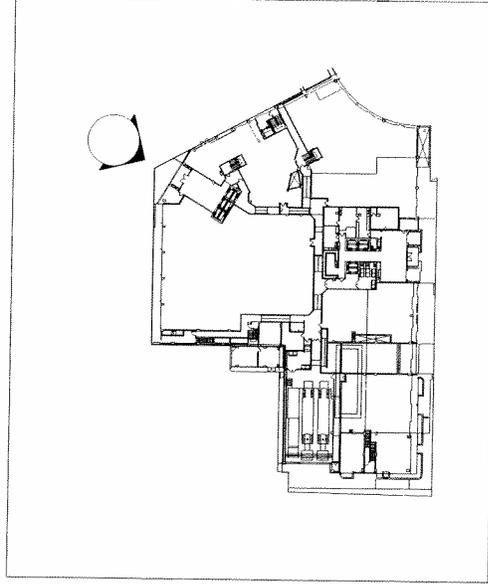
Tenant sign square footage is to be calculated by multiplying the tenant's lineal building store frontage by 1.2 for the total sign square footage allowed, in any combination of (4) sign types, as long as the aggregate total does not exceed total allowable square footage.

TENANT SIGN AREA LISTING AND ALLOWABLE SIGN SQUARE FOOTAGE		
T21 - 36 x 1.2 = 43.2	T32 - 24 x 1.2 = 28.8	
T22 - 14.5 x 1.2 = 17	T33 - 24 x 1.2 = 28.8	
T23 - 24 x 1.2 = 28.8	T34 - 24 x 1.2 = 28.8	
T24 - 26.75 x 1.2 = 32.1	T35 - 24 x 1.2 = 28.8	
T25 - 24 x 1.2 = 28.8	T36 - 36 x 1.2 = 43.2	
T26 - 24 x 1.2 = 28.8	T37 - 19.25 x 1.2 = 23.1	
T27 - 24 x 1.2 = 28.8	T38 - 20 x 1.2 = 24	
T28 - 23 x 1.2 = 27.6	T39 - 20 x 1.2 = 24	
T29 - 24 x 1.2 = 28.8	T40 - 20 x 1.2 = 24	
T30 - 24 x 1.2 = 28.8	T41 - 20 x 1.2 = 24	
T31 - 24 x 1.2 = 28.8	T42 - 20 x 1.2 = 24	
= 623 Total Tenant Sign Area		
Area shown on plan with red lines		
+ Other ID2 = 30 sq ft	D3 = 20 sq ft	D7 = 4 sq ft
Building ID3 = 39 sq ft	D4 = 16 sq ft	D8 = 4 sq ft
Signs D = 4 sq ft	D6 = 6 sq ft	D9 = 4 sq ft
Area shown on plan with purple lines		
+ 127 Building ID and Directional sign area		
= 750 total square foot sign area		
Total Building Linear Street Frontage = 750 FT.		





Scale: 1/16" = 1'-0"



**** Note: For illustration purposes only. Refer to color key on Page 03 for Acceptable Sign Types.**

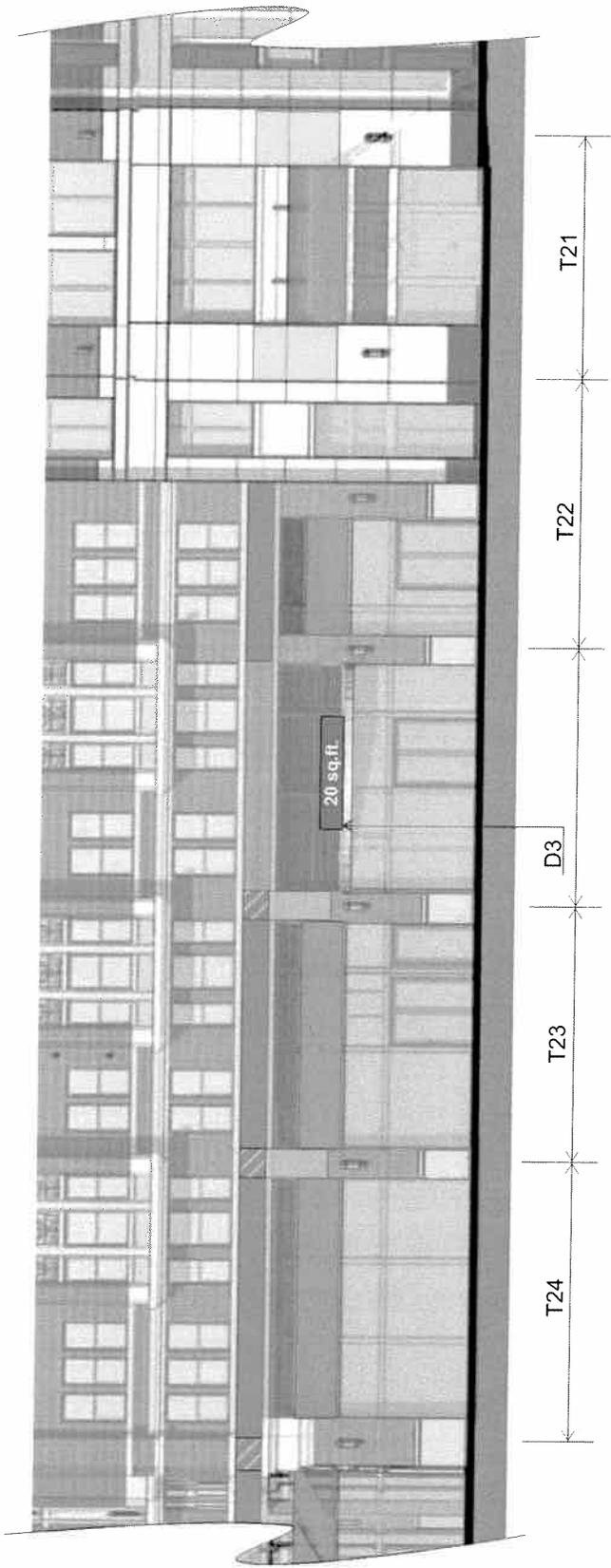
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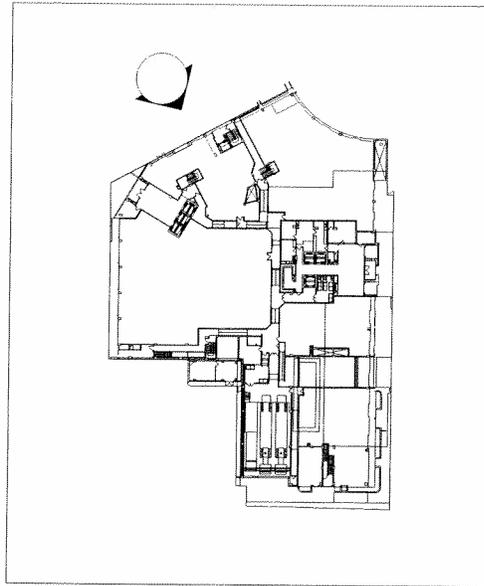
phone (804) 730-0503 fax (804)746-5210

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Scale: 1/16" = 1'-0"



**** Note: For illustration purposes only. Refer to color key on Page 03 for Acceptable Sign Types.**

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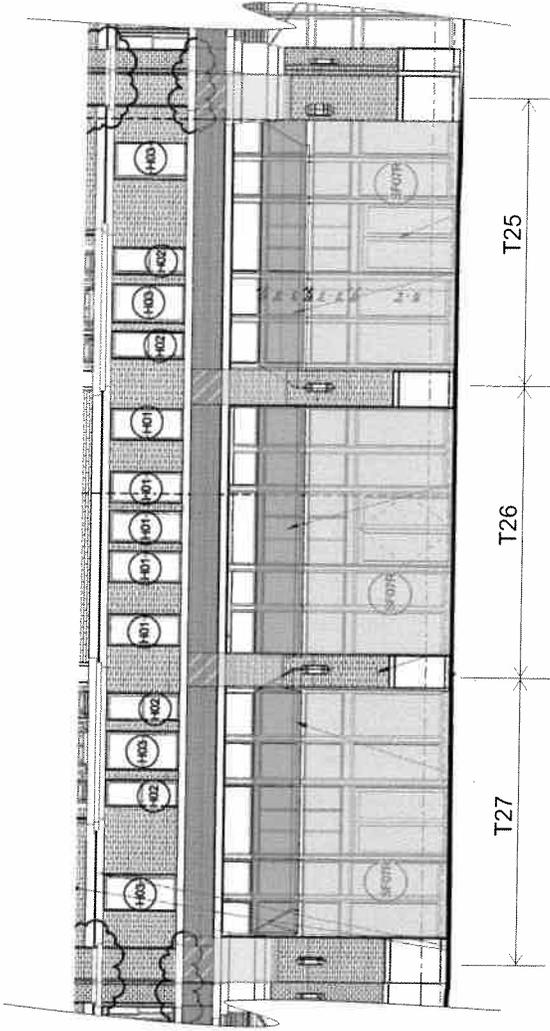
ad vice, inc. 6400 mechanicsville turnpike Suite 200 mechanicsville, va 23111

phone (804) 730-0503

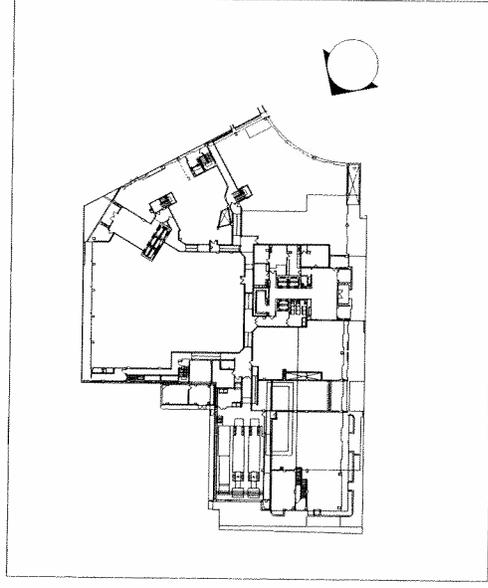
fax (804) 746-5210

www.adviceStudios.com





Scale: 1/16" = 1'-0"



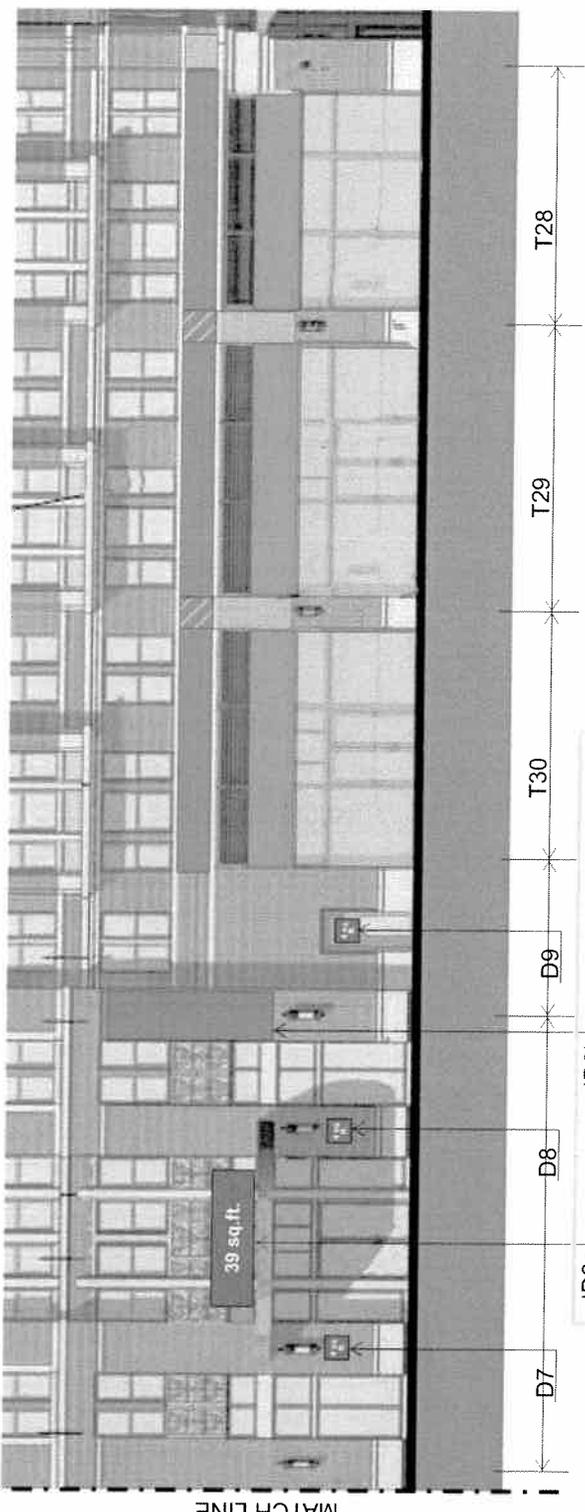
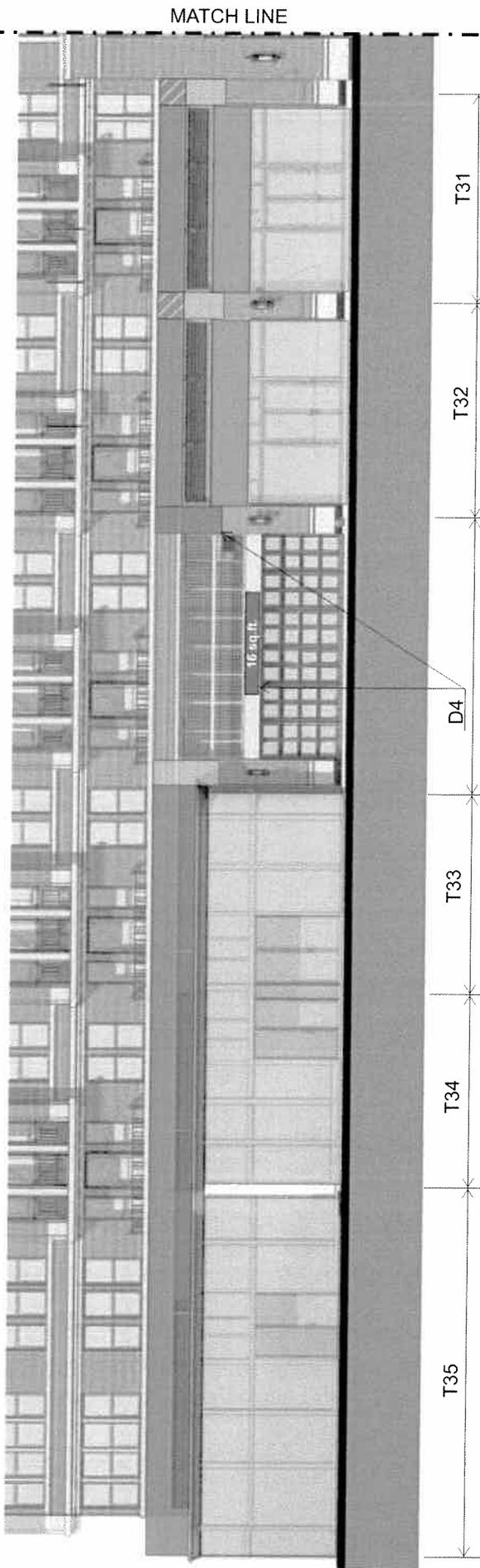
** Note: For illustration purposes only. Refer to color key on Page 03 for Acceptable Sign Types.

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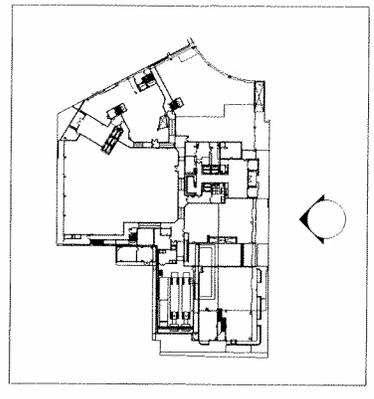
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ID3a **ID3b**
 ID3a and b Signs may be a combination of canopy mounted and/or projecting sign types, with maximum total sign square footage N.T.E. 39 square feet.

**** Note: For illustration purposes only. Refer to color key on Page 03 for Acceptable Sign Types.**



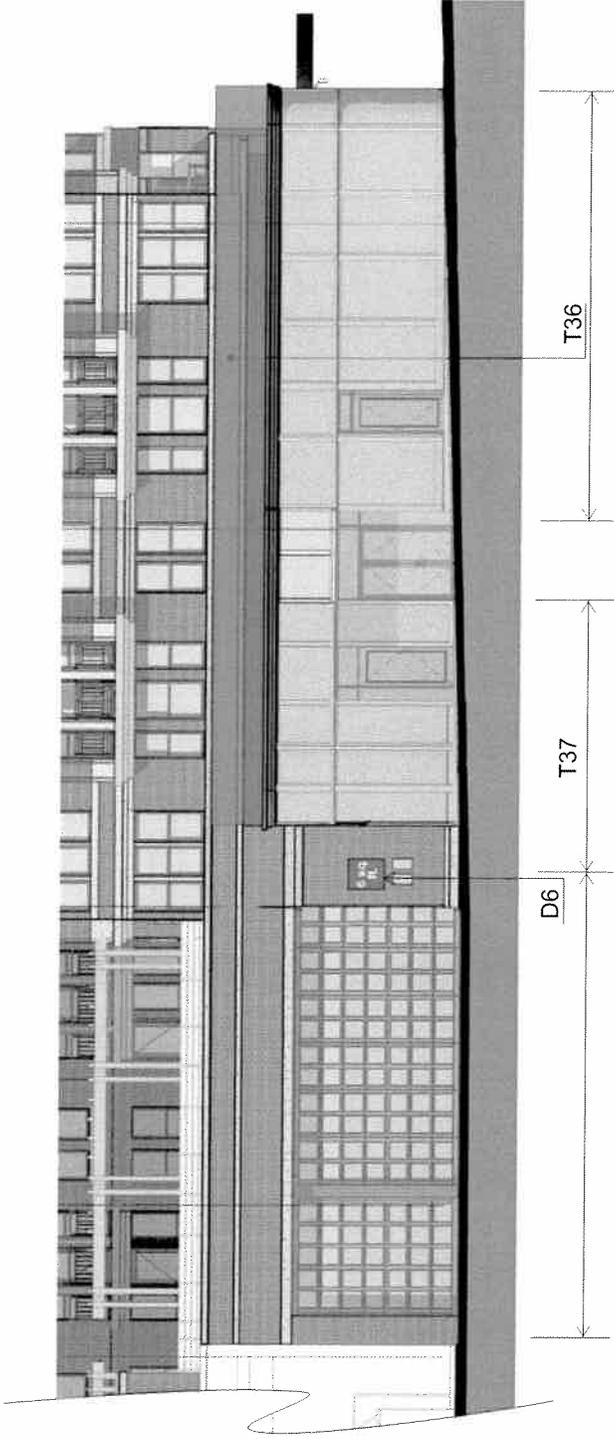
19
 South Building
 East Elevation - Garfield Street

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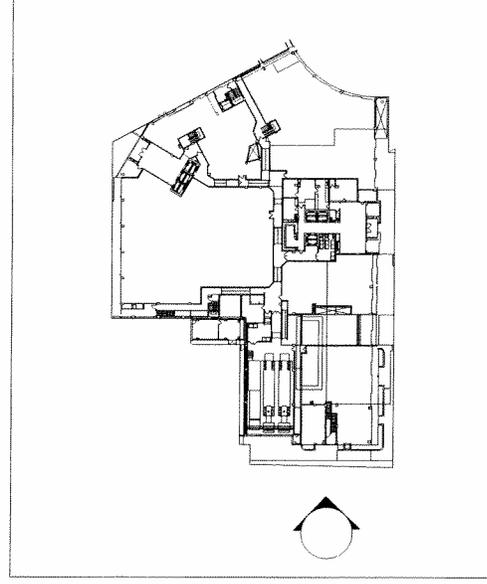
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Scale: 1/16" = 1'-0"



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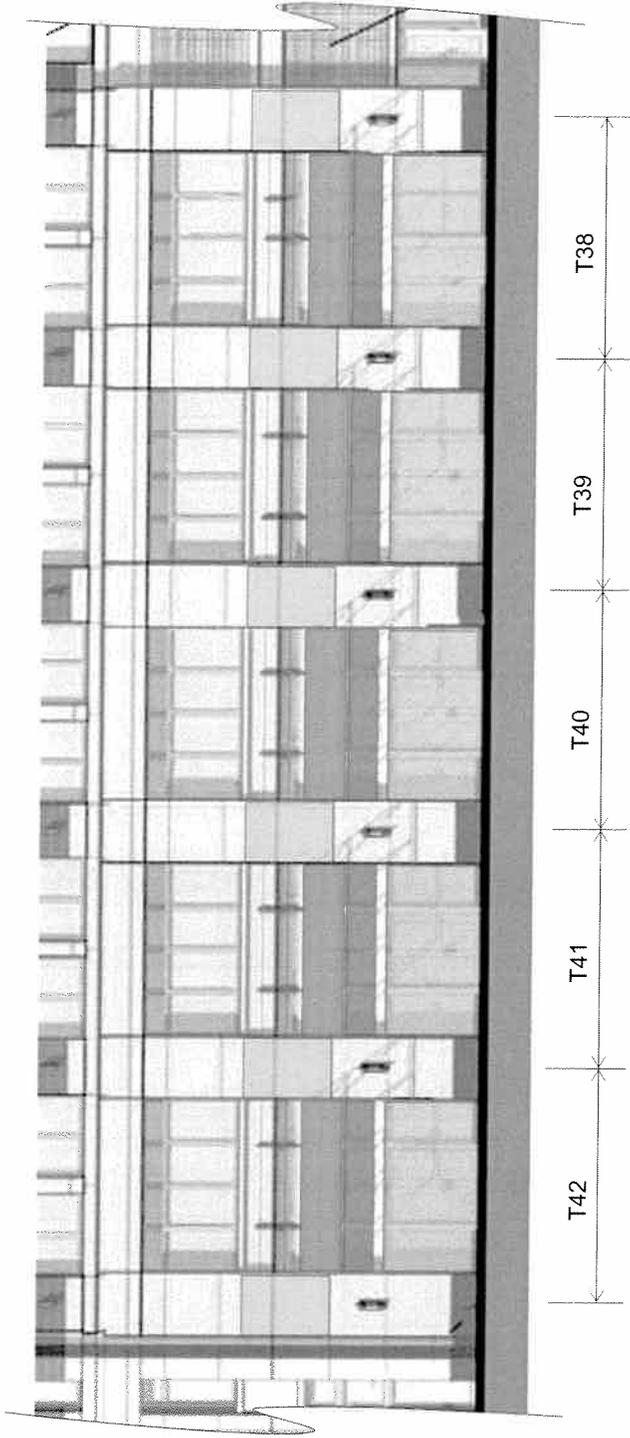
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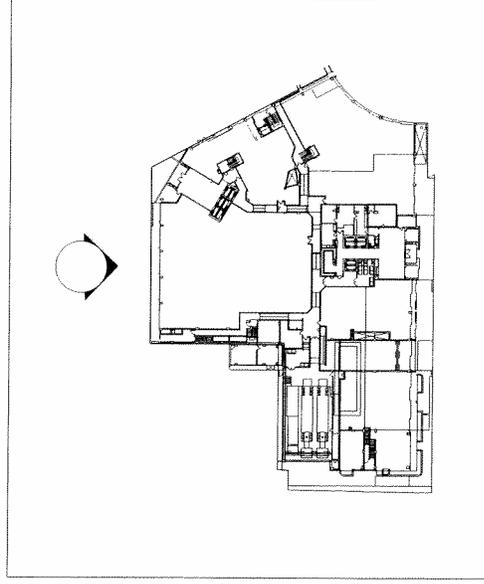
phone (804) 730-0503 fax (804) 746-5210

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Scale: 1/16" = 1'-0"



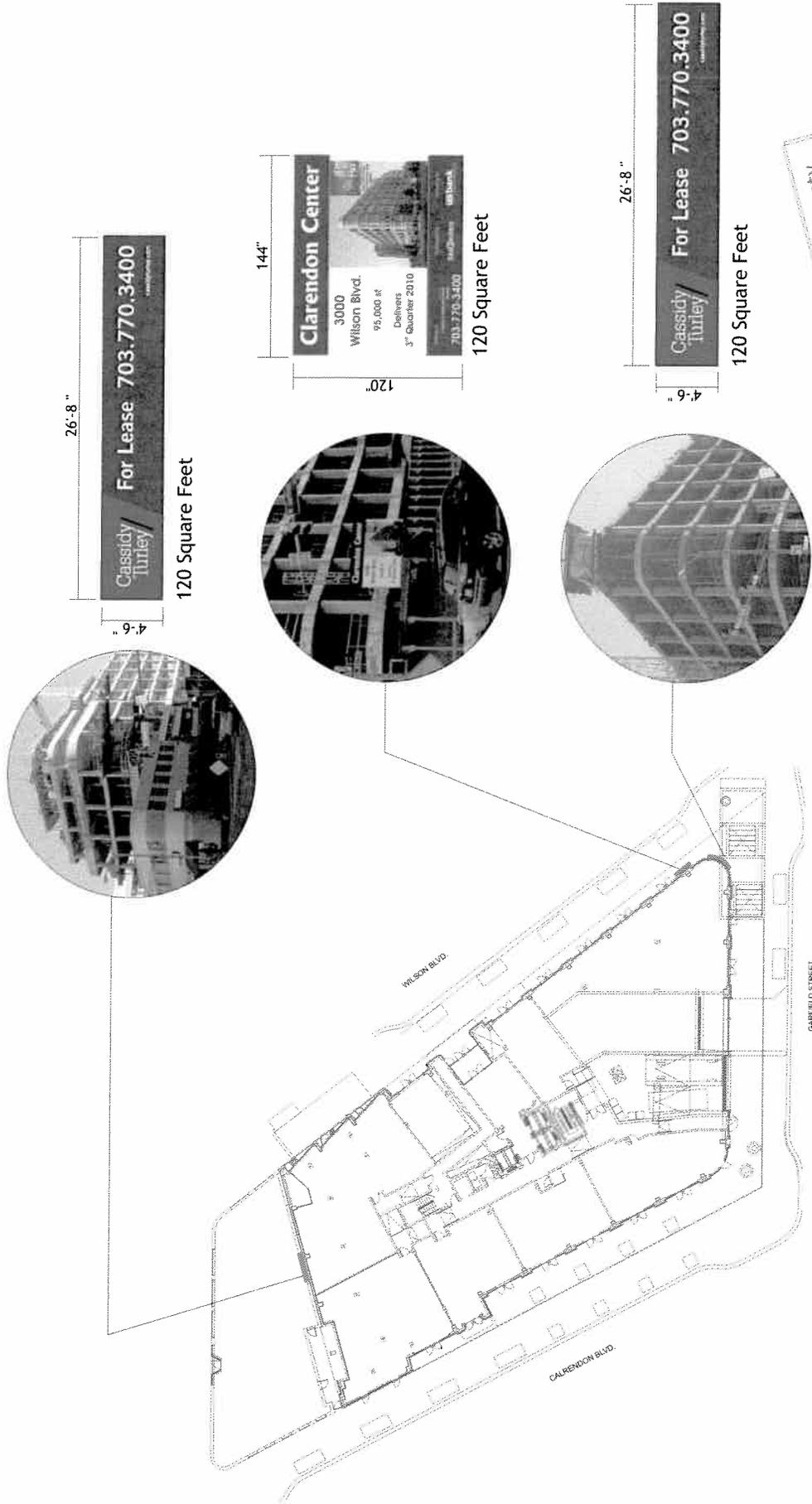
**** Note: For illustration purposes only. Refer to color key on Page 03 for Acceptable Sign Types.**

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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.



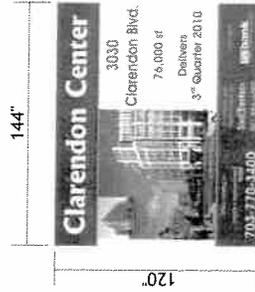
** Approved by the County Board May 25, 2010 **

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

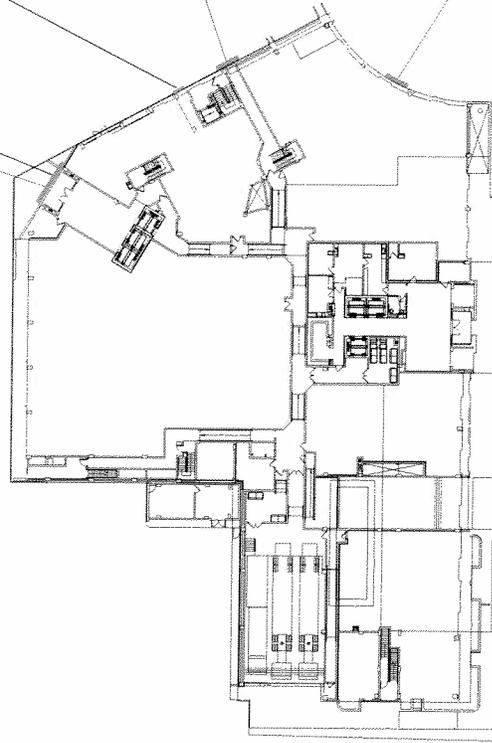
South Building is allowed:

- 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.

Signs shown below are illustrative only with respect to size, type, and location.



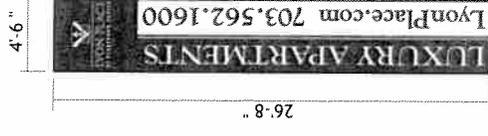
120 Square Feet



South Building Plan

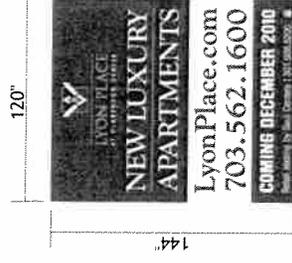


120 Square Feet

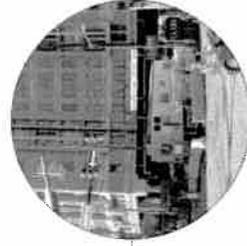


120 Square Feet

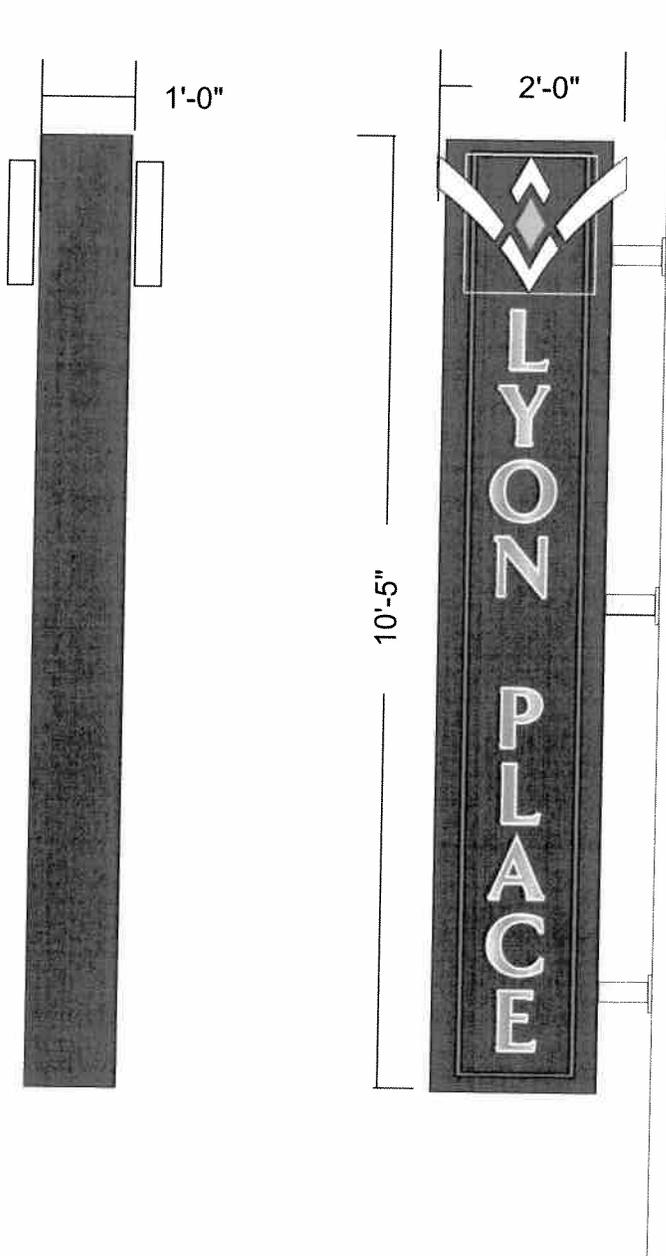
** Approved by the County Board May 25, 2010 **



120 Square Feet



120 Square Feet



12" DEEP INTERNALLY ILLUMINATED CABINET WITH 3/4" CLEAR PUSH THROUGH COPY AND LOGO. GOLD ANODIZED ALUM. ON FIRST SURFACE OF COPY.

RED RULE LINE TO BE ROUTED AND BACKED

WHITE PORTIONS OF LOGO TO BE REVERSE CHANNEL LETTERS WITH WHITE ACRYLIC BACKS AND LED LIGHTING.

Projecting Concept for Residential

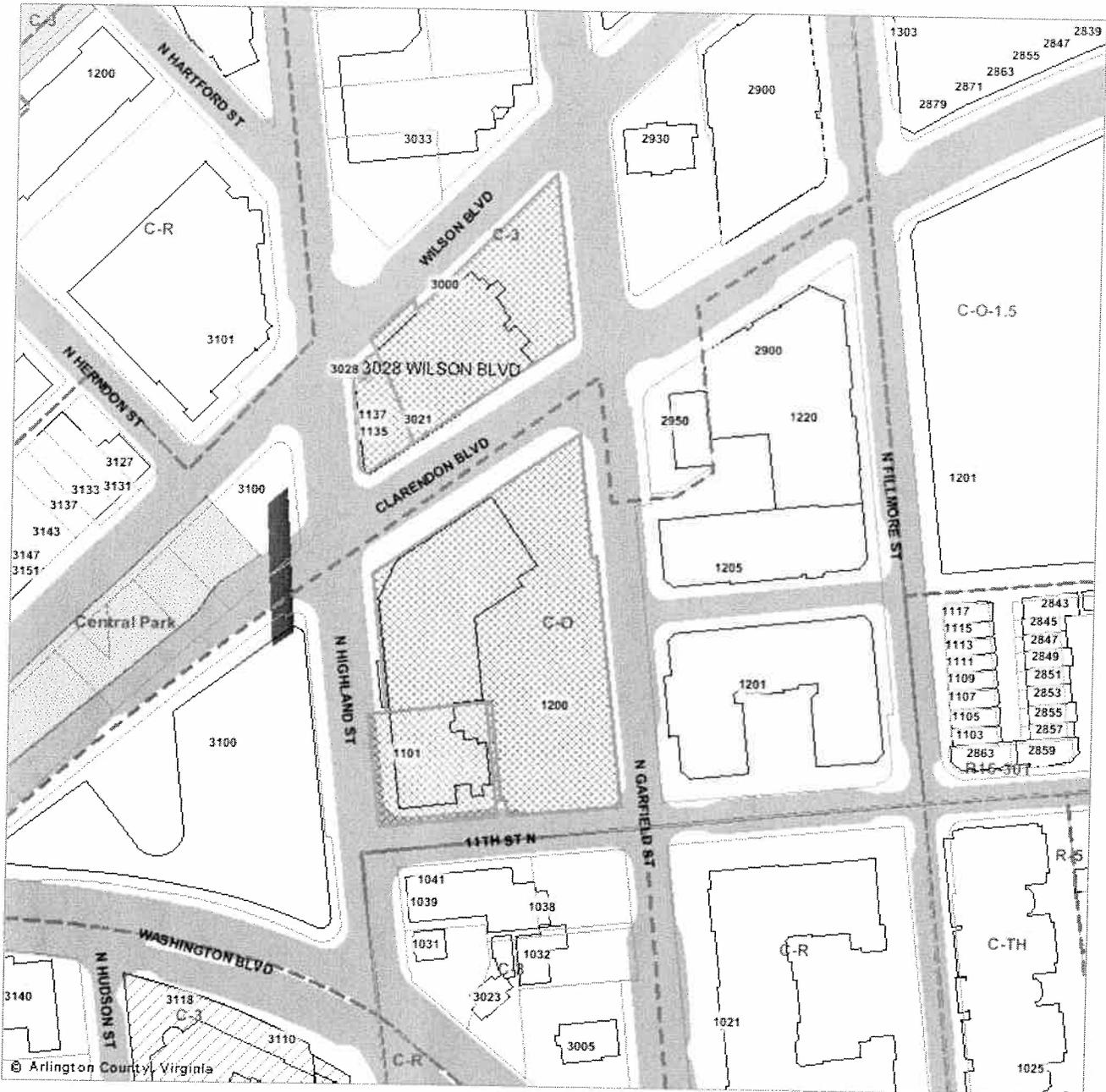
Concepts - Residential
May 3, 2010

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Clarendon Center - Sign Concepts

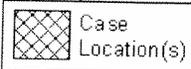
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SP#397
3028 Wilson Blvd, 3000 Wilson Blvd, Clarendon Blvd, 1101 N. Highland St, 1200 N. Garfield St. and 3030 Clarendon Blvd
RPCs: 18-012-003, 18-012-004, 18-013-007, 18-013-010, 18-013-011



Not To Scale



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

Department of Community Planning, Housing and Development

Planning Division