



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of October 23, 2010**

DATE: October 12, 2010

SUBJECT: SP #350 SITE PLAN AMENDMENT for live entertainment and dancing and a sign at 1900 Clarendon Blvd. (Sushi Rock) (RPC: 17-012-023)

Applicant:

Sushi Rock
Edwin Villegas, Managing Member
1900 Clarendon Blvd.
Arlington, Virginia 22201

C. M. RECOMMENDATIONS:

Approve the request for live entertainment and dancing, subject to the proposed conditions, and with a County Board review in one (1) year (October 2011).

Approve the request for a retail sign, subject to revised condition #43.

ISSUES: This is a new site plan amendment request for live entertainment and dancing, and a retail sign, and no issues have been identified.

SUMMARY: The applicant, Sushi Rock, is requesting a site plan amendment for live entertainment and dancing, as well as for a retail sign that cannot be approved administratively. Sushi Rock is located in the ground floor of the Odyssey Condominium building, in the former location of Yaku, which also had a site plan amendment for live entertainment and dancing. Sushi Rock has agreed to generally the same conditions as Yaku, with the exception that they do not wish to have live entertainment on Sundays and Mondays, and would like to have live entertainment one (1) half hour later than Yaku (until 1:30 a.m.) on Fridays and Saturdays. These conditions, including designating a neighborhood liaison that can directly address any complaints, and limiting the live entertainment to a few hours per night initially, are intended to mitigate any potential impact the live entertainment may have on adjacent residences. In addition, the applicant states that sound insulation is currently installed in the restaurant. The

County Manager:

BMD/GA

County Attorney:

[Handwritten signatures]

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5697

4.

Odyssey Condominium Association has not yet responded to request for comment on the proposal, but staff will continue to seek their input.

Sushi Rock is also requesting approval for one (1) retail canopy sign located above the front entrance, which cannot be approved administratively, as it does not fit the category of a “wall” sign per Zoning Ordinance Section 34.G.1. The approved Comprehensive Sign Plan would be amended by the addition of this sign. The approved sign condition for SP #350 specifies that “retail tenants are limited to no more than three (3) signs per tenant, except corner tenants shall be permitted to have no more than four (4) signs.” The proposed retail canopy sign adds variation and decoration to this otherwise bare front entrance and directs patrons to the door, and would be consistent with the condition because Sushi Rock will have only three (3) signs. The proposed sign area, together with the area of the approved signs, would be well under the sign area permitted for the tenant based on the tenant’s linear frontage on the public right-of-way. Therefore, staff recommends approval of the proposed retail sign, subject to revised Condition #43. Staff also recommends approval of the proposal for live entertainment and dancing, subject to the proposed conditions, and with a County Board review in one (1) year (October 2011).

BACKGROUND: The following provides additional information on the site:

Site: Sushi Rock is located within the Odyssey Condominium building east of the Courthouse Metro station. The site is bounded by 15th Street North, North Courthouse Road, Clarendon Boulevard, 16th Street North and North Scott Street.

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|---------------|--|
| To the north: | Vacant land (former site of Dr. Dremo’s) and a three-story office building (Zoning “CO-2.5”). (Approved SP #389 and SP #411) |
| To the west: | Entrance to the Odyssey parking garage directly adjacent. To the west of the site are office uses (Zoning “C-O”). |
| To the east: | Townhomes, a two-story apartment building, and single family homes (Zoning “RA8-18”). |
| To the south: | Odyssey condominiums directly adjacent. The Prime Condominium Building is south of the Odyssey (Zoning RA4.8). |

Zoning: The entire site of SP #350 is zoned a combination of "C-O" Commercial Office Building, Hotel and Multiple-Family Dwelling Districts (14% of the site or .23 acres) and “RA4.8” Multiple Family Dwelling Districts (86% of the site or 1.43 acres). The portion of the site where Sushi Rock is located is within the “RA4.8” zone.

Land Use: The subject site is designated a combination of “High-Medium Residential Mixed-Use” (86%) and “High Office/Apartment/Hotel” (14%) on the General Land Use Plan.

Neighborhood: The site lies within the Radnor/Ft. Myer Heights Civic Association and within the Odyssey Condominium Association. Staff contacted the Radnor/Ft. Myer Heights Civic Association and they have responded that they have no concerns with the request so long as the Odyssey has no concerns. Staff contacted the Odyssey Condominium Association, but, to date, the Odyssey has not provided a response. Staff will continue to seek input of the Odyssey Condominium Association.

DISCUSSION: There are two (2) requests as part of this proposed site plan amendment: live entertainment and dancing and a retail sign.

Live entertainment and dancing request

Sushi Rock is requesting live entertainment, in the form of a bands and deejays, Tuesday through Thursday, from 10 p.m. to 1:00 a.m. and Friday and Saturdays from 10 p.m. to 1:30 a.m. The previous restaurant tenant at this location, Yaku, also had live entertainment and dancing. Prior to that site plan amendment approval in March 2009, residents of the Odyssey building were concerned with noise emanating from the restaurant late at night. Those concerns were addressed with conditions, including limiting the hours of live entertainment and having a liaison on hand to address any complaints. Sushi Rock has agreed to those conditions and generally the same days and hours of live entertainment, with the exception that they do not wish to have live entertainment Sunday and Mondays, and wish to have live entertainment until 1:30 a.m. (instead of 1:00 a.m.) on Friday and Saturdays. The hours of live entertainment and dancing could be expanded during the next review if it is concluded that the use has no negative impacts on the residents.

Sign Request

Sushi Rock is also requesting approval of a retail sign located above the front entrance stating "FOOD.DRINKS.ROCK." This sign cannot be approved administratively, because Zoning Ordinance Section 34.G.1 states that up to three (3) signs are permitted for each retail tenant on the walls of commercial buildings. As the proposed sign is not affixed to a wall (rather, it extends upward from a canopy over the front door), it does not meet that requirement. Thus, this sign requires County Board approval. As the comprehensive sign plan for SP #350 and the other two (2) signs for Sushi Rock were approved administratively, this request would be an amendment to the comprehensive sign plan.

The other two (2) signs already approved administratively for Sushi Rock include one (1) wall sign and one (1) blade sign. This would be the third sign for the tenant. The approved comprehensive sign plan condition for this site plan specified that retail tenants are permitted three (3) retail signs, or four (4) for a corner retail tenant. Also, the proposed sign would not be redundant, as it is aesthetically different than the two (2) approved signs, and does not specifically call out the tenant's name on the sign. The proposed sign would direct patrons to the front door and also enhance the front entrance, which is currently mostly glass with no signs. Together with the two (2) approved retail signs, the sign area would be well below the total amount of sign area permitted for the tenant. Therefore, staff finds the proposed sign appropriate.

The table on the following page outlines the details of the proposed sign, as well as the two (2) approved Sushi Rock signs.

PROPOSED RETAIL SIGNS FOR SUSHI ROCK				
<u>Type of Sign (quantity)</u>	<u>Sign Area (per sign)</u>	<u>Text</u>	<u>Material and location</u>	<u>Modification required?</u>
Canopy sign	5 sq. ft. approx.	FOOD.DRINKS.ROCK.	Fabricated stainless steel letters painted black. Halo-lit with white LED lights. Above the front entrance facing Clarendon Blvd.	Yes. Zoning Ordinance states that up to three (3) signs are permitted for each tenant, on the <u>wall</u> of commercial buildings. This sign is not on a wall.
APPROVED RETAIL SIGNS FOR SUSHI ROCK				
Wall sign	27 sq. ft. approx.	Sushi Rock	Fabricated aluminum cabinet affixed to the wall facing Clarendon Blvd.	No. Zoning Ordinance permits up to three (3) signs per tenant on walls of commercial buildings.
Blade sign	12 sq. ft. approx.	Sushi Rock	Fabricated aluminum cabinet on corner of Clarendon Blvd. and N. Scott St.	No. Zoning Ordinance permits, in addition to the 3 walls sign per tenant, a sign mounted perpendicular to the building.
Total sign area of proposed sign and approved signs.	44 sq. ft.			
Total sign area permitted, based on linear frontage of tenant.	119 ft.			

CONCLUSION: The proposed live entertainment and dancing is not anticipated to have adverse impacts due to the sound insulation in place at the restaurant, as well as the proposed conditions, particularly the neighborhood liaisons that will be available to address any concerns. The proposed retail canopy sign will enhance the front entrance and direct patrons to the front door of the restaurant. Therefore, staff recommends approval of the proposed retail sign, subject to revised Condition #43. Staff also recommends approval of the proposal for live entertainment and dancing, subject to the proposed conditions, and with a County Board review in one (1) year (October 2011).

Proposed conditions:

The following conditions #69 through #75 apply to the live entertainment and dancing site plan amendment for Sushi Rock only:

- 69. The applicant agrees that live entertainment will be limited to Tuesday through Thursday, from 10 p.m. to 1 a.m. and Friday and Saturday from 10 p.m. to 1:30 a.m.

70. The applicant agrees to comply with all requirements of County and State Ordinances, the Environmental Health Bureau, the Fire Marshal's Office, the Police Department, Community Code Enforcement Office and the Alcohol Beverage Control Board.
71. The applicant agrees that live entertainment shall meet the noise limits established in the County Noise Ordinance.
72. The applicant agrees to ensure that all windows and doors shall remain closed when live entertainment is being offered. The applicant agrees that no live entertainment shall be permitted outdoors, and further agrees to ensure that live entertainment performances inside the restaurant will not be broadcast to the exterior of the restaurant over the restaurant's audio system.
73. The applicant agrees that no customer dancing shall occur without the applicant first obtaining approval of a dance hall permit.
74. The applicant agrees to designate a neighborhood liaison to communicate with nearby residents and neighbors to address concerns which may be related to the live entertainment and an onsite liaison that shall be available during the hours of the business operation to receive and respond to community concerns regarding the live entertainment. The name and telephone number shall be submitted to the Zoning Administrator and a copy sent to the Odyssey Condominium Building and the President of the Radnor Heights/Ft. Myer Heights Civic Association.
75. The applicant agrees that the live entertainment use shall terminate upon the termination of the current restaurant tenant lease or upon vacation of the current tenant from the subject site and shall not transfer to any other tenant or other use without approval by the County Board for new live entertainment.

Revised condition #43 for the proposed retail sign:

43. The applicant agrees to develop a comprehensive sign plan and that all exterior signs shall be consistent with the guidelines contained in "Sign Guidelines for Site Plan Buildings as adopted by the County Board and with Section 34 of the Zoning Ordinance. Prior to erecting any sign on the site, the developer agrees to obtain the Zoning Administrator's approval of the comprehensive sign plan that meets all standards of the Guidelines and the Ordinance, with only the specific modifications in this condition.
 - a. No freestanding building identification sign will be permitted.
 - b. Retail tenants are limited to no more than three (3) signs per tenant, except corner tenants shall be permitted to have no more than four (4) signs.
 - c. All proposed rooftop signs shall require a site plan amendment.

The applicant agrees that no sign shall be permitted on the site unless it is shown on the approved comprehensive sign plan.

The applicant agrees that the retail canopy sign above the front entrance which says “FOOD.DRINKS.ROCK” will be of the size, color, location, and materials as shown on the exhibit dated February 12, 2010 and entitled “Sushi Rock” and the table in the staff report, and approved by the County Board on October 23, 2010.

PREVIOUS COUNTY BOARD ACTIONS:

October 6, 2001	Deferred General Land Use Plan, Rezoning and Site Plan Approval requests to the November 17, 2001 meeting.
November 20, 2001	Approved Rezoning and Site Plan #350 approval requests. Deny General Land Use Plan amendment.
December 7, 2002	Approved an amendment to SP #350 to allow approved office to be located in the building's penthouse.
March 14, 2009	Approve the site plan amendment for live entertainment, subject to the proposed conditions, and with an Administrative Review in six (6) months (September 2009) and a County Board review in one (1) year (March 2010).
March 13, 2010	Did not renew the site plan amendment for live entertainment and dancing at Yaku at 1900 Clarendon Blvd. due to lapse of use as of January 2010.

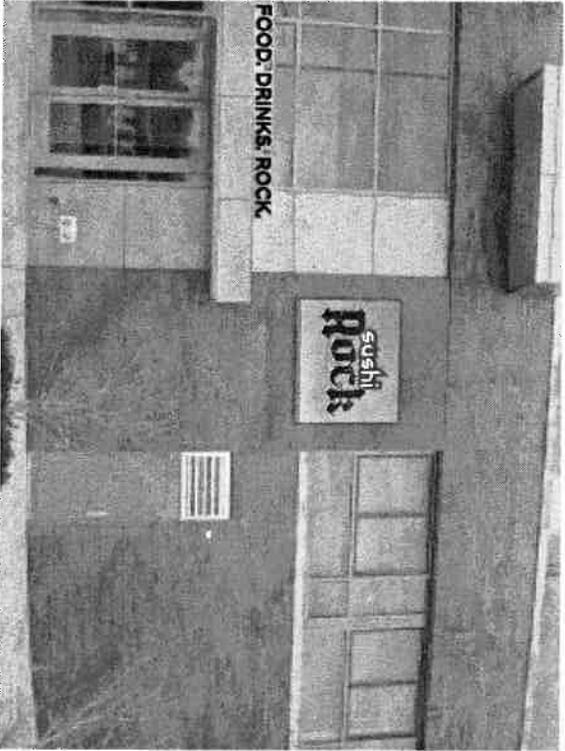
FACE VIEW
SCALE: 1 1/2" = 1'-0"

7'-10 1/2"

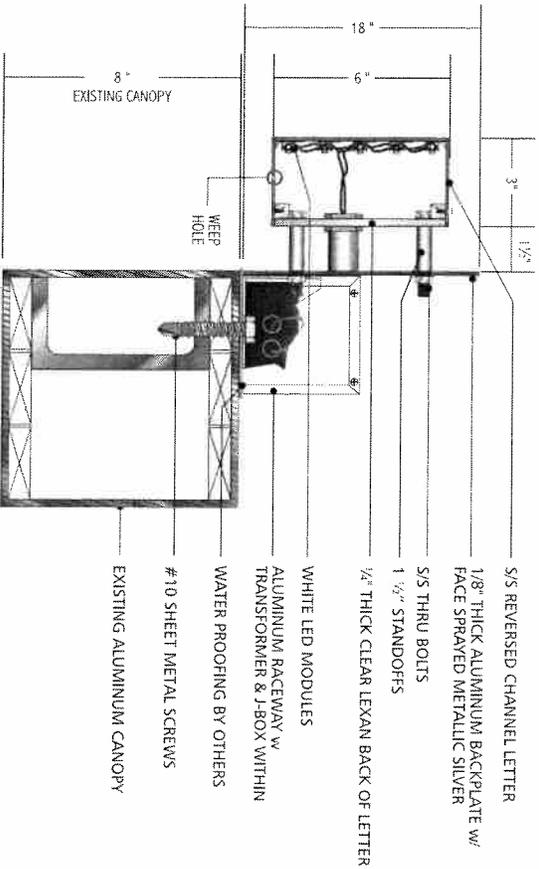
8" 6" **FOOD. DRINKS. ROCK.**

3 HALO-LIT CHANNEL LETTERS ON CANOPY

3" deep fabricated stainless steel letters painted black.
Halo-lit with white LED lights. Letters to be mounted
1 1/2" offset from one-piece backplate painted metallic silver.
Backplate mounted in front of 4"x4" raceway, painted silver.
Raceway with letters installed on top of existing Alucobond canopy.



SECTION DETAIL
SCALE: 3" = 1'-0"





SP #350
1900 Clarendon Blvd.
(RPC: 17-012-023)

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



Not To Scale

