



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item
Meeting of October 23, 2010

SUPPLEMENTAL REPORT REVISED RECOMMENDATION

DATE: October 21, 2010

SUBJECT: SP #1 SITE PLAN AMENDMENT to modify Zoning Ordinance sign requirements and façade modifications including banners, at the Arlington Temple United Methodist Church; located at 1830 N. Fort Myer Drive, (RPC# 16-036-006).

C. M. RECOMMENDATION:

Approve the revised proposed site plan amendment for signs, subject to all previous conditions and to a modified Condition #3, with a County Board Review in five (5) years (October 2015).

DISCUSSION: Since the date of the original staff report, the applicant has revised their proposal, significantly reducing the number and square footage of banners requested. The applicant has withdrawn eight (8) of the proposed banners (all of the banners labeled Types "A", "E", and "F" in the original staff report) from their request, and has reduced proposed banner type "B" by 50% (reduced from 260 square feet to 130 square feet). The applicant also proposes fewer banners in the skywalk area, reduced from approximately 200 square feet to a total proposed square footage of 112.5. The applicant also proposes to remove an existing 147 square foot church identification sign that is currently on the south façade.

The applicant's revised proposal is closer to compliance with the Zoning Ordinance and *Sign Guidelines* than its original proposal. The applicant's revised proposal will now comply, overall, with the Zoning Ordinance and *Sign Guidelines* with respect to the total allowable sign area. However, the proposal contains more signs than permitted by the Ordinance or the Guidelines. In spite of this departure, Staff recommends approval because the banner signs that can be seen from outside are placed very close to each other and so will function as one (1) sign. In addition, this unique situation, with a church on the second floor and a gas station below, will need to have some identification for the church. Therefore, staff supports the applicant's revised request. While the square footage of banners inside the skywalk is more than permitted, at that location, by the *Sign Guidelines* (by 9.5 square feet), the proposed banners in the skywalk are not visible to the public right-of-way and will not have a significant adverse impact on traffic safety or visual clutter.

County Manager: *BMD/GA*
Staff: Peter Schulz, DCPHD, Planning Division
PLA-5705

36.

The applicant's revised proposal is detailed in the chart below:

| REVISED PROPOSAL – TENANT SIGNS AND BANNERS VISIBLE FROM PUBLIC RIGHT OF WAY | | | | |
|---|---------------------------------------|--|---|---|
| Type of Sign (quantity) | Sign Area sq. ft. (per sign) | Text | Material and location | Modification required? |
| Banner Type 'B' (5) | 26 | Artwork only, no text | Vinyl, one-sided, placed from roof of South Skywalk | Yes. All banner signs need modifications from the Zoning Ordinance. |
| Proposed pin-mounted letters (1) | 25 | “Arlington Temple United Methodist Church” | Plastic or metal Pin-mounted letters flat against building above entrance on skywalk level | Yes. Zoning Ordinance states that up to three (3) signs are permitted for each tenant. |
| EXISTING SIGNS FOR ARLINGTON TEMPLE UNITED METHODIST CHURCH BUILDING | | | | |
| Type of Sign (quantity) | Sign Area in sq.ft. (per sign) | Text | Material and location | Modification required? |
| Existing Church Sign at north elevation of temple (1) | 48 | “Arlington Temple United Methodist Church” | Plastic or metal Pin-mounted letters flat against building on North façade | No. Zoning Ordinance permits up to three (3) signs per tenant on walls of commercial buildings. |
| Existing Church Sign at west elevation stair location (1) | 32 | “Arlington Temple United Methodist Church” | Plastic or metal Pin-mounted letters flat against building on west façade at stair | No. Zoning Ordinance permits, in addition to the 3 walls sign per tenant, a sign mounted perpendicular to the building. |
| Existing Church Sign at west elevation (1) | 28 | “Arlington Temple United Methodist Church” | Plastic or metal Pin-mounted letters flat against building on west façade | No. Zoning Ordinance permits, in addition to the 3 walls sign per tenant, a sign mounted perpendicular to the building. |
| Existing Church Sign at east elevation (1) | 28 | “Arlington Temple United Methodist Church” | Plastic or metal Pin-mounted letters flat against building on east façade | No. Previously approved by site plan amendment. |
| Existing Gas Station Signs (2) | 48.6 | “Exxon” and gas prices | Internally Illuminated Plastic boxes Under Church overhang, one (1) sign each on North Nash Street and North Fort Myer Drive. | No. Previously approved by site plan amendment. |
| Total sign area of proposed sign and approved signs. | 339 sq. ft. | | | |
| Total sign area permitted | 355 sq. ft. | | | |

| PROPOSED BANNER SIGNS IN SKYWALK AREA (NOT VISIBLE FROM PUBLIC STREET) | | | | |
|--|-------------------------------------|---|--|---|
| Type of Sign (quantity) | Sign Area sq. ft. (per sign) | Text | Material and location | Modification required? |
| Banner Type 'C' (3) | 28.5 | One side of each banner has graphics, while the other side has "Faith Development", "Passionate Worship", or "Radical Hospitality". | Vinyl, two-sided, placed perpendicular with building wall on South skywalk | Yes. All banner signs need modifications from the Zoning Ordinance. |
| Banner Type 'D' (2) | 13.5 | One side has graphics, the other "Extravagant Generosity" or "Risktaking Mission" | Vinyl, two-sided, placed perpendicular with building wall on South skywalk | Yes. All banner signs need modifications from the Zoning Ordinance. |
| Total sign area of proposed banners | 112.5 sq. ft. | | | |
| Total banner area permitted, based on linear frontage of tenant on the internal court/interior space. | 103 sq. ft. | | | |
| TOTAL PERMITTED PROJECT SIGN AND BANNER AREA | 458 sq. ft. | | | |
| TOTAL PROPOSED BANNER AND SIGN AREA | 451.5 sq. ft. | | | |

CONCLUSION: The applicant’s proposal is, overall, compliant with the Zoning Ordinance and the *Sign Guidelines for Site Plan Buildings* as to the area of signs, but is not compliant with limits on the number of permitted signs. However, staff concludes that the arrangement of the signs makes them, apparently and functionally, fewer signs, and that this signage is appropriate to identify a church in an unusual and difficult location. Therefore, staff recommends approval of the revised proposed site plan amendment for signs, subject to all previous conditions, an amended condition #3, and with a County Board review in five (5) years (October 2015).

Proposed amended condition:

3. ~~There shall be no freestanding signs.~~ The applicant (as used in these conditions, the term “applicant” shall mean the owner, the tenant “Arlington Temple United Methodist Church” and all successors and assigns of either of them) agrees that, in building or using any sign on the property at 1830 Fort Myer Drive, it will comply with the conditions set forth below and the drawings referenced below:

- a. The applicant agrees that all permitted signs on the property are as shown on and detailed in the charts in the supplemental staff report dated October 20, 2010 and titled “Existing Signs for Arlington Temple United Methodist Church Building”, “Revised Proposal—Tenant Signs and Banners Visible From Public Right of Way”, and “Proposed Banner Signs in Skywalk Area (Not Visible From Public Street)” and in the exhibits attached to that report entitled: (1)“Supplemental Attachment 1” and (2)“Pin Mounted Sign” . The total area of all signs and banners on the property shall not exceed 452 square feet.

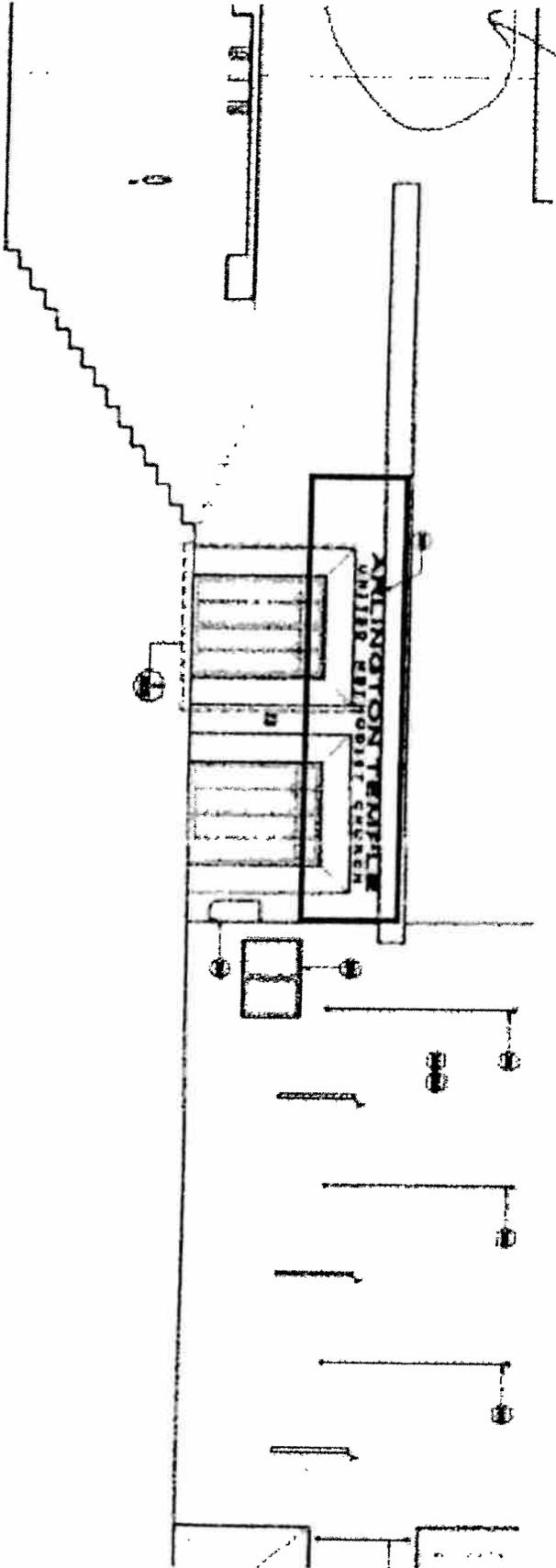
- b. The applicant agrees that minor changes to the approved signs and banners may be approved administratively by the Zoning Administrator. For the purposes of the preceding sentence, minor changes shall include only the following: (i) a minor adjustment in the location of a sign or banner to meet field conditions (less than 1 foot in any direction); or (ii) a minor change in the area of an individual sign or banner (less than 5%).

- c. There shall be no freestanding signs.

SUPPLEMENTAL ATTACHMENT 1

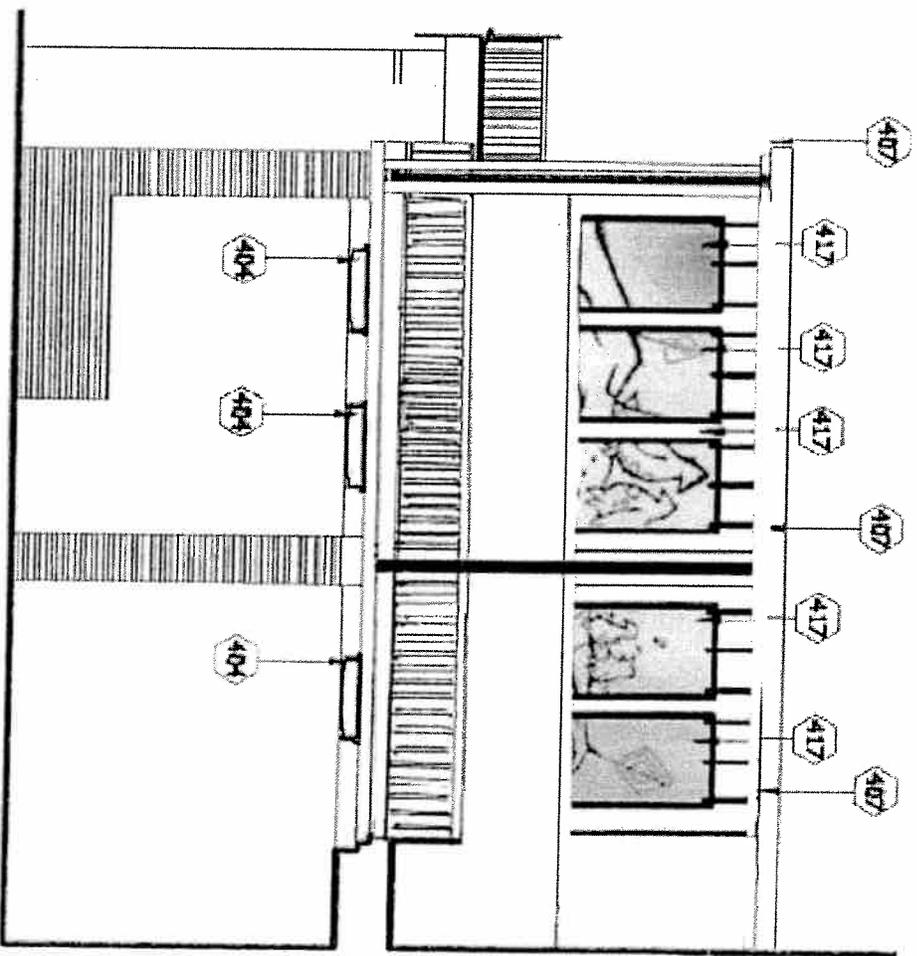


Pin Mounted Sign



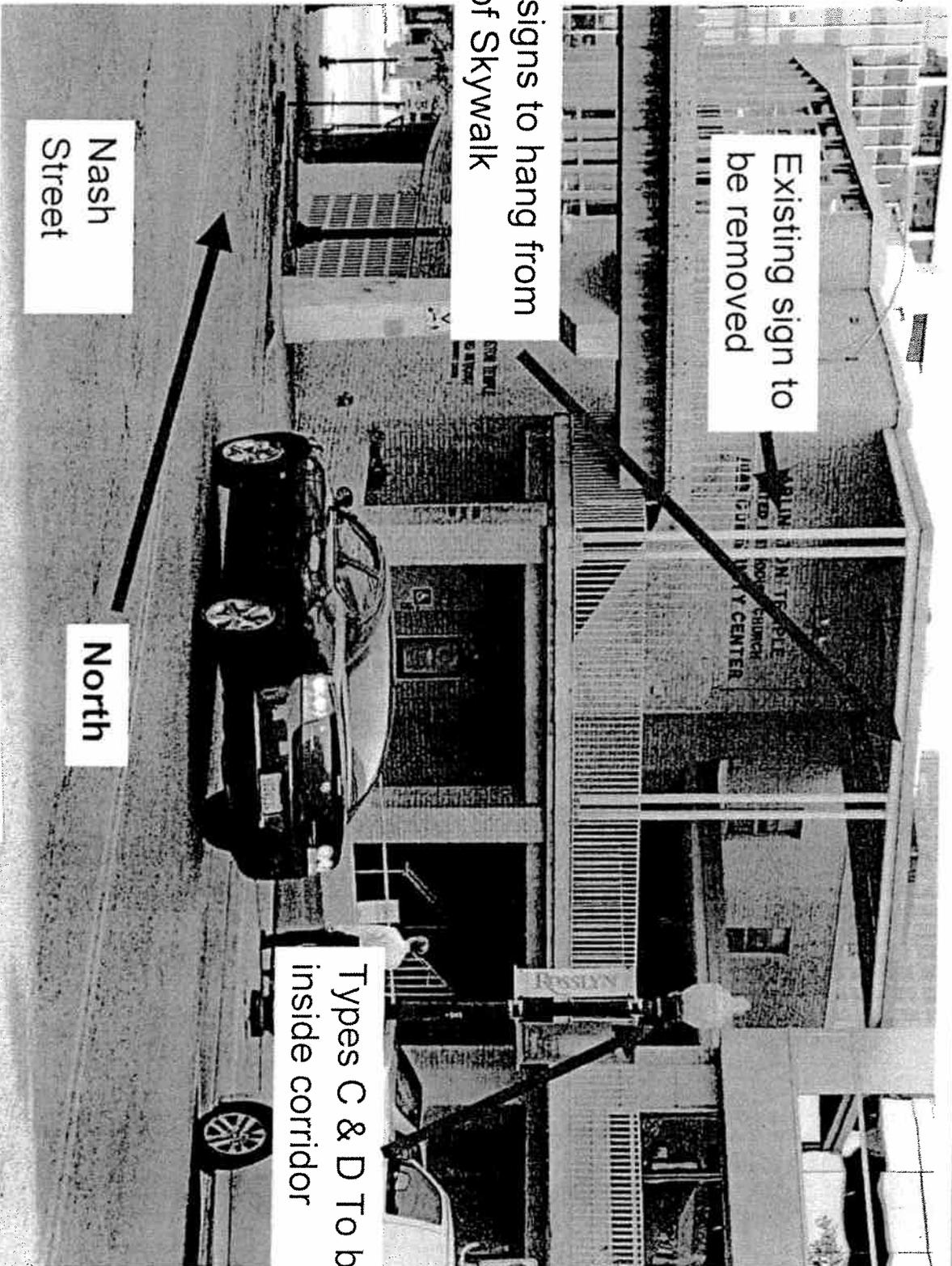


Revised "Type B"
banners (applicant's
current proposal)



2 SOUTH ENTRY ELEVATION
A4.2 SCALE: 1/8" = 1'-0"

Attachment to Supplemental Report SP #1
October 21, 2010



Existing sign to be removed

Type B signs to hang from ceiling of Skywalk

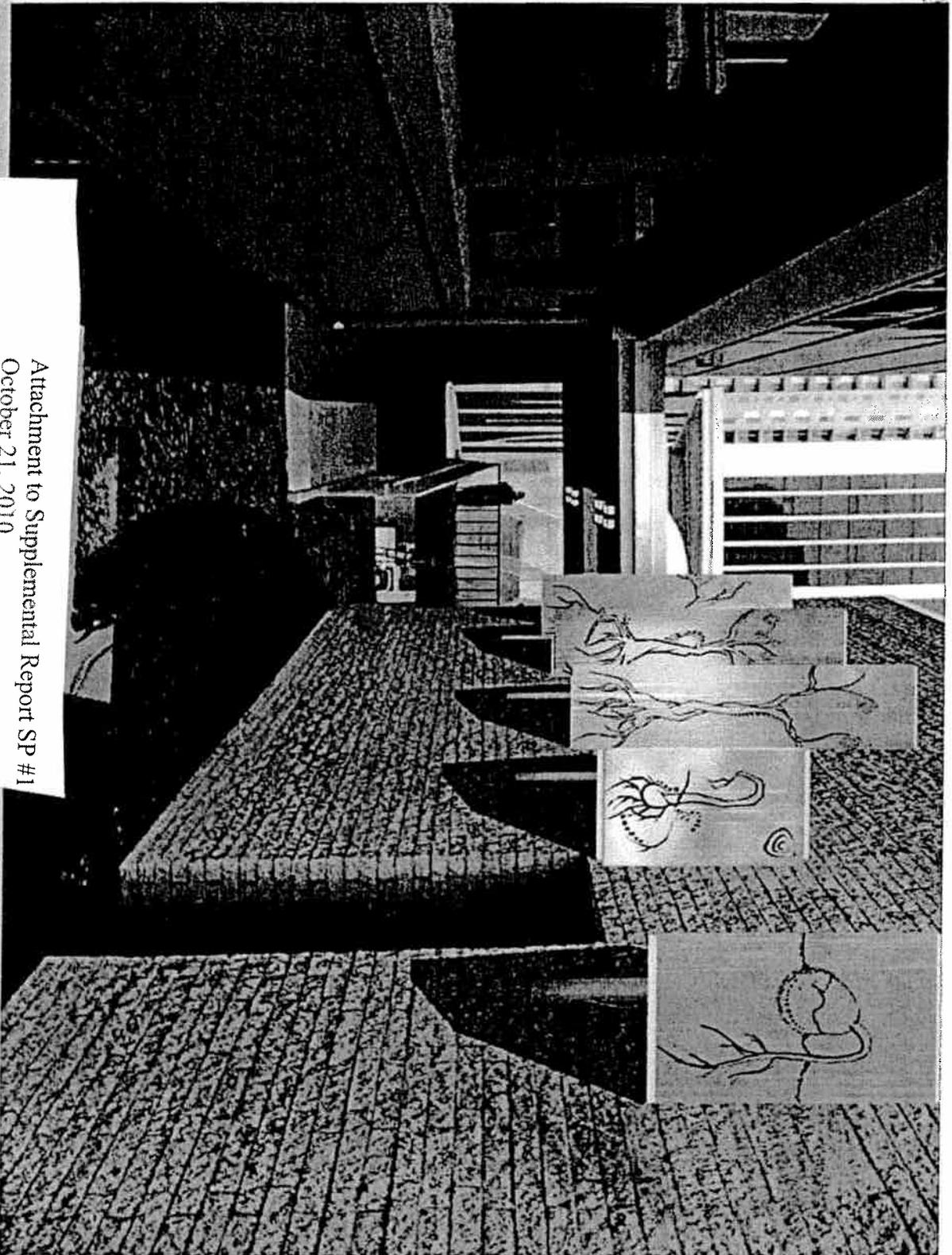
Types C & D To be inside corridor

Nash Street

North



Types "C" and "D"



Attachment to Supplemental Report SP #1
October 21, 2010