



## ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item  
Meeting of November 13, 2010

**DATE:** November 5, 2010

**SUBJECT:** SP #220 SITE PLAN AMENDMENT to replace rooftop signs and relocate first floor conference space to second floor, and convert first floor conference room into additional retail space at 2500, 2514, 2530, and 2522 Wilson Blvd., N. Barton St. and Cleveland St. (RPC#: 18-007-011, -010, -008, -009, -006, -012, -029, 030)

**Applicant:**

LPC Commercial Services, Inc.,  
on behalf of TCAM Core Property Fund Operating LP

**By:**

Nan E. Walsh, Agent/Attorney  
Walsh Colucci Lubeley Emrich & Walsh PC  
2200 Clarendon Blvd. Suite 1300  
Arlington, Virginia 22201

**C. M. RECOMMENDATION:**

Approve the site plan amendment request to replace rooftop signs, relocate first floor conference space to the second floor, and to convert the first floor conference room into additional retail space, subject to all previously approved conditions, one (1) revised condition, and one (1) new condition.

**ISSUES:** This is a site plan amendment request to replace two (2) rooftop signs. In addition, approval is sought to convert ground floor conference space to retail, and to move the conference space to the second floor. No issues have been identified.

**SUMMARY:** There are two (2) parts to this request. First, the applicant is requesting approval to replace two (2) of the three (3) existing rooftop signs on the building. The proposed rooftop signs would say "2500 Wilson" and would be in the same locations as the existing EIA signs on the east and west sides of the building. The applicant agrees that the third existing EIA sign,

County Manager: *BMD/GA*

County Attorney: *[Signature]* *[Signature]*

Staff: Melanie Jesick, DCPHD, Planning Division

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6.

approved in 1994 and located on the south side of the building facing Clarendon Boulevard, would be removed. Although the signs do not directly face any residential uses, the standard conditions regarding incorporating a dimmer switch and turning off illumination at midnight, would be applied. The proposed rooftop signs are in compliance with the *Sign Guidelines for Site Plan Buildings* (Sign Guidelines) and are within the total amount of sign area permitted for rooftop signs. In addition, as the third rooftop sign would be removed, the proposal would be in compliance with the Sign Guidelines, which limit the number of rooftop signs to two (2) per building.

The second request is to move the existing conference room, located on the ground floor of the building along Wilson Boulevard, to the second floor, and to convert the ground floor conference space to retail. The existing conference room is approximately 1,050 of gross floor area (GFA). The new conference room on the second floor would be approximately 478 of GFA. While the conference room would decrease in size, it would continue to be available for use by the community and by Arlington County Government, per approved Condition #29 of the site plan approval. The addition of ground floor retail would enhance the pedestrian experience along Wilson Boulevard at this location. Therefore, staff recommends approval of the site plan amendment request to replace the rooftop signs, relocate first floor conference space to the second floor, and convert the first floor conference room into additional retail space, subject to all previous conditions, one (1) revised condition, and one (1) new condition.

**BACKGROUND:** The site plan for a five (5) story, 101,758 square-foot office building with 5,484 square feet of ground floor retail and restaurant space was approved by the County Board on July 7, 1984. The site plan has been amended multiple times. In July 1994, the County Board approved conversion of a portion of restaurant space to conference room facilities, and 42 parking spaces on the P3 parking garage level to training and computer rooms, exercise facilities, mechanical space, and storage areas. In terms of rooftops signs, two (2) rooftop signs were approved on December 10, 1994, one (1) facing North Barton Street and one (1) facing Clarendon Boulevard. A third rooftop sign facing North Cleveland Street was approved on July 8, 1995.

Site: The approximately 57,000 sq. ft. site is bounded by Wilson Blvd. to the north, Clarendon Blvd. to the south, North Barton Street to the east and North Cleveland Street to the west. The site consists of an office building with ground floor restaurant space occupied by Minh's Vietnamese Restaurant. A bank is located in the building on the corner of Wilson Boulevard and North Barton Street.

To the north: Commercial uses along Wilson Blvd. and residential uses behind (Lyon Village).

To the west: PNC Bank with drive-thru and a used car lot.

To the east: Commercial uses including Papa Johns Pizza, Delhi Dhaba restaurant, a new sports bar (Arlington Rooftop Bar and Grill) and a surface parking lot.

To the Courtland Park Apartments.  
south:

Zoning: The site is zoned “C-O-1.5” Commercial Office Building, Hotel, and Apartment Districts.

General Land Use Plan Designation: The site is designated on the General Land Use Plan (GLUP) as “Low” Office-Apartment-Hotel (Office Density: 1.5 FAR, Apartment Density: up to 72 units per acre, Hotel Density: up to 110 units per acre).

Neighborhood: The site is located within the Clarendon-Courthouse Civic Association, which has not responded on the proposed site plan amendment request by the date of this staff report. The Lyon Village Citizens Association was also contacted and responds that they have no objections or comments on the proposed site plan amendment.

**DISCUSSION:** There are two (2) parts to this request; a request to replace two (2) of the three (3) existing rooftop signs on the building (the third rooftop sign would then be removed), and also a request to convert the ground floor conference space to retail, and move the conference space to the second floor.

Proposed Rooftop Signs

The applicant is proposing two (2), new, identical rooftop signs on the building. There are currently three (3) “EIA” signs on the east, west, and south elevations. Two (2) of them were approved in 1994 and the third was approved in 1995. The proposed “2500 Wilson” signs would replace the existing signs on the east and west elevations. The applicant has agreed to remove the third sign, facing Clarendon Boulevard, prior to installation of the new “2500 Wilson.” Thus, there would be two (2) rooftop signs total, in compliance with the *Sign Guidelines for Site Plan Buildings* (Sign Guidelines).

Following is information outlining details on the proposed rooftop signs:

<b>ROOFTOP SIGNS (2 PROPOSED)</b>				
<b>Sign Dimensions</b>	<b>Area (sq. ft.)</b>	<b>Text</b>	<b>Location</b>	<b>Materials</b>
Approx. 14 ft x 4 ft. per sign.	56.95 sq. ft. per sign	“2500 WILSON”	One (1) on the west side and one (1) on the east side of the building.	Stainless steel cabinet with white acrylic and black perforated vinyl overlay. Illuminated (halo-lit).
<b>Sign area permitted per rooftop sign based on linear frontage</b>	110 sq. ft. permitted per sign.			

The Sign Guidelines state that two (2) rooftop signs are permitted per building and that the square footage is based on one (1) square foot per one (1) linear foot of building wall width  
SP #220 rooftop signs  
and convert conference space to retail  
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along the street frontage. The two (2) proposed signs are well within the sign area permitted for each sign. In addition, the proposed letter height is under the six (6) foot maximum recommended by the Sign Guidelines. Therefore, the proposal is consistent with the Sign Guidelines. In addition, the proposed signs will provide visibility for those traveling east on Clarendon Boulevard and west on Wilson Boulevard. The signs would be located in the same location as the existing EIA signs approved by the County Board in 1994 and 1995. Neither of the signs directly faces residential uses. The applicant has agreed to turn off illumination of the signs at midnight and incorporate a rheostat. With those new conditions, the new rooftop signs may have less of a visual impact than the previously approved rooftop signs.

### Conversion of Conference Space to Ground Floor Retail and Relocation of Conference Space to Second Floor

The applicant is also requesting to relocate the existing ground floor conference room to the second floor and convert the existing ground floor conference space to retail. The subject ground floor space, located along Wilson Boulevard, was originally approved as restaurant space and in July 1994, the applicant requested, and the County Board approved, a conversion of that space to a conference room. Converting this room back to retail will help to create a more pedestrian-oriented experience on this portion of Wilson Boulevard. The applicant would be required, per new Condition #33, to ensure the street level retail windows remain transparent and not obstructed in a manner that precludes views into the interior of the space. This allows pedestrians to view activity within the retail establishment and allows patrons and employees in the retail establishment to view outside activity.

The conference space on the second floor would be smaller than the current approximately 1,050 square-foot space, at approximately 480 square feet. However, the new conference room will be located right off the second floor elevator lobby, which will make it easily accessible. The applicant will still be required, per approved Condition #29, to make the conference space available for use by the surrounding civic associations, condominium/homeowners/renters associations in the Courthouse area, and Arlington County Government, and to provide admittance of users to the conference space. Approved Condition #29 is provided at the end of the report for reference purposes.

**CONCLUSION:** The proposed rooftop signs are in compliance with the Sign Guidelines and are not anticipated to have an impact on adjacent uses; in fact, they reduce the overall amount of rooftop signs approved for the project. The conversion of first floor conference space to retail would help enhance pedestrian activity on this portion of Wilson Boulevard. Moving the conference room to the second floor is anticipated to have minimal impact, as the room will continue to be made available to the community and Arlington County Government. Therefore, staff recommends approval of the site plan amendment request to replace the rooftop signs, relocate first floor conference space to the second floor, and convert the first floor conference room into additional retail space, subject to all previous conditions, one (1) revised condition, and one (1) new condition.

### Revised Condition #7 regarding signs:

SP #220 rooftop signs  
and convert conference space to retail  
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7. All signs shall conform to the adopted “Sign Standards for Site Plan Buildings” and be approved by the County Manager or her designee.

The applicant agrees that the two (2) rooftop signs shall be limited to the location and the same sign area rectangle as shown on the drawings prepared by Jack Stone Signs dated August 31, 2010 and approved by the County Board on November 13, 2010. The area of the rooftop signs shall not exceed 57 sq. ft. per sign, or 114 sq. ft. total for both signs.

The applicant agrees that the existing “EIA” sign on the south side of the building facing Clarendon Boulevard will be removed prior to issuance of a permit for either of the two (2) new “2500 Wilson” rooftop signs.

The applicant agrees that the rooftop signs shall not be illuminated between the hours of midnight and 6:00 a.m., seven (7) days a week. The applicant agrees to install a rheostat or other appropriate variable resistor that will allow the applicant to adjust (decrease) the rooftop sign’s lighting intensity. 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.

The applicant may, through Zoning Administrator approval, replace the rooftop signs approved by the County Board on November 13, 2010 with another type of rooftop sign (for example, should the building tenant change), so long as the new rooftop signs are within the same sign area rectangle and in the same location. The applicant agrees that the timing and rheostat provisions of this condition, will apply to any such Zoning-Administrator-approved sign just as they apply to the rooftop signs approved by the County Board on November 13, 2010. The Zoning Administrator is authorized to approve an administrative change for signs that complies with this condition.

New Condition #33:

33. The applicant agrees that the approximately 1,050 sq. ft. space along Wilson Boulevard, previously used as a conference room and shown on the attachment titled “Lincoln Property Company Conference Room Location First Floor Plan” dated October 19, 2010 will be converted to ground floor retail space, as approved by the County Board on November 13, 2010. The applicant further agrees that the retail windows along Wilson Boulevard shall not be obstructed in any manner which precludes views into the interior of the space. 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 the street. This requirement shall not be satisfied by views into areas blocked by display cases, the rear of shelving, interior walls, blinds, or the like.

Approved Condition #29 regarding conference space, for reference purposes only:

29. The owner agrees to make the conference facility available for use by, and at no charge to, community and non-profit organizations, (Clarendon - Courthouse Civic Association, Lyon Village Citizens Association, Condominium/Homeowners/ Renters Associations located in the Courthouse Sector Plan Area, and Arlington County government funded organizations and agencies) from 6:00 p.m. to 10:00 p.m. on weekdays during the life of the site plan on a space-available basis. This use shall be subject to written notice from the community or non-profit organization at least 30 days in advance of the date of the requested use of the facility and also subject to the owner not requiring the facility for that date and time. The developer agrees to provide, at no charge, parking, on-site personnel to admit community and public agencies, and set-up and custodial services, including cleaning, preparation and re-arrangement, for use of the conference facility by community and public agencies for the life of the site plan. In the event of damage or the need for excessive clean up created by a non-developer user, the applicant may impose reasonable charges to such user commensurate with the cost of repairing the damage or the needed cleaning. Serving or consumption of alcoholic beverages in the conference room and ancillary facilities by community and public agencies is prohibited.



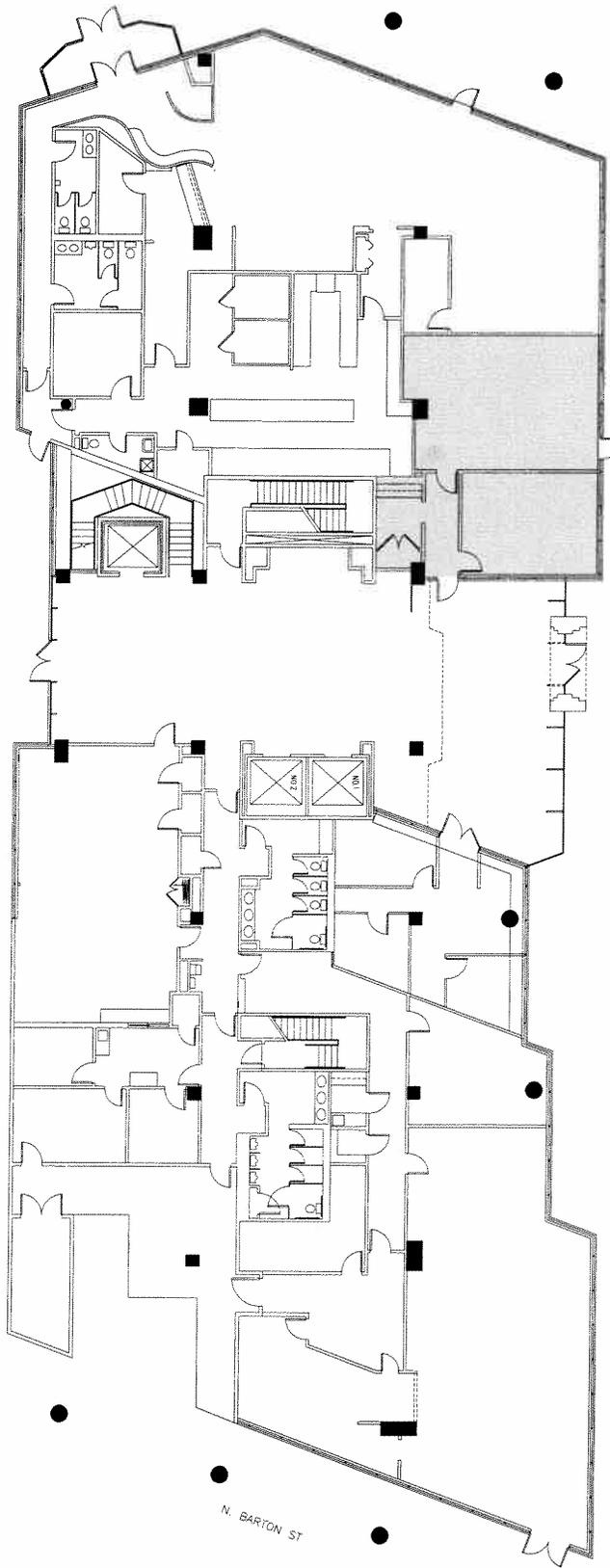
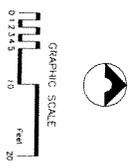
N. CLEVELAND ST

CLARENDON BLVD.

EXISTING CONFERENCE AREA  
(PROPOSED TO BE CONVERTED  
TO RETAIL)  
1,060 GFA  
*(first floor)*

WILSON BLVD

N. BARTON ST



1SK-1

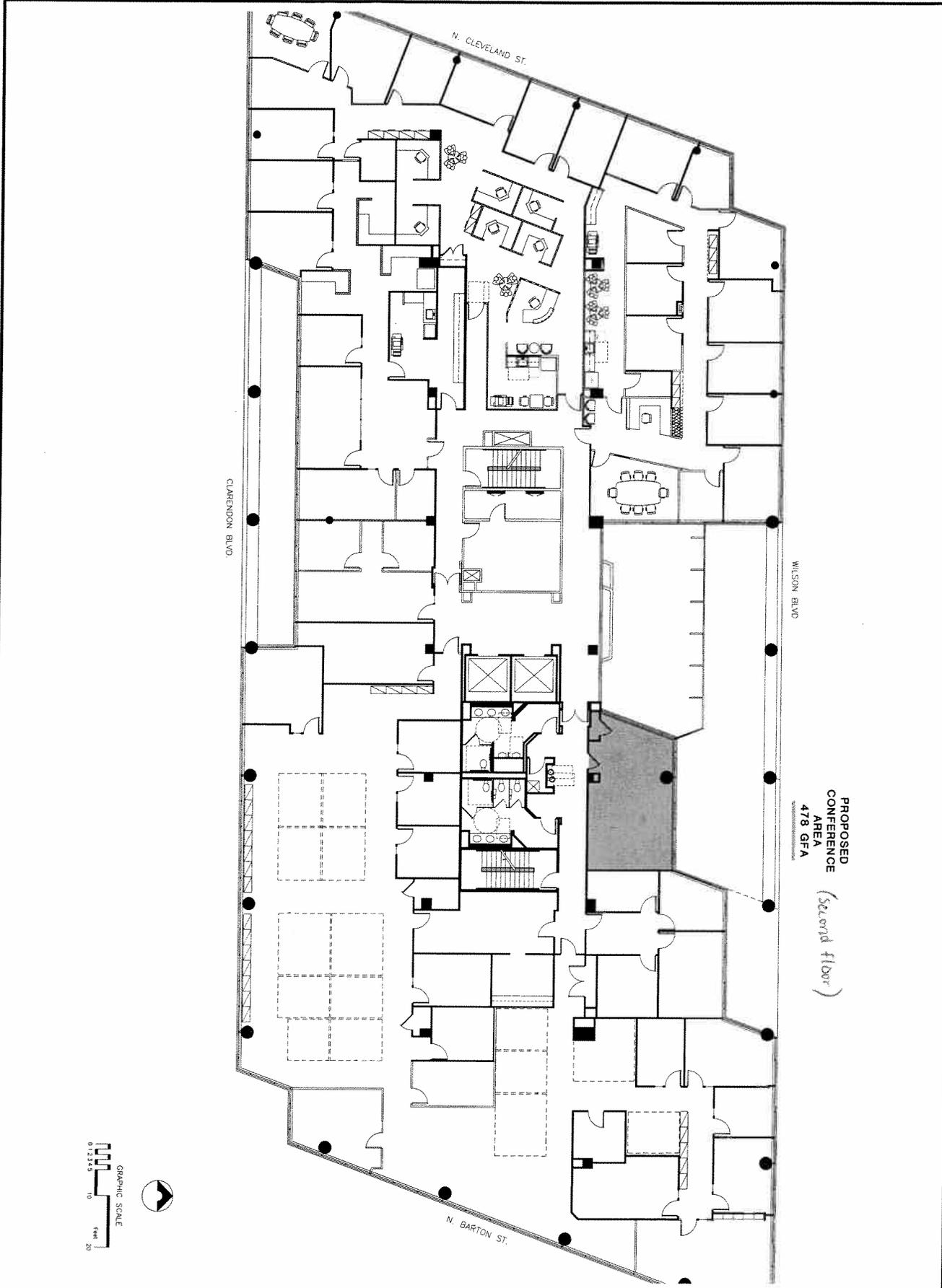
Lincoln Property Company  
 CONFERENCE ROOM RELOCATION  
 2500 WILSON BOULEVARD  
 ARLINGTON, VA 22201

FIRST FLOOR PLAN

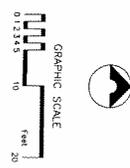
Drawn by	JWG	Registration
Checked by	SAM	
Scale	1/8" = 1'-0"	
Proj. No.	0195.10001	
DWG. File	0195.10001_7500WB_1SK1	
Date	10/19/10	
Client Review		



**FANELLI McCLAIN**  
 DESIGN STUDIOS  
 1800 PENTACON DRIVE, SUITE 100  
 FALLS CHURCH, VA 22044  
 703.261.1800 FAX 703.261.1801



PROPOSED  
CONFERENCE  
AREA  
478 GFA  
(Second floor)



2SK-1

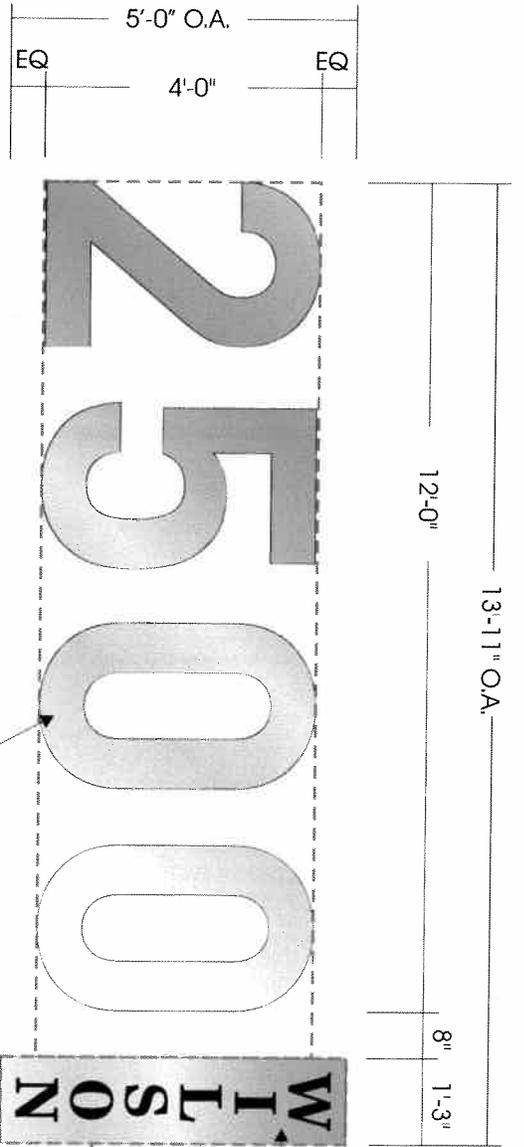
LINCOLN PROPERTY COMPANY  
CONFERENCE ROOM RELOCATION  
2500 WILSON BOULEVARD  
ARLINGTON, VA 22201

SECOND FLOOR  
PLAN

Issue	Date	Drawn by	JNS	Registration
CLIENT REVIEW	10/19/10	Checked by	SMH	
		Scale	1/8"=1'-0"	
		Proj. No.	D195.1000.1	
		CD File		
			D195.1000*.2500WB.2SK.1	

**FANELLI McCLAIN**  
DESIGN STUDIOS  
3976 WILSON BLVD, SUITE 1000  
ARLINGTON, VA 22201

**LOC. 1 & 2: ILLUMINATED**



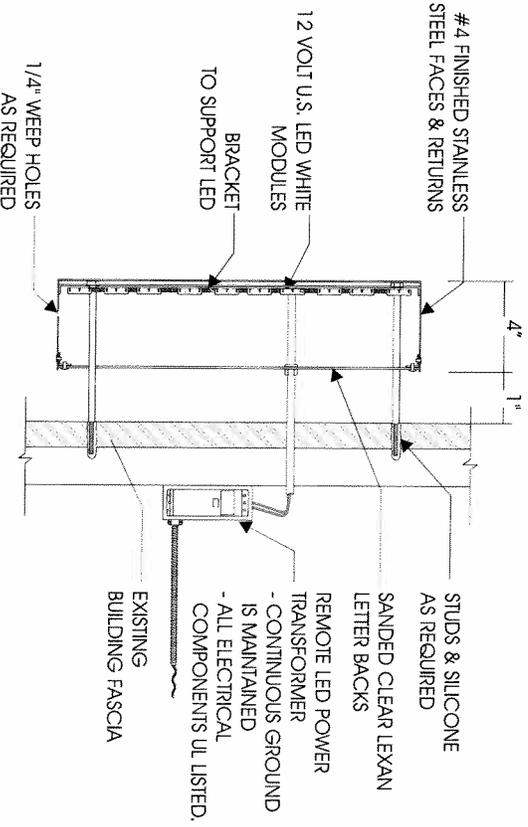
LOCATION 2 & 4  
ILLUM. CHNL. LTRS.

3/8" = 1'-0"  
QTY: (2) SETS

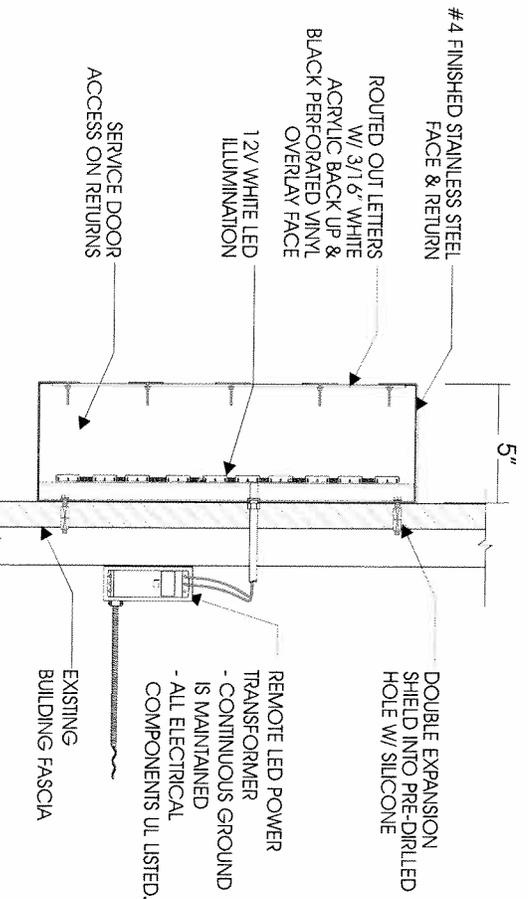
4" DEEP HALO-LIT #4 FINISHED  
STAINLESS STEEL CHANNEL LETTER

**8-LINE CALCULATION**  
4.0' x 12.67' = 50.70 SF  
5.0' x 1.25' = 6.25SF  
56.95 SF / SIGN = 113.9 SF TOTAL

**BLDG. FRONTAGE: 110 LINEAR FT.  
EACH ELEVATION**



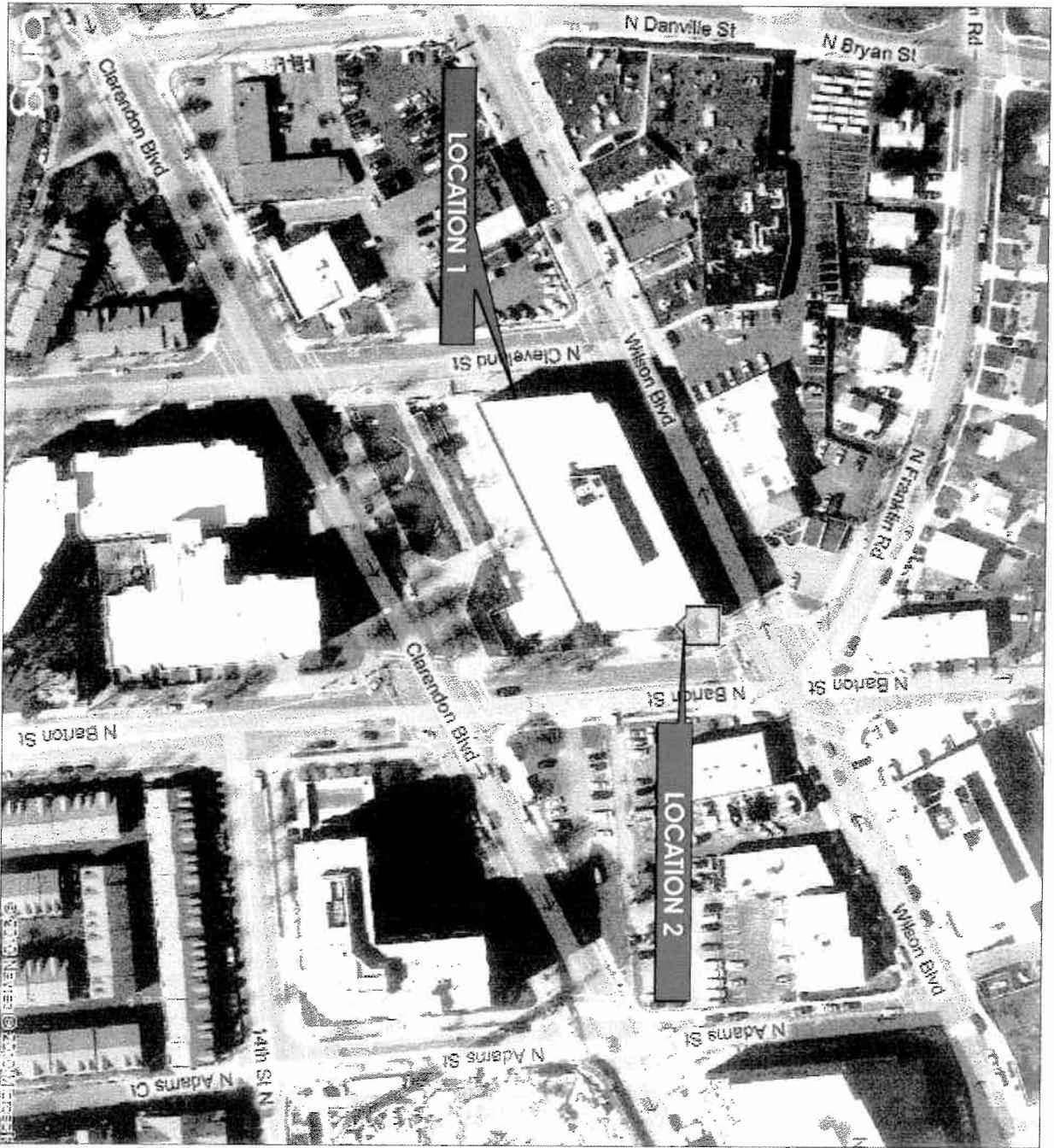
SECTION VIEW NTS  
CHANNEL LETTERS



SECTION VIEW NTS  
SIGN CABINET

REVISIONS
01/16/10 LL show SF & frontage dim.

**SIGN LOCATION PLAN**



**Jackstone SIGNS**  
 3131 PENNSY DRIVE  
 LANDOVER, MD 20785  
 PH: (301) 332-3333  
 FX: (301) 332-3407  
 www.jackstone.net

Customer: 2500 Wilson Blvd  
 Address: 2500 Wilson Blvd  
 City: Arlington  
 State: VA  
 File Name: 2500 Wilson Blvd - Arlington/Address - 4

Dwg. No.: 8679  
 Scale: As Noted  
 Date: 8/31/10  
 Designer: JW  
 Contact: Trevor Stone

Notice: This drawing is an original design created by Jack Stone Sign Company and is submitted for use in conjunction with this project only. This drawing cannot be duplicated, altered, or exhibited in any fashion without authorization from Jack Stone Sign Company. This drawing remains the property of Jack Stone Sign Company and any simultaneous use or exhibition will result in a design fee.  
 REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS

REVISIONS	

Customer Approval  
 (Please Print Full Name) \_\_\_\_\_  
 Signature & Date \_\_\_\_\_

# FRONTAGE: 110 In.ft.



LOC. 1: PROPOSED SIGN

# LOC. 1: PHOTO RENDERING



LOC.1: EXISTING SIGN (TO BE REMOVED) = 3'-0" X 8'-4"

**Jackstone**  
SIGNS  
3131 PENNSY DRIVE  
LANDOVER, MD 20785  
PH: (301)322-3223  
FX: (301)322-8407  
www.jackstone.net

Customer: 2500 Wilson Blvd  
Address: 2500 Wilson Blvd  
City: Arlington  
State: VA  
File Name: 2500 Wilson Blvd- Arlington/Address- 4

Dwg. No. 0679  
Scale: As Noted  
Date: 8/31/10  
Designer: jw  
Contact: Trevor Stone

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REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS.

**REVISIONS**

9/16/10 LL  
Show ext. SF & Frontage dim

Customer Approval  
(Please Print Full Name)

Signature & Date

**FRONTAGE: 110 In.ft.**



**LOC. 2: PROPOSED SIGN**

**LOC. 2: PHOTO RENDERING**



**LOC.2: EXISTING SIGN (TO BE REMOVED) = 3'-0" X 8'-4"**

**Jackstone SIGNS**  
 3131 PENNSY DRIVE  
 LANDOVER, MD 20785  
 PH: (301) 322-3323  
 FX: (301) 322-8407  
[www.jackstone.net](http://www.jackstone.net)

Customer: 2500 Wilson Blvd  
 Address: 2500 Wilson Blvd  
 City: Arlington  
 State: VA  
 File Name: 2500 Wilson Blvd- Arlington/Address-4

Dwg. No. 8679  
 Scale: As Noted  
 Date: 8/31/10  
 Designer: JW  
 Contact: Trevor Stone

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REQUIRED ELECTRICAL SERVICE TO SIGN LOCATION IS TO BE PROVIDED BY OTHERS

**REVISIONS**

9/16/10 LL	Show exist. SF & frontage dim.
------------	--------------------------------

Customer Approval  
 (Please Print Full Name) \_\_\_\_\_  
 Signature & Date \_\_\_\_\_

**From:** HK Park [hkpark100@hotmail.com]  
**Sent:** Wednesday, October 27, 2010 3:28 PM  
**To:** Melanie Jesick  
**Subject:** RE: site plan amendment request at 2500 Wilson Blvd (EIA building)  
No comments or objections. Thank you for contacting us

---

H.K. Park  
Lyon Village ([www.lyonvillage.org](http://www.lyonvillage.org))  
(703) 201-7701

