



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of November 13, 2010**

DATE: November 5, 2010

SUBJECT: SP #106 SITE PLAN AMENDMENT to *Shirlington Village Comprehensive Sign Plan and Sign Guidelines* to allow an additional number of retail tenant identification signs for Samuel Beckett's Irish Gastro Pub; located at 2800 S. Randolph St., Suite 110 (RPC#: 29-014-020).

Applicant:

Mark Kirwan, Owner
5786 Valley View Drive
Alexandria, Virginia 22310

C.M. RECOMMENDATION:

Approve the site plan amendment for a sign package for Samuel Beckett's Irish Gastro Pub, subject to all previously approved conditions, and the two (2) new conditions of the staff report.

ISSUES: The applicant is requesting an amendment to the *Shirlington Village Comprehensive Sign Plan and Sign Guidelines* for signs for a new restaurant, and no issues have been identified.

SUMMARY: This is a site plan amendment request to allow an additional retail tenant identification sign, window signs, and a blade sign for a new restaurant in the Randolph Square building in Shirlington. The applicant, the owner of Samuel Beckett's Irish Gastro Pub, is proposing one (1) retail identification sign on the restaurant's north façade facing Campbell Avenue, one (1) retail identification sign on the restaurant's west façade facing the plaza leading to the Randolph Square parking garage, one (1) blade sign located at the corner entrance to the restaurant, and three (3) window signs. Staff supports the applicant's proposal. The sign on the north façade is permitted by the *Shirlington Village Comprehensive Sign Plan and Sign Guidelines* (hereafter referred to as the "Sign Plan"). The sign on the west façade is not permitted by the Sign Plan (and thus requires a modification) because the plan permits retail tenant identification signs only on facades fronting the public right-of-way. The building's west

County Manager:

BMD/GA

County Attorney:

CRW

Staff: Matthew Pfeiffer, DCPHD, Planning Division

PLA-5717

34.

façade fronts a plaza instead of a public street; however staff supports the addition of this sign as it would be located at a major pedestrian through-way, and would have limited visibility from Campbell Avenue. Therefore, staff recommends approval of the applicant's proposal subject to all previously approved conditions, and the two (2) new conditions of the staff report.

BACKGROUND: The applicant is proposing an amendment to the *Shirlington Village Comprehensive Sign Plan and Sign Guidelines* (Sign Plan) to allow an additional retail tenant sign beyond what the Sign Plan allows. The site is located in the Randolph Square project at 2800 South Randolph Street, Suite 110. The following provides additional information about the site:

Site: The site is bound on the north by Campbell Avenue, on the east by South Randolph Street, on the west by a plaza and retail uses, and on the south by an alley leading to the Randolph Square parking garage.

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

Land Use: The site is designated on the General Land Use Plan (GLUP) as Low "Office-Apartment-Hotel (up to 1.5 FAR office density, up to 72 units/acre apartment density, and up to 110 units/acre hotel density.)"

Neighborhood: The site is not located within the boundary of a civic association. However, staff contacted the Fairlington Civic Association and the Fairlington-Shirlington Neighborhood Conservation Area Representative. The Fairlington Civic Association has not responded to staff request for comment as of the date of this report. The Fairlington-Shirlington Neighborhood Conservation Area Representative is in support of the staff recommendation for the proposed signs, but has an issue with the lack of awnings at retail establishments in Shirlington.

DISCUSSION: The following chart depicts the signs proposed (see attached plans for additional information):

PROPOSED SIGNS FOR BECKETT'S PUB				
<u>Type of Sign</u>	<u>Sign Location</u>	<u>Text</u>	<u>Material</u>	<u>Sign Area</u>
1. Retail tenant identification sign	North façade	Porters, Samuel Beckett's, Wines	Glass	37 sq ft
2. Retail tenant identification sign**	Band treatment above corner entrance	Faillte (in Gaelic)	Glass	4.5 sq ft
3. Window sign*	Corner entrance	Samuel Beckett's	Decal	.8 sq ft
4. Retail tenant identification sign	West façade	Samuel Beckett's	Glass	14.2 sq ft
5. Window sign*	West façade	Samuel Beckett's	Decal	.8 sq ft
6. Window sign*	West façade	Samuel Beckett's	Decal	.8 sq ft
7. Blade sign*	Corner entrance	Samuel Beckett's Irish Gastro Pub	Glass	6 sq ft
Maximum Sign Area Allowed				60 sq ft
Total Sign Area				51.2 sq ft

*Excluded from total sign area calculations because permitted by the Sign Plan without a permit.

**Applicant has withdrawn request for sign.

The Sign Plan allows each retail tenant a maximum of one (1) retail tenant identification sign per tenant frontage. The first retail tenant identification sign (sign #1) in the chart meets this criterion as it is adjacent to the tenant's façade on Campbell Avenue. The west façade of the Randolph Square building abuts a plaza and not the public right-of-way, and as a consequence this façade is not eligible for a sign under the approved Sign Plan. As a result, a modification to the Sign Plan is necessary to allow the proposed sign (sign #4) at this location. Staff supports this modification, as the adjacent plaza leads to the Randolph Square parking garage—one of the largest parking garages in the Village at Shirlington. There is a large volume of pedestrian traffic through the plaza from the garage to Campbell Avenue and a sign on the west façade facing the plaza would be visible to those pedestrians. This sign would have limited visibility from Campbell Avenue and would not contribute a significant distraction for traffic, or to sign clutter at the site. In addition to the aforementioned signs, the applicant is proposing a blade sign (sign #7) to be located at the corner entrance along the Campbell Avenue façade. Blade signs are required by the Sign Plan for all tenants fronting Campbell Avenue, and this sign is consistent with the plan in terms of size and placement. The proposed sign area for all proposed signs totals less than 60 square feet (not counting the blade sign, which is not required to be counted per the Sign Plan), which is the maximum sign area allowed per the Sign Plan. The applicant had proposed a 4.5 square foot sign (sign #2) to be located above the corner entrance to the restaurant, but has withdrawn the request. Staff did not support this sign because it exceeded the number of allowable signs per the Sign Plan.

CONCLUSION: Samuel Beckett's Irish Gastro Pub is proposing an amendment to the *Shirlington Village Comprehensive Sign Plan and Sign Guidelines* to allow an additional sign at the tenant location beyond what the plan allows. Staff supports the additional sign, because there is significant pedestrian traffic through this plaza due to its termination at the Randolph Square garage. Therefore, staff recommends approval of the site plan amendment to allow the signs

proposed in the attached drawings with the exception of the 4.5 square foot retail tenant identification sign (sign #2) shown on the attached drawings at the corner entrance, subject to all previously approved conditions, and the two (2) new conditions of the staff report.

New Conditions: (The following conditions apply to the signs at 2800 South Randolph Street, Suite 110):

79. The applicant agrees to limit all signs to the size, design, location, color, materials, and text of the proposed signs shown on the drawings entitled "Beckett's Irish Gastro Pub," prepared by Bar None Designs, dated July 21, 2010, except for the 4.5 square foot retail tenant identification sign shown at the corner entrance, which is not approved, and which the applicant agrees will not be erected.
80. The applicant agrees that the Zoning Administrator may approve a minor change to the signs approved for Samuel Beckett's Irish Gastro Pub provided the Zoning Administrator finds that the signs after the change are consistent with the *Shirlington Village Comprehensive Sign Plan and Sign Guidelines*.

PREVIOUS COUNTY BOARD ACTIONS:

- October 9, 1976 Approved a rezoning from “C-2” to “C-O-1.5” (Z-2086-76-3); and approved a Phased Development Site Plan. The approval expired *in 1981*.
- December 4, 1982* *Approved a Phased Development Site Plan (PDSP) on four parcels consisting of 570,000 S.F. of office space, 428,000 s.f. of retail space, 300 hotel rooms, and 490 residential units known as the “Village at Shirlington.”*
- July 9, 1983 Approved the final site plan for Phase I (SP-1) on Parcel 2, allowing 60,000 s.f. of office area and 370,000 s.f. of retail area.
- July 13, 1985 Approved PDSP amendment to increase the maximum building height on Parcel 3 from 10 stories (150 feet) to 11 stories (150 feet); and approved the final site plan for Phase II (SP-2) on Parcel 3, allowing an 11-story office building with 295,000 s.f. of office g.f.a. and 17,000 s.f. of retail g.f.a.
- December 2, 1986 Approved a site plan to “SP-1,” permitting revised signs for the Shirlington Theatre.
- June 6, 1987 Approved a PDSP amendment to establish standards by which administrative approval of subdivision can be granted.
- December 13, 1987 Approved a PDSP amendment to transfer 85,895 s.f. of office/retail area from Parcel Two to Parcel One; and approved the final site plan for Phase III (SP-3) on Parcel One, allowing a 6-story office building with 85,895 s.f. of office/retail area, and a 10-story hotel with 299 units.
- April 16, 1988 Approved a site plan amendment to allow the operation of a child care center for 79 children ages 3 to 6 years old.
- July 9, 1988 Approved a site plan amendment to extend the expiration date of the site an additional three years to July 9, 1991.

	Approved a PDSP Amendment to transfer 86 residential units from Parcel 4 to Parcel 3 or Parcel 2, and 4,485 s.f. of commercial/retail area from Parcel 1 to Parcel 2; and approved final site plan for Phase IV (SP-1) on Parcel 4, allowing an 8-story, 404 unit residential development.
October 1, 1988	Approved a PDSP amendment to install banners around the periphery of the site.
June 3, 1989	Approved a site plan amendment to permit an outdoor café in conjunction with an existing restaurant.
June 2, 1991	Continued a site plan amendment for an outdoor café with a review in three (3) years.
August 10, 1991	Approved a site plan amendment for renovation of an existing automobile service station and addition of a car wash subject to conditions.
September 18, 1991	Approved site plan amendment to permit live entertainment in conjunction with an existing restaurant.
June 13, 1992	Approved site plan amendment for an outdoor café.
September 12, 1992	Continued site plan amendment for live entertainment (Bistro, Bistro).
November 14, 1992	Approved one tenant identification sign 100.5 square feet in size on east elevation of 2775 South Quincy Street.
April 9, 1994	Approved site plan amendment to convert 4,000 s.f. of retail space to classrooms, copy facilities and shower locker room for a period not to exceed 12 years (2006) subject to two conditions and a review in five (5) years.
May 7, 1994	Approved site plan amendment to permit an outdoor café associated with California Pizza Kitchen.
May 20, 1995	Approved a site plan amendment to amend Condition #48, which restricts the use of the health

club to office tenants, and residents and to permit use by non-residents.

August 8, 1995

Deferred a PDSP amendment to amend the project's comprehensive sign plan to retain an existing free-standing sign to the December 9th County Board meeting.

Deferred a PDSP amendment to eliminate the requirement that the parking structure used by the existing office building be shared with the future hotel and to modify condition #44 and add standard subdivision conditions to the September 9, 1995 County Board meeting.

September 9, 1995

Approved a site plan amendment for live entertainment in an existing restaurant (Bistro, Bistro).

Deferred PDSP amendment to eliminate the requirement that the parking structure used by the existing office building be shared with the future hotel and to modify condition #44 and add standard subdivision language.

October 14, 1995

Approved a site plan amendment to permit exterior dining at THAI in Shirlington.

November 18, 1995

Accept withdrawal of PDSP amendment request.

December 9, 1995

Approved site plan amendment to allow outdoor café (Fresh Fare).
Deferred a PDSP to amend the comprehensive sign plan for the retention of a freestanding sign to the February 3, 1996 County Board meeting.

February 3, 1996

Deferred PDSP amendment on comprehensive sign plan to February 24th meeting.

February 24, 1996

Deferred PDSP amendment on comprehensive sign plan to May 11, 1996 meeting.

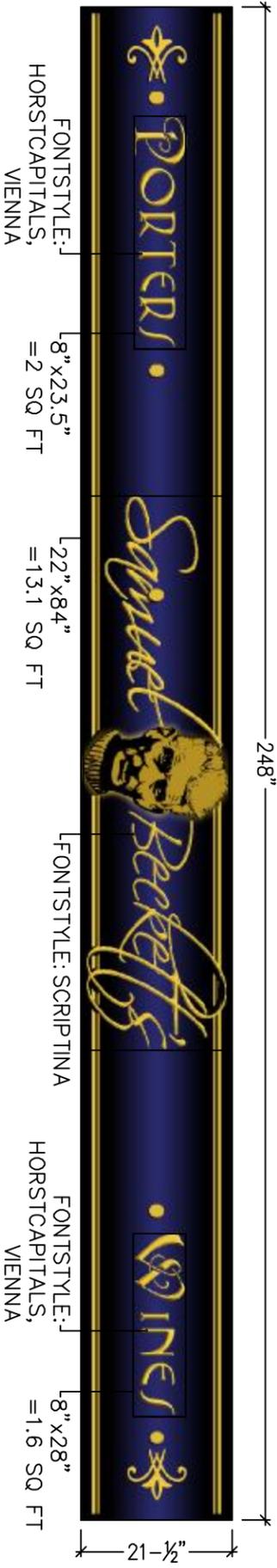
May 13, 1996

Deferred PDSP amendment on comprehensive sign plan to July 20, 1996 meeting.

July 20, 1996	Denied PDSP Amendment to amend comprehensive sign plan for the retention of a freestanding sign.
November 16, 1996	Approved site plan amendment SP #106 to permit an outdoor café Capital City Brewing Company.
January 11, 1997	Approved PDSP Amendment and final site plan approval for Parcel 1 to add 2 stories of studio/mechanical/technical support space above the existing parking garage structure, an atrium between the garage and office building, antennas, an LED sign band, subject to conditions.
July 8, 1998	Approved site plan amendment to expand outdoor café (Capitol City Brewing Co.).
February 6, 1999	Defer PDSP Amendment and Final Site Plan Approval for Parcel 2 to the March 13, 1999 County Board meeting.
March 13, 1999	Defer PDSP Amendment and final site plan Approval for Parcel 2 to the April 10, 1999 County Board meeting.
April 10, 1999	Approved PDSP Amendment to reallocate from Parcel 3 to Parcel 2 150,000 square feet of approved gross floor area and a final site plan for an 8-story office building and 7-level parking structure on Parcel 2 subject to PDSP Conditions and final site plan Conditions.
July 10, 1999	Defer GLUP Amendment to the November 13, 1999 County Board meeting.
November 13, 1999	Defer GLUP Amendment to the February 12, 2000 County Board meeting.
February 20, 2000	Defer GLUP Amendment to the July 22, 2000 County Board meeting.
July 22, 2000	Defer GLUP Amendment, Rezoning and Phased Development Site Plan Amendment to the September 9, 2000 County Board meeting.

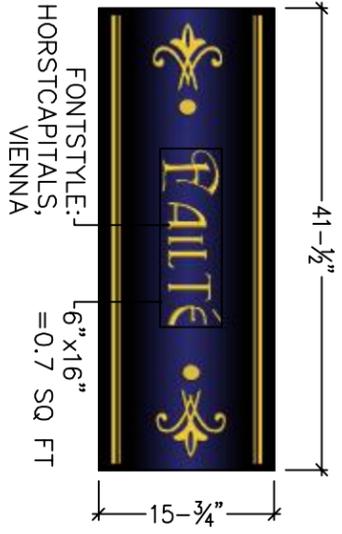
September 9, 2000	Defer GLUP Amendment, Rezoning and Phased Development Site Plan Amendment to the October 7, 2000 County Board meeting.
October 7, 2000	Approved GLUP Amendment, Rezoning, and Phased Development Site Plan Amendment.
June 30, 2001	Approved final site plan for residential/retail/streetscape for Parcel 3.
June 8, 2002	Approved final site plan for library/theater and plaza for Parcel 3.
November 16, 2002	Approved site plan amendment for residential/retail site plan to construct addition to Building 2 and reallocate 1,200 s.f. of retail space elsewhere in Parcel 3.
April 26, 2003	Approved minor site plan amendment to modify garage and extend term of site plan.
September 13, 2003	Approved minor site plan amendment for additional commercial GFA for grocery store and modification of use regulations for density.
January 29, 2005	Approved Shirlington Village Comprehensive Sign Plan.
July 10, 2006	Deferred PDSP amendment and final site plan for new office building and parking garage.
September 16, 2006	Approved site plan amendment for to convert 8 hotel units to approximately 4,752 square feet retail use for Parcel 3 to construct approximately 195,000 square feet office building, plus approximately 16,472 square feet of retail, shared parking structure, with modifications of use regulations for exclusion of tenant storage from GFA, and approval of rooftop signage

SIGN 1 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

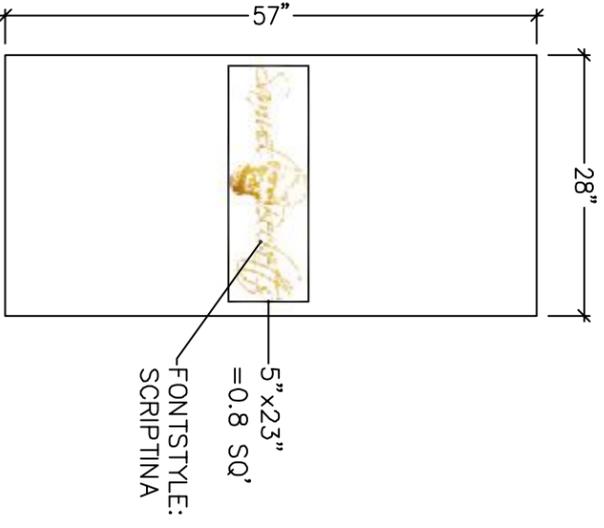


NOTES:
CUSTOM REVERSE GLASS SIGNAGE W/ 24K GOLD LEAF & BURNISHING TECHNIQUES. INCLUDES CUSTOM LOGO W/ BEVELED FONT STYLE. BACKGROUND BLACK TO DARK NAVY BLUE (PANTONE 2766C) GRADIENT. SIGN 3, 8, 9 TO BE TRANSPARENT THERMAPANE DOOR GLASS WITH DECORATIVE VINYL APPLIQUE. BLADE SIGNS CUSTOM DOUBLE SIDED PAINTED SIGN TO INCLUDE RESTAURANT LOGO.

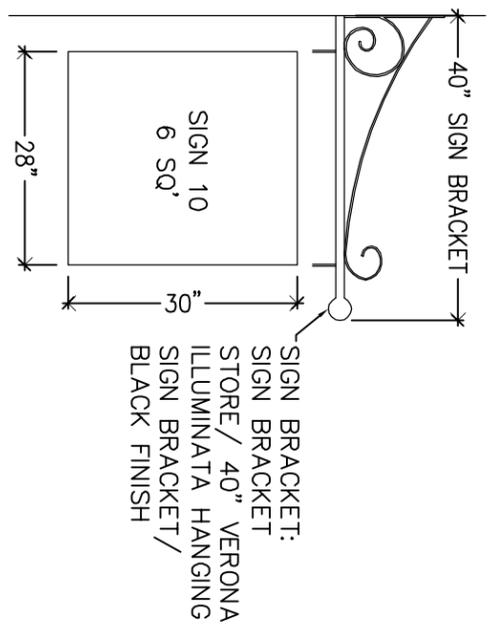
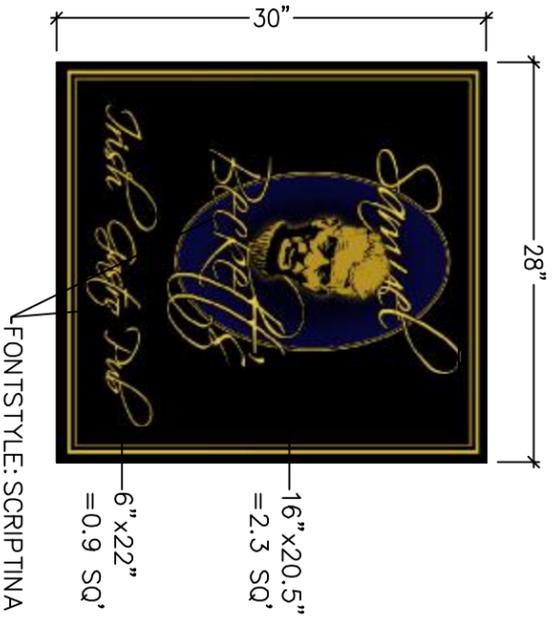
SIGN 2 41-1/2" 15-3/4"



SIGN 3 - WINDOW GRAPHIC



SIGN 10



BAR NONE
DESIGNS
9 SHAW/GLEN WAY
NEPEAN, ONTARIO K2J 5M1

Tel: 613.622.0917
Fax: 613.622.5853
Barronville, CA

NO.	DATE	BY	DESCRIPTION

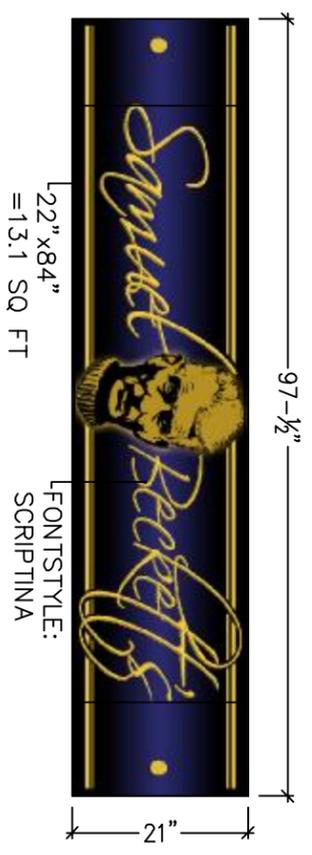
DESIGNED BY:	APPROVED BY / DATE:
A.B. + S.K.	
DRAWN BY:	FILENAME:
S.K.	shopfront
SCALE:	DATE:
NTS	July 21/10

TITLE	PROJECT
Signage Signs	Beckett's Irish Gastro Pub Arlinton, VA

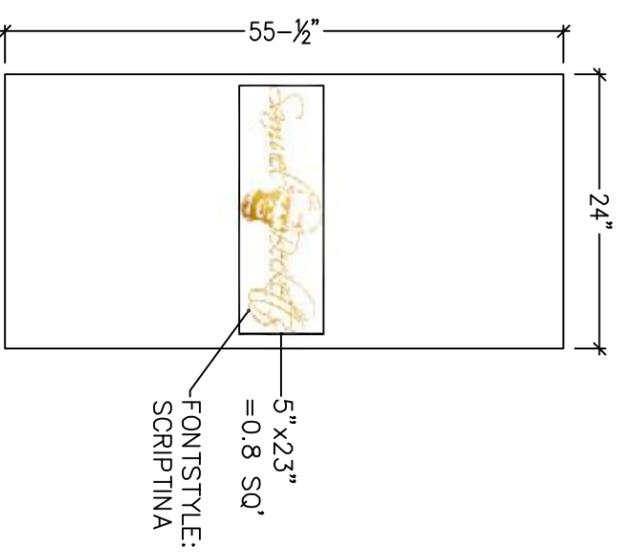


1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

SIGN 4



SIGN 8, 9 - WINDOW GRAPHICS



BAR NONE
partners
Tel: 613.622.0017
Fax: 613.622.5853
DESIGNS
9 SHAW/GLEN WAY
NEPEAN, ONTARIO K2J 5M1

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NO.	DATE	BY	DESCRIPTION

DESIGNED BY: A.B. + S.K.	APPROVED BY / DATE:
DRAWN BY: S.K.	FILENAME: shopfront
SCALE: NTS	DATE: July 21/10

TITLE	PROJECT
Signage Signs	Beckett's Irish Gastro Pub Arlinton, VA



