



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of January 22, 2011**

DATE: January 6, 2011

SUBJECT: SP# 6 SITE PLAN AMENDMENT for a rooftop sign and a comprehensive sign plan; located at 4420 N. Fairfax Drive (RPC#: 14-051-019).

Applicant:

JBG/Fairfax Drive, L.L.C.

By:

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

C. M. RECOMMENDATION:

Adopt the attached ordinance approving the site plan amendment request for a comprehensive sign plan, including a rooftop sign, at 4420 N. Fairfax Drive, subject to all previously approved conditions, and to revised Condition #12.

ISSUES: This is a site plan amendment request for a comprehensive sign plan for the Fairmont Building, including a rooftop sign for Westwood College, and no issues have been identified.

SUMMARY: The applicant is proposing a comprehensive sign plan for the Fairmont Building in Ballston. The comprehensive sign plan would include three (3) retail signs for Eagle Bank, one (1) wall sign for a second retail tenant, and one (1) sign above 35 feet for Westwood College. The proposed retail signs generally meet the *Sign Guidelines for Site Plan Buildings* (Sign Guidelines). The exception is that three (3) signs are proposed for Eagle Bank, rather than two (2) per the Sign Guidelines. Two (2) of the proposed signs for Eagle Bank would be above the Automated Teller Machines (ATMs), one (1) of which is not located on the Fairfax Drive side (the front of the bank), but rather on the east side of the building where there are no other bank signs proposed. The third proposed Eagle Bank sign is a wall sign above the front door, which would direct customers to the entrance. The number of signs proposed for Eagle Bank is

County Manager: *BMD/GA*

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

Staff: Melanie Jesick, DCPHD, Planning Division

PLA-5801

1.

appropriate, as they are well within the permitted sign area. The proposed comprehensive sign plan is within the maximum amount of sign area permitted. The proposed rooftop sign for Westwood College is also in compliance with the Sign Guidelines. Therefore, staff recommends that the County Board adopt the attached ordinance to approve the site plan amendment request for a comprehensive sign plan, including a rooftop sign, at 4420 N. Fairfax Drive, subject to all previously approved conditions, and revised Condition #12.

BACKGROUND: The following provides additional information about the site:

Site: The site consists of a 72-foot tall office building and a surface parking lot.

- North: Fairfax Drive and a seven (7) story office building.
- South: The Continental Condominium building.
- East: An office building (The Ellipse).
- West: North Vermont Street and an office building (Arlington Gateway).

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

General Land Use Plan Designation: The site is designated on the General Land Use Plan (GLUP) as “Coordinated Mixed-Use Development District.”

Neighborhood: The site is located within the Ballston-Virginia Square Civic Association. The Ballston-Virginia Square Civic Association has been notified and responds they have no issues with the sign plan as proposed (letter attached).

DISCUSSION: Following is information outlining details on the proposed comprehensive sign plan:

Sign Type (quantity)	Area (sq. ft.)	Text	Location	Materials
Eagle Bank wall sign (1)	Approx. 19.45 sq. ft.	Eagle Bank	Facing Fairfax Dr. over the entrance to the bank.	Internally illuminated channel letters.
Eagle bank ATM sign – north side (1)	Approx. 9.60 sq. ft.	Eagle Bank	Facing Fairfax Dr. over the ATM.	Vinyl logo on acrylic panel.
Eagle bank ATM sign – east side (1)	Approx. 16 sq. ft.	Eagle Bank	Facing east, above the ATM.	Internally illuminated panel detail.
Retail tenant wall sign (1)	Approx. 40 sq. ft.	TBD, based on retail tenant.	Facing Fairfax Dr. over the retail entrance.	Internally illuminated channel letters.
Sign area proposed	Approx. 86 sq. ft. proposed			
Sign area permitted based on total linear frontage	195 total sq. ft. permitted			

The proposed signs below 35 feet include three (3) retail signs for Eagle Bank (one wall sign and two ATM signs) and one (1) sign for a second retail tenant along Fairfax Drive. The Sign

Guidelines state that each retail tenant shall be permitted a maximum of two (2) identification signs, one (1) per tenant frontage. Eagle Bank is proposing three (3) signs total. There will be one (1) wall sign above the door facing Fairfax Drive, one (1) ATM sign facing Fairfax Drive, and one (1) ATM sign facing east. Three (3) signs are appropriate for this corner tenant. The proposed wall sign guides customers to the entrance to the bank. The proposed signs above each ATM let customers know what bank is associated with the ATM. This is especially important for the ATM on the east side of the building, as the bank signs facing Fairfax Drive may not be visible to pedestrians walking west approaching the building. In addition, the amount of sign area proposed for Eagle Bank is well within the sign area permitted. The Eagle Bank signs would total approximately 46 square feet, while 195 square feet of sign area is permitted based on the linear frontage of the building.

ROOFTOP SIGN				
Sign Type (Quantity)	Area (sq. ft.)	Text	Location	Materials
Westwood College Rooftop sign (1)	Approx. 125 sq. ft.	Westwood College	On the northern side of the building facing Fairfax Dr.	Aluminum lettering.
Sign area permitted per rooftop sign based on linear frontage	150 sq. ft.			

The applicant is also proposing a rooftop sign above 35 ft. for Westwood College. The *Sign Guidelines for Site Plan Buildings* (Sign Guidelines) state that square footage for rooftop signs is based on one (1) square foot per one (1) linear foot of building wall width along the street frontage, and that the permitted area for the rooftop signs shall not count against the total sign area permitted for other types of signs. In addition, the proposed letter height is under the six (6) foot maximum permitted by the Sign Guidelines. Therefore, the proposal is consistent with the Sign Guidelines. The proposed sign faces office uses across the street and thus does not directly face residential or other areas identified as prohibited in the Sign Guidelines. Standard conditions for rooftop signs are proposed and agreed to by the developer. They require the applicant to turn off illumination of the signs at midnight and incorporate a rheostat.

CONCLUSION: The proposed signs are generally in compliance with the Sign Guidelines and are within the total amount of sign area permitted. Therefore, staff recommends adopting the attached ordinance to approve of the site plan amendment request for a comprehensive sign plan and a rooftop sign at 4420 N. Fairfax Drive, subject to all previously approved conditions, and revised Condition #12.

Revised Condition #12:

12. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs (including identification and directional signage) shall be consistent with the guidelines contained in "Sign Guidelines for Site Plan Buildings" and with Section 34 of the Zoning Ordinance. The Zoning Administrator shall determine whether the signs meet the standards of the guidelines and the Ordinance. 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 within one (1) year of approval, or May 22, 2011. 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.

- a. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared by Art Display Company and dated November 23, 2010 and approved by the County Board on January 22, 2010. The developer agrees that all signs shall be the number, size, and location as shown on the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance.
- b. The developer agrees that the total sign area for all signs below 35 feet shall not exceed 86 sq. ft.
- c. The developer agrees that the total sign area for the rooftop sign shall not exceed 125 square feet.
 - i. The developer agrees that the rooftop sign shall not be illuminated between the hours of midnight and 6:00 a.m., seven (7) days a week.
 - ii. The developer 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 a adverse effect.
- d. 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:

August, 1962	Approved rezoning from “C-2” and “C-3” to “C-O”
January, 1963	Approved site plan for a 5-story office building, 44,748 square feet of GFA.
August, 1970	Approved site plan amendment to use two floors for the National Clinical Services Laboratories.
July, 1978	Approved rezoning from “C-O” to “C-O-2.5”
November, 1980	Approved rezoning from “C-O-2.5” to “C-O-A”
September, 1983	Denied Industrial Revenue Financing Application from Fairmont Associates to acquire and renovate existing office building.
April 17, 1984	Approved site plan amendment for façade, streetscape, and landscape improvements and the addition of approximately 15,000 square feet of GFA subject to conditions.
June, 1988	Approved standards by which administrative approval of future subdivision of site could occur.
January, 2006	Approved site plan amendment SP #331 to incorporate 4420 Fairfax Drive into existing site plan and construct approximately 237 dwelling units, approximately 9,200 square feet retail, associated parking, outdoor seating, modifications of use regulations for landscaped open space requirement, density, height, exclusion of retail and residential storage, and hotel parking.
May 22, 2010	Approved site plan amendment for SP #6 to allow educational uses in addition to previously approved office uses at 4420 Fairfax Drive, subject to the conditions of the staff report.

Ordinance Language for SP Approval

WHEREAS, an application for a Site Plan Amendment dated November 2, 2010 for Site Plan #6 was filed with the Office of the Zoning Administrator: and

WHEREAS, as indicated in Staff Report dated January 6, 2011 and through comments made at the public hearing before the County Board, the County Manager recommends that the County Board approve the Site Plan Amendment subject to all previous conditions and new or revised conditions; and

WHEREAS, the County Board held a duly-advertised public hearing on that Site Plan Amendment on January 22, 2011 and finds, based on thorough consideration of the public testimony and all materials presented to it and/or on file in the Office of the Zoning Administrator, that the improvements and/or development proposed by the Site Plan as amended:

- Substantially complies with the character of master plans, officially approved neighborhood or area development plans, and with the uses permitted and use regulations of the district as set forth in the Zoning Ordinance and modified as follows:
 - General land use plan, “Coordinated Mixed-Use Development District.”
Section 34.H of the Zoning Ordinance (Modification of sign regulations for placement of sign above 35 ft. and number of signs).
“C-O-A” Commercial Office Building, Hotel and Apartment Districts.
- Functionally relates to other structures permitted in the district and will not be injurious or detrimental to the property or improvements in the neighborhood; and
- Is so designed and located that the public health, safety and welfare will be promoted and protected.

NOW THEREFORE, BE IT ORDAINED that, as requested by an application dated November 2, 2010 for Site Plan #6, and as such application has been modified, revised, or amended to include the drawings, documents, conditions and other elements on file in the office of Zoning Administration(which drawings, etc... are hereafter collectively referred to as “Revised Site Plan Application”), for a Site Plan Amendment for a comprehensive sign plan and a rooftop sign, for the parcel of real property known as RPC# 14-051-019 at 4420 N. Fairfax Dr. approval is granted and the parcel so described shall be used according to the Revised Site Plan Application, subject to all existing conditions (Conditions #1 – 12) with Condition #12 modified as follows:

Revised Condition #12:

12. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs (including identification and directional signage) shall be consistent with the guidelines contained in "Sign Guidelines for Site Plan Buildings" and with Section 34 of the Zoning Ordinance. The Zoning Administrator shall determine whether the signs meet the standards of the guidelines and the Ordinance. 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 within one (1) year of approval, or May 22, 2011. 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.

- a. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared by Art Display Company and dated November 23, 2010 and approved by the County Board on January 22, 2010. The developer agrees that all signs shall be the number, size, and location as shown on the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance.
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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 a adverse effect.

- d. 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%).



THE JBG COMPANIES

4420 NORTH FAIRFAX

COMPREHENSIVE SIGN PLAN DESIGN DEVELOPMENT

NORTH ELEVATION A	
ROOF TOP	SQR. FT.
TENANT SIGN ()	124.7
TOTAL	124.7

NORTH ELEVATION B, C, D	
GROUND LEVEL	SQR. FT.
TENANT SIGN ()	19.45
TENANT SIGN	40.00
TENANT SIGN ()	9.60
TOTAL	69.05

EAST ELEVATION E	
GROUND LEVEL	SQR. FT.
TENANT SIGN ()	16
TOTAL	16



401 HAMPTON PARK BLVD.

CAPITOL HEIGHTS, MD 20743

(PH) 240-765-1400

(FAX) 240-765-1401

WWW.ARTDISPLAYCO.COM

A NORTH ELEVATION: TOP TENANT SIGNAGE

PREPARED AND PROVIDED BY:



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NOTE: SKETCH COLORS ARE LIMITED BY PRINTING TECHNOLOGY AND MAY NOT REFLECT THE EXACT COLORS OF THE FINISHED PRODUCT.

CLIENT



4420 NORTH FAIRFAX



SALESPERSON

BOB BIROONAK

DESIGNER

DELANCY RICHARDSON

SCALE

AS NOTED

REVISIONS

NO.	BY	DATE
1	DR	10.12.2010
2	DR	10.15.2010
3	DR	10.25.2010
4	DR	11.23.2010

APPROVED BY

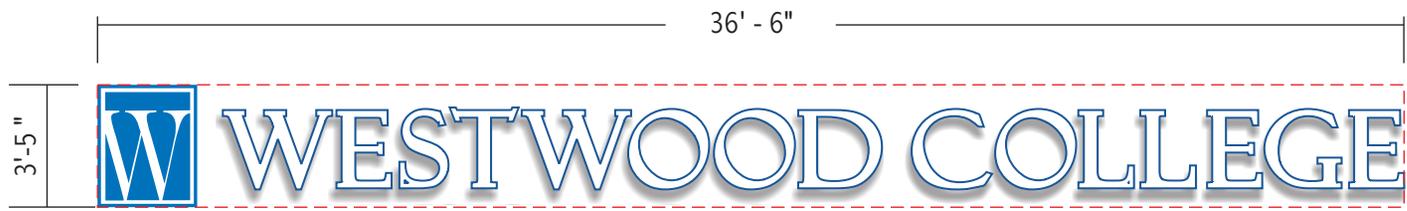
CLIENT

SALESPERSON

PRODUCTION

INSTALLATION

NOTES:

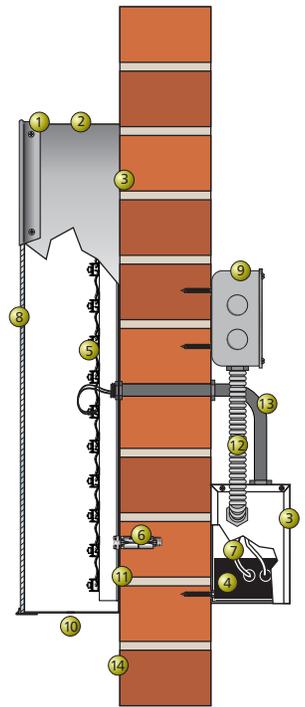


INTERNALLY ILLUMINATED CHANEL LETTER
FRONT VIEW SCALED @ 3/16" = 1' - 0"

TOTAL SQ. FT. = 124.7



NORTH ELEVATION VIEW
SCALED @ 1/32" = 1' - 0"



L.E.D CHANNEL LETTER DETAIL
FLUSH MOUNTED

- 1 1" INTENSE BLUE JEWELITE TRIM-CAP - MOUNTS ACRYLIC FACE TO THE RETURNS W/ COUNTERSUNK SCREWS
- 2 4 1/2 DEEP .040 ALUMINUM LETTER RETURN PAINTED BLUE
- 3 FLUSHED MOUNT
- 4 LED TRANSFORMER
- 5 LED MODULES (WHITE)
- 6 DOUBLE EXPANSION SHIELDS (MAY CHANGE AFTER FIELD SURVEY)
- 7 LOW VOLTAGE WIRING - 18 GAGE
- 8 3/16" TRANS. WHITE ACRYLIC FACES w/ TRANS. BLUE VINYL MATCHING PMS #2935C
- 9 JUNCTION BOX ; WIRING WILL GO FROM HERE TO ELECTRICAL FEED
- 10 WEEP HOLE FOR WATER DRAINAGE
- 11 .063" OR .080" ALUMINUM BACK; RETURNS OF LETTER WILL MOUNT AND OR WELD THE BACKS
- 12 GREENFIELD FOR WIRE COVERING
- 13 PVC CONDUIT; PASSES THROUGH THE TYPICAL FACADE
- 14 TYPICAL BRICK FACADE

...NOTE: SKETCH COLORS ARE LIMITED BY PRINTING TECHNOLOGY AND MAY NOT REFLECT THE EXACT COLORS OF THE FINISHED PRODUCT.

SAVED AS 2600-04DR - JGB - Westwood College & Eagle Bank Channel Letters



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4420 NORTH FAIRFAX



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1	DR	10.12.2010
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APPROVED BY

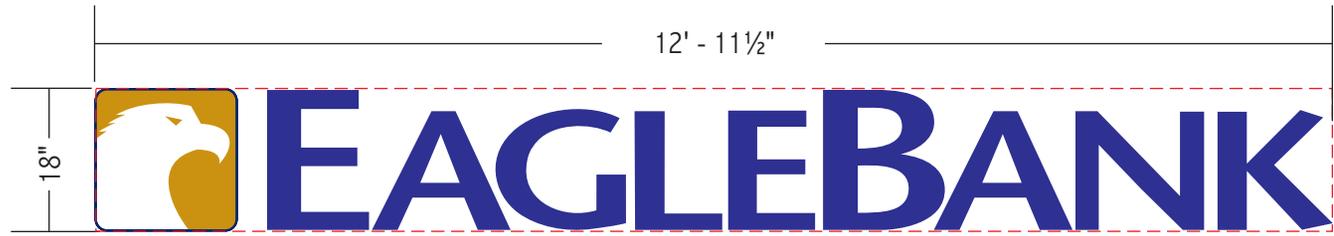
CLIENT

SALESPERSON

PRODUCTION

INSTALLATION

NOTES:



INTERNALLY ILLUMINATED CHANEL LETTER
FRONT VIEW SCALED @ 1/2" = 1' - 0"

FOLLOW THE DETAILS ON PAGE 1 FOR FABRICATION OF LETTERS.

19.45 SQR. FT



NORTH ELEVATION VIEW SCALED @ 1/8" = 1' - 0"



NORTH ELEVATION: GROUND TENANT SIGNAGE



INTERNALLY ILLUMINATED CHANEL LETTER
FRONT VIEW SCALED @ 3/8" = 1' - 0"

TOTAL SQ. FT. = 40



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CLIENT



4420 NORTH FAIRFAX



SALESPERSON

BOB BIROONAK

DESIGNER

DELANCY RICHARDSON

SCALE

AS NOTED

REVISIONS

NO.	BY	DATE
1	DR	10.12.2010
2	DR	10.15.2010
3	DR	10.25.2010
4	DR	11.23.2010

APPROVED BY

CLIENT

SALESPM

PRODUCTION

INSTALLATION

NOTES:

2600-04DR - JGB - Westwood College & Eagle Bank Channel Letters



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CLIENT



SALESPERSON

BOB BIROONAK

DESIGNER

DELANCY RICHARDSON

SCALE

AS NOTED

REVISIONS

NO.	BY	DATE
1	DR	10.12.2010
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APPROVED BY

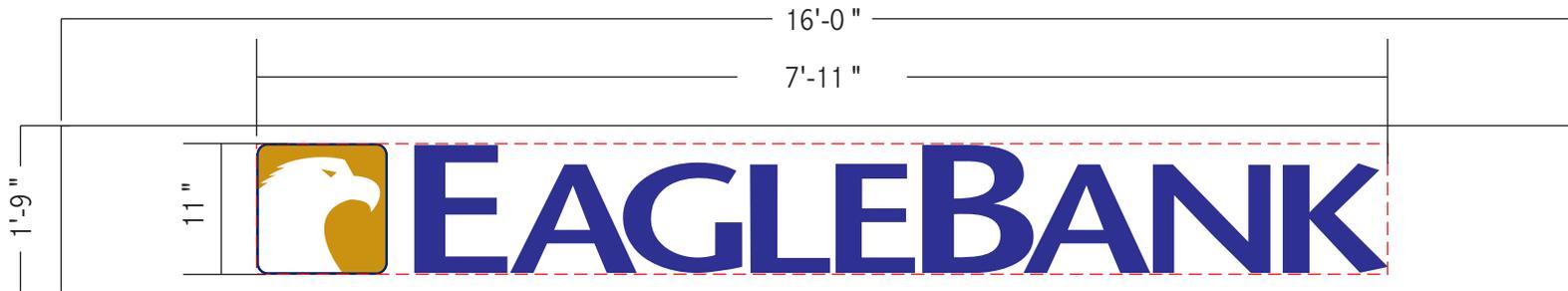
CLIENT

SALESPERSON

PRODUCTION

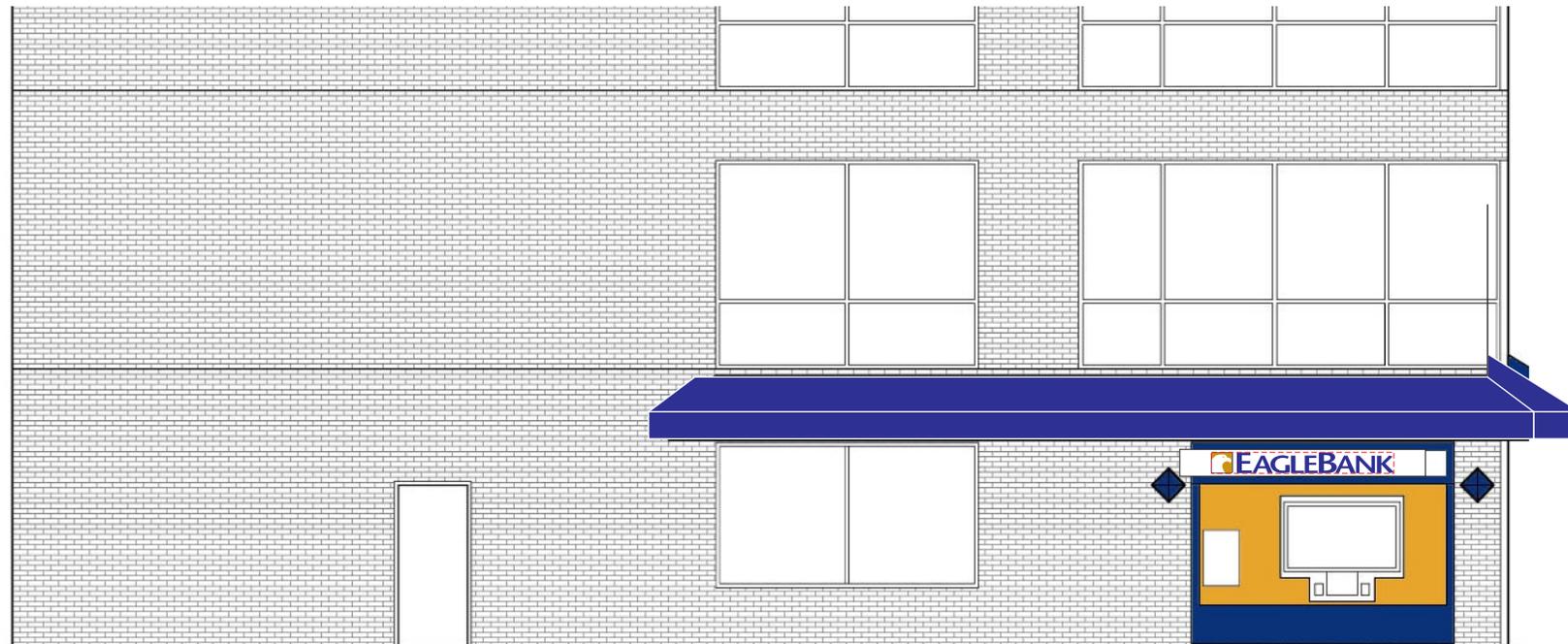
INSTALLATION

NOTES:



INTERNALLY ILLUMINATED PANEL DETAIL:
SCALE: 3/4" = 1' - 0"

16 SQR. FT



EAST ELEVATION VIEW
SCALED @ 1/8" = 1' - 0"

PREPARED AND PROVIDED BY:

CLIENT



THE JBG COMPANIES
4420 NORTH FAIRFAX

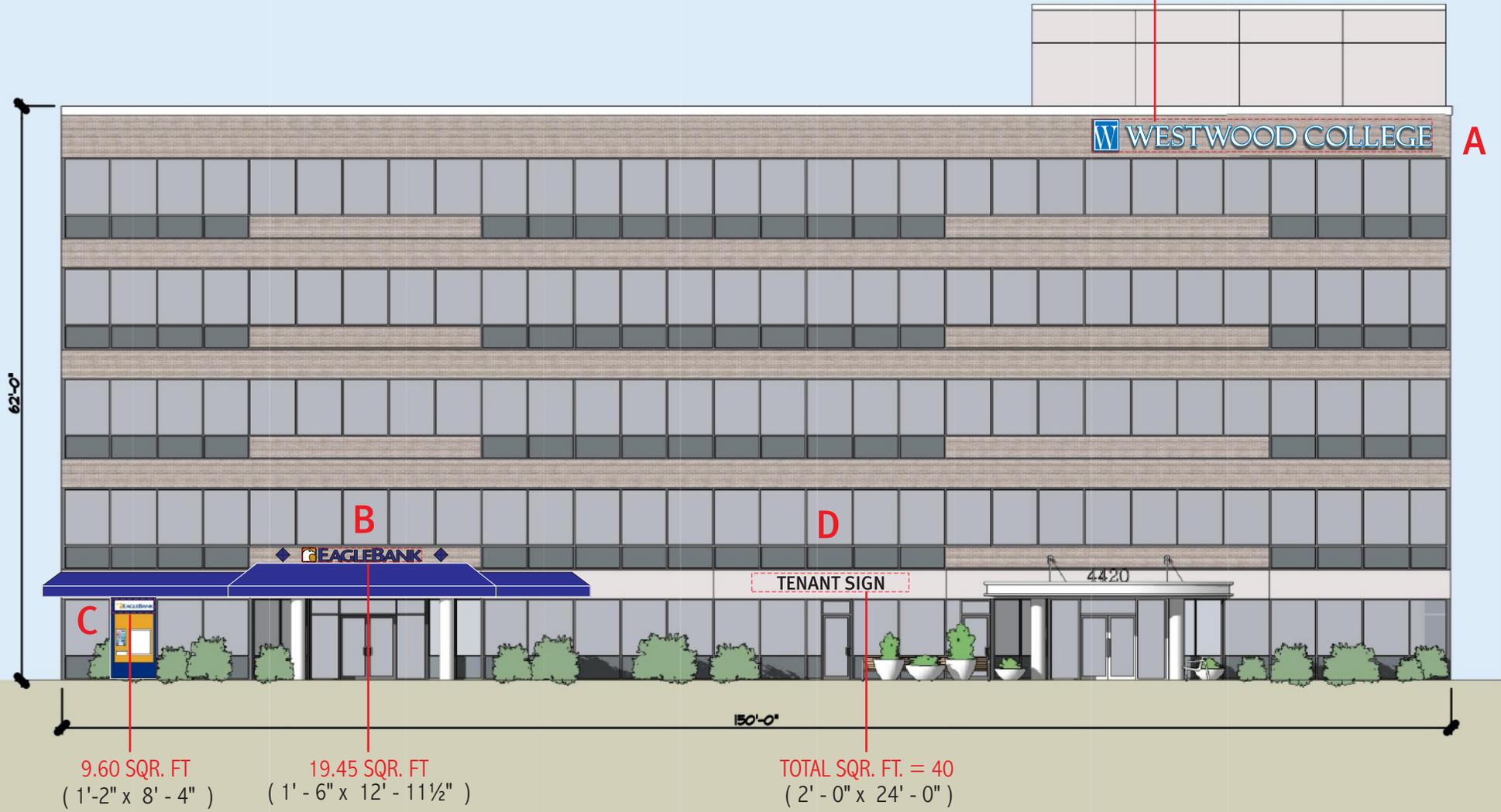
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A, B, C, D NORTH ELEVATION: TENANT SIGNAGE

TOTAL SQR. FT. = 124.7
(3' - 5" x 36' - 6")



NORTH ELEVATION VIEW

SCALED @ 1/16" = 1' - 0"

Melanie Jesick

From: James Schroll [jmschroll@gmail.com]

Sent: Friday, January 07, 2011 11:30 AM

To: Melanie Jesick

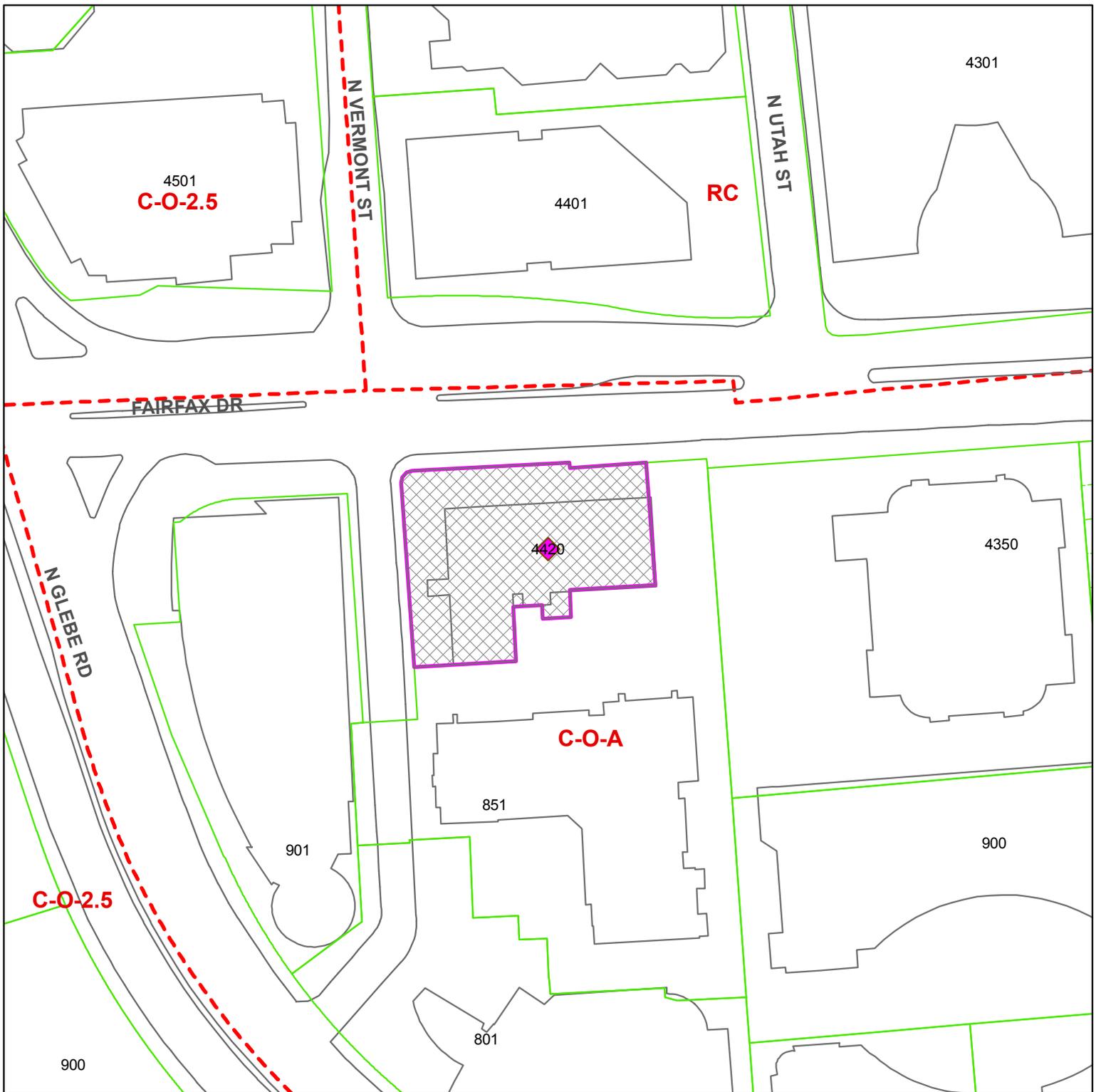
Subject: Re: Comprehensive sign plan for Fairmont Building - for Jan. 22 2011 CB mtg

Melanie,

The Ballston-Virginia Square Civic Association does not have any issue with the sign plan as proposed. Thank you for allowing our Civic Association to comment.

Best,

James Schroll



SP #6

4420 North Fairfax Drive

RPC #14-051-019



 Case Location(s)

Scale: 1:1,200

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