



ARLINGTON COUNTY, VIRGINIA

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

DATE: January 5, 2011

SUBJECT: SP #25 SITE PLAN AMENDMENT for a rooftop sign at the Waterview project; located at 1919 N. Lynn St., (RPC#: 16-018-010).

Applicant:

MRI Waterview, LLC
1633 Broadway, Suite 1801
New York, New York 10019

By:

John S. Bone
1919 N. Lynn Street, Suite 200
Arlington, Virginia 22209

C.M. RECOMMENDATION:

Approve the subject site plan amendment for a rooftop sign, subject to all previously approved conditions and to amended condition #41.

ISSUE: This is a site plan amendment request to increase the size of an existing rooftop sign located on the office building at the Waterview project (SP #25). The North Rosslyn Civic Association, the Radnor/Ft. Myer Heights Civic Association, and the National Park Service have voiced concerns regarding the perceived proliferation of illuminated rooftop signs in Rosslyn.

SUMMARY: This is a request for an enlargement of the existing rooftop sign for one of the Waterview office tenants, Deloitte, whose current sign is located on the north façade of the building facing the Potomac River and Georgetown. The applicant proposes to align the letter height to match the text and logo height of the Corporate Executive Board rooftop sign, which is also located on the same façade. The request would roughly double the sign area of the Deloitte sign, but the total sign area allocated to the Waterview site plan would remain within the parameters of the *Sign Guidelines for Site Plan Buildings*. The North Rosslyn Civic Association, the Radnor/Ft. Myer Heights Civic Association, and the National Park Service have all stated concerns regarding the perceived proliferation of lighted rooftop signs facing the Monumental

County Manager:	<i>BMD/GA</i>
County Attorney:	<i>CWYK</i> <i>GAJN</i>
Staff:	Matthew Pfeiffer, DCPHD, Planning Division Torrey Hairston, AED
PLA-5804	2.

Core (which includes Arlington Cemetery, the George Washington Memorial Parkway, the Iwo Jima Memorial, the Potomac River, and the National Mall and adjacent monuments in Washington, DC). The Rosslyn Renaissance Urban Design Committee has expressed support for the applicant's proposal. While the *Sign Guidelines for Site Plan Buildings* discourage rooftop signs that are visible from the Monumental Core, the applicant's proposal is consistent with the size and placement regulations of the *Guidelines*, and the County Board has previously approved a sign in this location. In addition, the proposal would not be visible from residential neighborhoods in Arlington. Therefore, staff recommends approval for the enlargement of an existing rooftop sign on the north façade of the Waterview office building, subject to all previously approved conditions and one (1) modified condition (Condition #41).

BACKGROUND: In July 2000, the Waterview site plan (SP #25) was approved as a mixed-use office, hotel and residential development consisting of two (2) buildings, with a major site plan amendment approved in 2002. The project contains approximately 940,000 square feet of gross floor area, composed of a 630,000 square foot office tower and a residential/hotel tower (155 hotel rooms and 133 condominium units). The applicant is proposing to increase the size of an existing rooftop sign for one of the office building's tenants, which is located on the north façade of the office tower. The site is located at 1919 N. Lynn Street, and is described as follows:

Site: The site is bounded on the west by N. Lynn Street, on the south by 19th Street N., and on the east and north by the I-66 entrance ramp.

Zoning: The site is zoned "C-O-Rosslyn" Commercial Office Building, Retail, Hotel, and Multiple-Family Dwelling Districts.

Land Use: The site is designated on the General Land Use Plan (GLUP) as "High" Office-Apartment-Hotel, up to 3.8 FAR office density, up to 4.8 FAR apartment density, and up to 3.8 FAR hotel density. The site is located within the Rosslyn Coordinated Redevelopment District and has an FAR of 10.

Neighborhood: The site is located within the North Rosslyn Civic Association and adjacent to the Radnor/Ft. Myer Heights Civic Association. These two (2) civic associations, as well as the Rosslyn Renaissance Urban Design Committee and the National Park Service were contacted regarding this request. Staff received email correspondence on November 12, 2010 from the president of the North Rosslyn Civic Association stating opposition to the applicant's request due to concerns about illumination. Additional discussion of the community process is contained in the "Discussion" section of this report.

A Comprehensive Sign Plan was approved for the Waterview Project in May 2007. Two (2) rooftop signs on the hotel/residential building and one (1) rooftop sign on the north façade of the office building (for the Corporate Executive Board) were approved by the County Board in September and October 2007, respectively. In September 2009, the County Board approved an approximately 63 square foot rooftop sign on the office building for another tenant, Deloitte, which is located on the north façade at the same height as the rooftop sign for the Corporate

Executive Board. At that time, Deloitte leased unused office gross floor area in the Waterview office building that that was originally leased by the Corporate Executive Board; the smaller area occupied being the primary reason that the Deloitte sign was the smaller of the two (2) rooftop signs.

DISCUSSION: The applicant proposes to approximately double the existing rooftop sign for Deloitte from approximately 63 square feet to approximately 123 square feet. Deloitte is a national firm that offers auditing, fiscal, and tax consulting services to clients. The firm recently relocated its McLean office to Rosslyn and will lease additional space in the Waterview office building, bringing the total space leased in the building to 267,630 square feet, or about 42% of the building’s total GFA. Deloitte believes that the existing sign does not provide sufficient visibility from areas across the Potomac River in Washington, D.C., and the proposed enlargement would accomplish that goal. Due to the increase in leased space within the Waterview office building, the building owner has agreed to allow Deloitte to increase the size of their rooftop sign to be consistent with the lettering of the Corporate Executive Board rooftop sign (located adjacent to the Deloitte rooftop sign on the Waterview office building’s north façade). The following table and narrative description provides additional information on the proposed rooftop sign enlargement:

Sign Dimensions	Area (Sq. Ft)	Height From A.S.E* (Feet)	Text	Location	Materials
Existing: 18'-5 1/8" (Length); 3'-5" (Height)	62.96	286.54	Deloitte.	Horizontally positioned on the north side of the office tower along the I-66 right of way.	Internally illuminated white neon reverse channel mounted letters and logo with 3M day/night film applied to face.
Proposed: 25'-11 1/2" (Length); 4'-9" (Height)	123.31	286.54	Deloitte.	Horizontally positioned on the north side of the office tower along the I-66 right of way.	Internally illuminated white neon reverse channel mounted letters and logo with 3M day/night film applied to face.
<i>*Note: ASE = 63.77 feet</i>					

The existing Deloitte rooftop sign is located on the façade of the building’s north elevation immediately adjacent to the existing rooftop sign for the Corporate Executive Board. The sign design (colors and font) would remain identical to the existing sign—LED channel mounted letters that would appear blue by day and white at night. The height of the lower-case letters (excluding the “l” and “t”) would be raised to 3’5”, which is consistent with the letter height of the Corporate Executive Board sign. The capital “D” and the “l” and “t” letters would be raised to 4’9”, which is consistent with the height of the Corporate Executive Board logo. The letter heights are consistent with the *Sign Guidelines for Site Plan Buildings*, which allows rooftop sign letters up to six (6) feet. In addition, the current sign contains a rheostat mechanism to enable the owner to manage the intensity of sign illumination, and this mechanism would be incorporated into the enlarged sign as well, as required by current Condition #41. As a result of community concerns about sign illumination that were brought to the attention of the applicant during the current site plan amendment process, the applicant has reduced the intensity of the existing sign’s lighting.

Staff supports the applicant’s proposal because it is consistent with the size and placement requirements of the *Sign Guidelines for Site Plan Buildings*, and with prior County policy regarding rooftop signs in Rosslyn. The *Guidelines* discourage the placement of rooftop signs that are visible from the Monumental Core; however in this case the County Board has previously approved a rooftop sign in this location. The *Sign Guidelines for Site Plan Buildings* establishes a standard for allowing rooftop signs at multi-building projects: total rooftop sign area is not to exceed the total amount of linear frontage along the public right-of-way at the project site. The following chart depicts a calculation of linear street frontage at the site:

Building Length @ Street Frontage/Public Right-of-Way	Linear Feet
North Lynn Street	270.59
19 th Street North	341.18
I-66	355.88
Total Length	967.65

The following table provides a summary of all rooftop signs existing at the Waterview, and their sign area calculations:

Type	Area (Sq. Ft)	Height From A.S.E* (Feet)	Text	Location
Office Tenant Rooftop Sign	307.5	287.44	Corporate Executive Board plus logo	Northern side of the office tower (I-66 R-O-W).
Hotel/Residential Tenant Rooftop Sign	101.67	55.00	Hotel Palomar/ Domaso Trattoria Moderna	19 th Street North
Hotel/Residential Retail Rooftop Sign	4.38	36.23	Palomar Vending (Domasino Cafe Espresso)	19 th Street North
Office Tenant Rooftop Sign*	62.96	286.54	Deloitte .	Northern side of the office tower (I-66 R-O-W)

Type	Area (Sq. Ft)	Height From A.S.E* (Feet)	Text	Location
<u>476.51</u>				

The applicant’s proposal would bring the total to 536.43 square feet, representing approximately 55% of total permitted rooftop sign area under the *Sign Guidelines*. In addition, the sign does not directly face residential areas in Arlington. The County Board has approved a number of signs in Rosslyn that are visible from the Monumental Core, and this request is consistent with prior County Board actions. Staff does not believe that this request will result in adverse impacts on the community and for these reasons, supports the applicant’s request for a larger sign.

Community Process: Condition #41 requires all requests regarding rooftop signs to be presented to the Site Plan Review Committee (SPRC) prior to the request being heard by the County Board. The SPRC heard this request at its November 22, 2010 meeting, at which time the applicant presented the request as an informational item. During the meeting, comments were heard from representatives from the North Rosslyn Civic Association, the Radnor/Fort Myer Heights Civic Association, the National Park Service, and the Rosslyn Renaissance Urban Design Committee. A representative speaking for the two (2) civic associations voiced the general objections of their members towards increasing the size or number of rooftop signs in Rosslyn, especially those signs facing the Monumental Core. In addition, the representative of the civic associations expressed concerns regarding sign illumination. The representative from the National Park Service also expressed objection to the proposal due to the sign’s orientation facing the George Washington Memorial Parkway. A representative from the Rosslyn Renaissance Urban Design Committee expressed support for the rooftop sign due to the fact that it is an important part of Deloitte’s branding, and that Deloitte is an important corporate citizen in the County. This representative also noted that the urban design committee had voted to support the applicant’s proposal at their regular meeting. The general consensus formed at the SPRC meeting was that while the proliferation of rooftop signs in Rosslyn is a concern, the applicant’s specific proposal meets County requirements and is consistent with County policy.

CONCLUSION: The applicant is proposing an enlargement of the existing Deloitte rooftop sign at the Waterview project in Rosslyn. The total size of the sign would roughly double, and the letter height would be raised to be consistent with the existing rooftop sign for the Corporate Executive Board, which is adjacent to the subject Deloitte sign. Staff supports the proposal because it meets the size and placement requirements of the *Sign Guidelines for Site Plan Buildings*, is consistent with County policy, does not face residential uses, and would not result in adverse impacts to the community. In addition, the applicant would be required, as they are currently, by Condition #41 to reduce the intensity of sign illumination should the County Manager find that it has any adverse impacts on the community. Therefore, staff recommends approval of the site plan amendment to enlarge the existing Deloitte rooftop sign, subject to all previously approved conditions and one (1) modified condition.

Modified Condition:

41. a. The developer agrees to develop a comprehensive sign plan and all exterior signs 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 comprehensive sign plan shall be approved before the issuance of the Above Grade Building Permit. All proposed rooftop signs shall require a site plan approval or amendment and shall be presented to the Site Plan Review Subcommittee prior to consideration by the County Board.

The developer agrees to limit signs on the site to those signs of the comprehensive sign plan as approved by the Zoning Administrator on May 21, 2007 as such comprehensive sign plan may be amended from time to time. In addition, rooftop signs shall be limited to two(2) rooftop signs approved by the County Board on September 8, 2007 for the Hotel/Residential building and a two (2) rooftop signs approved by the County Board, one (1) on October 13, 2007 and one (1) on September 26, 2009, revised January 22, 2011 for the Office building. The developer agrees that the total sign area permitted for all signs other than rooftop signs for the Waterview project (SP #25) shall not exceed 968 square feet. The developer further agrees that the total sign area permitted for rooftop signs for the Waterview project (SP #25) excluding the rooftop lighting approved as a special exception by the County Board on October 13, 2007, shall not exceed ~~477~~537 square feet. This total includes 106 square feet for rooftop signs on the Hotel/Residential building that shall be permitted along the 19th Street North frontage and ~~374~~431 square feet for rooftop signs on the office building that shall be permitted along the I-66 frontage as follows:

1. Sign #05 Hotel Palomar/ Domaso Trattoria Moderna: 102 sq ft.
2. Sign #16 Palomar Vending Sign (Domasino Caffè Espresso): 4 sq ft.
3. Corporate Executive Board Sign: 308 sq ft.
4. Deloitte Sign: ~~63~~123 sq ft.

The signs shall be of the same materials, dimensions, text and location as presented to and approved by the County Board on September 8, 2007 and October 13, 2007, and September 26, 2009, and January 22, 2011. Minor changes to the approved rooftop 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 the sign to meet field conditions (less than 1 foot in any direction); or (ii) either a minor change in the area of the sign (less than 5%) or the total sign area does not exceed ~~470~~537 square feet. All other changes to the approved rooftop signs will require site plan approval or amendment.

The developer agrees to install a rheostat or other appropriate variable resistor that will allow the developer to adjust (decrease) the rooftop signs lighting intensity. The developer further agrees that if the County Manager finds that the intensity of the

rooftop signs lighting has an adverse effect on the surrounding area, the developer 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 developer agrees that the rooftop signs hours of illumination will be limited to dusk to 12:00 a.m., midnight, seven (7) days a week.

- b. The following applies exclusively to the rooftop lighting:
1. The developer agrees that the rooftop lighting consisting of a 1 ½" band of blue LED lights to be located on the roofline of the Residential/Hotel building and three tiers of the roofline of the Office building, shall be of the dimensions, area, height, materials, color, and location as indicated on the drawings titled Exterior LED Tower Top Lighting Design and dated January 6, 2006 and as shown to the County Board on October 13, 2007. The developer further agrees that the rooftop lighting will be located only along the building's north side (fronting the I-66 street frontage/right of way) and that no other lights or rooftop signs not specifically permitted by this Condition #41 will be located on the project.
 2. The developer agrees that the total area of the rooftop lighting for this Site Plan #25 will not exceed 888.5 linear feet. The total area of rooftop signs for this Site Plan #25 will not exceed 414 square feet. The developer agrees that, as long as the rooftop lighting is on the building, no rooftop signs above the 414 square feet will be permitted.
 3. The developer agrees to install a rheostat or other appropriate variable resistor that will allow the developer to adjust the rooftop lighting intensity from a level of 0 foot-lamberts to 207 foot-lamberts. The developer further agrees that if the County Manager finds that the intensity of the rooftop lighting has an adverse effect on the surrounding area, the developer 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.
 4. The developer agrees to participate in the "Light Up Rosslyn" program, including that the Hotel/Residential and Office buildings shall be in conformance with the program's occasional and seasonal lighting requirements. The developer agrees to conform to standards designated by Rosslyn Renaissance or Rosslyn BID operator for that program, including that only white lights may be displayed along the rooflines of the office and residential hotel buildings and all other lights including the blue LED lights will be turned off.
 5. The developer agrees that the rooftop lighting hours of operation will be from dusk to 12:00 midnight. The developer further agrees that if the County Manager

finds that the rooftop lighting has an adverse effect on the surrounding area, it will immediately carry out any recommendation by the County Manager to reduce the hours of operation.

PREVIOUS COUNTY BOARD ACTIONS:

- December 16, 1961 December 16, 1961 Approved a rezoning (Z-1573-61-1) from "M-2" to "C-O" on the 1100 Block 19th Street North, north side, and part of 1900 Block North, east side.
- January 25, 1964 Approved site plan (Z-1573-61-1 and/or SP #25) for the Pomponio, Lynn and Donato Buildings at the northeast corner of North Lynn and 19th Streets North subject to conditions.
- September 26, 1964 Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for conversion of sub-basement-mechanical space to parking; conversion of basement-mechanical space to parking; elimination of first floor up-ramp, parking placed in north side and added on east end; elimination of parking on second floor; and provision of office space on floors three to twelve.
- April 16, 1966 Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building allowing an additional 10,974 square feet of parking structure.
- August 5, 1967 Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building to permit construction of an antenna subject to all previous conditions of the site plan approval.
- September 23, 1967 Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building relative to signs.
- August 3, 1974 Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a sign for State Loan Company of Rosslyn, Inc.
- October 12, 1976 Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups with a maximum of 8 clients, and seminars with 12 to 15 clients, at premises known as 1925 North Lynn Street, subject to review in two years.

September 10, 1977	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to convert 14,185 square feet of parking (second floor) to commercial space and 6,480 square feet of gross floor area on premises known as 1111 19 th Street North, subject to conditions.
August 1, 1978	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to convert 3,824 square feet of approved parking area to commercial or office space, on premises known as 1111 19 th Street North, (Lynn Building), subject to the converted space being used for commercial purposes.
October 14, 1978	Continued site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups at 1925 North Lynn Street, subject to review in 5 years.
March 10, 1979	Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a building addition on premises known as 1117 19 th Street North subject to conditions.
February 9, 1980	<p>Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Metropark" and a vertical sign reading "Park" for the parcel known as 1925 North Lynn Street.</p> <p>Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Metropark" for the parcel known as 1111 19th Street North.</p> <p>Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Park" for the parcel known as 1117 19th Street North.</p>
October 1, 1983	Continued site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups at 1925 North Lynn Street, with no further review.

December 12, 1998	Approved the advertisement of a rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008).
February 6, 1999	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the July 10, 1999 County Board meeting.
July 10, 1999	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the October 2, 1999 County Board meeting.
October 2, 1999	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the December 11, 1999 County Board meeting.
December 11, 1999	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the February 12, 2000 County Board meeting.
February 12, 2000	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the March 11, 2000 County Board meeting.
March 11, 2000	Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the May 20, 2000 County Board meeting.
May 20, 2000	Deferred rezoning request (Z-2453-98-1) from

"C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the July 22, 2000 County Board meeting.

July 22, 2000

Approved a rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19th Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008).

Approved a major site plan amendment request for a mixed-use office, retail, hotel and residential development, including staff recommended improvements to the intersection at 19th Street North and North Lynn Streets, subject to the conditions of the staff report which supersede all previous conditions.

May 18, 2002

Approved a major site plan amendment request for a mixed-use office, retail, hotel and residential development, including previously approved improvements to the intersection at 19th Street North and North Lynn Streets, subject to the conditions of the staff report which supersede all previous conditions.

October 2, 2004

Deferred a site plan amendment request to extend the term of the site plan from May 2005 to May 2007 to the December 11, 2004 County Board meeting.

December 11, 2004

Deferred a site plan amendment request to extend the term of the site plan from May 2005 to May 2007 to the February 2005 County Board meeting.

February 12, 2005

Deferred a site plan amendment request to extend the term of the site plan from May 2005 to May 2007 to the April 16, 2005 County Board meeting.

April 19, 2005

Approved a site plan amendment request to extend the term of the site plan from May 2005 to May 2007.

April 20, 2006

Approved a site plan amendment request to increase

the amount of construction signage located at 1919 N. Lynn St., subject to all previous conditions and four (4) new conditions which apply solely to the subject construction sign.

July 7, 2007

Deferred a site plan amendment request for a comprehensive sign plan and rooftop lighting to the September 8, 2007 County Board meeting. Approved a site plan amendment request to amend Conditions #64 and #67 re public art.

September 8, 2007

Approved a site plan amendment request for the addition of two rooftop signs to the Comprehensive Sign Plan for the hotel/residential building including an amendment to Condition #41; Deferred a site plan amendment request for rooftop lighting to the October 13, 2007 County Board meeting.

October 13, 2007

Approved a site plan amendment request for the addition of a rooftop sign to the Comprehensive sign Plan for the Corporate Executive Board at the Waterview office building.

Approved a site plan amendment request for the addition of rooftop lighting to the Waterview hotel/residential building and the office building.

July 21, 2009

Approved a site plan amendment request to allow the conversion of approx. 896 sq ft of retail space to a temporary real estate leasing office.

September 26, 2009

Approved site plan amendment request for a 63 sq ft rooftop sign.

WHEREAS, an application for a Site Plan Amendment dated October 4, 2010 for Site Plan # 25, was filed with the Office of the Zoning Administrator: and

WHEREAS, as indicated in Staff Report dated January 5, 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 numerous conditions as set forth in the Staff Report; 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:
 - To permit a sign above 35-ft in the “CO-Rosslyn” Districts; and
- 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 originally requested by an application dated October 4, 2010 for Site Plan #25, and as such application has been modified, revised, or amended to include the drawings, documents, conditions and other elements designated in Condition #44 below (which drawings, etc... are hereafter collectively referred to as “Revised Site Plan Application”), for a Site Plan Amendment for an enlargement of an existing rooftop

sign, for the parcel of real property known as RPC #16-018-010, 1919 N. Lynn St., approval is granted and the parcel so described shall be used according to the Revised Site Plan Application, subject to the following modified condition:

41. a. The developer agrees to develop a comprehensive sign plan and all exterior signs 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 comprehensive sign plan shall be approved before the issuance of the Above Grade Building Permit. All proposed rooftop signs shall require a site plan approval or amendment and shall be presented to the Site Plan Review Subcommittee prior to consideration by the County Board.

The developer agrees to limit signs on the site to those signs of the comprehensive sign plan as approved by the Zoning Administrator on May 21, 2007 as such comprehensive sign plan may be amended from time to time. In addition, rooftop signs shall be limited to two(2) rooftop signs approved by the County Board on September 8, 2007 for the Hotel/Residential building and a two (2) rooftop signs approved by the County Board, one (1) on October 13, 2007 and one (1) on September 26, 2009, revised January 22, 2011 for the Office building. The developer agrees that the total sign area permitted for all signs other than rooftop signs for the Waterview project (SP #25) shall not exceed 968 square feet. The developer further agrees that the total sign area permitted for rooftop signs for the Waterview project (SP #25) excluding the rooftop lighting approved as a special exception by the County Board on October 13, 2007, shall not exceed ~~477~~537 square feet. This total includes 106 square feet for rooftop signs on the Hotel/Residential building that shall be permitted along the 19th Street North frontage and ~~374~~ 431 square feet for rooftop signs on the office building that shall be permitted along the I-66 frontage as follows:

1. Sign #05 Hotel Palomar/ Domaso Trattoria Moderna: 102 sq ft.
2. Sign #16 Palomar Vending Sign (Domasino Caffè Espresso): 4 sq ft.
3. Corporate Executive Board Sign: 308 sq ft.
4. Deloitte Sign: ~~63~~ 123 sq ft.

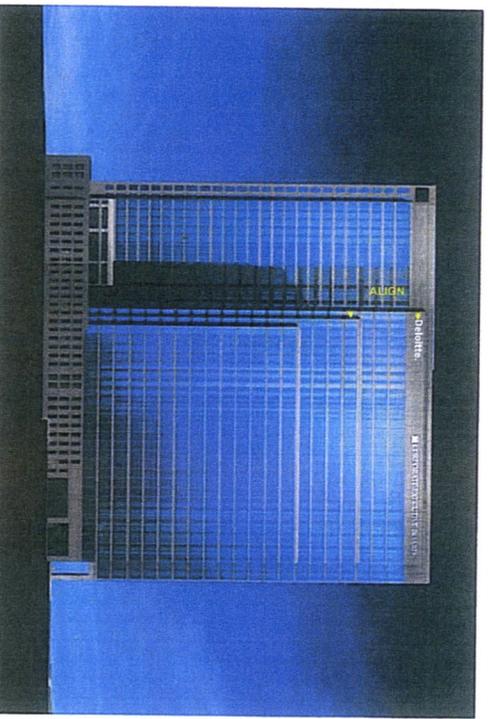
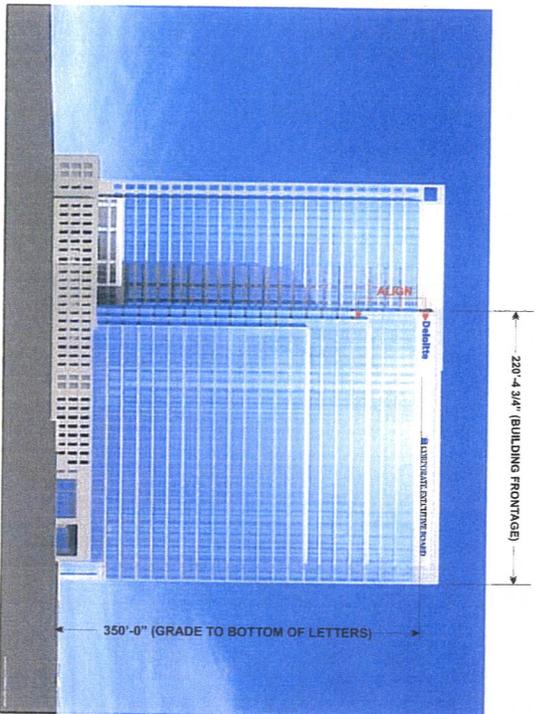
The signs shall be of the same materials, dimensions, text and location as presented to and approved by the County Board on September 8, 2007 and October 13, 2007, and September 26, 2009, and January 22, 2011. Minor changes to the approved rooftop signs may be approved administratively by the Zoning Administrator. For the purposes of the preceding sentence, minor changes shall include only the following: (i) a minor adjustment in the location of the sign to meet field conditions (less than 1 foot in any direction); or (ii) either a minor change in the area of the sign (less than 5%) or the total sign area does not exceed ~~470~~ 537 square feet. All other changes to the approved rooftop signs will require site plan approval or amendment.

The developer agrees to install a rheostat or other appropriate variable resistor that will allow the developer to adjust (decrease) the rooftop signs lighting intensity. The developer further agrees that if the County Manager finds that the intensity of the rooftop signs lighting has an adverse effect on the surrounding area, the developer 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 developer agrees that the rooftop signs hours of illumination will be limited to dusk to 12:00 a.m., midnight, seven (7) days a week.

- b. The following applies exclusively to the rooftop lighting:
1. The developer agrees that the rooftop lighting consisting of a 1 ½” band of blue LED lights to be located on the roofline of the Residential/Hotel building and three tiers of the roofline of the Office building, shall be of the dimensions, area, height, materials, color, and location as indicated on the drawings titled Exterior LED Tower Top Lighting Design and dated January 6, 2006 and as shown to the County Board on October 13, 2007. The developer further agrees that the rooftop lighting will be located only along the building’s north side (fronting the I-66 street frontage/right of way) and that no other lights or rooftop signs not specifically permitted by this Condition #41 will be located on the project.
 2. The developer agrees that the total area of the rooftop lighting for this Site Plan #25 will not exceed 888.5 linear feet. The total area of rooftop signs for this Site Plan #25 will not exceed 414 square feet. The developer agrees that, as long as the rooftop lighting is on the building, no rooftop signs above the 414 square feet will be permitted.
 3. The developer agrees to install a rheostat or other appropriate variable resistor that will allow the developer to adjust the rooftop lighting intensity from a level of 0 foot-lamberts to 207 foot-lamberts. The developer further agrees that if the County Manager finds that the intensity of the rooftop lighting has an adverse effect on the surrounding area, the developer 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.
 4. The developer agrees to participate in the “Light Up Rosslyn” program, including that the Hotel/Residential and Office buildings shall be in conformance with the program’s occasional and seasonal lighting requirements. The developer agrees to conform to standards designated by Rosslyn Renaissance or Rosslyn BID operator for that program, including that only white lights may be displayed along the rooflines of the office and residential hotel buildings and all other lights including the blue LED lights will be turned off.

5. The developer agrees that the rooftop lighting hours of operation will be from dusk to 12:00 midnight. The developer further agrees that if the County Manager finds that the rooftop lighting has an adverse effect on the surrounding area, it will immediately carry out any recommendation by the County Manager to reduce the hours of operation.



DAY / NIGHT RENDERINGS
Location : Waterview Office Building

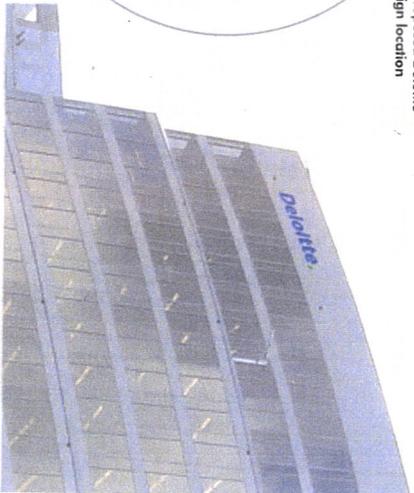
SIGN AREA = 121 SQ. FT.



■ PMS 280
■ PMS 375



LOCATION PLAN



LOCATION ELEVATION

7200 Gary Road, Manassas, Virginia 20109

Local 703-369-3330

Metro 703-631-9100

Fax 703-631-7849

Date : 09 - 10 - 09

Client : **Deloitte Consulting LLC**
1750 Iyons Blvd., Suite 800
Mechan, VA22102-4219

Job Name : **Waterview Office Building**
& Location : 1319 N. Lynn St.
Arlington, VA

Drawing : **Deloitte Exterior Signage**
Description : Day / Night View

Acct. Rep : Chris Smith

Designer : Phillip

Drawing # : 51697 Sheet # 01 of 03

Rev. # : A

Rev. Date : 09 - 29 - 09

Scale : 3/16" = 1'

File Locn. : C:\Coral\Deloitte\Sheet01

color:ad
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SIGNATURE: _____
DATE: _____



Site Plan #25
1919 N. Lynn Street
RPC: 16-018-010

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

Not To Scale

Case Location(s)