



ARLINGTON COUNTY, VIRGINIA

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

DATE: January 6, 2011

SUBJECT: SP #397 SITE PLAN AMENDMENT of Airlines Reporting Corporation for an amendment to the comprehensive sign plan for a rooftop sign; located at 3000 Wilson Blvd. (RPC#: 18-012-004)

Applicant:

Airlines Reporting Corporation

By:

Rob Anderson
Metro Sign & Design, Inc.
8197 Euclid Court
Manassas Park, VA 20111

C. M. RECOMMENDATION:

Adopt the attached ordinance approving the site plan amendment request for a rooftop sign, subject to all previously approved conditions and revised condition #47.

ISSUES: This is a site plan amendment request for a rooftop sign for Airlines Reporting Corporation (ARC) on a new office building in Clarendon and no issues have been identified.

SUMMARY: The applicant, Airlines Reporting Corporation (ARC), is requesting an amendment to the approved comprehensive sign plan for Clarendon Center for a rooftop sign on the North office building. The proposed sign would be on the western side of the building, facing the Clarendon Metro station entrance, and therefore would not directly face residential uses. The sign is in compliance with the *Sign Guidelines for Site Plan Buildings* (Sign Guidelines) and the size is within the total amount of sign area permitted for a rooftop sign. Therefore, staff recommends adopting the attached ordinance to approve the site plan amendment request for a rooftop sign, subject to all previously approved conditions and revised condition #47.

County Manager:	<i>BMD/GA</i>	
County Attorney:	<i>[Signature]</i> <i>[Signature]</i>	6.
Staff:	Melanie Jesick, DCPHD, Planning Division	
PLA-5802		

BACKGROUND: The Clarendon Center project was approved in June 2006 as a mixed-use office, retail and residential development including preservation of the Underwood Building and the Old Dominion Building (Leadership Institute). The entire two (2) block project is nearing completion.

The following provides additional information about the site:

Site: The proposed rooftop sign would be on the North building of Clarendon Center.

North:	Wilson Boulevard and a 7-story office building.
South:	Clarendon Boulevard and the South building of Clarendon Center, comprised of residential and office uses.
East:	North Garfield Street and a bank.
West:	The Clarendon Metro station and park.

Zoning: The North block is zoned “C-3” General Commercial Districts.

General Land Use Plan Designation: The site is designated on the General Land Use Plan (GLUP) as “Medium Density Mixed Use.”

Neighborhood: The site is located within the Clarendon-Courthouse Civic Association. The Clarendon-Courthouse Civic Association has been notified. The Acting President stated that the proposal will be posted to the listserv for the civic association, and will advise residents to contact staff directly. To date, staff has not heard from any residents regarding the proposal. The Lyon Village Citizens Association was also contacted and responds that generally they do not oppose signs of this size and type if they are not directly facing residential uses. The Clarendon Alliance has also been notified of the proposal but has not provided comments to date.

DISCUSSION: Following is information outlining details on the proposed rooftop sign:

ROOFTOP SIGN				
Sign Dimensions	Area (sq. ft.)	Text	Location	Materials
Approx. 4.3 ft. tall x approx. 3.58 ft. wide	Approx. 16 sq. ft.	“arc” with 2 arches	On the west side of the north building, approx. 78 ft. above grade.	Plexiglass faces with applied translucent vinyl, or similar material.
Sign area permitted per rooftop sign based on linear frontage	90 sq. ft.			

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 along the

street frontage. The proposed sign, at approximately 16 square feet, is well within the 90 square feet of sign area permitted. 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 does not directly face residential. However, standard conditions applied to all rooftop signs in the County are proposed by the applicant. They would require the applicant to turn off illumination of the signs at midnight and incorporate a rheostat. The rheostat would allow the applicant to turn down the intensity of the lighting should the County Manager determine that the intensity of the light has an adverse impact on surrounding uses. Drawings are attached depicting the image and location of the proposed rooftop sign.

CONCLUSION: The proposed rooftop sign is in compliance with the Sign Guidelines and is not anticipated to have an impact on adjacent uses. Therefore, staff recommends adopting the attached ordinance to approve the site plan amendment request for a rooftop sign, subject to all previously approved conditions and revised condition #47.

Revised Condition #47:

47. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs (including identification and directional signage but excluding all existing signs on the Underwood and Old Dominion Buildings as of June 10, 2006, which may remain and be repaired or replaced with similar type signs due to tenant turnover as necessary) shall be consistent with the guidelines contained in "Sign Guidelines for Site Plan Buildings" and with Section 34 of the Zoning Ordinance or with a comprehensive sign plan approved by the County Board. The Zoning Administrator shall determine whether the signs meet the standards of the guidelines and the Ordinance or a comprehensive sign plan approved by the County Board. 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 plan before the issuance of the first Certificate of Occupancy. 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.

The developer further agrees, in its fulfillment of Condition #62 below, that the only types of retail signs that shall be permitted shall be consistent with types of signs permitted by Section 34 of the Zoning Ordinance or by County planning documents addressing desired signage in Clarendon and shall include: building wall signs; blade signs; window signs; carved, painted or sculptural signs; signage on canopy or awning; logo signs; and, permanent quotes on building walls and blade signs.

The developer agrees that the design and construction of retail tenant signs shall ensure retail vitality and success while being consistent with the high architectural design quality of a first class office building. The colors and materials of retail tenant signs shall harmonize with and complement the exterior materials and design of the individual retail storefronts and shall present a unified design approach for the individual retail unit. The design and construction of retail tenant signs shall express the elements of the character and individuality of the establishment, provided that any signage or architectural detail that differentiates each storefront shall not detract from the viability of other retail

storefronts. Individual tenants must apply for and obtain sign permits, including the design, colors, and materials of the signs, which shall be reviewed by the County Manager or his designee to ensure consistency with the comprehensive sign plan.

- a. The developer agrees that temporary leasing signs are permitted only as follows:
 - i. The North Building is permitted up to three (3) temporary leasing signs which, in aggregate, do not exceed 120 sq. ft. Such signs may be located at any of the three locations shown on the attached drawings (labeled “22 Temporary Marketing Signs North Building 04-28-10) , provided the total area of the signs does not exceed 120 square feet.
 - ii. The South Building is permitted up to three (3) temporary leasing signs for the residential portion of the building, which, in aggregate, do not exceed 120 sq. ft. In addition, the South Building is permitted up to three (3) temporary leasing signs for other uses of the building, which, in aggregate do not exceed 120 sq. ft. Temporary leasing signs on the South Building may be placed only at the locations shown on the attached drawings (labeled “23 Temporary Marketing Signs South Building 04-28-10).
 - iii. The developer agrees that all temporary leasing signs must be removed within one (1) year of the issuance of the shell and core certificate of occupancy. The Zoning Administrator may re-approve the temporary leasing signs for a period of six (6) months if, at any time thereafter, the developer demonstrates to the Zoning Administrator that the leased space is vacant or will become vacant within a period of sixty (60) days.
- b. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared by Ad Vice, Inc. and dated June 7, 2010 and approved by the County Board on July 10, 2010. The developer further agrees that all signs shall be of the number, locations, and structure shown on the comprehensive sign plan. The retail tenants are not limited to the signs examples depicted in the comprehensive sign plan but shall comply with the sign area and location as depicted in the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign area shall not exceed 522 square feet for the North Building and 750 square feet for the South Building, excluding the temporary leasing signs as outlined above.
- c. The developer agrees that retail signage is limited to three (3) signs per retail bay, with the option of choosing among any of the four (4) types of retail sign types for each sign (wall or canopy mounted, projecting, awning, or window) depicted in the comprehensive sign plan. The total sign area for each retail bay shall not exceed the amount shown on pages 11 and 15 of the comprehensive sign plan. The developer agrees to obtain approval of the historic preservation staff for any retail signs to be placed on retail bays T1, T2, T18, T19, and T20, as shown on the comprehensive sign plan dated June 7, 2010, prior to issuance of any sign permits for these signs.

- d. The developer agrees that the “Lyon Place” residential building identification sign on Garfield St. will be the size and in one (1) of the two (2) general locations, either horizontally oriented above the canopy or vertically oriented as a blade sign, as shown in the comprehensive sign plan. The text, logo, and color of the sign may change from what is proposed in the plan.
- e. 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%).
- f. The applicant agrees that the rooftop sign shall be limited to the location and same sign area as shown on the drawings prepared by Metro Sign & Design dated October 8, 2010 and approved by the County Board on January 22, 2011. The total area of the rooftop sign shall not exceed 16 square feet. The letter height of the rooftop sign shall not exceed six (6) feet.

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- i. The applicant agrees that the ARC rooftop sign shall not be illuminated between the hours of midnight and 6:00 a.m., seven (7) days a week.
 - ii. 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 a adverse effect.

PREVIOUS COUNTY BOARD ACTIONS:

- April 2, 1977 Approved a use permit U-2105-77-1 to permit a private music school at 1137 North Highland Street.
- September 9, 1978 Approved a use permit U-2170-78-2 to permit a dance studio at 1137 North Highland Street with conditions and a review in one year.
- October 13, 1979 Continued U-2170-78-2 to permit a dance studio at 1137 North Highland Street with conditions and a review in three years.
- October 16, 1982 Continued U-2170-78-2 to permit a dance studio at 1137 North Highland Street with conditions and a review in three years.
- October 5, 1985 Continued U-2170-78-2 to permit a dance studio at 1137 North Highland Street with conditions and a review in three years.
- April 15, 1986 Approved a use permit U-2506-86-1 to permit live entertainment and customer dancing at 3012 Wilson Boulevard subject to conditions and a review in one year.
- October 18, 1986 Approved a use permit U-2528-86-1 to permit the operation of a photography studio on the second level of 3019 Clarendon Boulevard.
- April 4, 1987 Continued U-2506-86-1 to permit live entertainment and customer dancing at 3012 Wilson Boulevard subject to all previous conditions and a review in two years.
- April 25, 1987 Continued U-2528-86-1 to permit the operation of a photography studio on the second level of 3019 Clarendon Boulevard.
- February 11, 1989 Approved a use permit U-2615-89-1 to permit a food delivery service at 3014 Wilson Boulevard with conditions and a review in one year.

April 8, 1989	Continued U-2506-86-1 to permit live entertainment at 3012 Wilson Boulevard subject to all previous conditions with the elimination of customer dancing and a review in three years.
February 10, 1990	Continued U-2615-89-1 to permit a food delivery service at 3014 Wilson Boulevard with amended conditions #1 and #2 and deletion of #3 and a review in three months.
May 22, 1990	Continued U-2615-89-1 to permit a food delivery service at 3014 Wilson Boulevard subject to all previous conditions with a review in one year.
June 4, 1991	Discontinued U-2615-89-1 for food delivery service at 3014 Wilson Boulevard.
April 3, 1993	Continued U-2506-86-1 to permit live entertainment at 3012 Wilson Boulevard subject to all previous conditions and one new condition regarding the noise ordinance and a review in five years.
September 18, 1999	Approved a use permit U-2968-99-1 to permit outdoor seating with 14 seats at 3028 Wilson Boulevard subject to conditions and a review in one year.
September 9, 2000	Continued U-2968-99-1 to permit outdoor seating with 14 seats at 3028 Wilson Boulevard subject to all previous conditions and a review in three years.
September 13, 2003	Continued U-2968-99-1 to permit outdoor seating with 14 seats at 3028 Wilson Boulevard subject to all previous conditions, one revised condition for the placement of the seating and a review in September 2008.
February 7, 2004	Deferred Z-2501-03-1 (rezoning) and SP #372 (site plan) for a period of three months to the May 15, 2004 County Board meeting.
May 15, 2004	Deferred Z-2501-03-1 (rezoning) and SP #372 (site plan) to the July 10, 2004 County Board meeting.

July 14, 2004	Denied Z-2501-03-1 Rezoning from C-3” General Commercial Districts to “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling Districts and SP #372 Site Plan for approximately 279 dwelling units, approximately 156,689 square feet of retail, modifications of use regulations for building setbacks, parking, width of parking aisle, density, coverage, storage, mechanical systems within units and ducts to roof exemptions from FAR, and loading dock length
May 20, 2006	Deferred Rezoning Z-2525-06-1 from “C-3” General Commercial Districts to “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling Districts and Site Plan SP #397 to permit approximately 244 dwelling units, 221,768 sq ft office and 60,527 sq ft retail, with modifications to use regulations for density, coverage, compact parking, tandem parking, and drive aisle width.
June 13, 2006	Approved rezoning from “C-3” General Commercial Districts to “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling Districts and Site Plan #397 to permit approximately 244 dwelling units, 220,919 sq ft of office, 61,380 sq ft retail with modification to use regulations for density, coverage, parking ratio, compact parking, tandem parking, and drive aisle width.
November 14, 2006	Enactment of Ordinance allowing the encroachment of an underground electric vault within the right-of-way of North Garfield St., immediately adjacent to lots 92, 93, 94 and 95, Lyon’s addition to Clarendon, block “F”, RPC Nos. 18-013-001 and 18-013-006, with conditions; and Enactment of Ordinance allowing the encroachment of an underground electric vault within the right-of-way of Wilson Blvd., immediately adjacent to Lot 9, Lyon’s addition to Clarendon, block “E”, RPC Nos. 18-012-001, with conditions.
February 26, 2008	Approved Site Plan Amendment to amend project phasing.

March 15, 2008	Approved Site Plan Amendment to permit permanent preservation easements on the Underwood Building and the Old Dominion Building, required to run to the benefit of the Northern Virginia Conservation Trust (NVCT), could also run to the benefit of another entity identified and mutually acceptable to the landowners and the County Manager.
September 13, 2008	Approved a Site Plan Amendment to modify Condition #33 (plat of excavated area), and Condition #42 (wall check survey), and to amend Conditions #77 and #78 (permanent preservation easements).
May 22, 2010	Approved temporary signs at Clarendon Center, subject to all previous conditions and revised condition #47.
	Deferred the site plan amendment request for a comprehensive sign plan to the July 10, 2010 County Board meeting.
July 10, 2010	Approved the site plan amendment request for a comprehensive sign plan at Clarendon Center, subject to all previous conditions and revised condition #47.
November 13, 2010	Approved the site plan amendment request for a grocery store with outdoor display of merchandise, including modification of use regulations for parking ratio and compact parking ratio and to allow an outdoor display of merchandise within the setback, and permit the use of part of an easement for sidewalk and utility purposes for a temporary outdoor display subject to all previously approved conditions, but with revised Conditions #1, 18, 31, 37, 40, 48, 49, and 64 and subject to new conditions #85, 86, and 87.

Ordinance Language for SP Approval

WHEREAS, an application for a Site Plan Amendment dated November 9, 2010 for Site Plan #397 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 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, 2010 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:

Section 34.H (Modification for placement of sign above 35 ft).

- Functionally relates to other structures permitted in the district and will not be injurious or detrimental to the property or improvements in the neighbor hood; 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 9, 2010 for Site Plan #397, and as such application has been modified, revised, or amended to include the drawings, documents, conditions and other elements designated in revised Condition

#47 below (which drawings, etc... are hereafter collectively referred to as “Revised Site Plan Application”), for a Site Plan Amendment for a rooftop sign, for the parcel of real property known as RPC# 18-012-004 at 3000 Wilson Blvd. approval is granted and the parcel so described shall be used according to the Revised Site Plan Application, subject to the following conditions:

Revised Condition #47:

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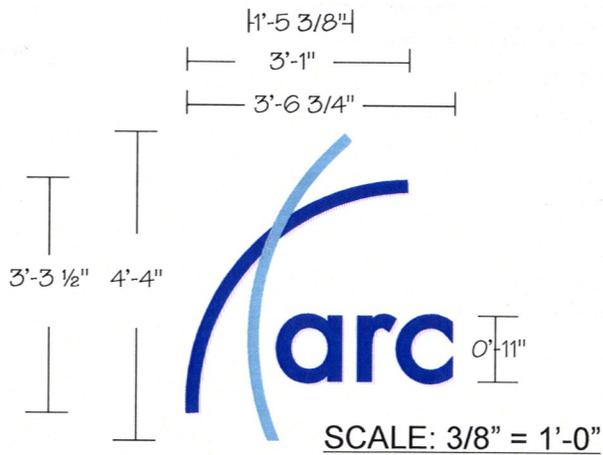
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FABRICATE AND INSTALL THREE (3) 11" HIGH LOWERCASE INDIVIDUAL INTERNALLY ILLUMINATED CHANNEL LETTERS, ONE (1) 1'-5 3/8" WIDE x 4'-4" HIGH INTERNALLY ILLUMINATED ARCH AND ONE (1) 3'-1" WIDE x 3'-3 1/2" HIGH INTERNALLY ILLUMINATED ARCH FLUSH MOUNTED ON BRICK FACADE.

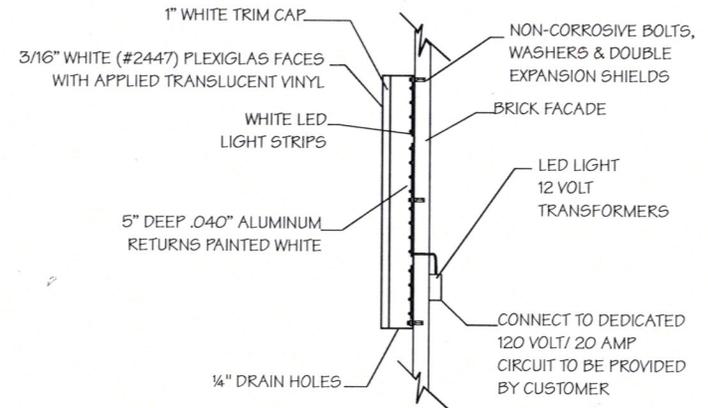
- 3/16" WHITE PLEXIGLAS (#2447) FACES WITH APPLIED BLUE TRANSLUCENT VINYL (DARKER BLUE TO BE AVERY PACIFIC BLUE A9566-T) (LIGHTER BLUE TO BE AVERY TROPICAL BLUE A9503-T)
- 5" DEEP 0.040" ALUMINUM RETURNS PAINTED WHITE
- 1" WHITE TRIM CAP
- WHITE LED LIGHTS
- 12 VOLT LED POWER PACKS
- U.L. LABELED AND APPROVED

WEST ELEVATION: HIGHLAND STREET



SCALE: 1/32" = 1'-0"

INSTALLATION/CONSTRUCTION DETAILS



NO SCALE

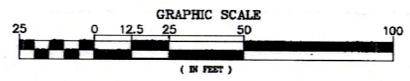
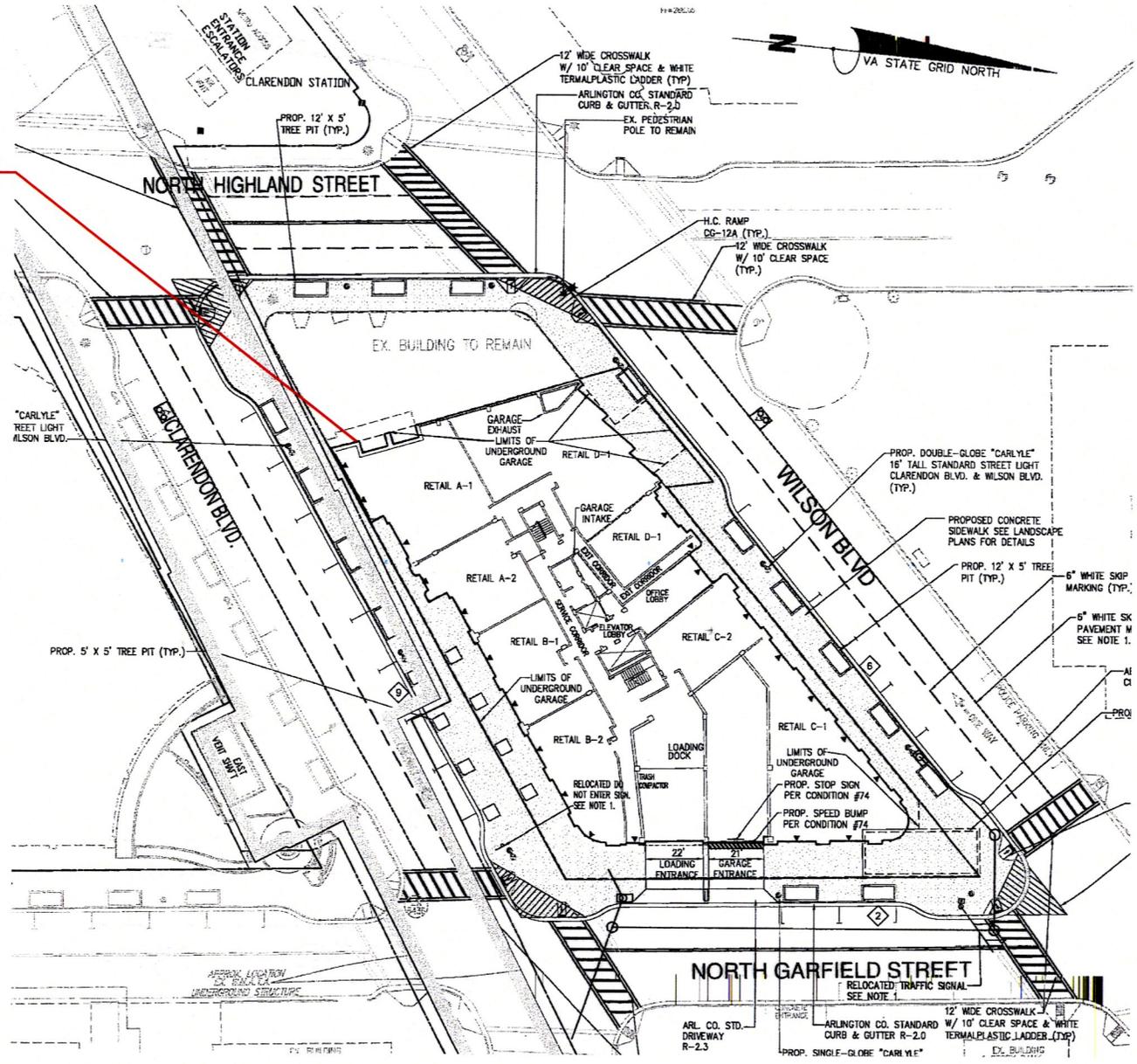


SCALE: 3/16" = 1'-0"



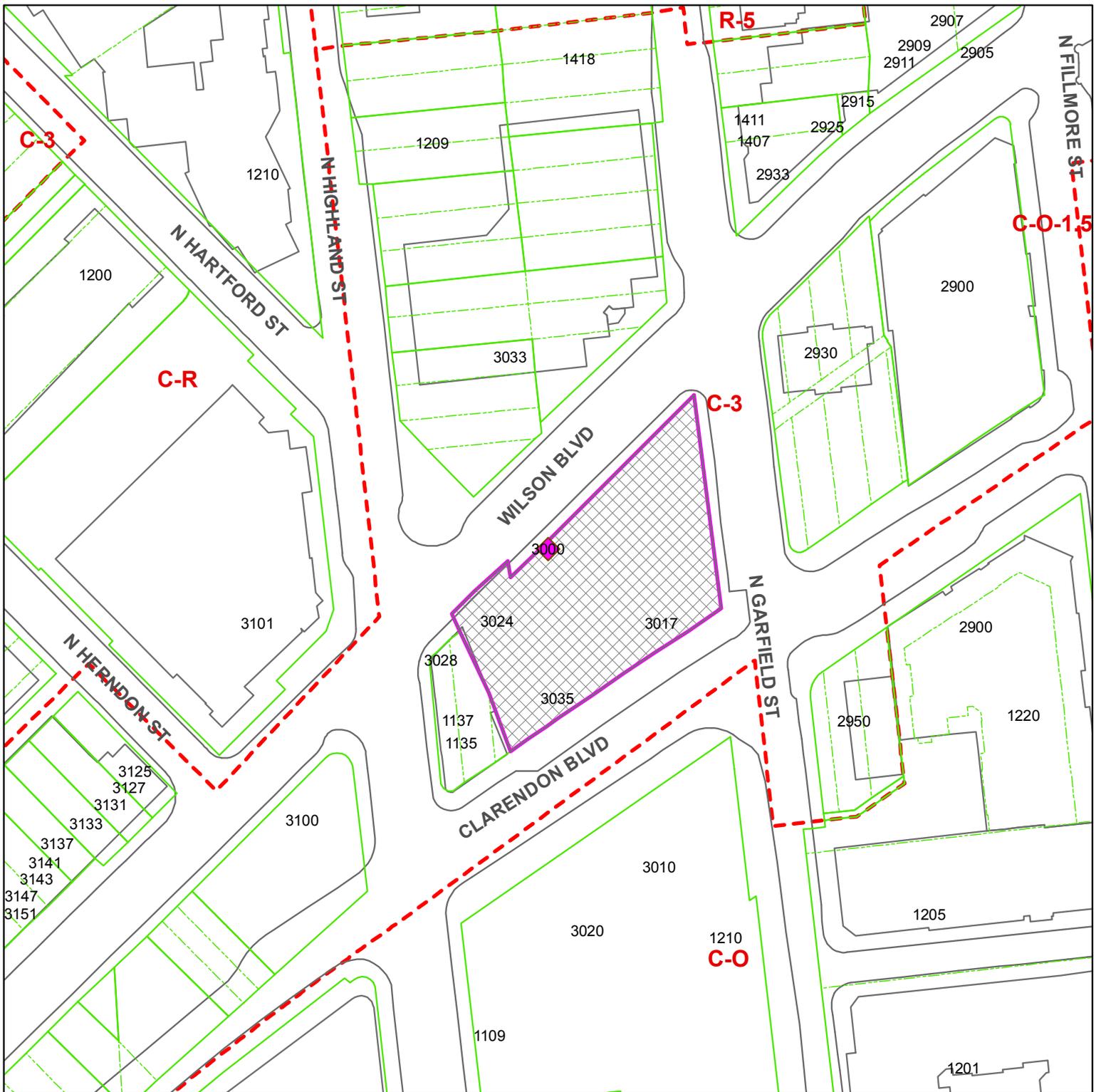
Scale: NOTED	Customer: AIRLINES REPORTING CORPORATION	
Date: 10/08/10	3000 WILSON BOULEVARD	
WO#: 23681-A	ARLINGTON, VIRGINIA	
Drawn By: RBA		
	Sales Rep: ROB ANDERSON	Revised:

PROPOSED ARC WALL SIGN



Scale: NOTED	Customer: AIRLINES REPORTING CORPORATION
Date: 10/08/10	3000 WILSON BOULEVARD
WO#: 23681-C	ARLINGTON, VIRGINIA
Drawn By: RBA	
	Sales Rep: ROB ANDERSON Revised:

8197 Euclid Court Manassas Park, Virginia (703)368-1986 All Rights Reserved



SP #397

3000 Wilson Blvd.

RPC #18-012-004



 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.