



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of April 16, 2011**

DATE: April 5, 2011

SUBJECT: SP#189 SITE PLAN AMENDMENT for a rooftop sign amendment, to allow additional sign colors, located at 2800 and 2900 Crystal Drive (RPC# 34-027-028, 34-027-027)

Applicant:
Surescripts

By:
Rob Anderson
Metro Sign & Design, Inc.
8197 Euclid Court
Manassas Park, Virginia 20111

C. M. RECOMMENDATION:

Adopt the attached ordinance to approve the subject site plan amendment request to amend the approved comprehensive sign plan, subject to revised Condition #1 of the sign plan.

ISSUES: This is a site plan amendment request to amend an approved comprehensive sign plan to allow additional rooftop sign colors and no issues have been identified.

SUMMARY: The applicant, Surescripts, is requesting a site plan amendment to amend the approved comprehensive sign plan to allow additional rooftop sign colors. Currently, the colors of the rooftop signs are limited to “white, blue, or green,” as stated in a chart included in the approved comprehensive sign plan. Surescripts corporate colors are blue and orange, and, as such, would like the color orange included in their rooftop sign. The *Sign Guidelines for Site Plan Buildings* state that “subdued colors of illumination (blue, green, and white, as opposed to red or yellow, for instance) are strongly encouraged.” However, staff finds that the proposed colors are appropriate. Several rooftop signs have been approved by the County Board with colors other than blue, green, and white, for Holiday Inn and Marriott for example. The comprehensive sign plan would be revised to remove rooftop sign color references from the sign

County Manager:	<i>BMD/GA</i>	
County Attorney:	<i>[Signature]</i>	<i>[Signature]</i>
Staff:	Melanie Jesick, DCPHD, Planning Division	
PLA-5859		3.

chart. Approved Condition #5 requires dimmable lighting for all rooftop signs, which allows the sign lighting to be turned down if the County Manager determines it has an adverse impact on the surrounding area. This requirement would continue to apply to the proposed rooftop sign. No other changes to the comprehensive sign plan are proposed. Therefore, staff recommends approval of a site plan amendment request for additional sign colors for rooftop signs are 2800 and 2900 Crystal Drive, subject to revised Condition #1 of the sign plan.

BACKGROUND: A comprehensive sign plan was approved for the site on July 10, 2010. The sign plan includes retail tenant signs, parking signs, address signs, temporary leasing signs, and rooftop signs.

Site: The two (2) office buildings are located between Route 1 (Jefferson Davis Highway) and a service road with access to Crystal Drive.

To the north: 27th Street and an office building, part of Airport Plaza development.

To the west: A grassy plaza area and further south is Potomac Yard.

To the east: A Courtyard Marriott Hotel is east of the north office building and a new Marriott hotel has been completed as part of Potomac Yard land bay “B”, east of the south office building.

To the south: Route 1 (Jefferson Davis Highway).

Zoning: The north office building is on a parcel zoned “C-O” Commercial Office Building, Hotel, and Multiple Family Districts and “M-2” Service Industrial Districts. The south office building is on a parcel zoned “C-O,” and “C-O-2.5” Commercial Office Building, Hotel, and Apartment Districts.

General Land Use Plan Designation: The GLUP designation is “Medium” Office-Apartment-Hotel and High Office-Apartment Hotel.

Neighborhood: The site is located in Crystal City. While there is no designated civic association for this area, citizens involved in the Crystal City planning process have been notified. One citizen has responded that he has no issues with the proposed amendment.

DISCUSSION: Surescripts is requesting a site plan amendment to amend the approved comprehensive sign plan and allow additional rooftop sign colors. A chart in the approved comprehensive sign plan currently limits colors of the rooftop signs to white, blue, or green, as that was what was initially proposed by the applicant because those colors are generally encouraged in the *Sign Guidelines for Site Plan Buildings*. The corporate colors of Surescripts are blue and orange (images attached). Thus, the applicant is proposing to amend the comprehensive sign plan to remove references to specific colors for the rooftop signs. The *Sign Guidelines for Site Plan Buildings* state that “subdued colors of illumination (blue, green, and white, as opposed to red or yellow, for instance) are strongly encouraged.” However, staff finds

that removing references to specific rooftop sign colors is appropriate for several reasons. Several rooftop signs have been approved by the County Board with colors other than blue, green, and white. The rooftop signs for the Holiday Inn (their formal logo, not their current green “H” logo) and for Marriott have orange and red, respectively. The rooftop signs meet the intent of the *Sign Guidelines* and the approved comprehensive sign plan in every other respect, including not directly facing residential uses, and limiting letter height to six (6) feet (the letters will be 5 feet tall). In addition, there is an approved condition, Condition #5, which requires dimmable lighting should it be found that the lighting is too bright. All approved conditions for the comprehensive sign plan are provided at the end of the report, for reference purposes.

CONCLUSION: Staff does not anticipate any adverse impacts caused by the proposed rooftop sign colors of the Surescripts sign, as well as allowing additional colors for other future rooftop signs on the building. Dimmable lighting, which is standard for all rooftop signs in the County, is already part of the approved conditions for the comprehensive sign plan. Therefore, staff recommends approval of a site plan amendment request for additional sign colors for rooftop signs are 2800 and 2900 Crystal Drive, subject to revised Condition #1, as set forth in the ordinance below.

Site Plan Amendment Ordinance

WHEREAS, an application for a Site Plan Amendment dated February 4, 2011, for Site Plan #189 was filed with the Office of the Zoning Administrator: and

WHEREAS, as indicated in Staff Report[s] provided to the County Board for its April 16, 2011 meeting, 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 April 16, 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.
- 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 February 4, 2011, for Site Plan #189, 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 are hereafter collectively referred to as “Revised Site Plan Application”), for a Site Plan Amendment to allow additional rooftop sign colors known as RPC# 34-027-028, 34-027-027, at 2800 and 2900 Crystal Drive, approval is granted and the parcel so described shall be used according to the Revised Site Plan Application, subject to all previous conditions (Site Plan conditions 1 – 57), and one (1) revised condition (Condition #1 of the sign plan) as follows:

Revised Condition #1 (of the sign plan).

1. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared for 2800/2900 Crystal Drive Property, LLC dated June 18, 2010 and approved by the County Board on July 10, 2010, and as revised and approved by the County Board on April 16, 2011. The developer further agrees that all signs shall be of the number, type, size, location, and structure shown on the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign area shall not exceed 191 square feet for 2800 Crystal Drive and 107 square

feet for 2900 Crystal Drive, excluding the signs that do not count toward the sign area, such as “Fire Control Room” signs, temporary signs, and rooftop signs.

PREVIOUS COUNTY BOARD ACTIONS:

January 12, 1982	Approved site plan SP #189 for a mixed-use office, residential, and hotel development.
September 11, 1982	Approved a site plan amendment to modify condition #17 to permit construction of 27 th St. South.
January 5, 1985	Approved a site plan amendment to extend the site plan to January 12, 1987.
September 12, 1987	Deferred action on a site plan amendment request for a 170,000 sq. ft. office building, a 272-unit hotel and a 332-unit apartment building.
September 26, 1987	Approved a site plan amendment for a 170,000 sq. ft. office building and a 272-unit hotel.
November 21, 1987	Approved a site plan amendment for a second 170,000 sq. ft. office building.
July 13, 1991	Approved a site plan amendment to reduce the bicycle parking requirement to 74 spaces, with more to be provided by the developer if needed.
January 29, 1992	Approved installation of three (3) freestanding signs, subject to all previous conditions and one (1) new condition.
November 14, 2006	Deferred the site plan amendment for façade, site, and lobby improvements to the December 9, 2006 County Board meeting.
December 9, 2006	Deferred the site plan amendment for façade, site, and lobby improvements to the January 27, 2007 County Board meeting.
January 27, 2007	Deferred the site plan amendment for façade, site, and lobby improvements to the February 24, 2007 County Board meeting.
February 24, 2007	Deferred the site plan amendment for façade, site, and lobby improvements to the March 17, 2007 County Board meeting.

May 5, 2007

Accepted withdrawal of the of the site plan amendment request for façade, site, and lobby improvements.

July 10, 2010

Approved the site plan amendment request for the comprehensive sign plan at 2800 and 2900 Crystal Drive, subject to the proposed conditions in the staff report dated June 28, 2010 and the condition in the supplemental report dated July 13, 2010, with rooftop signs on the north, south, and east facades only.

Approved Comprehensive Sign Plan conditions, for reference purposes:

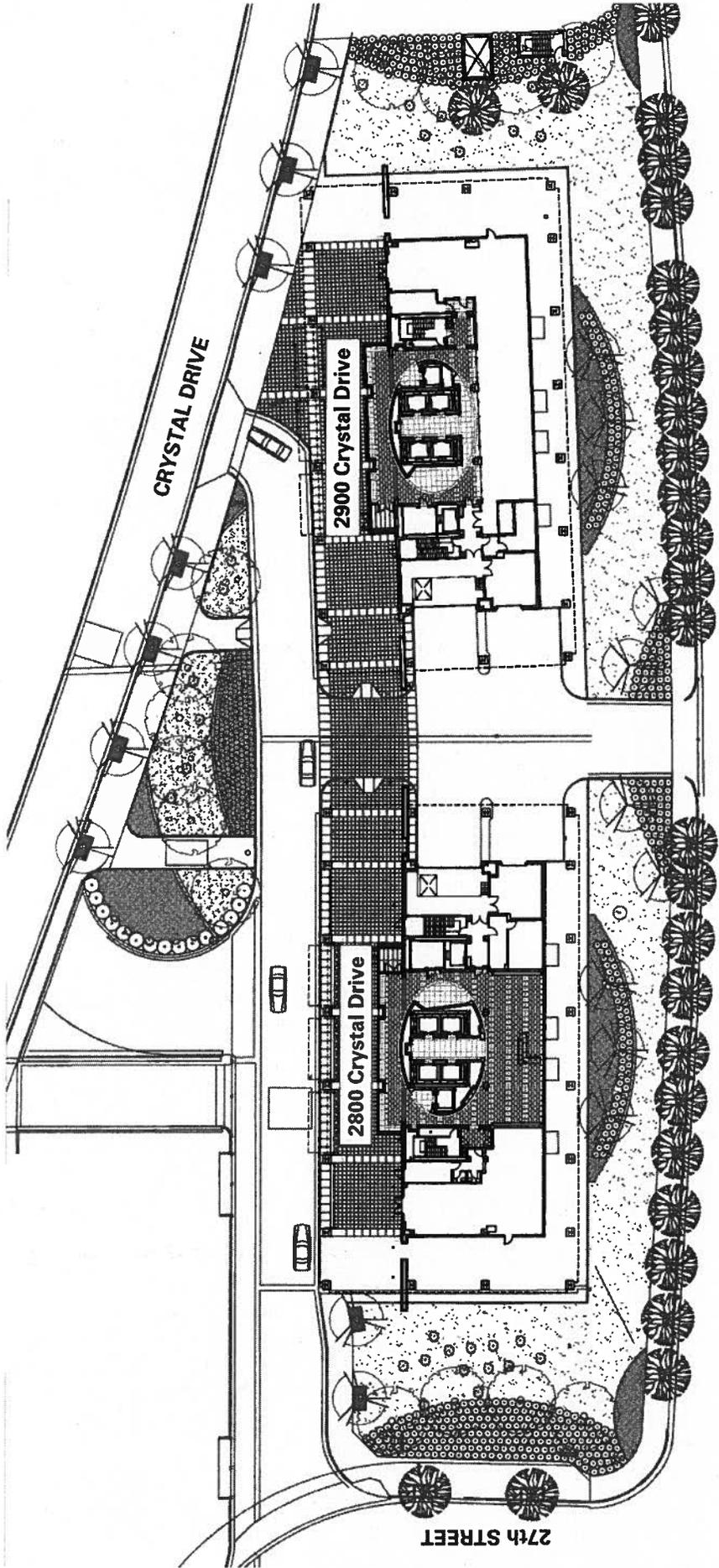
1. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared for 2800/2900 Crystal Drive Property, LLC dated June 18, 2010 and approved by the County Board on July 10, 2010. The developer further agrees that all signs shall be of the number, type, size, location, and structure shown on the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign area shall not exceed 191 square feet for 2800 Crystal Drive and 107 square feet for 2900 Crystal Drive, excluding the signs that do not count toward the sign area, such as “Fire Control Room” signs, temporary signs, and rooftop signs.
2. The developer agrees that the sign type “J2” for 2800 Crystal Drive retail tenant, will be placed in only one (1) of the two (2) locations shown on the comprehensive sign plan dated June 18, 2010, and not both locations. In addition, the developer agrees that the “Sign Type B” Building Identification sign for 2800 Crystal Drive will be placed in only one (1) of the two (2) locations shown on the comprehensive sign plan dated June 18, 2010, not both locations.
3. The applicant agrees that the 60 sq. ft. temporary leasing signs shall be removed one (1) year after this County Board approval on July 10, 2010. The Zoning Administrator may re-approve the 60 sq. ft. 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.
4. 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%).
5. The developer agrees that the letter height for the rooftop signs will be limited to a maximum of six (6) feet tall, as shown in the comprehensive sign plan dated June 18, 2010. The developer further agrees that all rooftop signs above 35 feet will include dimmable lighting that will allow the applicant to adjust the rooftop sign’s lighting intensity by 50%. The applicant further agrees that if the County Manager finds that the intensity of the rooftop sign’s lighting has an adverse effect on the surrounding area, the applicant will, within 24 hours notice from the County Manager, reduce the intensity of the lights to a level that, in the County Manager’s reasonable judgment, will no longer have such an adverse effect.
6. The applicant agrees that, while a total of two (2) rooftop signs are permitted for each building, no rooftop signs shall face west. Each building may have up to two (2) rooftop signs located on the north, south, or east facades only. No more than one (1) rooftop sign is permitted per building side.

COMPREHENSIVE SIGN PLAN

2800 & 2900 CRYSTAL DRIVE
Arlington, Virginia

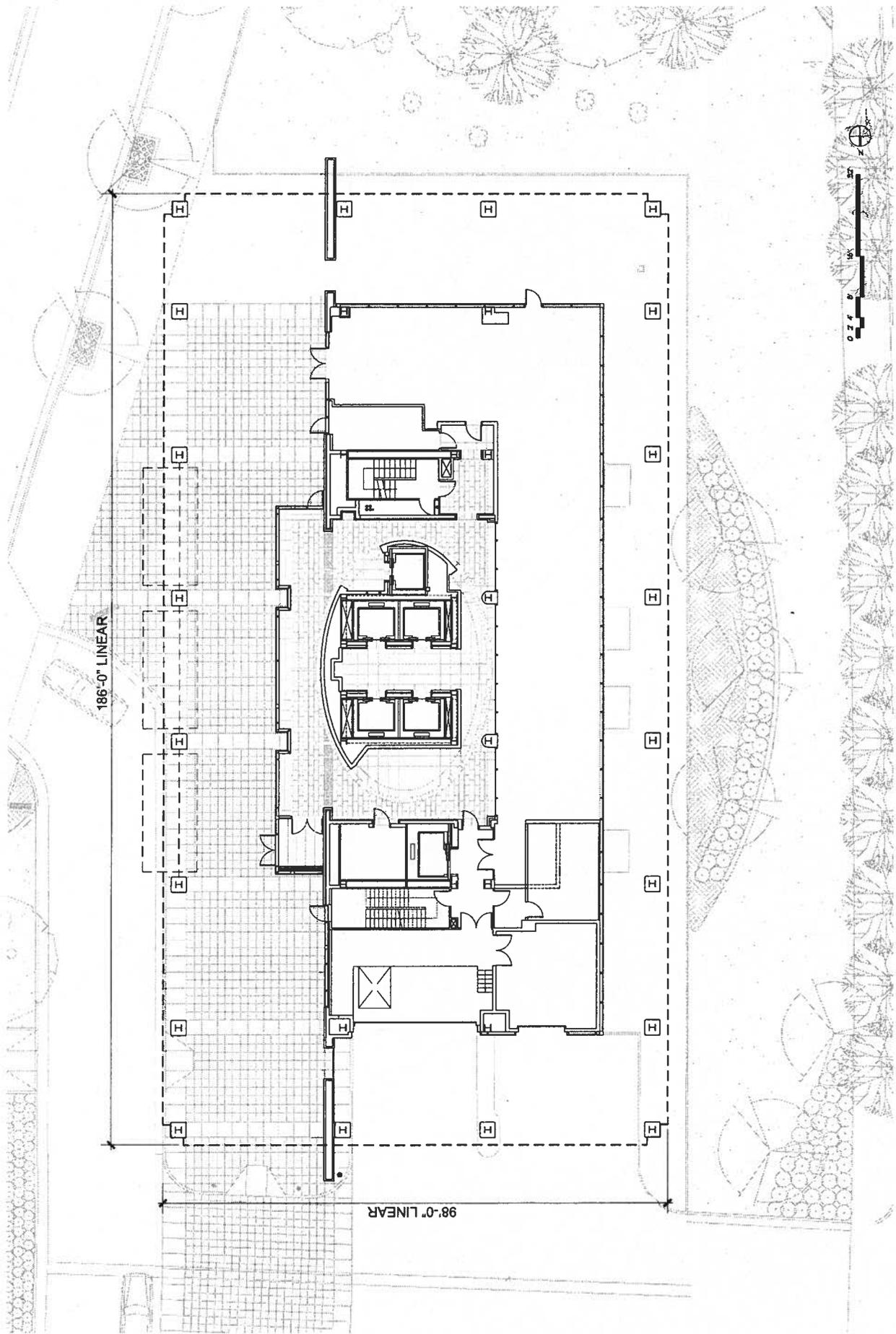
2800/2900 Crystal Drive Property, LLC
11130 Sunrise Valley Drive
Suite 100
Reston, VA 20191

February 4, 2011

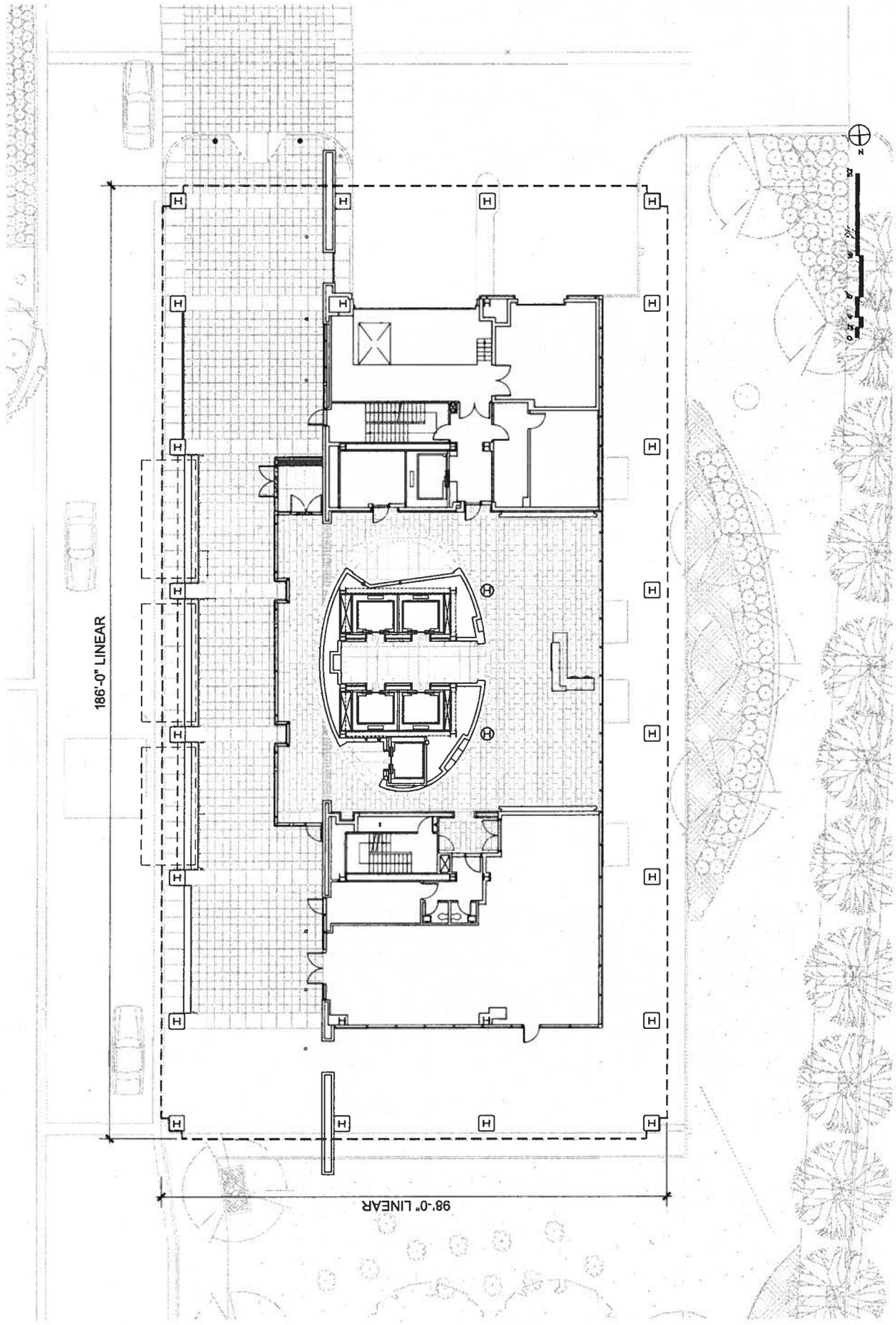


JEFFERSON DAVIS HIGHWAY - U.S. ROUTE 1





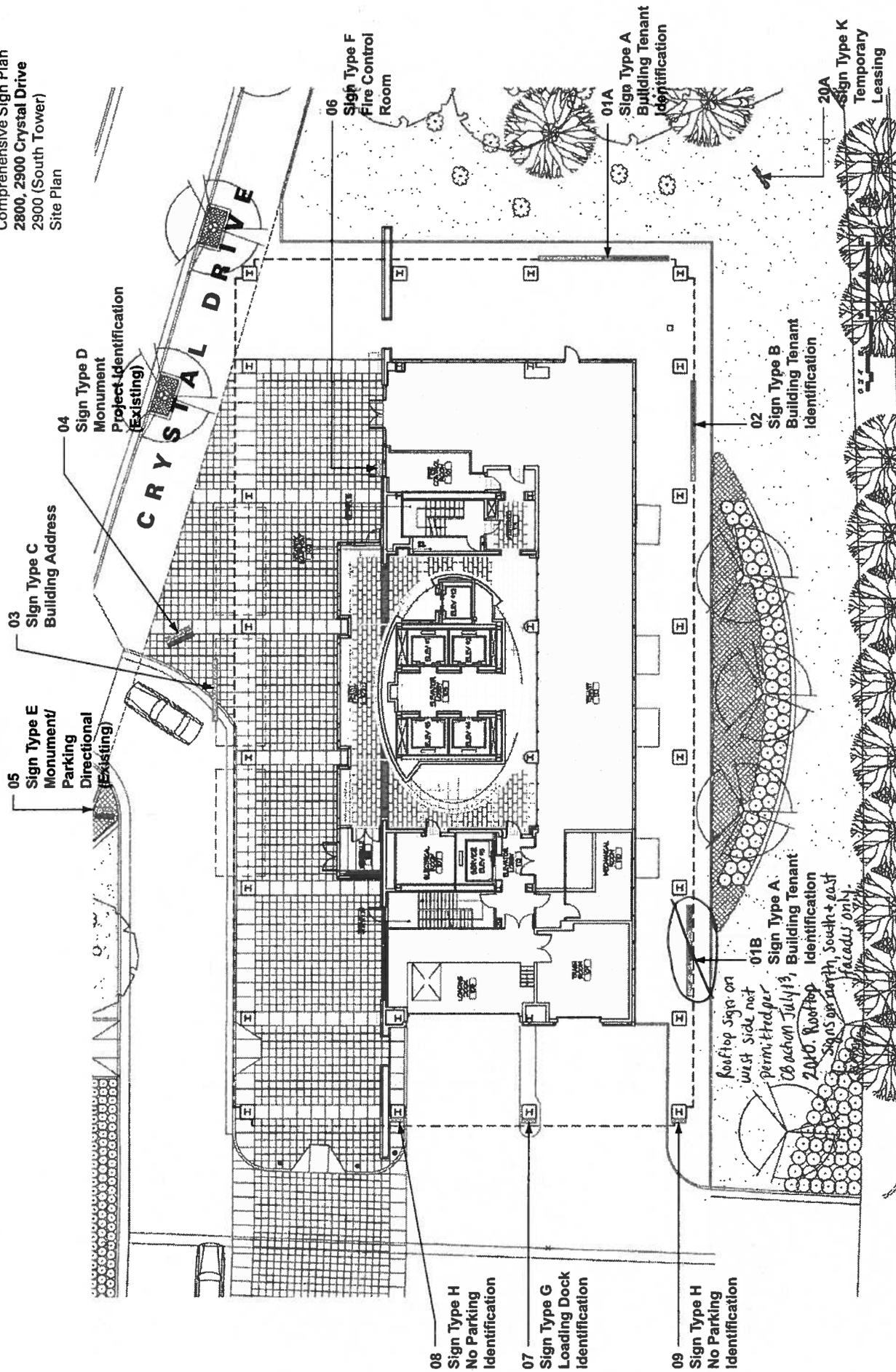
2900 Crystal Drive



186'-0" LINEAR

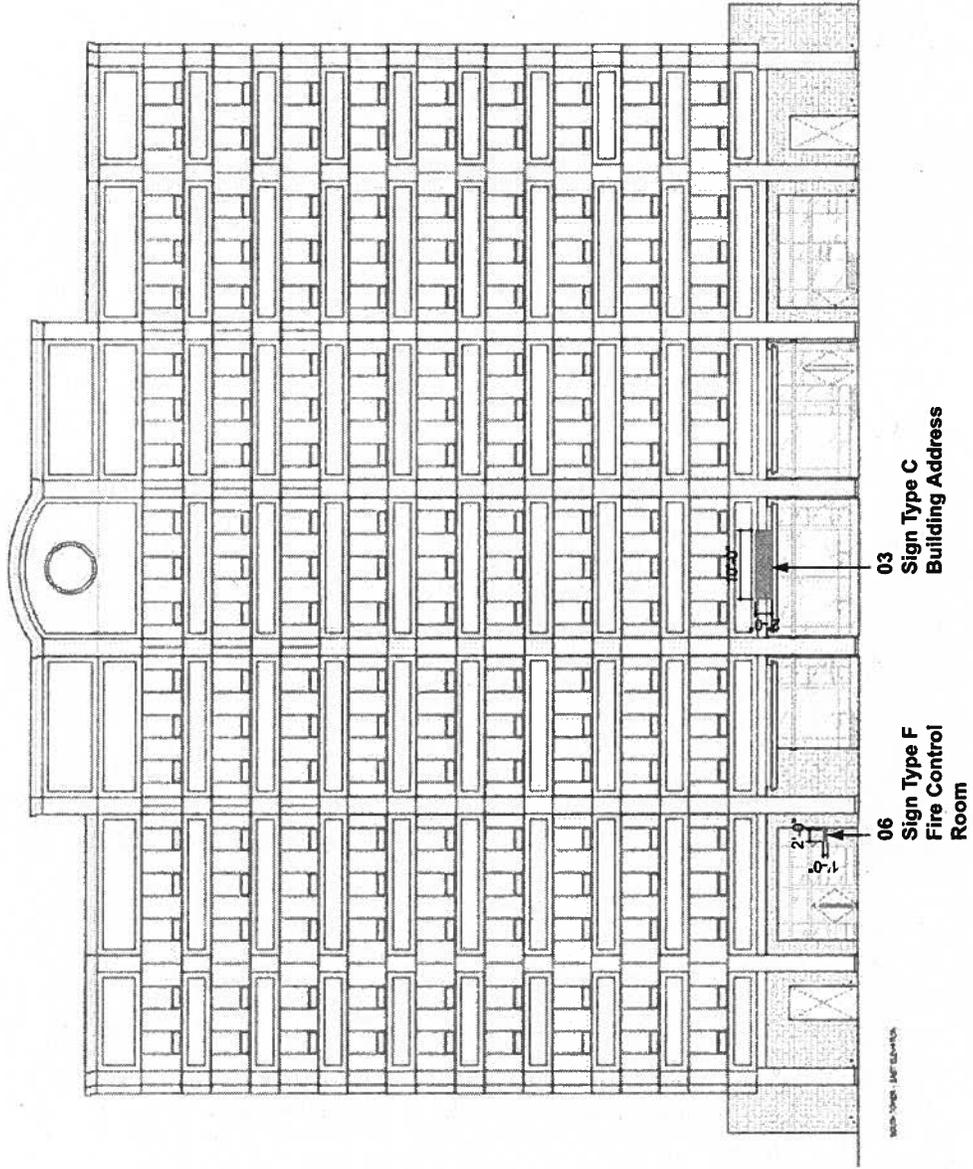
98'-0" LINEAR

2800 Crystal Drive

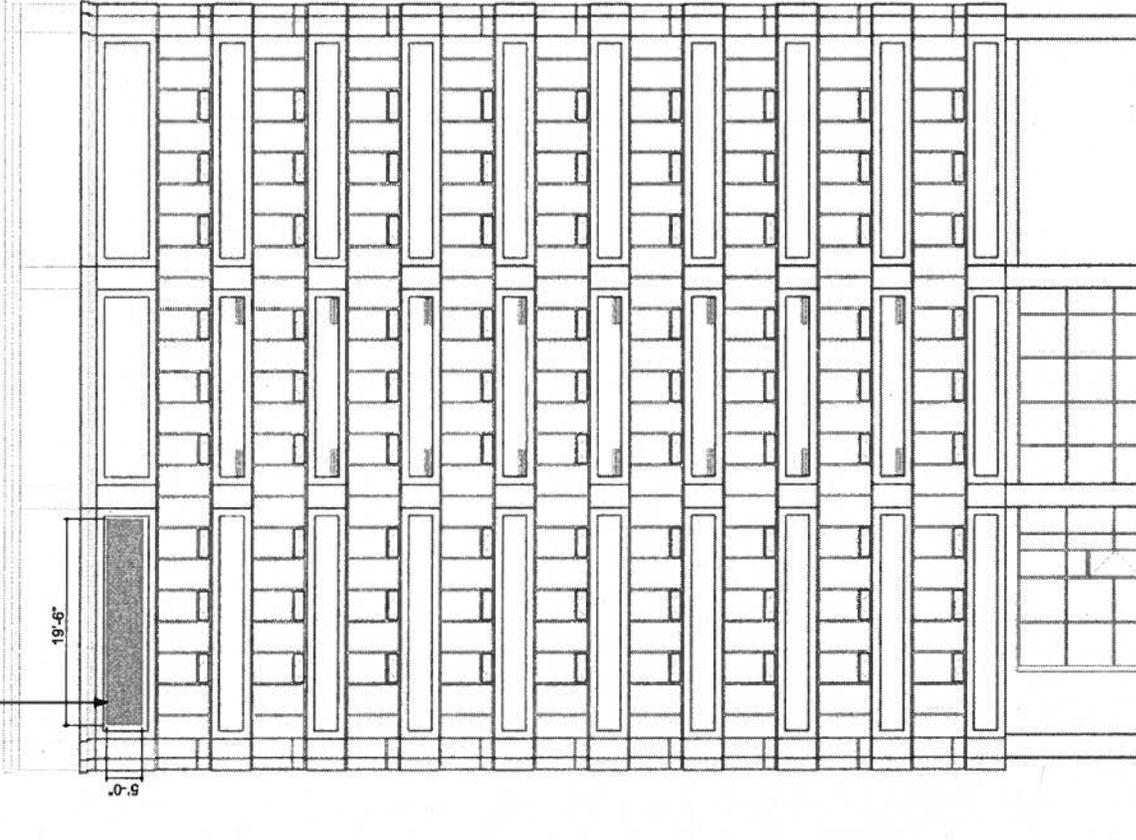


JEFFERSON DAVIS HIGHWAY - U.S. ROUTE 1





01A
Sign Type A
Building Tenant
Identification

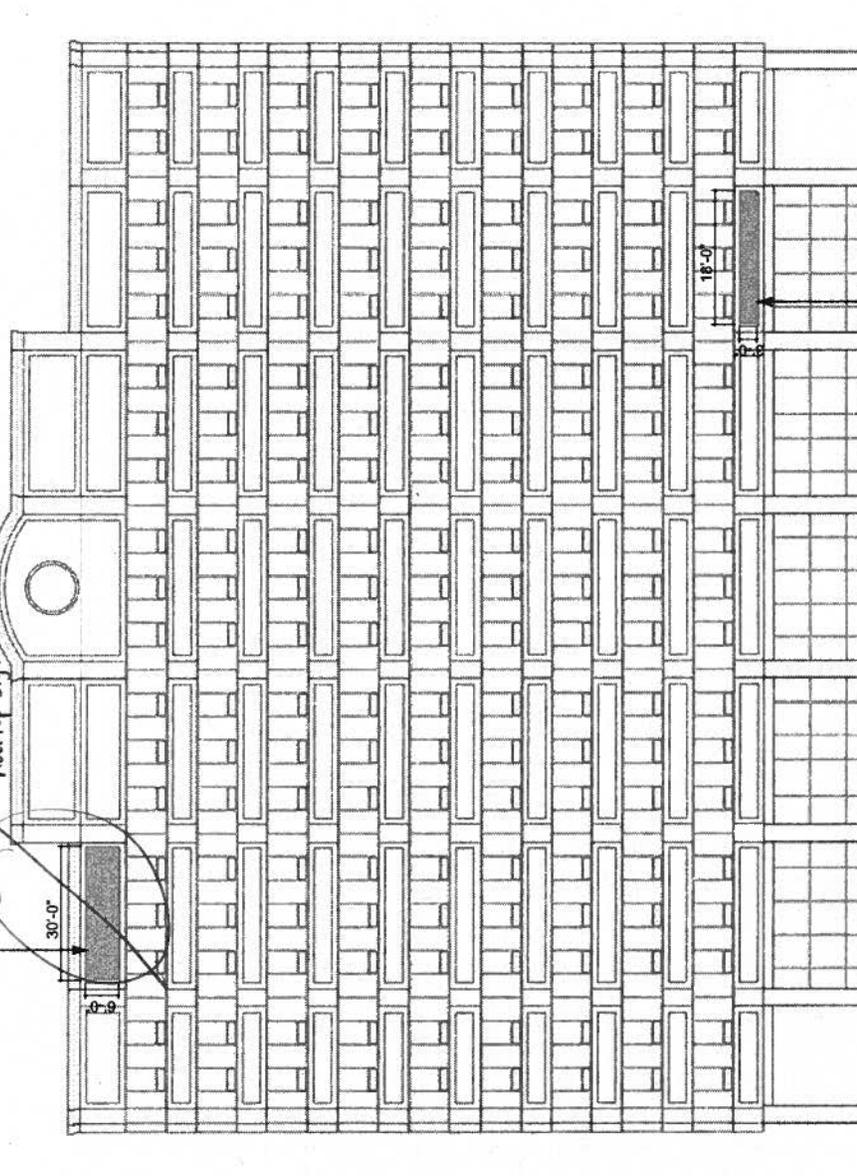


SOUTH TOWER - SOUTH ELEVATION

Comprehensive Sign Plan
2800, 2900 Crystal Drive
2900 (South Tower)
South Elevation

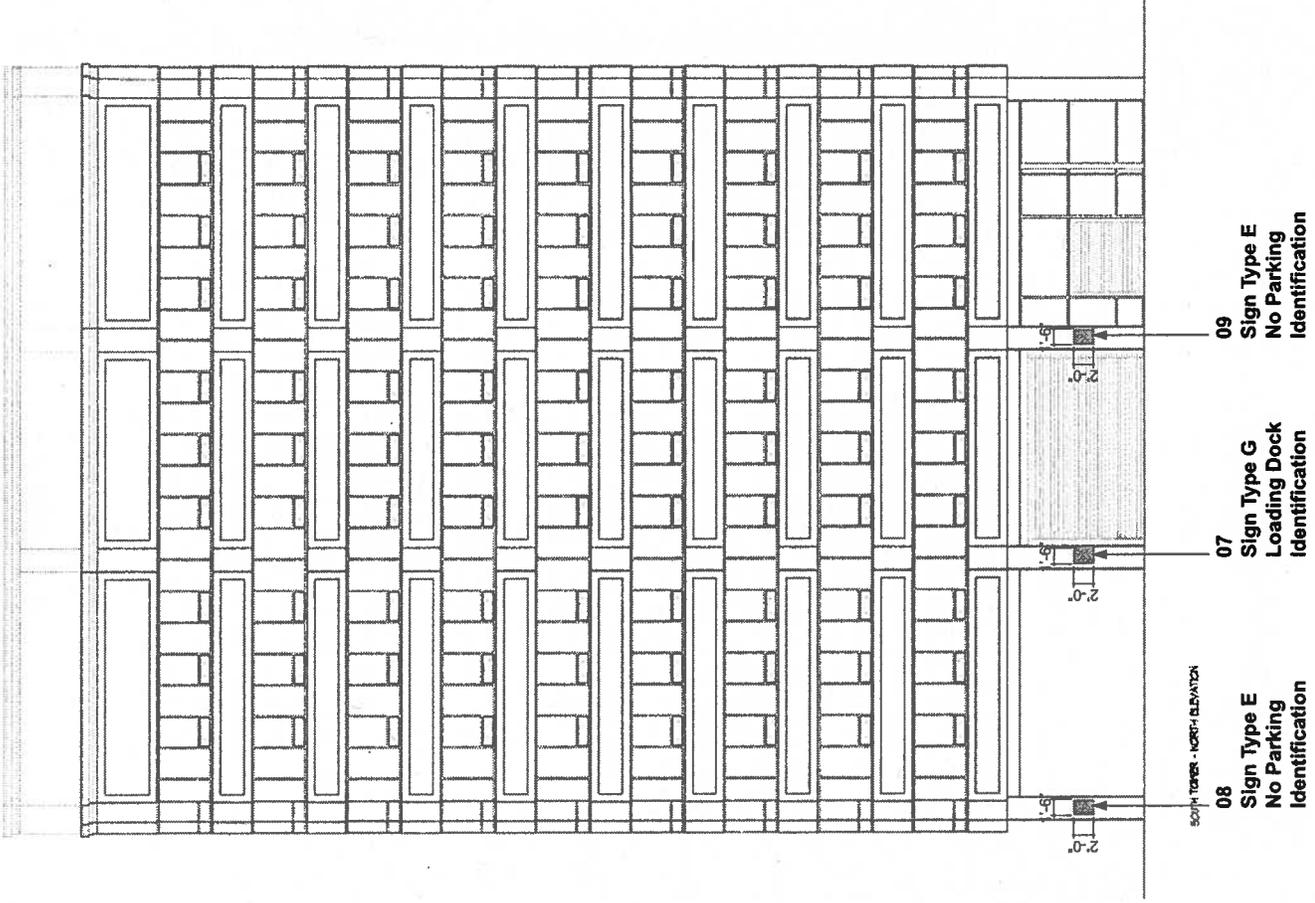
01B
Sign Type A
Building Tenant
Identification

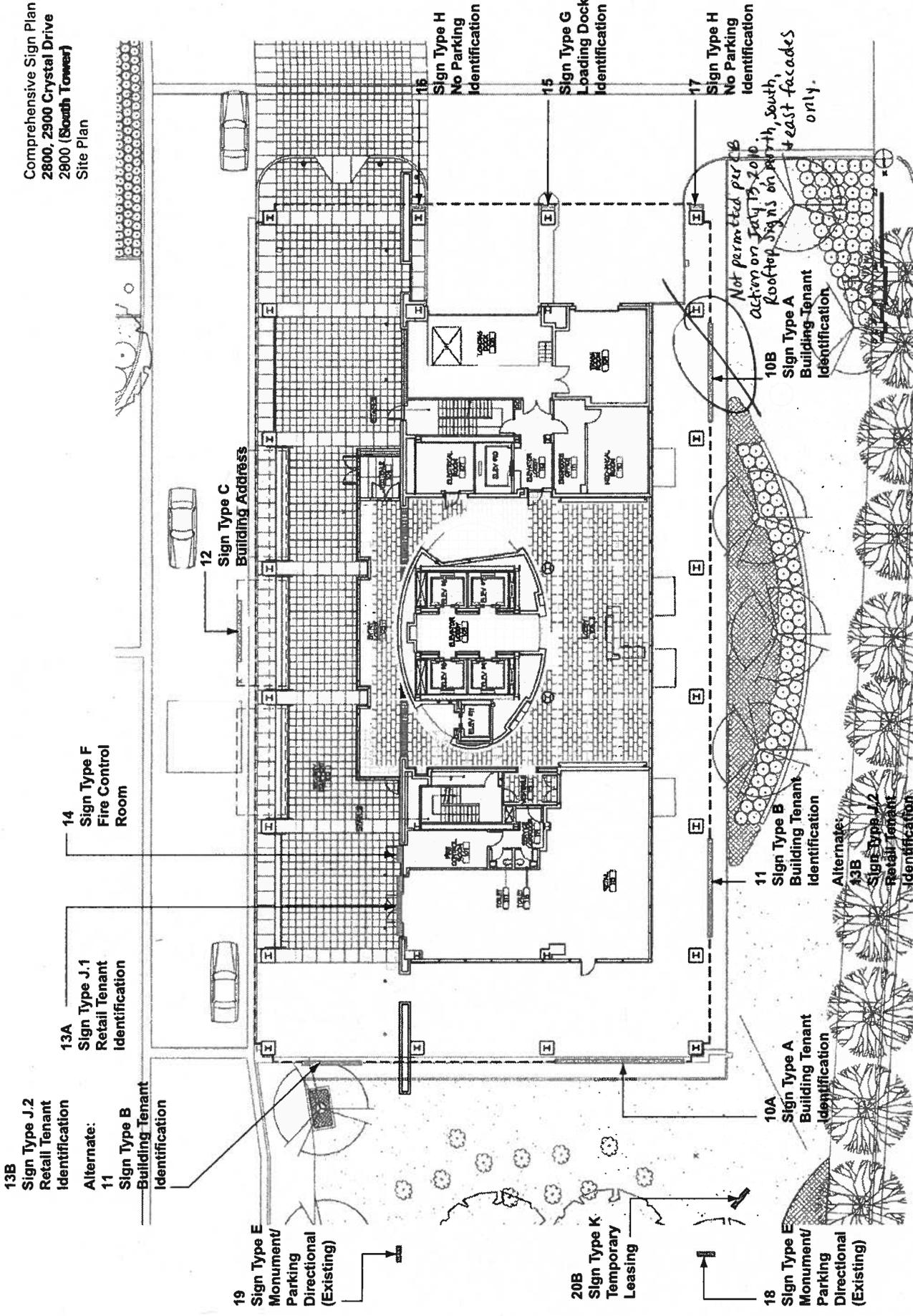
*Rooftop sign on west
facade not permitted per CB action on July 13, 2010.
Rooftop signs on north, south, and east facades only.*



2900 (SOUTH TOWER) WEST ELEVATION

02
Sign Type B
Building Tenant
Identification





13B Sign Type J.2
Retail Tenant
Identification
Alternate:
11 Sign Type B
Building Tenant
Identification

13A Sign Type J.1
Retail Tenant
Identification

14 Sign Type F
Fire Control
Room

12 Sign Type C
Building Address

19 Sign Type E
Monument/
Parking
Directional
(Existing)

16 Sign Type H
No Parking
Identification

20B Sign Type K
Temporary
Leasing

15 Sign Type G
Loading Dock
Identification

17 Sign Type H
No Parking
Identification

10A Sign Type A
Building Tenant
Identification

11 Sign Type B
Building Tenant
Identification

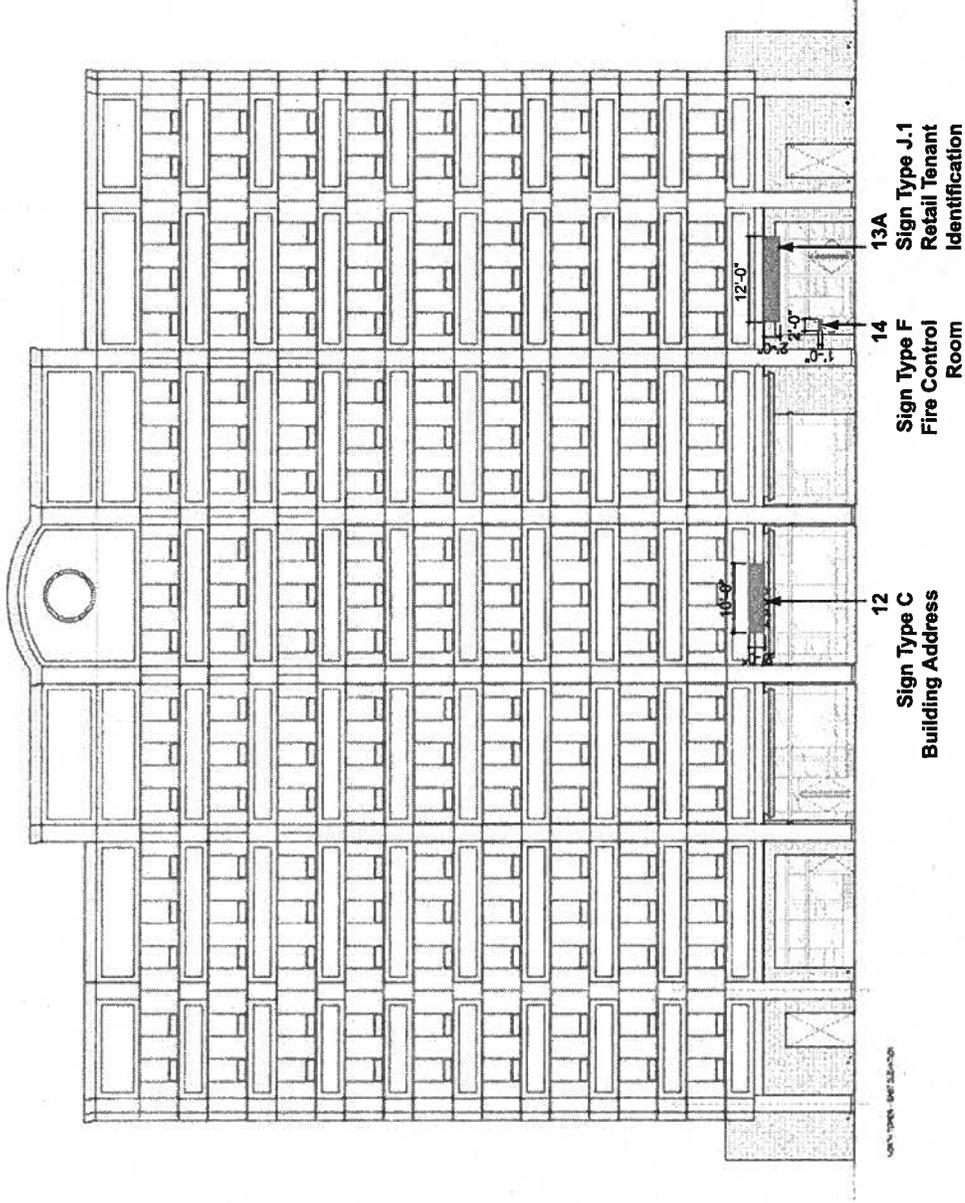
Alternate:
13B Sign Type J.2
Retail Tenant
Identification

10B Sign Type A
Building Tenant
Identification

Not permitted per PB
action on July 13, 2010.
Rooftop signs on North, South,
& East facades
only.

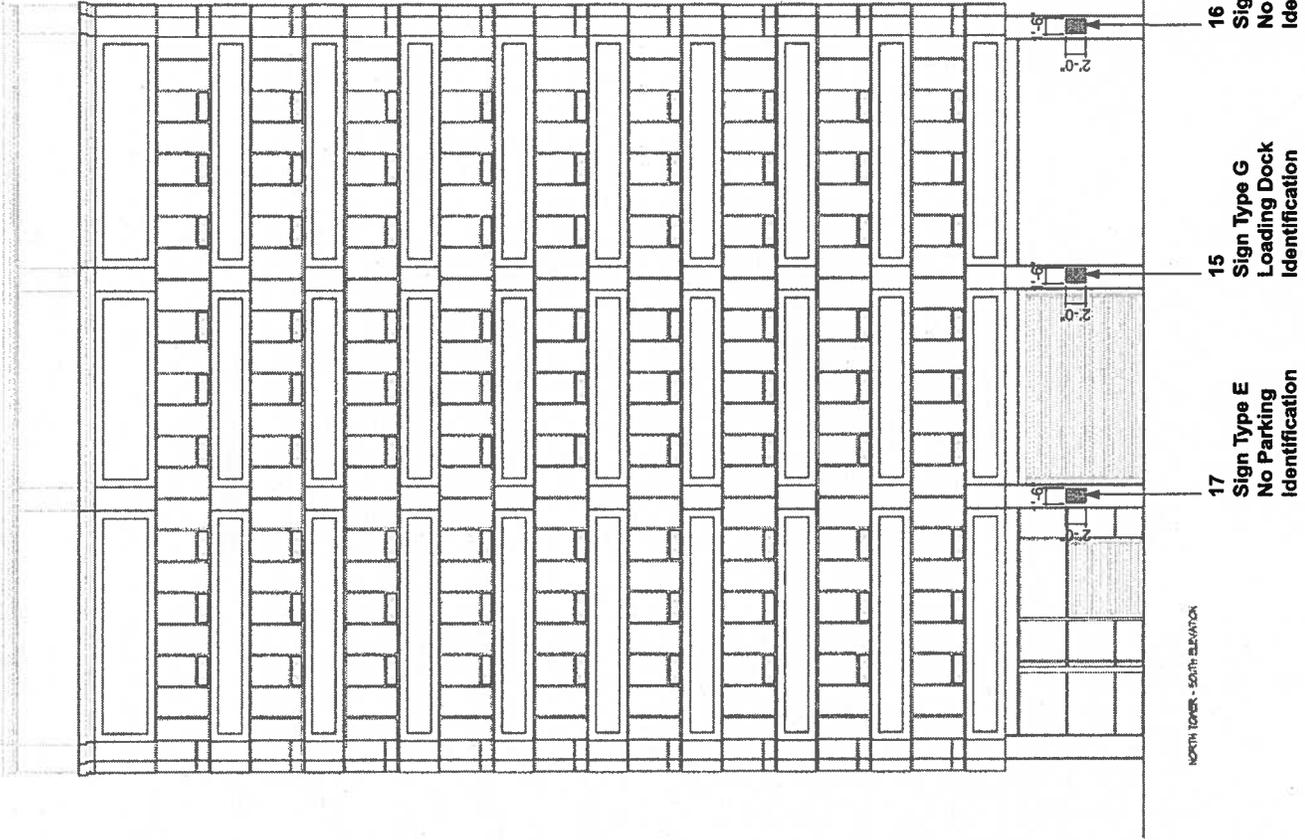


J E F F E R S O N D A V I S H I G H W A Y - U . S . R O U T E 1

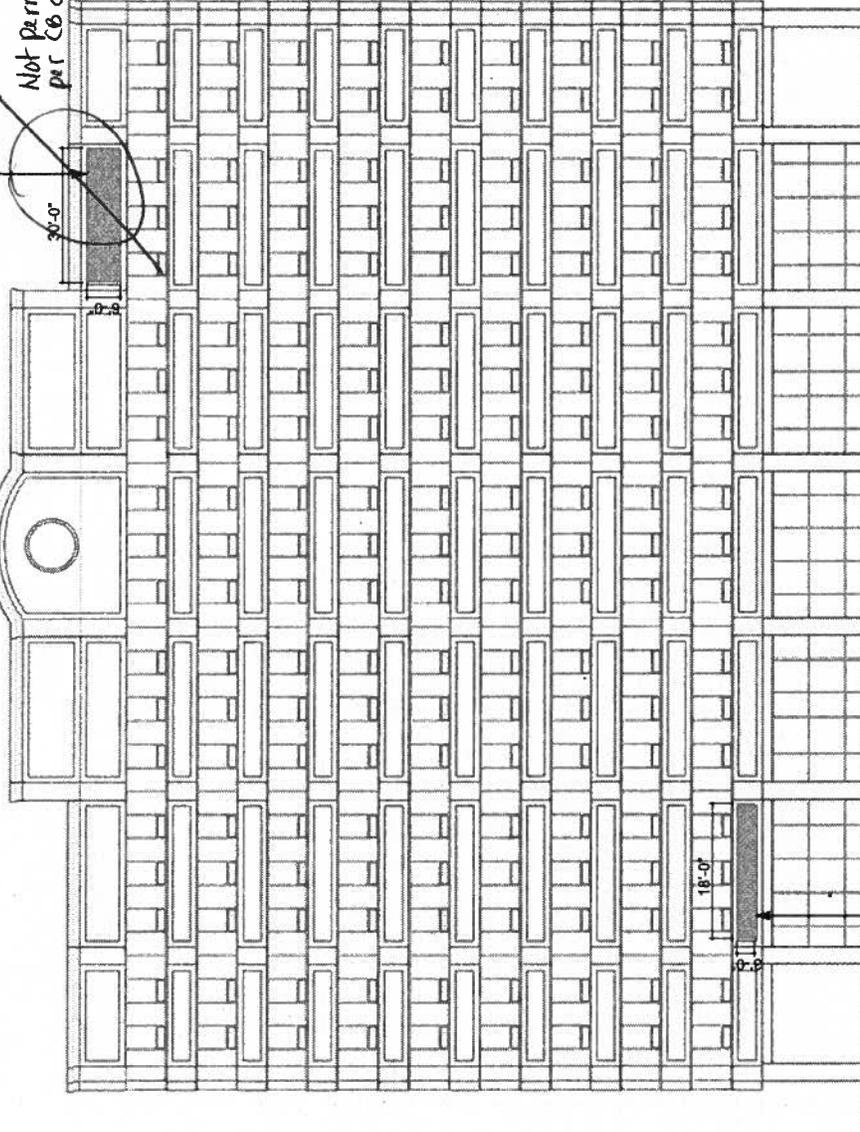


DATE: 10/15/2010

Comprehensive Sign Plan
2800, 2900 Crystal Drive
2800 (North Tower)
South Elevation



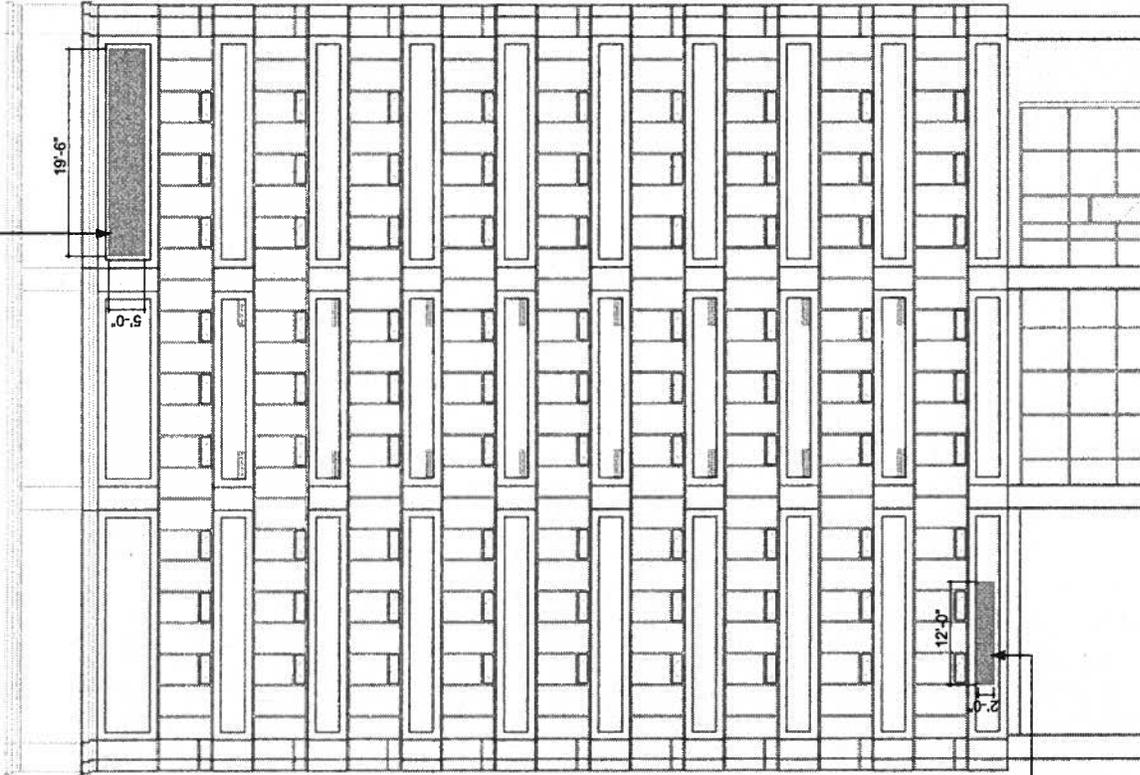
10B
Sign Type A
Building Tenant
Identification



2800 (North Tower) - WEST ELEVATION

11
Sign Type B
Building Tenant
Identification

10A
Sign Type A
Building Tenant
Identification



13B
Sign Type J.2
Retail Tenant
Identification

NORTH TOWER - NORTH ELEVATION

Sign No.	Sign Designation	Sign Type	Dimensions LxH	Signage Area	Signage Area Counted by zoning	Signage Area Not Counted by Zoning	Message	Material	Location
10A	Building Tenant Identification, Top of Building	A	19'-6" X 5'-0"	97.50	97.50	0.00	TBD	Individual, dimensional letters/logo, internally illuminated	North Façade, 27th Street
10B	Building Tenant Identification, Top of Building	A	30'-0" X 6'-0"	180.00	180.00	0.00	TBD	Individual, dimensional letters/logo, internally illuminated	East West Façade, US Route 1

Sign No.	Sign Designation	Sign Type	Dimensions LxH	Signage Area	Signage Area Counted by zoning	Signage Area Not Counted by Zoning	Message	Material	Location
11	Building Tenant Identification	B	18'-0" X 3'-0"	54.00	54.00	0.00	TBD	Individual, dimensional letters/logo, back illumination onto building spandrel/opaque background panel	West Façade, US Route 1
12	Building Address	C	10'-0" X 2'-0"	20.00	20.00	0.00	2800 + symbol	Individual, dimensional stainless steel letters and symbol, non-illuminated	East Façade, Crystal Drive
13A	Retail Tenant Identification	J.1	12'-0" X 2'-0"	24.00	24.00	0.00	TBD	Individual, dimensional, fabricated letters, internally illuminated, integral with applied panel	East Façade, Crystal Drive
13B	Retail Tenant Identification	J.2	12'-0" X 2'-0"	24.00	24.00	0.00	TBD	Individual, dimensional, fabricated letters, internally illuminated, integral with spandrel applied panel	North Façade, 27th Street
14	Fire Control Room	F	2'-0" X 1'-0"	2.00	0.00	2.00	Fire Control Room	Individual vinyl applied letters to glass door	East Façade
15	Loading Dock Identification	G	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
16	No Parking Identification	H	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
17	No Parking Identification	H	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade
18	Monument/Parking Directional (existing, double face) Side A + Side B = 30 sq. ft.	E	6'-0" X 2'-6"	30.00	30.00	0.00	TBD	Stone base, painted aluminum sign box, illuminated white letters	27th & US Route 1
19	Monument/Parking Directional (existing, double face) Side A + Side B = 30 sq. ft.	E	6'-0" X 2'-6"	30.00	30.00	0.00	TBD	Stone base, painted aluminum sign box, illuminated white letters	27th & Crystal Drive
20B	Leasing Information, Temporary, Freestanding	K	8'-0" X 7'-6"	0.00	0.00	60.00	TBD	Wood/aluminum panels, non-illuminated	27th & Crystal Drive
				193.00	191.00	62.00	Total Area (Sq. Ft)		
				568.00	568.00		Linear Building Frontage		
				377.00	377.00		Signage Available (Sq. Ft)		

(minus) Total Area Counted by Zoning
Signage Available (Sq. Ft)

Sign No.	Sign Designation	Sign Type	Dimensions LxH	Signage Area	Signage Area Counted by Zoning	Signage Area Not Counted by Zoning	Message	Material	Location
1A	Building Tenant Identification, Top of Building	A	19'-6" X 5'-0"	97.50	97.50	0.00	TBD	Individual, dimensional letters/logo, internally illuminated	South Façade
1B	Building Tenant Identification, Top of Building	A	30'-0" X 6'-0"	180.00	180.00	0.00	TBD	Individual, dimensional letters/logo, internally illuminated	East West Façade, Upper Level

Sign No.	Sign Designation	Sign Type	Dimensions LxH	Signage Area	Signage Area Counted by Zoning	Signage Area Not Counted by Zoning	Message	Material	Location	
										From Sign Location Plan
2	Building Tenant Identification	B	18'-0" X 3'-0"	54.00	54.00	0.00	TBD	Individual, dimensional letters/logo, back illumination onto building spandrel/opaque background panel	West Façade, US Route 1	
3	Building Address	C	10'-0" X 2'-0"	20.00	20.00	0.00	2900 + symbol	Individual, dimensional stainless steel letters and symbol, non-illuminated	East Façade, Crystal Drive	
4	Monument/Project Identification (existing, single face)	D	6'-0" X 2'-6"	15.00	15.00	0.00	Potomac Gateway 2800 & 2900 Crystal Drive	Stone base, painted aluminum sign box, illuminated white letters	East Plaza, Crystal Drive	
5	Monument/Parking Directional (existing, single face)	E	3'-0" X 3'-0"	9.00	9.00	0.00	TBD	Stone base, painted illuminated white letters	East Plaza, Crystal Drive	
6	Fire Control Room	F	2'-0" X 1'-0"	2.00	0.00	2.00	Fire Control Room	Individual vinyl applied letters to glass door	East Façade	
7	Loading Dock Identification	G	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade	
8	No Parking Identification	H	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade	
9	No Parking Identification	H	1'-6" X 2'-0"	3.00	3.00	0.00	TBD	Painted aluminum panel	North Façade	
20A	Leasing Information, Temporary	K	8'-0" X 7'-6"	0.00	0.00	60.00	TBD	Wood/aluminum panels, non-illuminated	Southeast corner	
				109.00	107.00	62.00	Total Area (Sq. Ft)			
				568.00	568.00		Linear Building Frontage			
				461.00	461.00		Signage Available (Sq. Ft)			

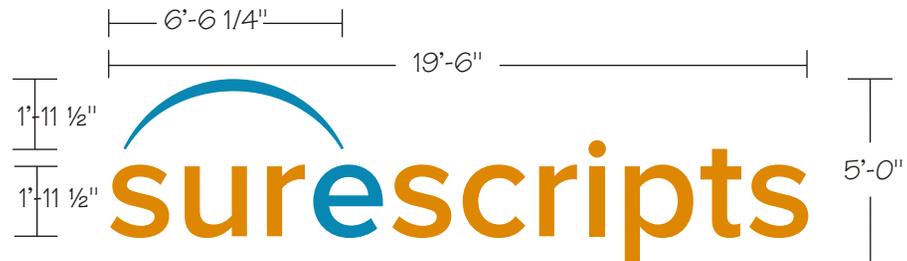
(minus) Total Area Counted by Zoning
Signage Available (Sq. Ft)



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



APPROXIMATE SCALE: 3/32" = 1'-0"

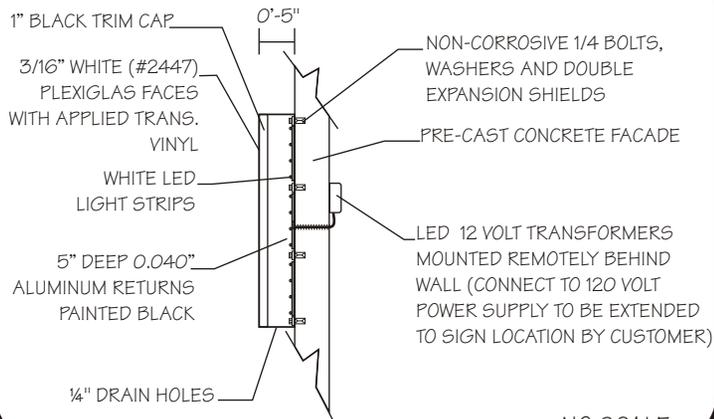


SCALE: 3/16" = 1'-0"

FABRICATE AND INSTALL ONE (1) SET OF 1'-11 1/2" HIGH LOWERCASE INDIVIDUAL INTERNALLY ILLUMINATED CHANNEL LETTERS AND ONE (1) 1'-11 1/2" HIGH x 6'-6 1/4" WIDE INTERNALLY ILLUMINATED SWOOSH FLUSH-MOUNTED ON PRECAST FACADE ABOVE 10TH FLOOR ON NORTH BUILDING ELEVATION.

- 3/16" WHITE (#2447) PLEXIGLAS SIGN FACES WITH APPLIED BLUE AND ORANGE TRANSLUCENT VINYL
- 1" BLACK TRIM CAP
- 5" DEEP ALUMINUM RETURNS PAINTED BLACK
- TWO (2) ROWS OF WHITE LED LIGHTS FOR INDIVIDUAL CHANNEL LETTERS AND SWOOSH.
- ONE (1) ROW OF WHITE LED LIGHTS FOR AREAS OF SWOOSH WITH LESS THAN 2 INCH STROKE.
- 12 VOLT TRANSFORMERS MOUNTED REMOTELY BEHIND FACADE WALL
- U.L. LABELED AND APPROVED
- MOUNTED FLUSH ON PRECAST CONCRETE FACADE WALL USING NON-CORROSIVE BOLTS, WASHERS AND DOUBLE-EXPANSION SHIELDS

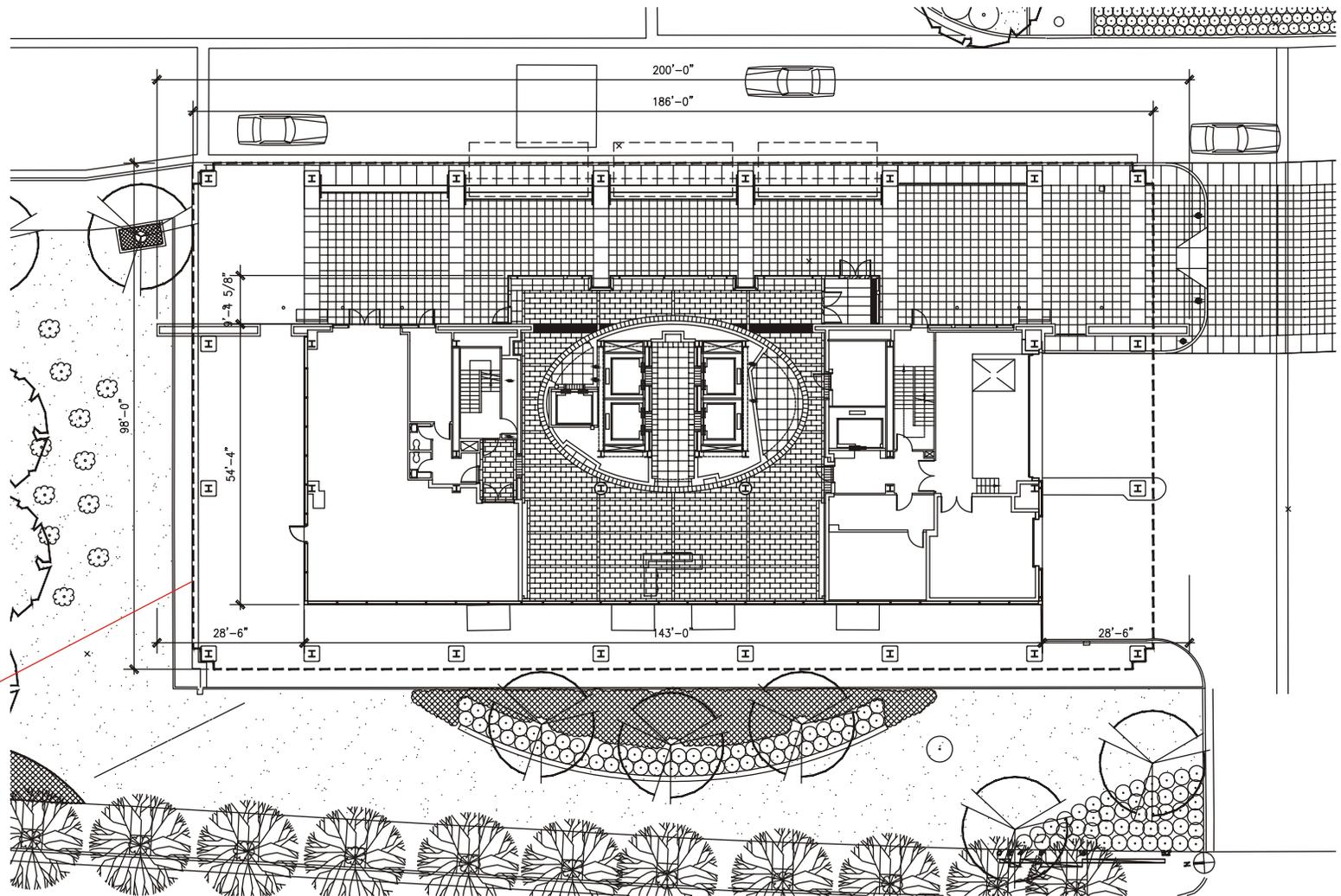
CONSTRUCTION/INSTALLATION DETAILS - CHANNEL LETTERS



NO SCALE



Scale: NOTED	Customer: SURESCRIPTS	
Date: 1/27/11	2800 CRYSTAL DRIVE	
WO#: 23611-A1	ARLINGTON, VIRGINIA 22202	
Drawn By: RBA		
	Sales Rep: ROB ANDERSON	Revised:



PROPOSED
BUILDING SIGN
"SURESCRIPTS"



Scale: 1/32 = 1'-0"

Customer: SURESCRIPTS

Date: 1/27/11

2800 CRYSTAL DRIVE

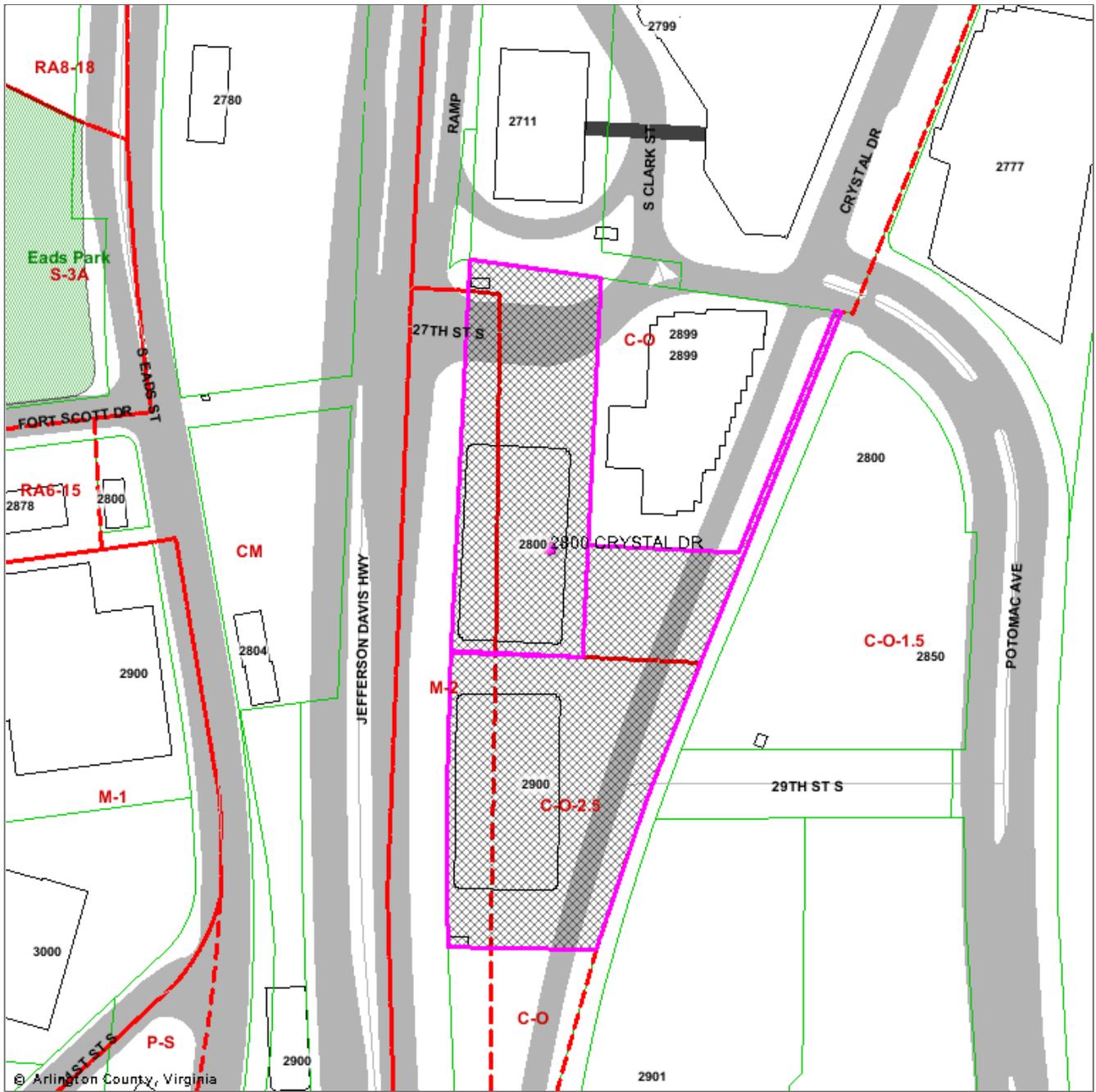
WO#: 23611-C1

ARLINGTON, VIRGINIA 22202

Drawn By: RBA

Sales Rep: ROB ANDERSON Revised:

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



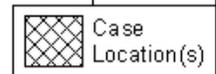
SP#189
2800 and 2900 Crystal Drive
RPC: 34-027-028 and 34-027-027

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

Department of Community Planning, Housing and Development



Not To Scale



Planning Division