



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of April 16, 2011

DATE: April 1, 2011

SUBJECT: SP #412 SITE PLAN AMENDMENT JBG/Rosslyn Commons, LLC for comprehensive sign plan for temporary construction signs located at 1509, 1521, and 1523 16th Road North; 1524, 1520, 1516, 1512, and 1508 Clarendon Blvd.; and 1628 North Oak St. (RPC# 17-005-002, -003, -004, -006, -007, -008, -009, -010, and -011). Modifications of zoning ordinance requirements include: sign area and other modifications as necessary to achieve the proposed development plan.

Applicant:

JBG/Rosslyn Commons, L.L.C.

By:

John G. Milliken
Venable LLP
8010 Towers Crescent Drive, Suite 300
Vienna, Virginia 22812

C. M. RECOMMENDATION:

Adopt the attached Ordinance to approve the subject site plan amendment subject to all previously approved conditions and one (1) revised Condition #50.

ISSUES: This is a site plan amendment request to include temporary signs on the construction fence around the perimeter of the Rosslyn Commons site, and no issues have been identified.

SUMMARY: A site plan amendment is requested for a temporary construction sign plan for Rosslyn Commons (SP #412). The applicant proposes to affix mesh fabric banners, some of which would include graphics and project information, to the temporary construction fence that would enclose the perimeter of the project site. The proposed signs are consistent with the intent of a temporary construction sign plan permitted by Condition #50 approved for the site plan, but

County Manager: *BMD/GA*

County Attorney: *CEWM* *GAH*

Staff: Samia Byrd, CPHD, Planning

PLA-5861

4.

exceed the maximum permitted sign area allowed for such signs under Section 34 of the Zoning Ordinance, and therefore require County Board approval. Sign area in excess of that permitted by the Zoning Ordinance for temporary construction signs has been approved by the County Board for several site plan projects in the Rosslyn-Ballston Corridor. The proposed sign area is consistent with that approved for other projects measuring up to one square foot of sign area per linear foot of street frontage on the public right-of-way. Sign area would include only those areas where text content or graphic images are to be located on the mesh fabric panels to cover the fence. It would provide a temporary means to enhance the streetscape during construction and would be permitted only until such time as structures are built consistent with the approved site plan. In addition the temporary signs would further screen and conceal construction to begin on a site that has been vacant since the fall of 2009. Finally, the subject signs would not be unduly injurious or detrimental to the property or improvements in the neighborhood and are designed and located such that the public health, safety and welfare will be promoted and protected. Therefore, staff recommends that the County Board adopt the attached ordinance to approve the subject site plan amendment, subject to all previously approved conditions and one (1) revised condition #50.

BACKGROUND: The Rosslyn Commons site plan (SP #412) was approved by the County Board in June 2008 for the development of approximately 450,425 square feet of residential in two (2) apartment buildings (454 units), 12,635 square feet of ground floor retail, and 25 townhouse units. The multifamily apartment buildings and townhouse units are configured around approximately 31,913 square feet of open space. Following is additional information about the site and its surrounding uses.

Site: The 121,062 sq ft site is located prominently on Clarendon Boulevard. It plays a key role in signifying the western entry to Rosslyn heading east to the core and transitioning from lower density office and residential uses. The site is bounded as follows:

- To the north: Clarendon Boulevard and 17th Road North. (10-story Marriott Courtyard Hotel, a two-story residential building with a 10-story office/retail building behind, and a 16-story office/retail building. Across 17th Street North is a one-story retail building, occupied by Starbucks)
- To the west: North Ode Street. (14-story Oakwood Apartment building)
- To the east: North Oak Street. (12-story Residence Inn Hotel)
- To the south: 16th Road North. (18-story Belvedere Condominiums and a 3-story apartment building)

Zoning: “RA-4.8” Multiple-Family Dwelling Districts.

General Land Use Plan Designation: “High-Medium” Residential (3.24 FAR), with Note 13 designating the site as a Special Affordable Housing Preservation District.

Neighborhood: Radnor-Ft. Myer Heights Civic Association. The Civic Association has no issues with the proposed temporary construction signs. The Rosslyn Renaissance Urban Design Committee has provided a letter of support for the proposed temporary sign plan (attached).

DISCUSSION: The applicant proposes a banner system comprised of 4'-8" x 12' gray woven mesh fabric, some to include text and graphics that would be considered signs, and others to contain no content. The fabric would temporarily wrap the construction fence of the project site. As detailed in the table below, a total of 45 fabric banners are proposed to include signs and graphics. All fabric banners are proposed to be anchored to a 5' high chain link fence with industry standard zip tie attachments.

TEMPORARY CONSTRUCTION SIGN DETAILS

Sign ID	Sign Type	Qt	Sign Area Per Sign	Total Sign Area (sf)	Text	Material
A	Project Identification	7	4.00	28.00	SEDONA Clarendon Boulevard; Modern. Inspired	Cream print (font) on red and gray woven mesh fabric banner with acrylic lacquer coating finish.
B	Project Identification	7	23.30	163.10	Project image adjacent to web-site identification for the project; SEDONA-SLATE.COM	Red print (font) and image on light gray and soft red-gray woven mesh fabric banner with acrylic lacquer coating finish.
C	Project Identification	6	6.380	38.28	SLATE Clarendon Boulevard; NEW RESIDENCES COMING 2012	Cream print (font) on blue and gray woven mesh fabric banner with acrylic lacquer coating finish.
D	Project Identification	6	23.30	139.80	Project image adjacent to web-site identification for the project; SEDONA-SLATE.COM	Cream print (font) on blue and gray woven mesh fabric banner with acrylic lacquer coating finish.
E	Developer Identification	10	10.65	106.50	The JBG Companies 50 Years with company logo	Blue print (font) on gray woven mesh fabric banner with acrylic lacquer coating finish.
F	Neighborhood Identification	9	9.92	89.28	Rosslyn Renaissance; Rosslyn Discover a new horizon; Radnor Ft. Myer Heights	Blue print (font) on gray woven mesh fabric banner with acrylic lacquer coating finish.

TEMPORARY CONSTRUCTION SIGN DETAILS

Sign ID	Sign Type	Qt	Sign Area Per Sign	Total Sign Area (sf)	Text	Material
G	Construction Information	1	24.00	24.00	This project proudly financed by: TD Bank (with corporate logo and contact information); Capitol One (with corporate logo; and PNC (with corporate logo).	Various corporate color print (font) on opaque plastic or metal.
H	Construction Information	2	32.00	64.00	Clark Construction (text as logo)	Blue with White Font on opaque plastic or metal
I	Leasing Information	2	6.00	12.00	JBG Rosenfeld with logo	Purple print (font) on opaque plastic or metal.
TOTAL SIGN AREA				664.96		

Temporary construction signs are permitted under Section 34.F.5.c of the Zoning Ordinance as follows:

Up to three (3) construction signs per main building on a lot may be placed in “C”, “M” and “RA” Districts, other than on lots containing one or two family dwellings,. The total sign area of three (3) signs per main building on a lot shall not exceed one hundred twenty (120) square feet. The sign(s) may be freestanding, may be affixed to construction fencing, may be cloth if they are affixed to a structure such that they do not move or flap, and shall be temporary.

The proposed temporary construction signs exceed the maximum number of signs and total sign area permitted by the Zoning Ordinance. However, with the approval of the Rosslyn Commons site plan in June 2008, it was intended that temporary construction sign area would be permitted to exceed the amount permitted under the Zoning Ordinance, to wrap the construction fencing around the perimeter of the site as has been done with such other projects as Central Place (SP #335). Specifically, Condition #50 provided for the following:

A temporary construction sign plan for each phase may be approved prior to the comprehensive sign plan by the County Manager. The temporary construction sign plan may contain more than 100 square feet, as long as the signs only include reference to Rosslyn Renaissance and the Rosslyn BID in addition to project information (including leasing, identification, directional and construction information) and graphics. Consistent with Condition #6, the comprehensive sign plan for each phase may also

include project specific signs and graphics to be shown on the sidewalk enclosures or fencing.

While Condition #50 allows temporary construction sign area to exceed 100 square feet, the maximum permitted area under Section 34 of the Zoning Ordinance is 120 square feet¹. In this instance, the Zoning Administrator could only approve up to an additional 20 square feet of sign area for the project. Additional sign area beyond that permitted in the Zoning Ordinance requires County Board approval. The County Board has approved temporary construction sign areas up to the amount of linear street frontage measured along the public right-of-way through the special exception process, specifically in the case of such projects as SP #18, 1812 North Moore Street. The subject site's linear frontage along the public right-of-way measures 1,138 feet. Consistent with previous approvals, staff supports temporary construction sign area up to 1,138 square feet. The amount of area proposed for Rosslyn Commons is within this amount at 664.96 square feet.

The practice of providing for temporary construction fence signs wrapping the perimeter of a site including graphics and project information is increasing in prevalence. In Arlington, such projects as Central Place, Peck-Staples, Founders Square and soon 1812 N. Moore will be among them. Staff supports the temporary construction sign plan for Rosslyn Commons as it would provide a visual barrier to screen and conceal the construction clutter while the structures are being built. It is also appropriate given the site has been fenced and unscreened since demolition of the previously existing garden apartment buildings in the fall of 2009 and has been vacant since. With the impending phase of construction to begin with excavation, the temporary construction sign plan as proposed would provide an attractive alternative of a temporary streetscape to typical chain link fence behind which the construction activity is highly visible for the neighborhood, community, residents and commuters. In addition, the signs would further introduce potential residents, retail tenants, and businesses to the Rosslyn Metro station area including Rosslyn Renaissance, Rosslyn BID and Radnor - Ft. Myer Heights.

CONCLUSION: The proposed site plan amendment to permit approximately 665 square feet of temporary construction sign area on the construction fencing of the Rosslyn Commons project is consistent with previous approvals for projects in the Rosslyn-Ballston corridor. The proposed signs would provide a temporary means to enhance the streetscape during construction and only until such time as structures are built consistent with the approved site plan. As it was intended that the site would be screened with temporary construction signs that would reference Rosslyn Renaissance and the Rosslyn BID as well as provide project information and graphics, the subject site plan amendment is consistent with the spirit and intent of the June 2008 County Board site plan approval. Finally, the subject signs would not be unduly injurious or detrimental to the property or improvements in the neighborhood and are designed and located such that the public health, safety and welfare will be promoted and protected. Therefore, staff recommends that County Board adopt the attached ordinance to approve the subject site plan amendment subject to all previously approved conditions and one (1) revised condition #50.

¹ 100 square feet was the maximum permitted amount of construction sign area prior to a Zoning Ordinance amendment increasing the maximum amount permitted to 120 square feet.

Ordinance Language for SP Approval

WHEREAS, an application for a Site Plan Amendment dated February 4, 2011 for Site Plan # 412, 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 numerous conditions as set forth in the Staff Report[s]; 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 and modified as follows:
 - **Sign area approved to permit up to 665 square feet for temporary construction signs instead of 120 square feet permitted under Section 34 of 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 originally requested by an application dated February 4, 2011 for Site Plan # 412, and as such application has been modified, revised, or amended to include the drawings, documents, conditions and other elements designated in Condition 50 below (which drawings, etc. are hereafter collectively referred to as “Revised Site Plan Application”), for a Site Plan Amendment for temporary construction signs, for the parcel of real property known as RPC # 17-005-002, -003, -004, -006, -007, -008, -009, -010, and -011 and 1509, 1521, and 1523 16th Road North; 1524, 1520, 1516, 1512, and 1508 Clarendon Blvd.; and 1628 North Oak St., approval is granted and the parcel so described shall be used according to the Revised Site Plan Application, subject to all previous conditions (#1 through 84) with condition 50 revised as follows:

Comprehensive Sign Plan

50. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs (including identification and directional signage) shall generally be consistent with the guidelines contained in "Sign Guidelines for Site Plan Buildings" and with Section 34 of the Zoning Ordinance for each phase of the project. No sign permits will be issued for the respective phase of the project until a comprehensive sign plan is

approved for that phase. The developer agrees to obtain approval from the Zoning Administrator of the comprehensive sign plan before the issuance of the first Certificate of Occupancy for each phase. Consistent with Condition #6, the comprehensive sign plan for each phase may also include project specific signs and graphics to be shown on sidewalk enclosures or fencing. 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.

Temporary Construction Signs

The developer agrees that all temporary construction signs shall be consistent with the drawings prepared by Art Display Co dated March 30, 2011 and approved by the County Board on April 16, 2011. The developer further agrees that all signs shall be of the number, size, location, design, materials, and structure shown on the drawings and that total sign area for temporary construction signs shall not exceed 665 square feet, not including blank fabric banners screening the fence. A temporary construction sign plan for each phase may be approved prior to the comprehensive sign plan by the County Manager. The temporary construction sign plan may contain more than 100 square feet, as long as the signs only include reference the Radnor Ft. Myer Heights Civic Association, Rosslyn Renaissance and the Rosslyn BID in addition to project information (including leasing, identification, directional, financial, and construction information) and graphics. The developer agrees that should any graffiti and/or other damage occur on the signs, the applicant shall immediately (within ten (10) calendar days) repaint and/or replace the signs (or any portion of the sign) to eliminate such damage. In addition, the developer agrees to inspect the signs daily to determine whether such damage has occurred. The developer agrees that all such signs placed on construction fencing are temporary in nature and shall be removed at or before the time of issuance of first partial certificate of occupancy for tenant occupancy. Consistent with Condition #6, the comprehensive sign plan for each phase may also include project specific signs and graphics to be shown on sidewalk enclosures or fencing. 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.

Retail Tenant Signs

Retail tenant signs shall be permitted for the new construction as follows:

- a. Final locations of all signs located in or adjacent to the public sidewalks shall be indicated on street engineering plans and are subject to approval by the Department of Environmental Services prior to issuance of all sign permits. All such signs shall be located so as not to obstruct pedestrian movement or the views of motorists.
- b. Minor modifications to signs, including changes in the information provided and changes in design and location in response to the Department of Environmental Service's review, shall be subject to review and approval by the County Manager prior to issuance of all sign permits.

- c. Retail tenant signs shall conform to either the standards of Section 34 of the Zoning Ordinance or the following criteria, and shall generally be consistent with the Comprehensive Sign Plan as reviewed and approved by the County Manager:
1. Up to three (3) building wall signs, for a maximum total sign area of 60 square feet, are permitted for each retail tenant with 60 linear feet of frontage or less; up to four (4) building wall signs, for a maximum total sign area of one (1) square foot per linear foot of the tenant's frontage, are permitted for each retail tenant with more than 60 linear feet of frontage.
 2. Additional sign area shall be permitted to accommodate awnings, except any text, logo, graphic, or other image on awnings shall count toward the total allowable sign area for that tenant. This additional sign area on awnings shall be applied only toward graphic images with abstract or stylized patterns that contain no clearly understood images or message content.
 3. For building wall signs, the distribution of the sign area and the location and number of signs shall be approved as part of a unified design approach for the individual retail tenants, and shall be subject to administrative review and approval by the County Manager.
 4. Blade signs which exceed six (6) square feet of total sign area may be permitted up to a maximum total sign area of 15 square feet per retail unit. The difference between six (6) square feet and the actual total blade sign area shall be calculated as part of the maximum permitted sign area for the retail unit to which the blade sign is attached. In no event shall such difference increase the maximum permitted sign area for any retail unit.
 5. Window signs the size of which exceeds the Zoning Ordinance standard of 20 percent of window area may be permitted, subject to administrative review and approval by the County Manager. The amount of sign area in excess of 20 percent of the window area shall be calculated as part of the maximum permitted sign area for the retail tenant unit. In no event shall such excess increase the maximum permitted sign area for any retail unit.
 6. The colors and materials of retail tenant signs shall harmonize with and complement the exterior materials and design of the individual retail storefronts and be consistently treated so as to present a unified design approach for the individual retail unit. The colors and materials of such signs are subject to review and approval by the County Manager.
 7. In order to ensure a coordinated approach to the various tenant signs and the sign designs on the building, while at the same time maintaining the individuality of each tenant and unit within the building, the developer shall submit a prototypical sign plan for each building, which plan includes sign options for the retail tenants. This plan shall be

administratively reviewed and approved by the County Manager prior to the issuance of the first tenant build-out permit and any tenant sign permits for that building.

8. The types of retail signs that shall be permitted shall be consistent with the types of signs permitted by Section 34 of the Zoning Ordinance, and shall include: building wall signs; blade signs; window signs; carved, painted or sculptural signs; canopy or awning signs; logo signs; and, permanent quotes on building walls and blade signs.
9. The retail tenant signs shall be illuminated only during the hours of operation of the retail business.
10. The retail signs shall not exceed 35 feet in height on the building.

PREVIOUS COUNTY BOARD ACTIONS:

- July 7, 1984 County Board deferred a General Land Use Plan Amendment request from “High Medium” Residential (3.24 FAR residential, 72-135 units per acre hotel) to “High” Residential (4.8 FAR residential; 3.8 FAR hotel) for the block bounded by North Oak Street, North Ode Street, 16th Road North and 17th Road North to the January 1985 County Board meeting. (GP-164-84-1)
- January 5, 1985 County Board deferred the above request to the April 1985 County Board meeting.
- April 13, 1985 County Board voted to take no action on the above request.
- June 17, 2008 Approved GP-315-08-1 General Land Use Plan Amendment to designate “Special Affordable Housing Protection District” and add Note 13 for property bounded by Clarendon Boulevard to the north, 16th Road North to the south, North Oak Street to the east and North Ode Street to the west, with exception of parcels located in the southwest and southeast corners of the block.
- Approved Site Plan #412 to construct approximately 435 apartment dwelling units, approximately 27 townhouses with modifications of use regulations for density, height, parking, exclusion from density of mechanical room, and exclusion of retail gross floor area from density calculations.

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301 657-0700

36 in

24 in

Quantity: (2x)



4 ft

Quantity: (2x)

8 ft

**TO: Samia Byrd, Planner
Arlington Community Planning, Housing and
Development**

**FROM: Lucia deCordre, Urban Design Project Manager
Rosslyn Renaissance Urban Design Committee**

RE: Site Plan #412, Construction Signage

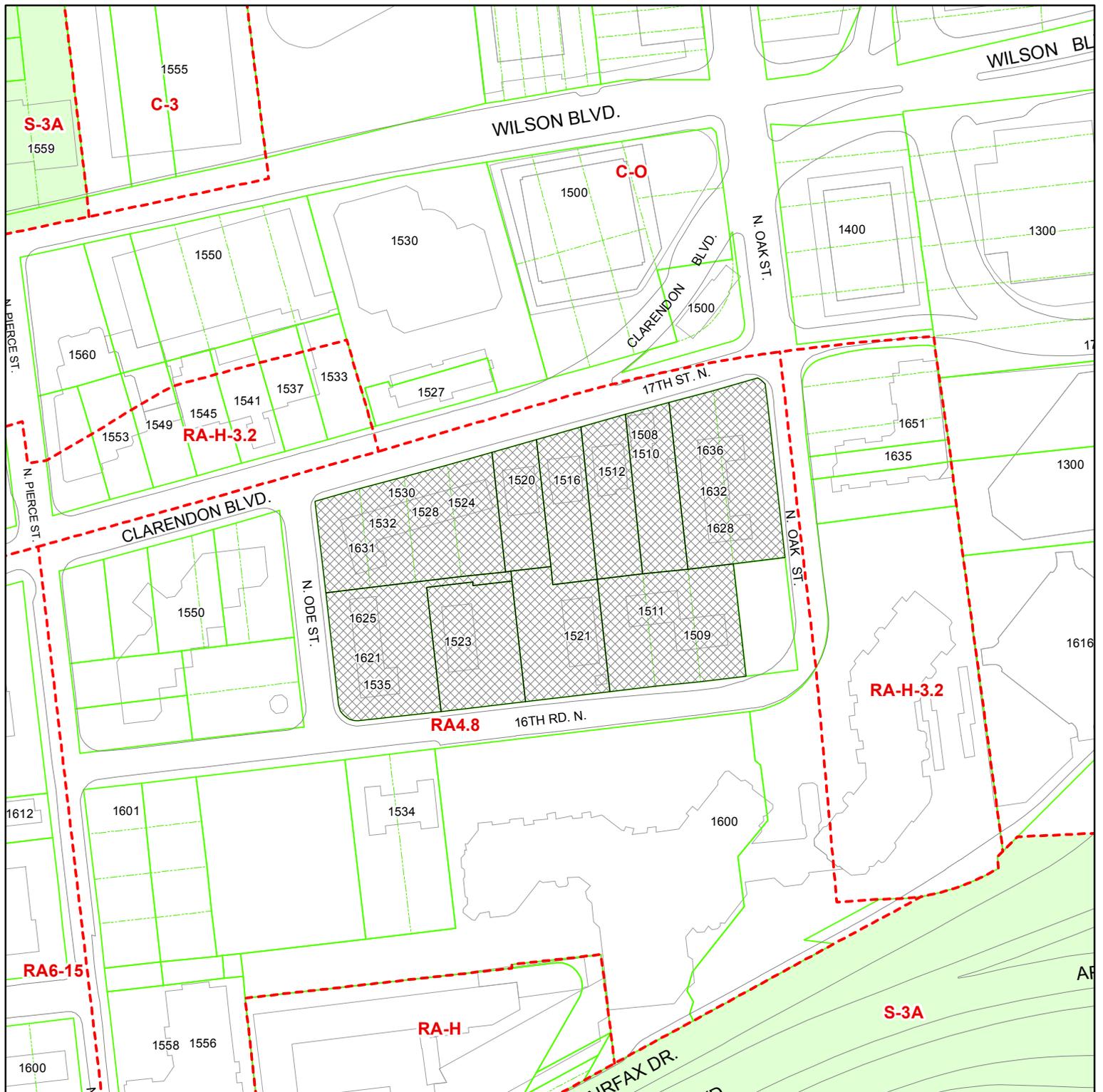
DATE: December 15, 2010

Rosslyn Renaissance is writing in general support of construction signage and banners along fencing at the Rosslyn Commons development construction site.

There is consensus within RR that signage is a vibrant part of the urban environment, and, in general, banners that surround a construction site such as observed at the JBG Companies' Central Place construction site help to minimize the visual intrusion of construction. Additionally, such signage is informative and creates a positive anticipation of the redevelopment.

Further, we recommend that sufficient signage allowance is made available within the site plan conditions to ensure that lively and adequate coverage of construction sites is possible. There is community concern that, although while redevelopment of Rosslyn is welcomed, the large number of blocks under construction in Rosslyn will deter pedestrian activity. Banners and vibrant signage will help to create a more pleasant pedestrian environment during this time.

We look forward to reviewing specific banners for the Rosslyn Commons site and to partnering with Arlington County on any new sign policies. Please accept this letter in support of the proposed additional signage requested.



Sp 412

1509, 1521, and 1523 16th Rd North; 1524, 1520, 1516, 1512, and 1508 Clarendon Blvd.; and 1628 N. Oak St.

RPC #17-005-002, -003, -004, -005, -006, -007, -008, -009, 010 and -011



 Case Location

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