



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item
Meeting of September 17, 2011

SUPPLEMENTAL REPORT – REVISED CONDITION

DATE: September 14, 2011

SUBJECT: SP #34 and SP #67 SITE PLAN AMENDMENT for a comprehensive sign plan and rooftop signs at the Art Associates buildings; located at 1501 and 1515 Wilson Boulevard (RPC# 16-033-001, and -004).

C. M. RECOMMENDATION:

Adopt the attached ordinance to approve site plan amendments to SPs #34 and #67 for a comprehensive sign plan and a rooftop sign including modifications to Zoning Ordinance requirements for signs above 35 feet, subject to all previously approved conditions and one new condition applicable only to the site plan amendment for these two (2) site plans, #34 and #67.

DISCUSSION: This report revises the sign area in the comprehensive sign plan and therefore the proposed condition. There are no revisions to the staff recommendation. The applicant has revised the proposed comprehensive sign plan to eliminate the previously requested freestanding sign. In addition, the statistical summary is revised to clarify and correct area proposed with some signs, particularly those proposed where the tenant is not known or area is rounded to adjust for final sign design. Of particular note, sign 9b (window sign) was indicated as a total of ten (10) signs at four (4) square feet per sign. It was however provided for in the comprehensive sign plan as four (4) signs at four (4) square feet per sign each for a total of 10 retail tenants. Finally, in the revised comprehensive sign plan, the applicant proposes two (2) additional window signs at 4 square feet each for a future restaurant tenant at 1501 Wilson Boulevard (Sign 15b). This report reflects these changes and further revises the proposed condition. With the proposed revisions to the Comprehensive Sign Plan the proposed signs would provide for a total of 563 square feet of sign area for buildings signs excluding rooftop signs. The maximum amount of sign area permitted is 681 square feet, excluding rooftop signs, which is consistent with the *Sign Guidelines*. Below is the summary of revisions.

County Manager:

BMD/GA

County Attorney:

CEWM *GA*

Staff: Samia Byrd, DCPHD, Planning Division

PLA-5974

1.

ID	Sign Type	Dimensions (Feet) Height x Length			Qt	Sign Area (Sq Ft) ¹	Text	Material	Location
1	Address	2.50	x	2.75	1	7	1501	Halo-lit, stainless steel reverse channel letter; White LED illumination	1501 Wilson Main entrance (N. Oak elevation)
2	Address	2.83	x	3.00	1	9	1501	Halo-lit, stainless steel reverse channel letter; White LED illumination	1501 Wilson (corner of N. Oak & Wilson)
3	Address	2.83	x	3.00	1	9	1501	Halo-lit, stainless steel reverse channel letter; White LED illumination	1501 Wilson (Wilson elevation)
4	Address	2.50	x	2.92	1	8.7	1515	Halo-lit, stainless steel reverse channel letter; White LED illumination	1515 Wilson main entrance (Wilson elevation)
5a	Tenant Identification	2.00	x	2.00	1	4	TBD	Stainless steel dimensional letters	1501 Wilson (N. Oak elevation)
5b	Tenant Identification	2.00	x	2.00	1	4	TBD	Stainless steel dimensional letters	1501 Wilson (N. Oak elevation)
6a	Retail	7.67	x	1.42	1	1244	Miracles	High mirror polished aluminum reverse channel letters	1501 Wilson (Wilson elevation)

¹ Adjusted to provide a not to exceed area where appropriate, rounding to the nearest whole number.

ID	Sign Type	Dimensions (Feet)			Qt	Sign Area (Sq Ft) ¹	Text	Material	Location
		Height	x	Length					
6b	Window	2.00	x	2.00	1	4	Miracles	Metallic silver vinyl applied to glass	1501 Wilson (Wilson elevation)
7a	Retail	7.67	x	1.42	1	12.44	Miracles	High mirror polished aluminum reverse channel letters	1501 Wilson (Wilson elevation)
7b	Window	2.00	x	2.00	3	12	Miracles	Metallic silver vinyl applied to glass	1501 Wilson (Wilson elevation)
8	Parking	1.33		6.42	1	9	Parking	Halo-lit, stainless steel reverse channel letter; White LED illumination	Entrance to garage Wilson Boulevard
9a ²	Retail	7.67	x	1.42	10	120.40	TBD	High mirror polished aluminum reverse channel letters	1501 & 1515 Wilson (N. Oak and Wilson elevations)
9b	Window	2.00	x	2.00	4 each for 10 tenants	160.40	TBD	Metallic silver vinyl applied to glass	1501 & 1515 Wilson (N. Oak and Wilson elevations)
10	Parking	1.33	x	6.42	1	9	Parking	Halo-lit, stainless steel reverse channel letter; White LED illumination	Exit to garage 18 th Street North
11	Parking	1.33	x	6.42	1	9	Parking	Halo-lit, stainless steel reverse channel letter;	Entrance to garage 18 th Street North

² Adjusted to provide for unknown length of sign and tenant name; Not to exceed 12 sq ft per sign.

ID	Sign Type	Dimensions (Feet)			Qt	Sign Area (Sq Ft) ¹	Text	Material	Location
		Height	x	Length					
							White LED illumination		
12	Clearance Bar	6.67	x	6.42	3	128	Clearance 6'8"	PVC tube with reflective vinyl letters	Exit to garage 18 th Street North
13	Parking	1.50	x	2.50	1	4	Parking Information	Painted aluminum plaque	18 th Street North
14	Freestanding Arch	9.50	x	6.42	1	61	1501 & 1515 Wilson	Stencil cut metal panel with individually cut letters and bars	1501 & 1515 Wilson Plaza; Monday Properties
15	Retail	14.00	x	2.50	1	35	TBD	Halo-lit, stainless steel reverse channel letter; White LED illumination	1501 Wilson (N. Oak elevation)
15 b	Window	2.00	x	2.00	2	8	TBD	Vinyl applied to glass	1501 Wilson (N. Oak elevation)
TOTAL PROPOSED BUILDING SIGN AREA						563,479			

1. Comprehensive Sign Plan

- a. The developer agrees that all project signs shall be consistent with the comprehensive sign plan entitled “1501 & 1515 Wilson Boulevard Comprehensive Sign Plan” prepared by Patricia Hord.Graphik Design, dated June 22, 2011 with revised pages 1 and 2 dated September 12, 2011, and approved by the County Board on September 17, 2011, except that there shall be no “Welcome Sign”/ “Plaza Arch Sign” nor shall the developer install or construct the base structure shown for that sign at location 14. The developer further agrees that all signs shall be of the number, size, location, and structure shown on the comprehensive sign plan. The retail and building tenants are not limited to the sign examples depicted in the comprehensive sign plan but shall comply with the sign area and location as depicted in the comprehensive sign plan. Unless otherwise provided in this condition, sign lighting and window signs shall conform to the requirements of the Zoning Ordinance. The total project sign area excluding rooftop sign area shall not exceed 418,563 square feet. The applicant

agrees that a rooftop sign of not more than 219 square feet may be placed on the 1501 Wilson Boulevard building at the location, and of the design, materials, and lighting specifications shown on the comprehensive sign plan. The developer further agrees that no additional rooftop signs shall be placed on the 1515 Wilson Boulevard building unless an amendment to this comprehensive sign plan is approved.

- b. 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%).
- c. The developer agrees to install a rheostat or other appropriate variable resistor to the proposed rooftop sign located at 1501 Wilson Boulevard that will allow the developer to adjust (decrease) the sign's lighting intensity. The developer further agrees that if the County Manager finds that the intensity of the rooftop sign 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 hours of illumination of all signs proposed to be illuminated, including the lighting of the rooftop sign, as indicated in the comprehensive sign plan entitled "1501 & 1515 Wilson Boulevard Comprehensive Sign Plan" prepared by Patricia Hord.Graphik Design, dated June 22, 2011, with revised pages 1 and 2 dated September 12, 2011, and approved by the County Board on September 17, 2011, shall be from 6 p.m. to 12 a.m., midnight, seven (7) days a week.



219 Linear Feet

243 Linear Feet

243 Linear Feet

1501 & 1515 WILSON BLVD

681 TOTAL LINEAR FEET

- 1 1501 Entrance Address
- 2 Corner Address
- 3 Corner Address
- 4 1515 Entrance Address
- 5a Future Tenant Letters on Wall
- 5b Future Tenant Letters on Wall
- 6 Retail Tenant Sign above Entrance
- 7 Retail Tenant Sign off Wilson
- 8 Parking Entrance
- 9a Future Retail Sign
- 9b Future Retail Window signage
- 10 Parking Exit
- 11 Parking Entrance
- 12 Clearance Bar
- 13 Garage Info Sign
- 15 Future Restaurant Sign
- 15b Future Restaurant Window signage

- R.1 EXISTING Rooftop Sign
- R.2 FUTURE Rooftop Sign



Patricia Hord Graphik Design
 119 South Saint Asaph Street
 Alexandria, Virginia 22314

Comprehensive Sign Plan
 1501/1515 Wilson Blvd

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LOCATION	SIGN TYPE	MESSAGE	MATERIAL	ILLUMINATION (6am – Midnight)	SIZE	SIGN AREA
1	1501 Address	1501	Stainless Steel Dimensional Letters	Halo-lighting	30" x 33"	7 sq ft
2	Corner Address	1501	Painted Stainless Steel Channel Letters	Halo-lighting	34" x 36"	9 sq ft
3	Corner Address	1501	Painted Stainless Steel Channel Letters	Halo-lighting	34" x 36"	9 sq ft
4	1515 Address	1515	Stainless Steel Dimensional Letters	Halo-lighting	30" x 35"	8 sq ft
5a & 5b	Future Office Tenant Identification	(TBD)	Stainless Steel Dimensional Letters	None	2'0" x 2'0" each	8 sq ft
6a	Retail Identification	MIRACLES	Painted Stainless Steel Channel Letters	Halo-lighting	7'8" x 17"	12 sq ft
6b	Retail Identification	MIRACLES	Vinyl applied to glass	None	2'0" x 2'0"	4 sq ft
7a	Retail Identification	MIRACLES	Painted Stainless Steel Channel Letters	Halo-lighting	7'8" x 17"	12 sq ft
7b	Retail Window Identification	MIRACLES	Vinyl applied to glass	None	3x: 2'0" x 2'0"	12 sq ft
8	Parking Identification	PARKING	Painted Stainless Steel Channel Letters	Halo-lighting	16" x 6'5"	9 sq ft
(10) x 9a	Future Retail	(TBD)	Painted Stainless Steel Channel Letters	Halo-lighting	7'8" x 17" (estimate)	10x: 12 sq ft = 120
(10) x 9b	Future Retail Window Identification	(TBD)	Vinyl applied to glass	None	4x: 2'0" x 2'0" (estim)	10x: 16 sq ft = 160
10	Parking Exit Identification	PARKING	Painted Stainless Steel Channel Letters	Halo-lighting	16" x 6'5"	9 sq ft
11	Parking Entrance Identification	PARKING	Painted Stainless Steel Channel Letters	Halo-lighting	16" x 6'5"	9 sq ft
12	Clearance Bar	CLEARANCE 6'8"	PVC Tube with vinyl letters	None	3x: 80" x 6.5"	128 sq ft
13	Parking Info Sign	(Directional Information)	Painted aluminum Plaque	None	18" x 30"	4 sq ft
15b	Future Restaurant Window Identification	(TBD)	Vinyl applied to glass	None	2x: 2'0" x 2'0" (estim)	8 sq ft
15	Future Restaurant	(TBD)	Painted Stainless Steel Channel Letters	Halo-lighting	14'0" x 30" (estimate)	35 sq ft
TOTAL						563. sq ft

TOTAL LINEAR FEET: 681

1501 & 1515 WILSON BLVD. — COMPREHENSIVE SIGN PLAN



Patricia Hord, Graphik Design
119 South Saint Asaph Street
Alexandria, Virginia 22314

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1501/1515 Wilson Blvd

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