



## ARLINGTON COUNTY, VIRGINIA

### County Board Agenda Item Meeting of October 15, 2011

**DATE:** October 6, 2011

**SUBJECT:** SP #409 SITE PLAN AMENDMENT, to allow an additional 7,000 square feet for retail mezzanine space to be used among retail bays, amend Condition #64.b to allow mezzanine height within retail clear height, and to allow project signs on temporary construction fencing, located at 1712, 1716, and 1720 Wilson Boulevard and 1711 Clarendon Boulevard, and an unaddressed parcel on Clarendon Boulevard (RPC# 17-010-008, -009, -022, -023 & -030).

**APPLICANT:**

Nan E. Walsh  
Walsh, Colucci, Lubeley, Emrich & Walsh, PC  
2200 Clarendon Blvd., 13<sup>th</sup> Floor  
Arlington, Virginia 22201

**C. M. RECOMMENDATION:**

Adopt the attached Ordinance to approve project signs on temporary construction fencing, subject to amended Condition #50, and Defer the site plan amendment to amend Condition #64 allowing an additional 7,000 square feet for retail mezzanine space to the November 19, 2011 meeting of the County Board.

**ISSUES:** The applicant is proposing to install project signs on temporary construction fencing, which will result in a change to the approved comprehensive sign plan, which staff supports subject to the amended condition. In addition, the applicant is requesting an amendment to Condition #64 to allow mezzanine space within previously approved retail clear heights and additional retail GFA in that space. Staff needs additional time to fully evaluate the proposed changes to the retail space for compliance with County policies and the zoning ordinance.

**SUMMARY:** This is an amendment to the 1716 Site Plan (SP #409), a mixed-use office and retail development located in the "in-between" area between the Rosslyn and Court House Sector Plan areas, which was approved by the County Board in 2007. The applicant is proposing to affix banners, some of which would include text and project information, to the temporary construction fence that would enclose the perimeter of the project site. The proposed signs are

County Manager: *BMD/GA*

County Attorney: *[Signature]*

Staff: Jason Beske, DCPHD, Planning Division

PLA-6006

consistent with the intent of the comprehensive sign plan permitted by Condition #50 and approved for the site plan, but 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 have been approved by the County Board for several site plan projects in the Rosslyn-Ballston Corridor. Sign area includes areas where text content or graphic images are to be located on the mesh fabric panels to cover the fence. The signs 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 on a site that has been vacant since demolition of buildings that previously occupied the site. 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 (Condition #50) to add language regarding temporary construction signs.

The applicant is also seeking approval of additional retail GFA in mezzanine space within the previously approved ground floor retail space. The applicant has indicated that the mezzanine space will provide more marketability of the retail GFA and provide needed retail services within the neighborhood. An amendment to the retail condition (Condition #64) is proposed and will require additional analysis. Therefore, staff recommends that consideration of this portion of the application be deferred to the November 19, 2011 County Board meeting to allow additional time for staff analysis.

**BACKGROUND:** At its October 13, 2007 meeting, the County Board approved Site Plan #409, a mixed-use office and retail development located in the “in-between” area between the Rosslyn and Court House Sector Plan areas. The approved site plan, which is currently under construction, comprises 114,922 square feet of office GFA and 27,996 square feet of ground floor retail GFA. The applicant is proposing to install project signs on temporary construction fencing which will result in a change to the approved comprehensive sign plan, and to amend Condition #64 to allow mezzanine space within previously approved retail clear heights and additional retail GFA in that space.

**The following provides additional information about the site and location:**

Site: The 140,641 square-foot site is located between Wilson and Clarendon Boulevards east of the terminus of North Quinn Street. Future development will include the extension of Quinn Street adjacent to the site. The site is surrounded by the following adjacent land uses:

To the north: Wilson Boulevard and Colonial Village Shopping Center designated “Service Commercial” on the General Land Use Plan and zoned “C-2” and “RA6-15”.

To the east: The WRIT Rosslyn Center site plan (SP #397) 9-story residential building

along Wilson Boulevard and the American Chiropractic Association site plan (SP #227) office building along Clarendon Boulevard. Both are designated Medium Office-Apartment-Hotel on the General Land Use Plan and are zoned C-O-2.5 Commercial Office Building, Hotel and Apartment Districts.

To the south: Clarendon Boulevard and Gaslight Square, a by-right residential project by ABDO. The area is designated Medium Residential (32-72 units/acre) on the General Land Use Plan and is zoned “RA6-15” Apartment Dwelling Districts.

To the west: The future North Quinn Street extension and the 1800 Wilson Boulevard residential site plan (SP #371) designated Medium Office-Apartment-Hotel on the General Land Use Plan and zoned C-O-2.5.

Zoning: The site is zoned C-O-2.5 Commercial Office Building, Hotel and Apartment District.

General Land Use Plan Designation: The General Land Use Plan designation for the site is “Medium” Office-Apartment-Hotel (2.5 allow. office density; up to 115 units/acre apartment density; up to 180 units/acre hotel density).

Neighborhood: The site is located within the Radnor-Fort Myer Heights Civic Association and across Wilson Boulevard from North Rosslyn Civic Association and Colonial Village. Rosslyn Renaissance staff and the Presidents of the Radnor-Fort Myer Heights and North Rosslyn Civic Associations were notified of the proposal. The Radnor-Fort Myer Heights and North Rosslyn Civic Associations have no objections to the proposed site plan amendment. Rosslyn Renaissance provided a letter of support for the applicant’s proposal, which is attached to this report.

**DISCUSSION:** The applicant is proposing to attach vinyl mesh privacy panels to the perimeter construction fence with each of the panels being six (6) feet tall by 12 feet wide. The fabric would temporarily wrap the entire length of the construction fence (348 lineal feet) on Wilson and Clarendon Boulevards. As detailed in the table below, a total of 32 panels are proposed to contain signs and graphics. Of the 32 panels, 18 will contain signs intended to market the project. The applicant has specified that the signage will aid in the leasing of the office and retail spaces and will enliven the streetscape during construction.

Currently, Section 34.F.5.c of the Zoning Ordinance permits up to three (3) construction signs per main building on a lot, with the total of the signs not to exceed 120 square feet. The signs may be freestanding or affixed to construction fencing. Recent temporary sign approvals have allowed an increased amount of sign area on construction fencing for other site plans with large footprints, including: 1812 N. Moore Street (708 square feet), Peck-Staples (1,266 square feet), and Waterview (750 square feet). More recently, Rosslyn Commons was approved for 665 square feet of construction fence signage that did not include project images in the calculation of sign area which is an approach the County Board has used with recent approvals. The most

recent approval measures allowable sign area on construction fencing as only the text and numbers related to the construction and direct marketing of the project and not images. Employing this method, as was done with Rosslyn Commons, the applicant is proposing 524 square feet of sign area. The following table provides a detailed description of the proposed temporary construction signs.

**TEMPORARY CONSTRUCTION SIGN DETAILS**

<b>Sign Type</b>	<b>Qt</b>	<b>Sign Area Per Sign</b>	<b>Total Sign Area (sf)</b>	<b>Text</b>
Developer Identification	8	8	64	SKANSKA logo
Project Identification	4	30	120	TEXT: 1776 Wilson Boulevard
Project Delivery Date	6	32	192	TEXT: Delivering July 2012
Marketing Sign	1	36	36	Project image and Developer / Builder information
Marketing Sign	1	112	112	Project image and Developer / Builder information
<b>TOTAL SIGN AREA</b>			<b>524 Square Feet</b>	

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 Rosslyn Commons, Central Place, Peck-Staples, Founders Square and soon 1812 N. Moore will be among them. Staff supports the temporary construction sign plan since it would provide a visual barrier to screen and conceal the construction site while the structure is being built. It is also appropriate given the site has been fenced and unscreened since demolition of the previously existing buildings. The temporary construction sign plan as proposed would provide an attractive alternative of a temporary streetscape as opposed to a typical chain link fence behind which the construction activity is highly visible to the neighborhood, community, residents and commuters.

In addition to the request for construction signage, the applicant is also seeking a site plan amendment to allow additional retail GFA as mezzanine space within the first floor vertical clearance, which the applicant proposes due to the site's extreme topography and varying first-floor ceiling heights. The applicant has indicated that the mezzanine space will also provide flexibility for leasing to a variety of tenants that are expected to provide neighborhood commercial services for the area between Rosslyn and Court House. Amendment to Condition #64 to address the additional retail GFA is proposed. The applicant has requested that consideration of this portion of the application be deferred to the November 19, 2011 County Board meeting to allow additional analysis by staff.

**CONCLUSION:** The proposed site plan amendment to permit approximately 524 square feet of temporary construction sign area on freestanding signs and on the construction fencing of the 1716 Wilson Boulevard 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. In addition, the signs will temporarily assist the developer with leasing retail space that serves the neighborhood between Rosslyn and Court House. 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 (Condition #50) to address temporary construction signs.

Staff recommends deferral of consideration of the portion of the site plan amendment request to amend Condition #64.b. and permit additional mezzanine retail GFA to allow for additional analysis of the proposal. Additional analysis will focus on impacts of the additional square footage on the project and the neighborhood. A deferral to the November 19, 2011 meeting of the County Board is recommended.

## Site Plan Amendment Ordinance

WHEREAS, an application for a Site Plan Amendment dated August 5, 2011 for Site Plan # 409, was filed with the Office of the Zoning Administrator; and

WHEREAS, as indicated in Staff Report[s] provided to the County Board for its October 15, 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; and

WHEREAS, the County Board held a duly-advertised public hearing on that Site Plan Amendment on October 15, 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 524 for temporary construction signs instead of 120 square feet permitted under Section 34 of the Zoning Ordinance**

- 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 August 5, 2011 for Site Plan # 409, 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 real property known as RPC # 17-010-008, -009, -004, -006, -022, -023, -030, and 1712, 1716, and 1720 Wilson Boulevard, and 1711 and unaddressed parcel Clarendon Boulevard, approval is granted and the parcel so described shall be used according to the Revised Site Plan Application, subject to all previously approved 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 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 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.

#### Temporary Construction Signs

The developer agrees that all temporary construction signs shall be consistent with the Comprehensive Sign Plan and Sign Guidelines and drawings dated September 17, 2007 and approved by the County Board on October 15, 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 524 square feet. 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.

PREVIOUS COUNTY BOARD ACTIONS:

August 12, 1961	The site is shown as “General Business” to the north and “High-Medium (Multi-Family)” Residential (14-39 units/acre) to the south on the General Land Use Plan.
January 15, 1964	The site is shown as “Neighborhood Shopping” to the north and “High-Medium (Multi-Family)” Residential (14-39 units/acre) to the south on the General Land Use Plan.
April 22, 1975	The site is shown as “Service Commercial” (Personal and business services. Generally one to three stories. Maximum 1.0 FAR) to the north and “Medium” Residential (31-72 units/acre) to the south on the General Land Use Plan.
March 24, 1979	The site is shown as “Service Commercial” (Personal and business services. Generally one to three stories. Maximum 1.0 FAR) on the General Land Use Plan.
April 12, 1985	Approved a use permit (U-2448-85-3) to operate a public garage, subject to the conditions of the staff report.
April 15, 1986	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in one (1) year.
April 4, 1987	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in three (3) months.
July 11, 1987	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in one (1) year.
July 9, 1988	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in one (1) year.
July 11, 1989	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in six (6) months.
January 9, 1990	Continued a use permit (U-2448-85-3), subject to all previous conditions, and one new condition, and with a review in six (6) months.
June 30, 1990	GLUP Legend Change: The site is shown as “Service Commercial” (Personal and business services. Generally

	one to four stories. Maximum 1.5 FAR) on the General Land Use Plan.
July 10, 1990	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in one (1) year.
July 30, 1991	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in three (3) years.
July 9, 1994	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in three (3) years.
January 17, 1997	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in one (1) year.
July 19, 1997	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in six (6) months.
January 17, 1998	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in one (1) year.
January 23, 1999	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in one (1) year.
January 29, 2000	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in three (3) years (January 2003).
January 11, 2003	Continued a use permit (U-2448-85-3), subject to all previous conditions, and with a review in three (3) years (January 2006).
April 27, 2004	GLUP Legend Change: The site is shown as “Service Commercial” (Personal and business services. Generally one to four stories. Maximum 1.5 FAR with special provisions within the Columbia Pike Special Revitalization District”) on the General Land Use Plan.
January 21, 2006	Renewed a use permit (U-2448-85-3), subject to all previous conditions, and with a review in five (5) years (January 2011).
October 13, 2007	Approved Site Plan #409, a GLUP amendment to allow Medium Office-Apartment-Hotel, and a rezoning of the property to C-O-2.5.

**1716**

**Wilson  
Boulevard**

**Comprehensive Sign Plan  
& Sign Guidelines**

September 17, 2007

Dr. George Contis  
1716 Wilson Boulevard  
Arlington, VA  
22209

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- C. Materials
- D. Lighting
- E. Colors
- F. Length of Message
- G. Style

**1.03 - Types of Signs**

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- B. Retail and Commercial Signs
- C. Building or Project Identification Signs
- D. Other Sign Types  
(Banners, Decorative panels or other Treatments)

1.01	<b>Statement of Purpose</b>	<p>The intent of these guidelines is to provide a coordinated sign plan for 1716 Wilson Boulevard, located at 1716 Wilson Boulevard in Arlington, Virginia.</p> <p>This Sign Plan will serve as a basis for staff review and approval of signage applications for 1716 Wilson Boulevard. These guidelines define whether administrative approval or a site plan amendment is required.</p> <p>Standardized regulatory and directional signage, as well as temporary leasing and construction signs will be regulated by the Zoning Ordinance and are not required to be governed by this comprehensive sign plan. Applications for specific signs will be reviewed and approved by the County Manager or his designee before the issuance of any sign permits.</p>
1.02	<b>Arlington County General Guidelines</b>  <b>A.Size</b>	<p>All signs will meet the following general guidelines:</p> <p>The size of the individual signs will be regulated by the Zoning Ordinance. The size of individual signs shall be measured by using the smallest convex polygon that contains the entire sign, as required by the Zoning Ordinance. Total permitted sign area for the project (including directional signs, retail and commercial tenant signs and building, project or major tenant identification signs and banner or other sign visible from the public right-of-way, but excluding rooftop signs) will be computed on the basis of the (1) square foot of sign area for each one (1) linear foot of building wall width as measured along the public right-of-way as defined in the zoning ordinance. In no case will the total amount of sign areas for the project exceed the amount permitted by the linear building frontage. Allocation of signs for individual buildings of multi-building projects shall be on the basis of the percentage each building represents of the total frontage.</p>
	<b>B.Sign Type</b>	<p>A freestanding sign, which meets the criteria of Sign Types one (1) or two (2) under Directional Signs (see below) or is a monument style or pylon sign meeting the criteria for administrative approval under Building and Project Identification Signs (see below) may be approved administratively. More than one freestanding sign may be approved administratively for multi-building projects. Any other freestanding signs shall require a site plan amendment unless approved as part of the original site plan approval.</p>

Moving, rotating, or fluttering signs are not permitted. Non-moving, decorative banners without messages may be approved by site plan amendment.

***C. Materials***

The sign materials will be the same as, or compliment, the exterior materials of the building.

***D. Lighting***

Any flashing signs, or lights of changing degrees of intensity, are not permitted. Any lighting of relief letter signs will light the face of the building as to "back light" the message and, if a sign is internally illuminated, the field of the sign should be opaque, allowing only the illumination of the letters to be visible.

***E. Colors***

Colors will be subdued and will harmonize with the exterior materials of the building.

***F. Length of Message***

Sign titles will be as brief as possible, with consideration given to the incorporation of well designed graphic symbols which promote less sign area.

***G. Style***

Lettering within signs will be of a subdued character, designed not to distract attention, but to convey a message with clarity and to complement adjacent signs and the design of the project.

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**1.03**

**Types of Signs**

Definition

***A. Directional Signs***

There are three types of directional signage considered in these guidelines: 1) Standardized Directional Signs such as "entrance," "exit," "parking" etc. These have no other message other than the type or working listed above; they may also contain an arrow. These signs are not counted toward the total sign area of the project and do not need to be part of the comprehensive sign plan. They will meet the regulations of the Zoning Ordinance. 2) Directional Signs with Generic Message may contain commercial speech such as the project logo or logotype along with generic wording of a directional nature (such as "shops", "restaurants," "theatres" etc.) These signs are counted toward the total project sign area and are part of the comprehensive sign plan.

If they meet the requirements of the Zoning Ordinance they may be approved administratively, otherwise a site plan amendment will be required. 3) Directional Signs with specific retail or office tenant names such as "Joe's Cookies", "Computation Inc.", "Sally's Restaurant", etc. This type of directional signage counts toward the total sign area, is part of the comprehensive plan, and must be approved by a site plan amendment.

*Color:* Colors used on directional signs will be consistent with the colors approved for other signs for the project.

*Style:* Simplicity in design of the sign and the use of simple letterforms and graphic symbols will be considered. A unified system of directional signs within the project will be implemented.

### ***B. Retail and Commercial Signs***

*Sign Structure:* The project is designed to incorporate retail tenant signage as an integral part of the architecture of each building. The proposed location of retail tenant signage is required by Administration Regulation 4.1 to be provided at the time of site plan submission. The type of retail tenant sign treatment proposed (such as sign bands on the building façade above the first floor level, window signage, awnings, directory signs, freestanding signage or other treatments) will be identified as part of the County Board approval of the original site plan. Each retail tenant shall be permitted a maximum of two (2) identification signs, one sign per tenant frontage. The dimensions of these signs (letter height multiplied by message length) will be designed to be with the physical limitations of the approved treatment. If the retail tenant only has one frontage, then only one sign will be permitted except as describes below for an interior courtyard tenant or a tenant with frontage that is not visible from the public right-of-way adjacent to the major entrance of the building. Letter height for all retail tenant signs shall be the same. Placement of retail tenant signage will not be permitted higher than the fascia above the first floor level of the building exterior, unless the building includes a multi-floor interior retail mall. In this case, retail tenant only has one frontage, then only one sign shall be permitted except as describes below for an interior courtyard tenant or a tenant with frontage that is not visible from the public right-of-way adjacent to the major entrance of the building. Letter height for all retail tenant signs shall be the same. Placement of retail tenant signage shall

not be permitted higher than the fascia above the first floor level of the building exterior, unless the building includes a multi-floor interior retail mall. In this case, retail tenant signage may be permitted on the exterior of the buildings in locations corresponding to the interior retail floors, providing that the exterior retail tenant signs are not located above 35 feet.

Signage identifying retail tenants located on an interior courtyard or plaza or other exterior location not visible from the public right-of-way adjacent to the major entrance of the building (as defined above under "General Guidelines: Size") will be permitted as part of the approved treatment facing the public right-of-way (this sign shall count as one of the two signs permitted for each retail tenant).

In interior areas such as plazas or courtyards, where signs mounted flat on the building are hard to see, projecting signs and/or awnings should be considered in lieu of a sign band treatment. Window signs will be as regulated by the Zoning Ordinance, will be restrained and consistent with other signs, should be applied directly to the inside face of the window, should be permanent in nature and will not exceed 20% of the window area. Paper signs, temporary signs, window displays and permanent signs which are located behind the glass will be as regulated by the Zoning Ordinance. All retail tenant signs should be approved as part of a comprehensive sign plan for the project. Tenant names only are acceptable, generic information (such as fine food," "Italian restaurant") are not acceptable

*Style/Character:* The character of the individual signs will reflect a consistency of style and design. These signs will display their message with clarity and distinction and be compatible with the architecture of the project and with adjacent architecture.

### ***C. Building or Project Identification Signs***

*Location, Building Name Sign:* A sign announcing the name of an individual building and including the building address will be located only at the major entrance to the building. This sign should be legible and easily distinguished at the approach to the building and will serve to guide and orient pedestrian and vehicular traffic going to the site. There shall be only one entrance for each building; all other entrances are designated as secondary entrances and shall not have building name signs. For buildings with multiple entrances and/or public access through the ground floor of the building, directory or directional signs are encouraged at the secondary entrances.

**Freestanding Project or Building Identification Sign:** For a single building project, either an identification sign mounted on the building at the building's major entrance or a single freestanding building identification sign meeting the criteria below may be approved, but not both. Multi-building projects may have, in addition to a building identification sign mounted on the building façade at the major building entrance of each building, one or more freestanding project identification signs approved administratively which meet the criteria given below. More than one freestanding sign may be approved if there is more than one major street entrance to the project. Street entrances are defined as entrances to internal streets, which provide circulation among the different buildings of a project and are distinguished from parking garage, loading or visitor drop-off entrances.

A monument-style or pylon freestanding project or building identification sign may be approved administratively if it meets the following criteria: The message is limited to the project name, address and standardized directional information meeting the definition of type one (1) or type two (2) under the "Directional Signs" (on page 3), and the sign is as described below.

Monument-style identification signs for the residential project will make provision for a leasing or for rent message as part of the sign in lieu of a separate leasing or for rent sign. A monument-style sign is defined as no more than 10 feet in height, of which the first 3 feet should be the base and the upper 7 feet the sign and with 2 parallel sides if it is two-sided, a pylon sign is defined as being multi-sided, taller than 15 feet, of which the first 3 feet should be the base and the upper 12 feet the sign. The maximum sign area permitted for both monument-style and pylon freestanding signs is 60 square feet. A monument-style or pylon freestanding sign will be designed to be an integral part of the site landscaping, shall be compatible with the architecture of the project and located so that it serves to guide and orient pedestrian and vehicular traffic going to the site. A project or building I.D. sign which does not meet the Zoning Ordinance requirements for setbacks or the above listed criteria must be approved by site plan amendment.

**Rooftop Signs:** Major tenant, project or building identification signs located above 35 feet on the building are classified as rooftop signs and require a modification of use regulations and a site plan amendment. Each building will have no more than one tenant identified as the major tenant and that major tenant shall be identified by the developer or building owner.

These signs will be designed to be compatible both with the architectural style of the building and with other project signs. Restrained design of letterforms and subdued colors of illumination (blue, green and white as opposed to red or yellow, for instance) are strongly encouraged. Letter height for rooftop signs shall be limited to six (6) feet. No more than two (2) rooftop signs for the major tenant will be permitted per building and rooftop signs will not directly face a residential neighborhood or areas (such as Route 66, the George Washington Parkway, the Washington, D.C. Monumental Core area or Arlington Cemetery) where the County Board has restricted such signs through policy actions. The total permitted area of rooftop signs for any building will be computed on the basis of one (1) linear foot of building wall width measured along the street frontage. The permitted area for rooftop signs shall not count against the total sign area permitted for other types of signs.

*Character:* Building name signs, project identification signs, rooftop signs and all other signs on the building should be designed as an integral part of the building and should be compatible with the other project signs.

***D. Other Sign Types  
(Banners, Decorative  
panels or other  
Treatments)***

Other types of signs, such as decorative banners, may be approved as part of a comprehensive sign plan either as part of the original site plan approval, or by site plan amendment. Non-moving, decorative banners may be approved by site plan amendment for projects which include, but are not limited to the following characteristics: mixed-use projects with a significant retail component where County Board has, through policy actions, established the project as a focal point for redevelopment in the area surrounding it, and sought to encourage the retail component of the project and emphasize the project's pedestrian orientation, and where a comprehensive program of banners and other signs can help reinforce the unity of a project, particularly the retail component, and emphasize the focal point nature of the project. Banners shall be consistent in design and color with other elements of the comprehensive sign plan. Banners on, or visible from, the public right-of-way shall not count against the total sign area permitted for the project. Banners and retail tenant signs not visible from the public right-of-way shall not count against the total sign area permitted for the project, but shall be measured on the basis of one (1) square foot of banner area for each one (1) linear foot of building frontage on the plaza or interior space.

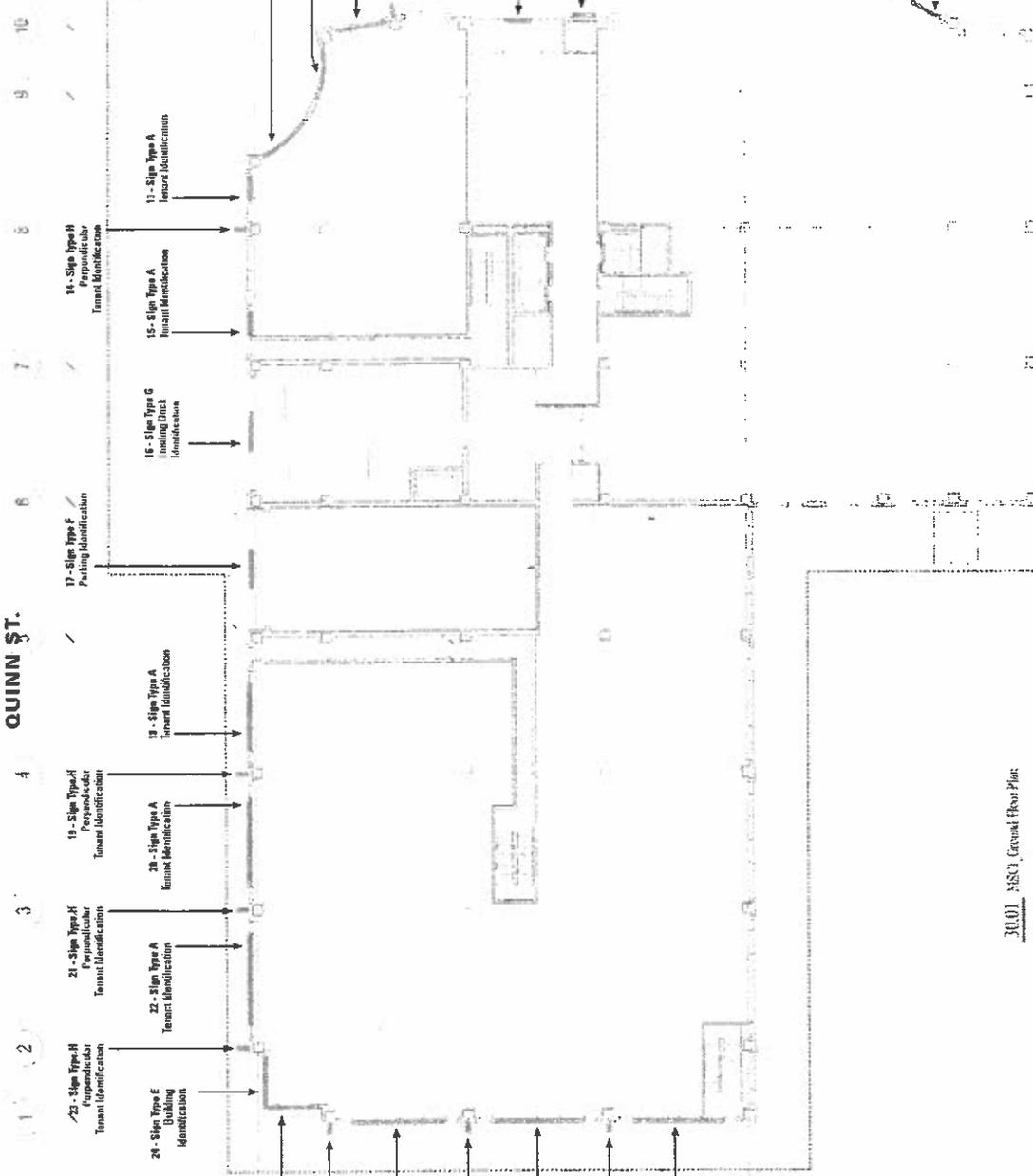
Any other treatment defined by the Zoning Ordinance to be a sign which faces the public right-of-way will be treated as a sign and must meet the standards of these guidelines, will count toward total project sign area and must be approved as part of the comprehensive sign plan.



Comprehensive Sign Plan  
**1716 Wilson Boulevard**  
 Sign Location Plan

WILSON BLVD.

QUINN ST.



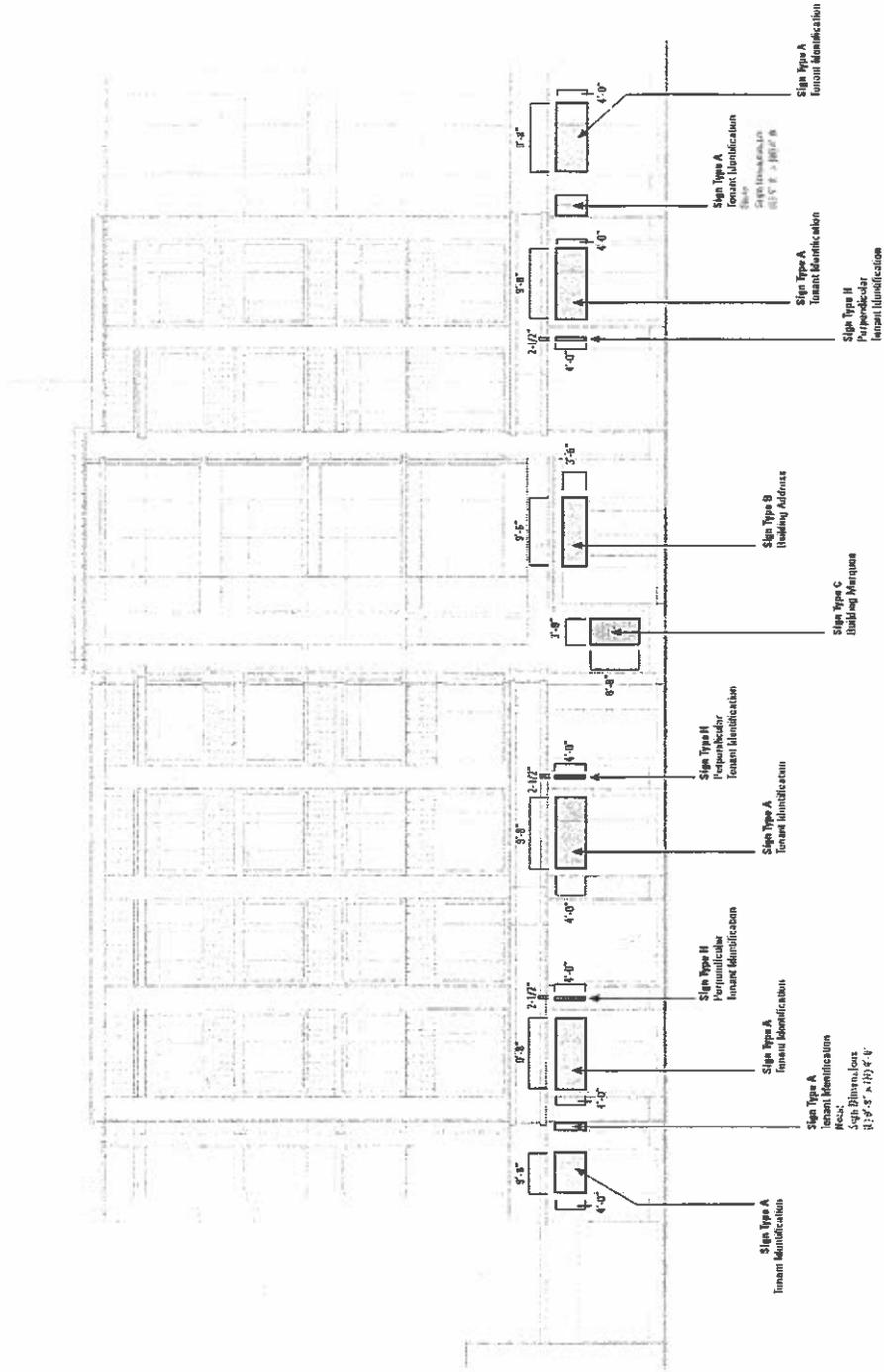
- 12 - Sign Type A  
Tenant Identification
- 13 - Sign Type A  
Tenant Identification
- 14 - Sign Type A  
Tenant Identification
- 15 - Sign Type H  
Perpendicular  
Tenant Identification
- 16 - Sign Type A  
Tenant Identification
- 17 - Sign Type F  
Parallel  
Parking Identification
- 18 - Sign Type A  
Tenant Identification
- 19 - Sign Type H  
Perpendicular  
Tenant Identification
- 20 - Sign Type A  
Tenant Identification
- 21 - Sign Type A  
Tenant Identification
- 22 - Sign Type A  
Tenant Identification
- 23 - Sign Type E  
Building  
Identification
- 24 - Sign Type H  
Perpendicular  
Tenant Identification
- 25 - Sign Type A  
Tenant Identification
- 26 - Sign Type H  
Perpendicular  
Tenant Identification
- 27 - Sign Type A  
Tenant Identification
- 28 - Sign Type H  
Perpendicular  
Tenant Identification
- 29 - Sign Type A  
Tenant Identification
- 30 - Sign Type H  
Perpendicular  
Tenant Identification
- 31 - Sign Type A  
Tenant Identification
- 32 - Sign Type A  
Tenant Identification
- 33 - Sign Type A  
Tenant Identification
- 34 - Sign Type B  
Building  
Address
- 35 - Sign Type C  
Building  
Loading Margin
- 36 - Sign Type H  
Perpendicular  
Tenant Identification
- 37 - Sign Type A  
Tenant Identification
- 38 - Sign Type H  
Perpendicular  
Tenant Identification
- 39 - Sign Type A  
Tenant Identification
- 40 - Sign Type A  
Tenant Identification
- 41 - Sign Type A  
Tenant Identification
- 42 - Sign Type A  
Tenant Identification

30.01 MSC1 Ground Floor Plan

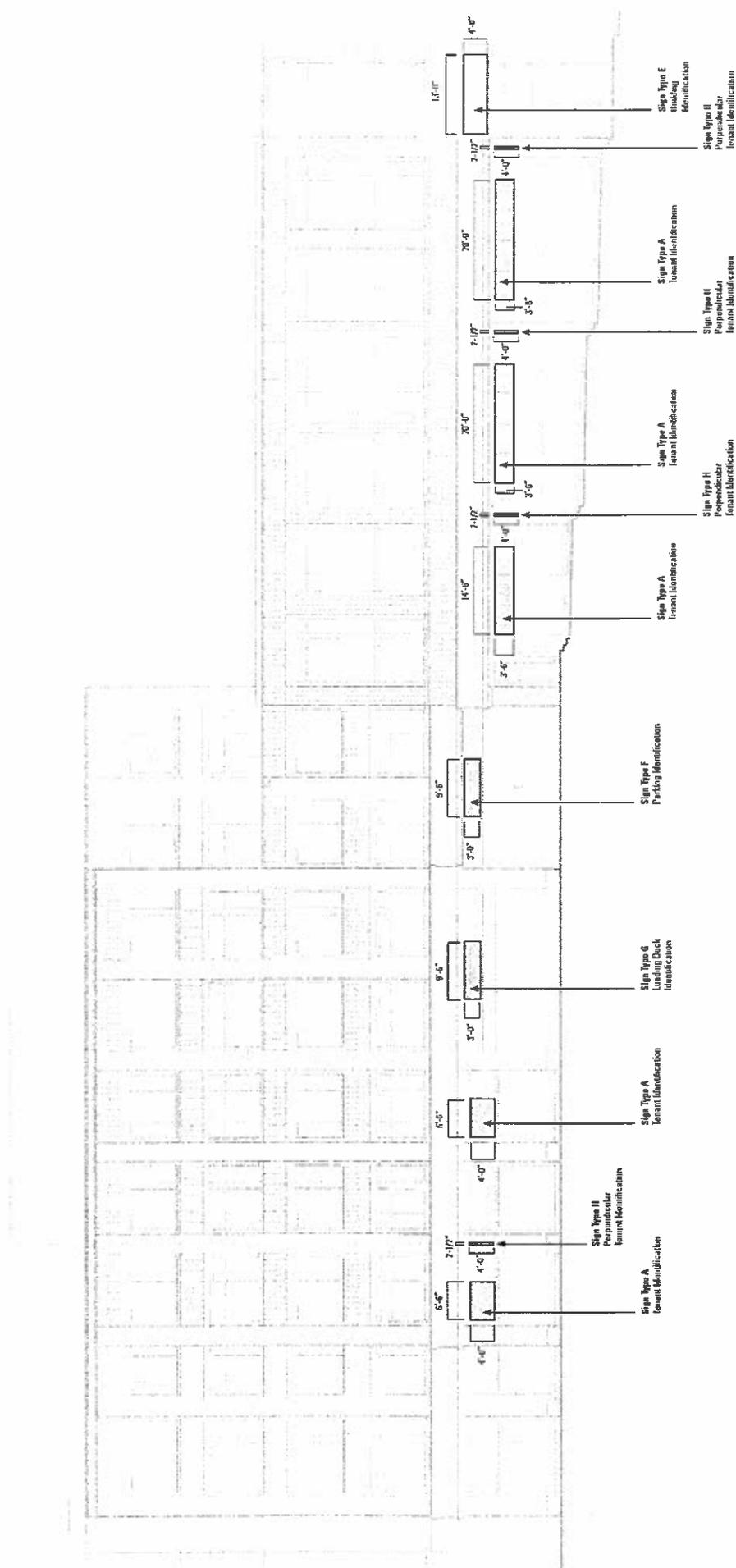
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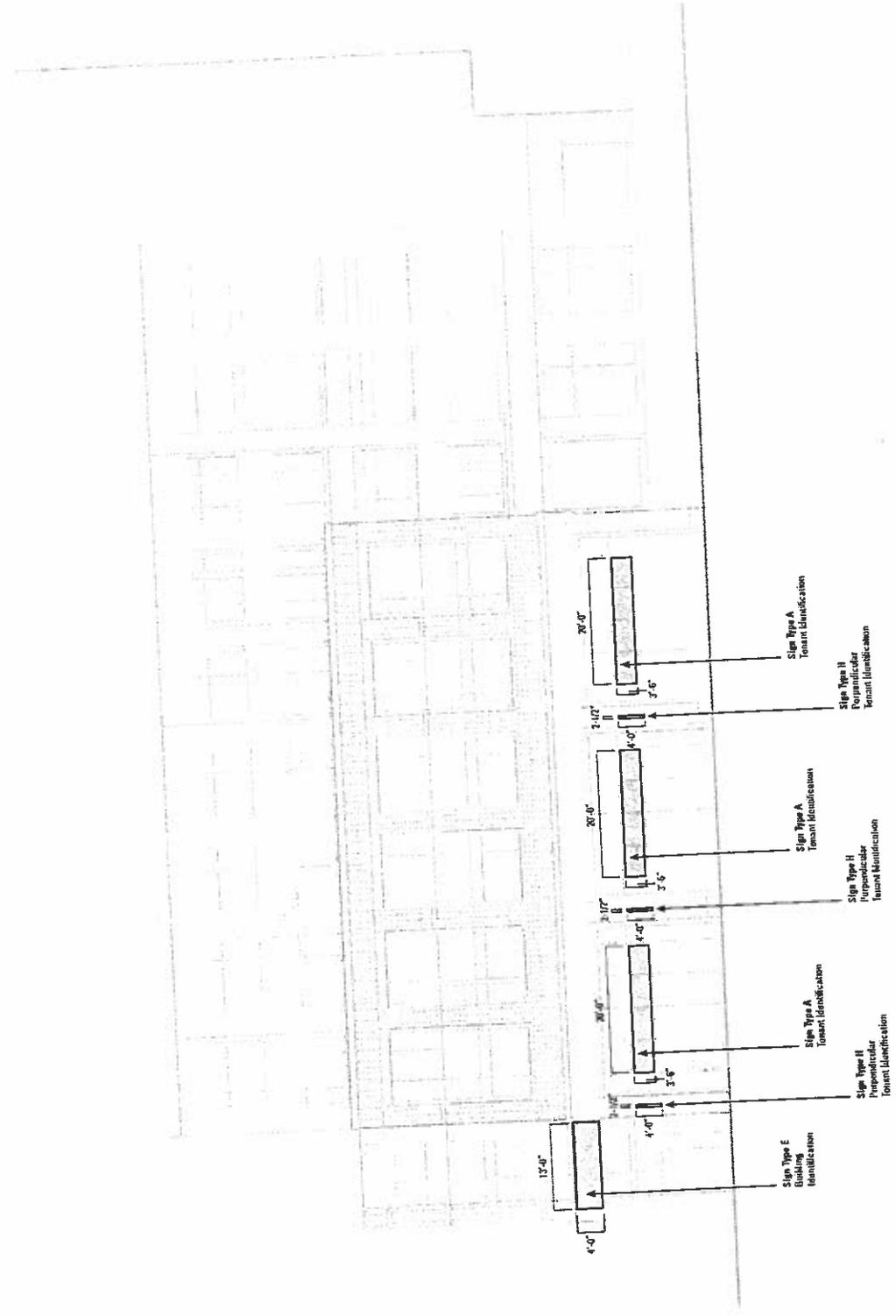
Sign Location Plan

CLARENDON BLVD.



Comprehensive Sign Plan  
**1716 Wilson Boulevard**  
 West Elevation





**TO:** Jason Beske, Planner  
Arlington Community Planning, Housing and Development

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

**RE:** Site Plan # 409, 1776 Wilson Blvd., Minor Site Plan Amendment for Additional 7,000 sq ft Retail Space and Project Signs on Temporary Fence

**DATE:** September 27, 2011

Rosslyn Renaissance supports and recommends approval of the additional retail square footage and proposed signage plan at 1776 Wilson Boulevard. It is our understanding that this application is scheduled for the October 15, 2011 Arlington County Board meeting.

The applicant met with the Rosslyn Renaissance Urban Design Committee at their September 21 meeting and provided a presentation. The Committee was in unanimous support of the retail addition and construction signage. The Rosslyn Renaissance Board and Urban Design Committee continue to support construction fencing banners that provide information and images to the community and visitors of the coming development.

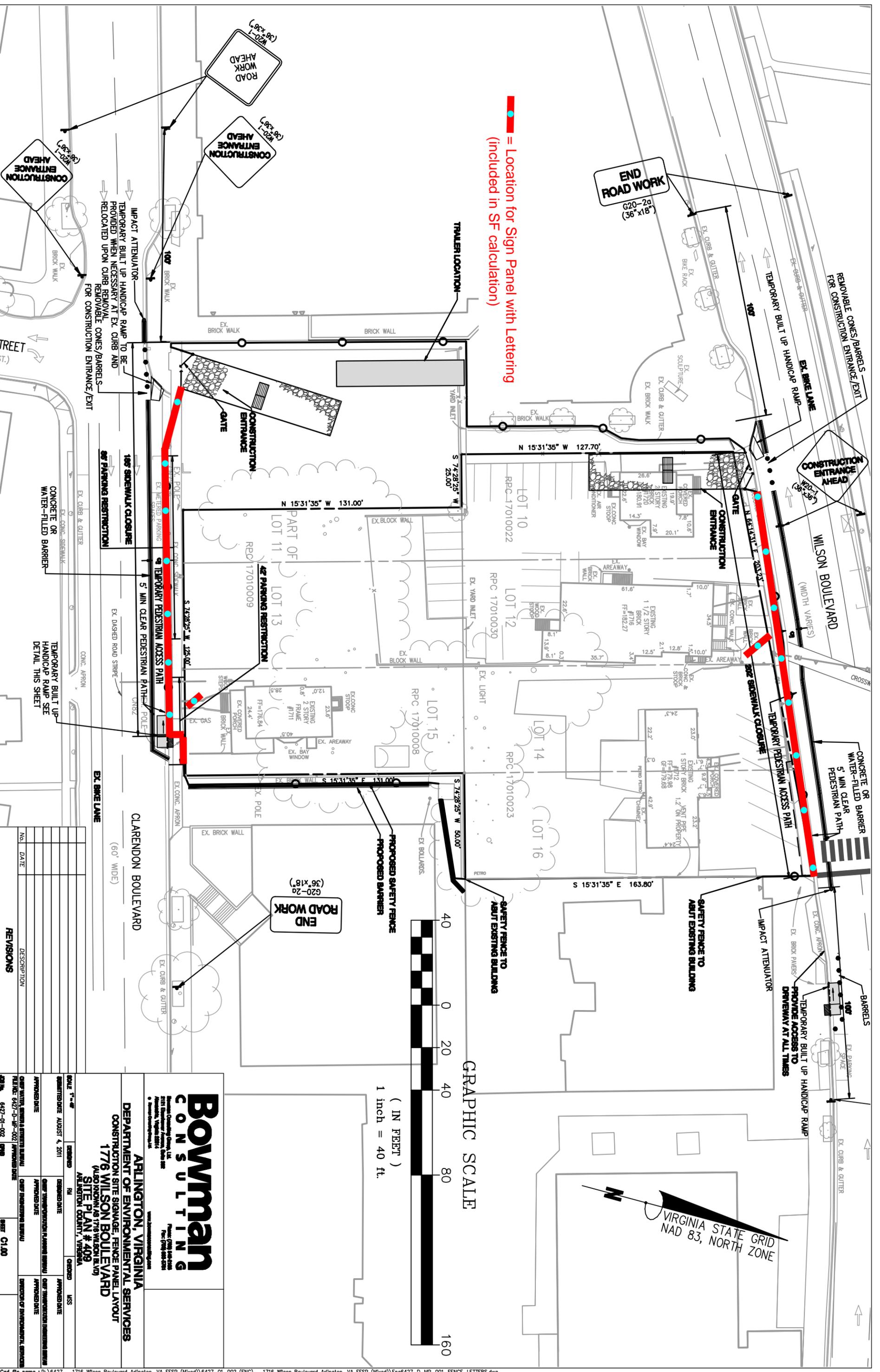
We look forward to working with Skanska and the County in continuing to shape Rosslyn into a dynamic and quality environment.



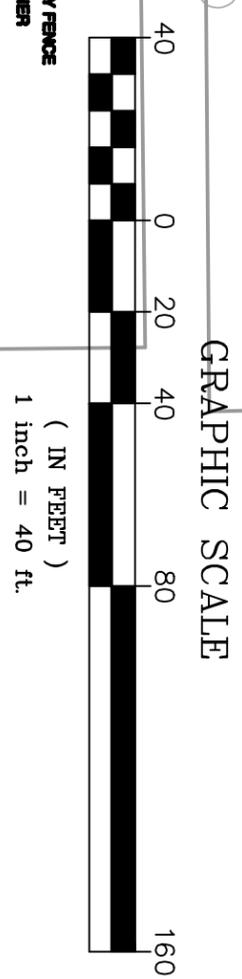
1776 Wilson Boulevard  
SP#409

Construction Signage  
4.1 Minor Site Plan Amendment Application  
Rev 10/6/2011

Location	#/Total Sign Area (SF)	Text/Image
Wilson Blvd & Clarendon Blvd	8 / 8	SKANSKA logo
Wilson Blvd & Clarendon Blvd	7 / 0	Wilson Blvd View
Wilson Blvd & Clarendon Blvd	4 / 30	1776 logo
Wilson Blvd & Clarendon Blvd	6 / 32	"Delivering July 2012"
Wilson Blvd & Clarendon Blvd	7 / 0	Clarendon Blvd View
Clarendon Blvd	1 / 36	Marketing Sign
Wilson Blvd	1 / 112	Marketing Sign
<b>Total</b>	<b>34 / 524 SF</b>	



●●● = Location for Sign Panel with Lettering  
(included in SF calculation)



**Bowman CONSULTING**  
 Planning & Engineering, Inc.  
 2101 Eastman Avenue, Suite 202  
 Arlington, Virginia 22204  
 Phone: (703) 948-0200  
 Fax: (703) 948-0700  
 www.bowmanconsulting.com

**ARLINGTON, VIRGINIA**  
 DEPARTMENT OF ENVIRONMENTAL SERVICES  
 CONSTRUCTION SITE SIGNAGE, FENCE PANEL LAYOUT  
 1776 WILSON BOULEVARD  
 (ALSO KNOWN AS 1716 WILSON BLVD)  
 SITE PLAN # 409  
 ARLINGTON COUNTY, VIRGINIA

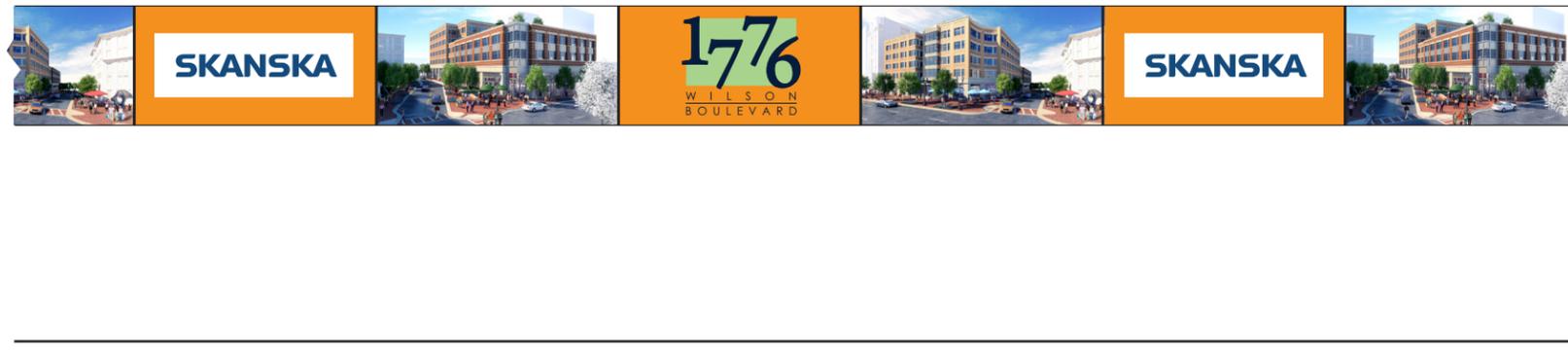
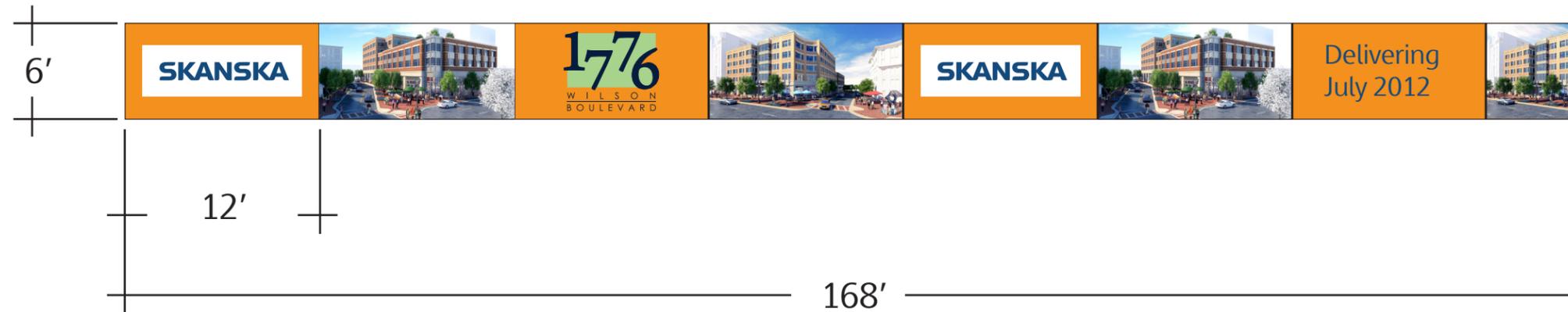
NO.	DATE	DESCRIPTION	REVISIONS

DATE	BY	REVISION

DATE	BY	REVISION

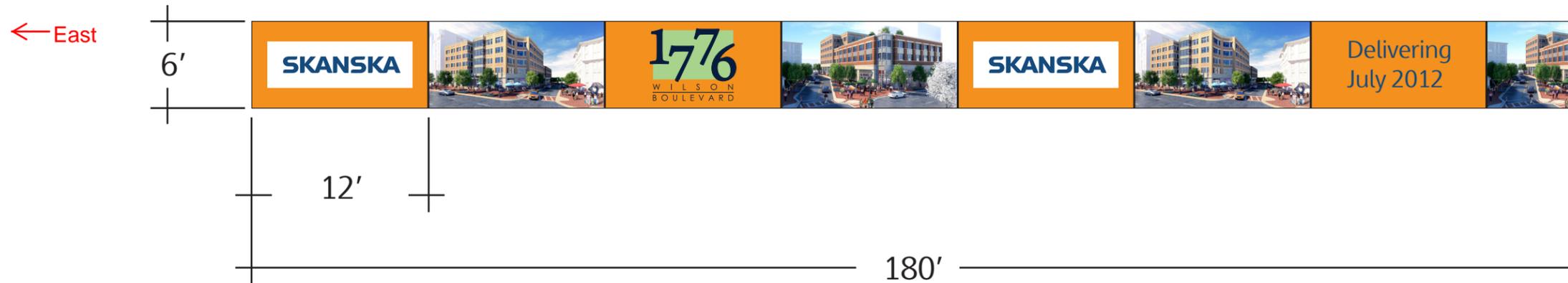
DATE	BY	REVISION

Clarendon Boulevard Fence with Signage - 168' x 6'  
Scale 1" = 12'

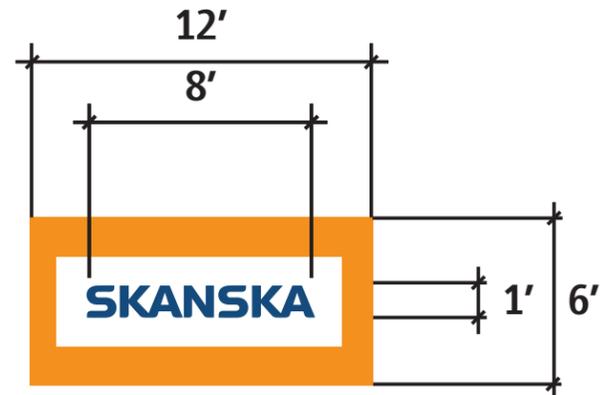


**1776 Wilson Boulevard, SP #409**  
**Construction Fence Panel Signage**  
**Clarendon Blvd. View -Looking North**

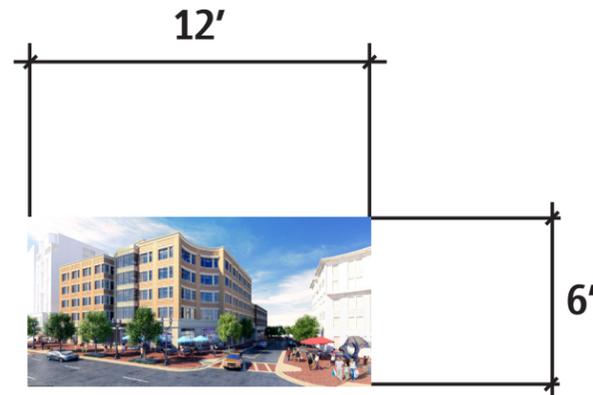
Wilson Boulevard Fence with Signage - 180' x 6'  
Scale 1" = 12'



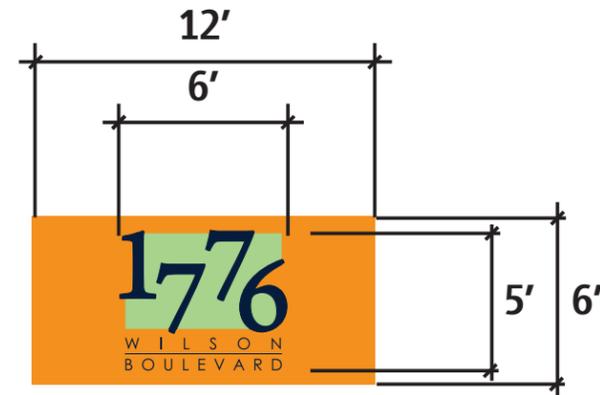
**1776 Wilson Boulevard, SP #409**  
**Construction Fence Panel Signage**  
**Wilson Blvd. View - Looking South**



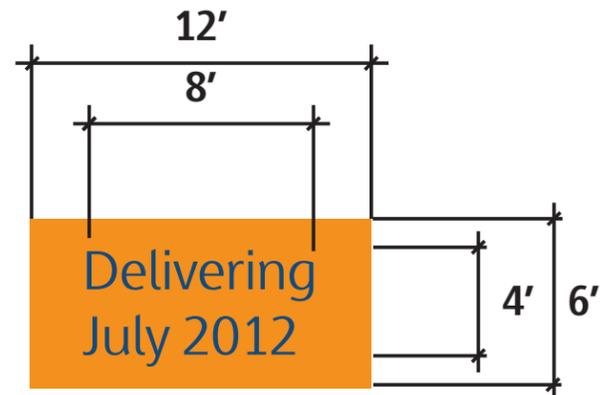
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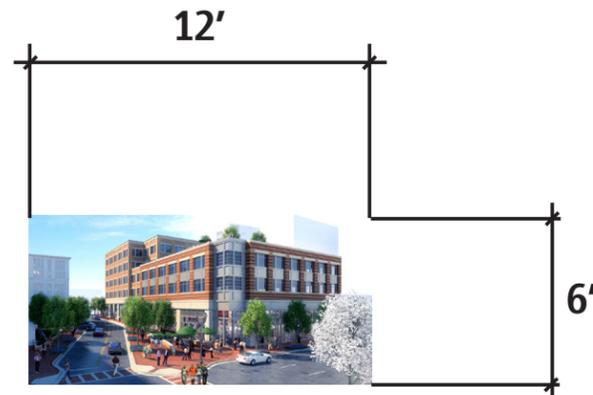
B



C



D



E

**1776 Wilson Boulevard, SP #409  
Construction Fence Panel Signage  
Panel Sign Dimensions**

# 1776 WILSON BOULEVARD

Designed to LEED Platinum

JULY 2012 DELIVERY

108,000 SF  
Class A Office  
703.770.3400

26,000 SF  
Street Retail  
202.742.1100

**Developer**  
Skanska USA Commercial Development

**MEP Engineer**  
Girard Engineering, PC

**LEED Consultant**  
SD Keppler & Associates, Inc.

**Contractor**  
Skanska USA Building

**Structural Engineer**  
Tadger Cohen Edelson Associates

**Architect**  
RTKL Associates, Inc.

**Civil Engineer**  
Bowman Consulting Group, Ltd.



**SKANSKA**

**Cassidy/Turley**  
Commercial Real Estate Services

**Colliers**  
INTERNATIONAL

[1776WilsonBlvd.com](http://1776WilsonBlvd.com)

16'

Not to scale.

**SKANSKA**

**1776 Wilson Boulevard, SP #409**

**Wilson Blvd Marketing Sign**

Notes:

- 1) Sign located 30ft from center line of Wilson Boulevard
- 2) Sign to be mounted on two or three wood posts
- 3) Sign begins at 8ft off of ground to an overall height of 15ft from ground

## Arlington's First LEED Platinum Building

### 1776 Wilson Boulevard

July 2012 Delivery  
108,000 SF of Class A Office Space  
26,000 SF of Ground Floor Retail Space

#### Developer

Skanska USA Commercial Development

#### Contractor

Skanska USA Building

#### Office Leasing

Cassidy Turley 703.770.3400

#### Retail Leasing

Colliers International 202.742.1100



**SKANSKA**

**Cassidy  
Turley**  
Commercial  
Real Estate Services



[1776WilsonBlvd.com](http://1776WilsonBlvd.com)

9'

Not to scale.

# SKANSKA 1776 Wilson Boulevard, SP #409 Clarendon Blvd Marketing Sign

#### Notes:

- 1) Sign located 30ft from center line of Clarendon Boulevard
- 2) Sign to be mounted on two wood posts
- 3) Sign begins at 8ft off of ground to an overall height of 12ft from ground