



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of December 10, 2011

DATE: December 1, 2011

SUBJECT: SP# 401 SITE PLAN AMENDMENT for a comprehensive sign plan for North Glebe Office, LLC located at 800 N. Glebe Road (RPC# 14-053-062).

Applicant:

North Glebe Office, LLC

By:

Nan E. Walsh
Walsh Colucci Lubeley Emrich & Walsh, PC
2200 Clarendon Boulevard, Suite 1300
Arlington, VA 22201

C. M. RECOMMENDATION:

Adopt the attached ordinance to approve the site plan amendment to Site Plan #401 for a comprehensive sign plan for 800 N. Glebe Road, subject to all previous conditions and to revised Condition #50.

ISSUES: This is a site plan amendment request for a comprehensive sign plan for 800 N. Glebe Road (SP #401) and no issues have been identified.

SUMMARY: This application is for a comprehensive sign plan for a building located at 800 N. Glebe Road that was approved as part of a mixed-use development (SP #401) on the site of the former Peck automobile dealership and Staples retail establishment in Ballston. The comprehensive sign plan would apply only to the building at 800 N. Glebe Road (Building A of SP #401). Proposed signs include a building address sign, retail tenant signs, projecting signs and vehicular directional signs. No rooftop signs are proposed with this application. The proposed signs are generally consistent with the *Sign Guidelines for Site Plan Buildings*, with modifications addressed herein, and would not have any undue adverse impacts on the surrounding properties, neighborhood or community. Therefore, staff recommends that the County Board adopt the attached ordinance to approve the subject site plan amendment, subject to all previous conditions and to revised Condition #50.

County Manager:

BMD/GA

County Attorney:

[Handwritten signatures]

Staff: Elizabeth Kays, DCPHD, Planning Division

PLA-6064

6.

BACKGROUND: The Peck/Staples site plan (SP #401) was initially approved on February 23, 2008 as a mixed-use development composed of office (415,816 sq. ft.), residential (118 units) and retail (36,241 sq. ft.) uses consisting of two (2) office buildings with ground floor retail, 28 townhouse style residential units and a high-rise residential building consisting of 90 affordable housing units. The subject application requests a comprehensive sign plan for the office building, referred to as “Building A” in the final site plan, which is under construction. A site plan amendment for a comprehensive sign plan including rooftop signs for Building B of SP #401 at 900 N. Glebe was previously approved.

Following is additional information about the application area:

Site: The 4.2 acre Peck/Staples site (SP #401) is bounded by SP #133 to the north, Wilson Boulevard to the south, North Glebe Road to the east, and North Wakefield Street and North Woodrow Street to the west. The building that is the subject of this application (Building A) is located on an approximately 1.4 acre parcel located in the southwest quadrant of the intersection between North glebe Road and 9th Street North (to be built in accordance with SP #401). The uses surrounding the Peck/Staples site include:

- To the north: Regent office building (portion of SP #331). The property is designated “Medium” Office-Apartment-Hotel on the General Land Use Plan (GLUP) and is zoned “C-O-2.5”.
- To the east: North Glebe Road and the Gateway office building, Continental condominium building and a Westin hotel (portions of SP #331). The properties are designated “Coordinated” Mixed-Use Development District on the GLUP and zoned “C-O-A”.
- To the south: Wilson Boulevard and a) Murphy’s Funeral Home, which is designated “Low-Medium” Residential on the GLUP and zoned RA8-18; and b) Rosenthal Mazda automobile dealership, which is designated “High-Medium Residential” Mixed-Use on the GLUP and zoned “C-2”.
- To the west: North Wakefield Street, North Woodrow Street and single-family detached dwellings designated “Low-Medium” Residential on the GLUP and zoned “R-5”.

Zoning: The portion of the Peck/Staples site (SP #401) located east of North Wakefield Street is zoned “C-O-2.5”, while the portion located west of North Wakefield Street is zoned RA8-18.

General Land Use Plan Designation: The General Land Use Plan (GLUP) designates the portion of the Peck/Staples site (SP #401) located east of North Wakefield Street as “Medium” Office-Apartment-Hotel while the portion of the site located west of North Wakefield Street is designated as “Low-Medium” Residential.

Neighborhood: The Peck/Staples site is located within the Bluemont Civic Association and west of the Ballston-Virginia Square Civic Association. The Bluemont Civic Association has indicated that it has no issues with the proposed comprehensive sign plan. Staff contacted the Ballston-Virginia Square Civic Association and has not received comments to date.

DISCUSSION: According to SP #401 Condition #50, exterior signage for the buildings must be approved through a comprehensive sign plan which is consistent with the *Sign Guidelines for Site Plan Buildings* and with Section 34 of the Zoning Ordinance. This comprehensive sign plan application proposes a building identification sign, retail tenant signs and vehicular directional signs for Building A of SP #401 (800 N. Glebe Road) only. The amount of signage proposed is within the maximum amount of sign area permitted, calculated as one square foot of signs per linear foot of building frontage (618 square feet). In addition, the types of signs proposed are generally consistent with that permitted by the *Sign Guidelines for Site Plan Buildings* and Section 34 of the Zoning Ordinance, with modifications addressed below.

The comprehensive sign plan submitted by the applicant depicts the locations and descriptions of the types of signs proposed for the building. The types of signs proposed for the building include the following:

Building Address Sign: The building's address sign ("800") will be composed of individual stainless steel numbers and will be located above the primary entrance to the building located on the east elevation. The sign will not be illuminated.

Retail Tenant Signage: Per Section 34 of the Zoning Ordinance, each individual tenant may install up to three (3) signs up to a total sign area of sixty (60) square feet or in an amount equal to the retail tenant's frontage on Wilson Boulevard, North Glebe Road and/or 9th Street North. In addition, each retail tenant may have one (1) projecting sign for a total of four (4) signs. The total of all signs on the site should not exceed 618 square feet, based upon one square foot of signage per Building A's frontage on public streets. Retail tenant signs may be a combination of the standard building-fixed retail signs, window vinyl signs, or retail blade signs.

Four retail tenant sign types are proposed:

The first type is a standard retail identification (wall) sign, which will be affixed parallel to the building above the main entrance for each tenant either attached to the building wall or to the front of the canopy above the entrance. Such signs will be located along the building's Wilson Boulevard, North Glebe Road, and 9th Street North frontages.

The second type will be retail projecting signs. These signs will be attached to the building and located a minimum of ten (10) feet above the finished grade of the sidewalk and extending no further than forty-two (42) inches from the face of the building along the Wilson Boulevard and 9th Street North frontages.

The third type will be adhesive vinyl retail identification signs affixed to the ground floor windows of retail tenant spaces. Section 34.G.7 permits lettered window signs, provided they not exceed twenty (20) percent of the area of the window. The applicant proposes to utilize such signs in the retail tenant bays along the building’s street frontages. The design of the building’s ground floor window bays include two windows per bay which are separated by a horizontal mullion. For the purposes of defining window area for calculating the signage permitted, such window area will span the horizontal mullion for a maximum window height of thirteen (13) feet.

Lastly, five (5) additional projecting signs for restaurant signage will located under the diamond canopy along the building’s frontage at the corner of Wilson Boulevard and North Glebe Road. These signs will be located a minimum of ten (10) feet above the finished grade of the sidewalk and extend no further than twenty-four (24) inches from the face of the building. All signs will be designed in a manner compatible with the building’s architectural design.

Vehicular Directional Signage: Vehicular directional signage will be provided as individual stainless steel letters affixed to the building above the points of ingress and egress to the parking garage and loading docks. In addition, a projecting parking directional sign will be located at the northeast corner of the building on 9th Street North. The sign is designed as a diamond-shaped structure, in a manner that reflects the architecture of the former Bob Peck Chevrolet building which was previously located on this site. The diamond-shaped design is also incorporated into the canopy of the building corner at Wilson Boulevard and North Glebe road. The sign will be a minimum of twelve (12) feet above the finished grade of the sidewalk and extend no further than four (4) feet from the face of the building. The signs will be illuminated and their design will be compatible with the materials and architectural style of the building.

The following table provides details of the proposed comprehensive sign plan for 800 N. Glebe Road:

Sign Type (quantity)	Sign Dimensions (Area)	Text	Location	Materials	Lighted? Y/N
Building Identification (1)	20” x 5’5” (9 sq. ft.)	800	North Glebe Road façade above primary building entrance	Stainless Steel Wall Sign	N
Retail Identification (varies)	Varies (225 sq. ft. max)	TBD	Wilson Blvd, North Glebe Road, and 9 th Street North frontages above retail entrances	Metal Wall Sign	Y
Retail Projecting (Blade) (varies)	Varies, up to 4.5 sq. ft. (31.5 sq. ft.)	TBD	Attached to building façade on Wilson Blvd and	Metal /Varies Projecting Sign	Y

Sign Type (quantity)	Sign Dimensions (Area)	Text	Location	Materials	Lighted? Y/N
	max)		9 th Street North frontages		
Retail/Restaurant Vinyl (varies)	Varies (180 sq. ft. max)	TBD	Affixed to windows on Wilson Blvd, North Glebe Road, and 9 th Street North frontages	Adhesive Vinyl	N
Restaurant Projecting (Blade) (5)	24" x 51" (42.5 sq. ft.)	TBD	Attached to building façade on corner frontage of Wilson Blvd and North Glebe Road	Painted Metal Projecting Sign	N
Garage Wayfinding (1)	48" x 10'0" (40 sq. ft.)	Park	Attached to building façade on 9 th Street North frontage	Stainless Steel Projecting Sign	Y
Garage Entrance (1)	15" x 13'8" (17.08 sq. ft.)	Parking	9 th Street North façade above garage entrance	Stainless Steel Wall Sign	Y
Loading Entrance (1)	15" x 13'8" (17.08 sq. ft.)	Loading	9 th Street North façade above loading entrance	Stainless Steel Wall Sign	Y
Garage Entrance (2)*	12' x 2" (4 sq. ft.)	None	9 th Street North facade above garage entrance	Stainless steel bar with illumination	Y
Clearance Bar (1)*	6 ½" x 80" (3.6 sq. ft.)	Clearance 8'2"	9 th Street North facade above garage entrance	PVC Tube with Vinyl Letters	N
Intercom Plaques (1)*	8" x 4" (.2 sq. ft.)	Push Button For Intercom	9 th Street North façade adjacent to garage entrance	Stainless steel plaque	N
Total Proposed Building Sign Area: 562.16 square feet					

*The vehicular directional and intercom signage is not counted toward the maximum amount of signage permitted, as these signs are of a type, size and location permitted by Section 34 of the Zoning Ordinance.

Linear frontage of the building wall on street right-of-way for the building is as follows:

Frontage	Linear Feet
Wilson Boulevard	295
North Glebe Road	212
9 th Street	111
TOTAL	618

The total amount of sign area permitted for non-rooftop signs, based on the buildings' linear frontage, is 618 square feet. The sum of the signs proposed for the building totals 562.16 square feet. This is consistent with the *Sign Guidelines for Site Plan Buildings* which recommends one square foot of sign area per linear square foot of building wall frontage.

Modification of Use: Modifications to the Zoning Ordinance are requested for the following sign types:

Retail Identification (Wall) Signs

Per Section 34.B of the Zoning Ordinance, wall signs shall extend no further than twelve (12) inches from the face of the building wall. The applicant proposes retail wall signs on the Wilson Boulevard frontage which will be affixed to laminated glass canopies above the main entrance of the retail tenants. The signs will be placed on the front of the canopy, flat against the front edge and parallel to the building. The canopies were approved with Site Plan #401 and extend approximately 4'-9" from the building face. Since the signs will be further than twelve (12) inches from the face of the building, a modification is necessary. Staff supports this modification since the signs will remain parallel to the building and the canopies help to activate the pedestrian retail frontage on Wilson Boulevard.

Retail Projecting (Blade) Signs

Section 34.G.1 of the Zoning Ordinance requires that projecting signs be no larger than three (3) square feet on each face. The applicant proposes retail projecting (blade) signs of varying sizes up to a maximum of 4.5 square feet on each face and a total of 31.5 square feet for all signs. Though the projecting signs will exceed the sign area permitted for such signs by Section 34, the total amount of sign area that will be allowed per retail tenant, inclusive of projecting sign area, will be the same as permitted in the Zoning Ordinance, that is, no more than sixty (60) square feet or an amount not to exceed the retail tenant's linear footage on public roads, whichever amount is greater. Staff believes this modification is reasonable to allow flexibility of the blade sign design and because projecting signs are pedestrian friendly.

Restaurant Projecting (Blade) Signs

Section 34.G.1 permits up to three (3) signs per retail tenant and one (1) additional projecting sign. Further, *Sign Guidelines for Site Plan Buildings* recommends a maximum of two (2) signs per tenant, one (1) sign per tenant frontage. The applicant proposes to install up to five (5) projecting signs for restaurant signage at the rounded corner of the building located at the intersection of Wilson Boulevard and North Glebe Road. These signs will be mounted to mullions below the diamond canopy structure and coordinated with the spacing of the canopy

design above. This corner, which has approximately 84 feet of frontage, will be a focal point of the building, and the signs are designed to be integrated into the architecture. The area is expected to be utilized as outdoor seating for the future restaurant tenant. The proposed signs will be mounted a minimum of ten (10) feet above the finished grade of the sidewalk and will project a maximum of twenty-four (24) inches from the face of the building. Each sign's dimensions will be 24" x 51" with a total maximum area of 42.5 square feet for all five restaurant projecting signs. Though this modification exceeds the maximum number of signs and the maximum projecting sign area permitted by Section 34, the total amount of permitted sign area for the tenant will not be exceeded. In addition, the proposed number of signs are reasonable considering the length of building frontage, 84,' at this location. Rather than one large, wall-mounted retail sign, these signs will be smaller and integrated into the design of the diamond canopy. The signage will help activate the pedestrian space and will be less obtrusive than a large wall sign due to the location of the projecting signs beneath the canopy. Staff, therefore, supports this modification.

Vehicular Directional Signs

Section 34.D.1 permits projecting signs provided they do not project more than forty-two (42) inches from the face of the building, and Section 34.G.1 limits the sign area for projecting signs to three (3) square feet on each face. In addition, the County is currently pursuing an update of the Zoning Ordinance sign regulations, and the latest draft suggests projecting signs be limited to twelve (12) square feet in area and project no further than forty-two (42) inches. The update is still under review and will evolve in the coming months. The applicant proposes to locate a projecting "PARK" directional sign at the northeast corner of the building. The sign will have a maximum area of forty (40) square feet and will extend no further than four (4) feet from the face of the building, thus it is larger than otherwise permitted and projects further from the face of the building than is otherwise permitted. The sign is also not consistent with the latest draft of the sign regulations update, though staff notes that the proposal is in draft form and may change to permit different sign types. The proposed sign is designed as a diamond-shaped structure, in a manner that reflects the architecture of the former Bob Peck Chevrolet building which was previously on this site. The diamond-shaped design is also incorporated into the canopy of the building corner at Wilson Boulevard and North Glebe Road. Though the sign exceeds the sign area and projection permitted, the sign will be a minimum of twelve (12) feet above the finished grade of the sidewalk. Staff supports the proposed modification because the sign will reflect the architectural history of the site and will provide useful directional signage for visitors arriving at the site from North Glebe Road.

In addition to the parking sign described above, the applicant also proposes two directional signs above the entrance to the garage on 9th Street North. Per Section 34.E.11, "entrance" and "exit" signs at a vehicular entrance may not exceed three (3) square feet. The applicant proposes two signs, "PARKING" and "LOADING," which will be 17.08 square feet each. The signs will consist of flush-mounted stainless steel dimensional letters, designed to complement the building. The applicant believes the larger size is necessary due to the number of visitors that will be utilizing the retail and office uses regularly. The signs will be located at the garage entrance on 9th Street North and will assist visitor traffic to and from the site by increasing visibility of the entrance from both 9th Street North and North Glebe Road. Staff believes this

modification is reasonable to improve ease of access for visitors. All other vehicular directional signs will be provided in accordance with Section 34 of the Zoning Ordinance.

CONCLUSION: The proposed comprehensive sign plan is generally consistent with the *Sign Guidelines for Site Plan Buildings* and with Section 34 of the Zoning Ordinance, with minor modifications. The amount of sign area proposed is within the maximum permitted. In addition, the amount of signs and the coordination of the signage with the building's architectural form and materials is appropriate. Therefore, staff recommends approval of the requested site plan amendment for a comprehensive sign plan for 800 N. Glebe Road (SP #401) subject to all previous conditions and revised Condition #50.

Site Plan Amendment Ordinance

WHEREAS, an application for a Site Plan Amendment dated September 16, 2011, for Site Plan #401 was filed with the Office of the Zoning Administrator; and

WHEREAS, as indicated in Staff Report[s] provided to the County Board for its December 10, 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 December 10, 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 C-0-2.5 district as set forth in the Zoning Ordinance and modified as follows:
 - 34.B to permit wall signs which extend further than twelve (12) inches from the face of the building
 - 34.D.1 to permit a sign which projects further than forty-two (42) inches from the face of the building
 - 34.G.1 to permit retail/restaurant projecting signs which exceed three (3) square feet in area
 - 34.G.1 to permit more than one projecting sign per tenant
 - 34.E.11 to permit entrance and exit signs to parking areas which exceed three (3) square feet in area;
- 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 September 16, 2011, for Site Plan #401, 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 Arlington County (AC) Zoning Administration (which drawings are hereafter collectively referred to as “Revised Site Plan Application”), for a Site Plan Amendment for a comprehensive sign plan for the parcel of real property know as RPC# 14-053-062 and 800 N. Glebe Road, approval is granted and the parcel so described shall be used according to Site Plan #401 as shown in the records of AC Zoning Administration as amended by the Site Plan Amendment Application, subject to all previous conditions, and one (1) revised condition as follows:

SP #401
800 N. Glebe Road Comprehensive Sign Plan
PLA-6064

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.

The developer further agrees, in its fulfillment of Condition #64 below (“Retail Elements”), that the only types of signs that shall be permitted for Building B (900 N. Glebe Road) shall be consistent with the types of signs permitted by Section 34 of the Zoning Ordinance or the comprehensive sign plan approved by the County Board on January 22, 2011. Further, the developer agrees that the only types of signs that shall be permitted for Building A (800 N. Glebe Road) shall be consistent with the types of signs permitted by Section 34 of the Zoning Ordinance or the comprehensive sign plan approved by the County Board on December 10, 2011. Provided, however, that no sign for which a permit is required shall be placed on the site unless it is shown on the comprehensive sign plan.

The colors and materials of retail tenant signs shall harmonize with and complement the exterior materials and design of the individual retail storefronts so as to present a unified design approach for the individual retail unit. The design and construction of retail tenant signs shall express the elements of the character and individuality of the establishment, provided that any signage or architectural detail that differentiates each storefront shall not detract from the viability of other retail storefronts.

a. The developer agrees to the following conditions for Building B (900 N. Glebe Road) only:

- i. a. The developer agrees that all signs for Building B shall be consistent with the comprehensive sign plan prepared by Bowman Consulting dated June 2010 and revised through December 23, 2010 and approved by the County Board on January 22, 2011. The developer further agrees that all signs for Building B shall be of the number, type, size, location, and structure shown on the comprehensive sign plan.

The developer agrees that the total sign area for Building B shall not exceed 300 square feet, with the maximum amount of retail tenant signage not to exceed 244 square feet. The developer further agrees to submit, to the Zoning Administrator with each sign permit application, a tabulation detailing the amount of permitted sign area consumed and remaining for Building B.

- ii. ~~b.~~ The developer agrees that retail tenant signage for Building B is limited to three (3) signs per retail tenant, with the option of choosing among the types of retail tenant signs depicted in the comprehensive sign plan.
- iii. ~~c.~~ The developer agrees that signage for the retail tenants in Building B shall be allocated as follows: sixty (60) square feet per retail tenant or an amount not to exceed the retail tenant's frontage on North Glebe Road and/or 9th Street North, whichever amount is greater. The developer further agrees that the amount of retail tenant signage for Building B shall not exceed 244 square feet in aggregate.
- iv. ~~d.~~ The developer agrees that standard retail tenant signs shall be affixed to the building, or building elements (trellis or metal channel feature), with a vertical clearance of no less than fifteen-and-one-half (15.5) feet or greater than twenty-and-one-half (20.5) feet above the finished grade of the sidewalk.
- v. ~~e.~~ The developer agrees that building mounted projecting signs shall be affixed to the building with a vertical clearance of no less than ten (10) feet from the finished grade of the sidewalk and extending no further than forty-two (42) inches from the face of the building. The developer further agrees that trellis mounted projecting signs shall be affixed to the trellis with a vertical clearance of no less than fifteen (15) feet from the finished grade of the sidewalk and extending no further than face of the trellis.
- vi. ~~f.~~ The developer agrees that, in the event that the entirety of the retail space in Building B is leased to a single retail tenant, such tenant shall be permitted to install no more than three (3) individual signs, according to the types described above, and in an area not to exceed 244 square feet in aggregate. The developer further agrees that in this situation that no single standard retail sign, as described above, shall exceed eighty (80) square feet.
- vii. ~~g.~~ The developer agrees that the proposed rooftop sign for Building B shall be limited to the location and same sign area as shown on the drawings prepared by Bowman Consulting dated June 2010 and Cooper Carry dated December 21, 2010 and approved by the County Board on March 12, 2011. The area of the rooftop sign for Building B shall not exceed 166 square feet. [Clerk's note: as set forth in the document entitled "Addendum 3-12-11-B-SP #401" attached for the public record to these minutes.]
 - i. ~~h.~~ The developer agrees that the Virginia Tech Research Institute rooftop sign on Building B shall not be illuminated between the hours of midnight and 6:00 a.m., seven (7) days a week.
 - ii. ~~i.~~ The developer agrees to install a rheostat or other appropriate variable resistor that will allow the applicant to adjust (decrease) the rooftop sign's lighting intensity. The applicant further agrees that if the County Manager

finds that the intensity of the rooftop sign's lighting has an adverse effect on the surrounding area, the applicant will, within 24 hours notice from the County Manger, 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.

b. The developer agrees to the following conditions for Building A (800 N. Glebe Road) only:

- i. The developer agrees that all project signs shall be consistent with the comprehensive sign plan dated November 11, 2011 and as in the chart that is part of this report and approved by the County Board on December 10, 2011. The developer further agrees that all signs for Building A (800 N. Glebe Road) shall be of the number, type, size, location, and structure shown on the comprehensive plan.
- ii. The developer agrees that the total sign area for Building A (800 N. Glebe Road) shall not exceed 563 square feet. The developer further agrees to submit to the Zoning Administrator with each sign permit application a tabulation detailing the amount of permitted sign area consumed and remaining for 800 N. Glebe Road.
- iii. The developer agrees that signage for the retail tenants in Building A (800 N. Glebe Road) shall be allocated as follows: sixty (60) square feet per retail tenant or an amount not to exceed the retail tenant's frontage on North Glebe Road, Wilson Boulevard and/or 9th Street North, whichever amount is greater. The signs shall be a combination of the retail signs depicted in the comprehensive sign plan.
- iv. The developer agrees that retail tenant signage is limited to the number permitted by Section 34.G.1 of the Zoning Ordinance, except that no more than five (5) projecting signs are permitted for restaurant signage under the canopy structure at the corner of Wilson Boulevard and North Glebe Road. Each sign is limited to a maximum size of 8.5 square feet and shall project no further than 24" from the face of the building. The area shall be calculated as part of the maximum sign area for the retail unit to which the signs are attached.

PREVIOUS COUNTY BOARD ACTIONS:

- January 26, 2008 Deferred the GLUP amendment, rezoning, site plan, and vacation and encroachment requests to the February 23, 2008 County Board meeting.
- February 23, 2008 Approved a) an amendment to the GLUP to change the designation of the property from “Service Commercial” to “Medium” Office-Apartment-Hotel and to add Note 23 to the GLUP; b) a rezoning of the property from the C-2, RA8-18 and R-5 Districts to the C-O-2.5 and RA8-18 Districts; c) a site plan (SP #401) for approximately 415,816 s.f. of office, 36,241 s.f. of retail, 28 townhouses, 90 high-rise dwelling units, and modifications of use for density and below grade exclusions from GFA calculations; d) an encroachment for an underground electric vault within an easement for public street and utility purposes; and e) a vacation of a 5 foot sanitary sewer and water easement.
- July 19, 2008 Approved a site plan amendment to modify conditions #22 (structure free zone) and #43 (size of fitness center and applicable exclusion from density calculation) and to add a new condition #90 (temporary construction fence signs).
- July 19, 2008 Approved, by the County Board’s Own Motion, a site plan amendment for the “AHC Building” portion of SP #401.
- April 28, 2009 Approved a site plan amendment to modify conditions #6 (temporary circulation through construction), #19 (pavement, curb and gutter along all frontages), #21 (sidewalk design and improvements), #36 (plat of excavated area) and #45 (wall check survey).
- January 22, 2011 Approved a site plan amendment for a comprehensive sign plan for the Virginia Tech Research Institute, LLC located at 900 N. Glebe Road with amended Condition #50.
- March 12, 2011 Approved a site plan amendment for a comprehensive sign plan for the Virginia Tech Research Institute, LLC for a rooftop sign located at 900 N. Glebe Road with amended Condition #50.

SP #401
800 N. Glebe Road Comprehensive Sign Plan
PLA-6064



800

NORTH GLEBE

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NOVEMBER 11, 2011



THE JBG COMPANIES



COOPER CARRY



COMPREHENSIVE SIGN PLAN



NINTH STREET (NORTH)	111
N. GLEBE ROAD INCL. DRUM (EAST)	212
WILSON BLVD INCL. CROWN (SOUTH)	295
TOTAL LINEAR FEET FRONTAGE	618

SITE PLAN
Scale: NTS

800 NORTH GLEBE	
TOTAL LINEAR FEET	618



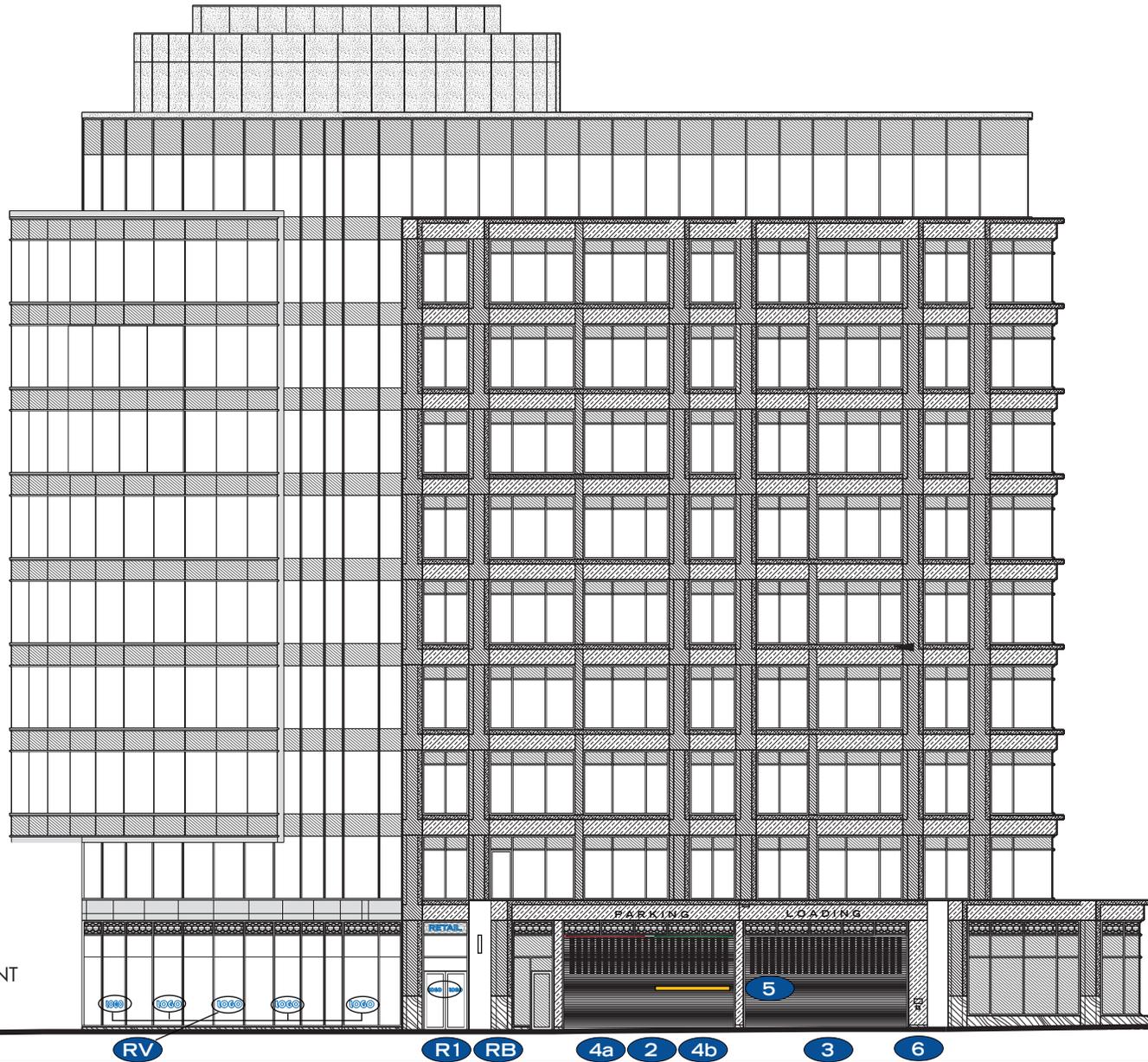
800 North Glebe
The JBG Companies

Signage and Wayfinding
Comprehensive Signage Plan

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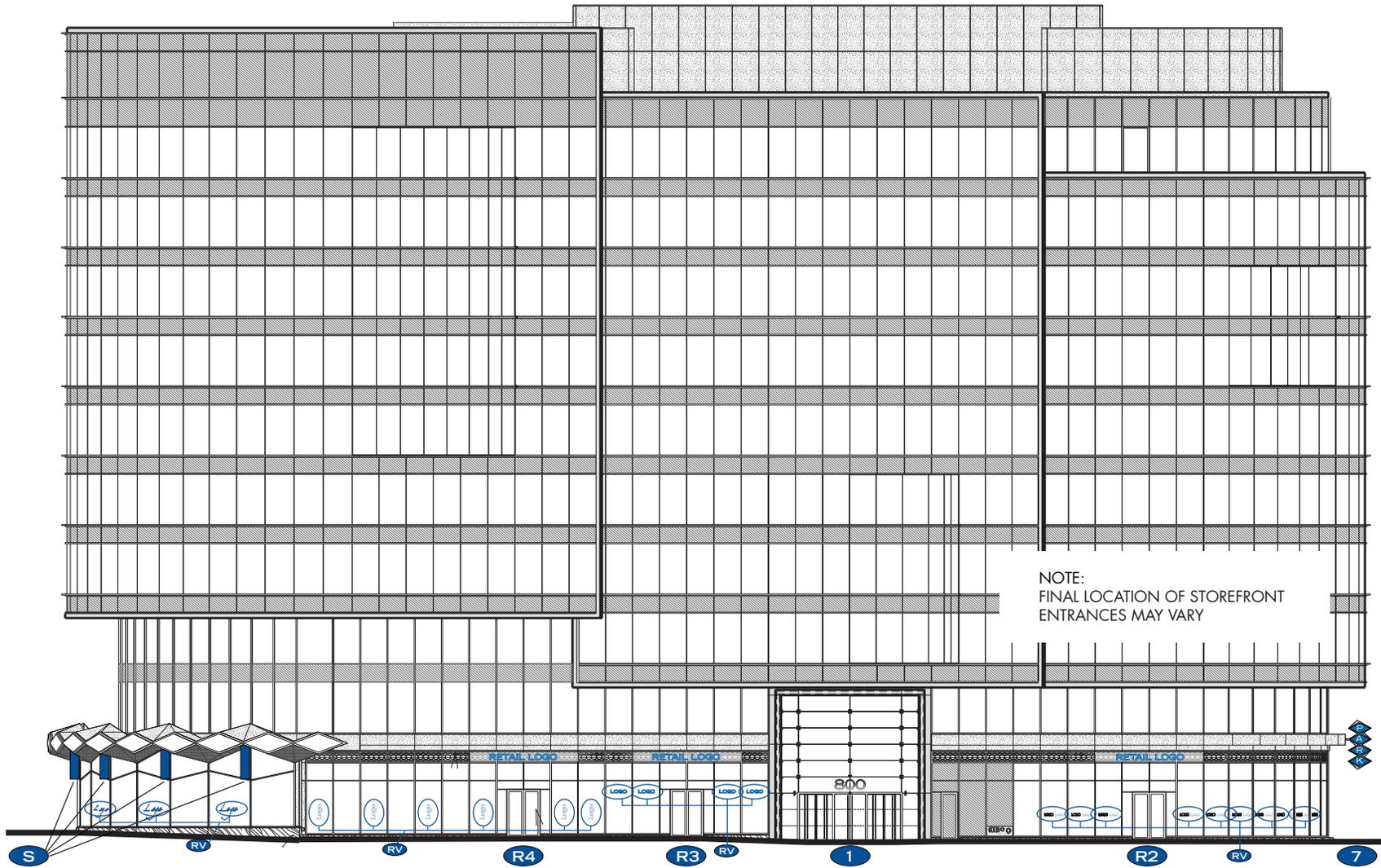
LOCATION #	SIGN TYPE	MESSAGE	CONSTRUCTION/MATERIAL	ILLUMINATION (6am - Midnight)	SIZE	SIGN AREA	TOTAL
1	Address	800	Stainless Steel Dimensional Letters	None	20" x 5'5"	9 sq ft	9 sq ft
2	Garage Entrance	PARKING	Stainless Steel Dimensional Letters	Halo-lit	15" x 13'8"	17.08 sq ft	17.08 sq ft
3	Loading Entrance	LOADING	Stainless Steel Dimensional Letters	Halo-lit	15" x 13'8"	17.08 sq ft	17.08 sq ft
4a & 4b	Garage Entrance	(NONE)	Stainless Steel Bar with Illumination	Halo-lit LED	12'0" x 2" ea	2 sq ft ea	4 sq ft
5	Clearance Bar	CLEARANCE 8'2"	PVC Tube with Vinyl Letters	None	6 1/2" x 80"	3.6 sq ft	3.6 sq ft
6	Intercom Plaque	PUSH BUTTON FOR INTERCOM	Stainless Steel Plaque	None	8" x 4"	.2 sq ft	.2 sq ft
7	Garage Wayfinding	PARK	Stainless Steel Projection Mounted Sign	Internal	48" x 10'0"	40 sq ft	40 sq ft
R	Retail Identification	(TBD)	Metal Channel Letters/Varies	Halo-lit/Varies	Varies	22.5 sq ft shown (10 total)	225
RV	Retail/Restaurant Window Vinyl (TBD)		Adhesive Vinyl	None	Varies	6 sq ft shown (x30) Number of signs is approximate. RV signs will not exceed 180sf in total	180
RB	Retail Blade Sign	(TBD)	Metal/Varies Projection Mounted Sign	Internal/Varies	Varies	4.5 sq ft shown (x7)	31.5
S	Restaurant Signage	(TBD)	Painted Metal Projection Mounted Sign	None	24" x 51"	8.5 sq ft (5 total)	42.5 sq ft
TOTAL							569.96

TOTAL LINEAR FEET FRONTAGE	618
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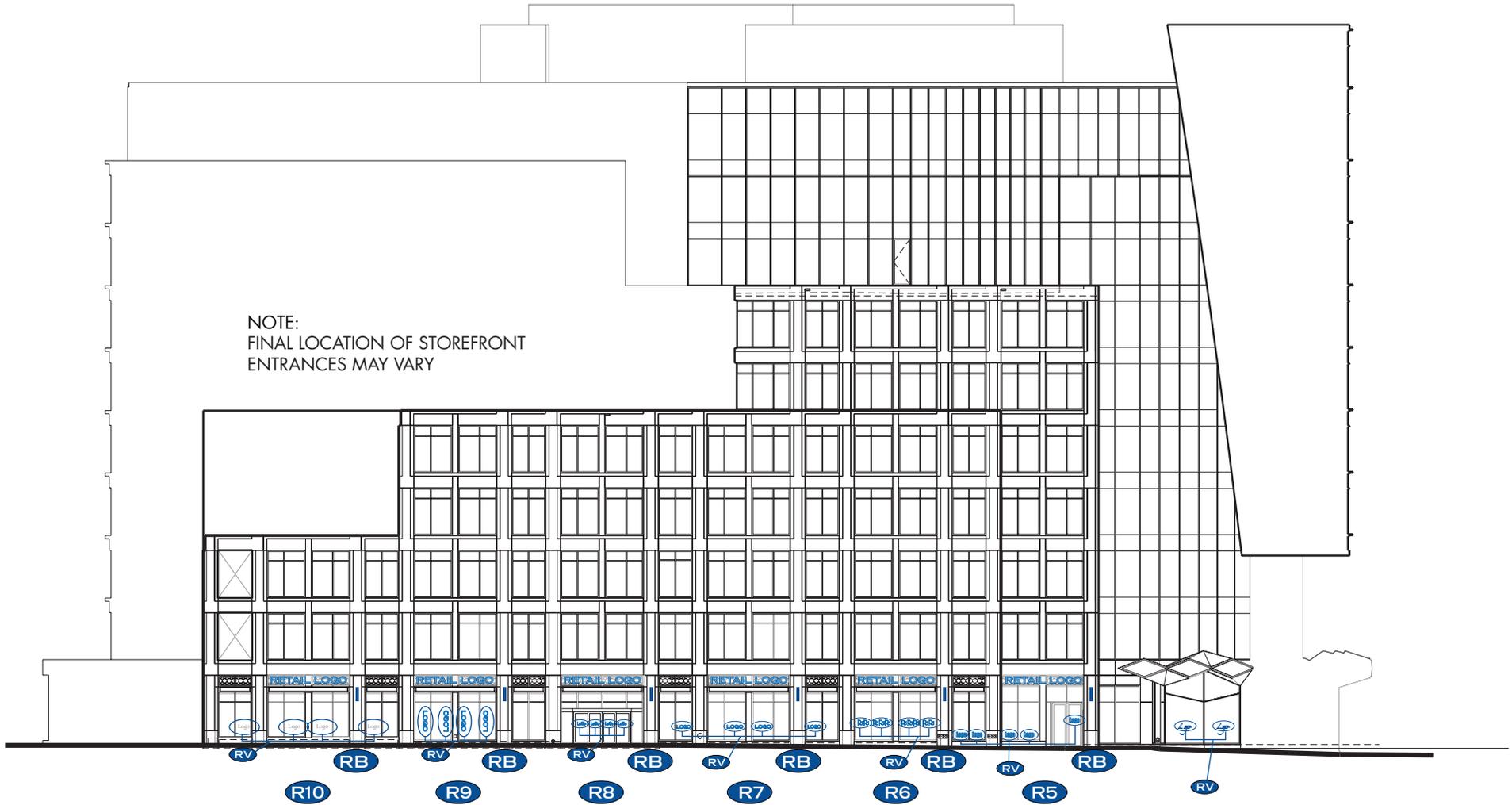
NOTE:
FINAL LOCATION OF STOREFRONT
ENTRANCES MAY VARY

NORTH ELEVATION

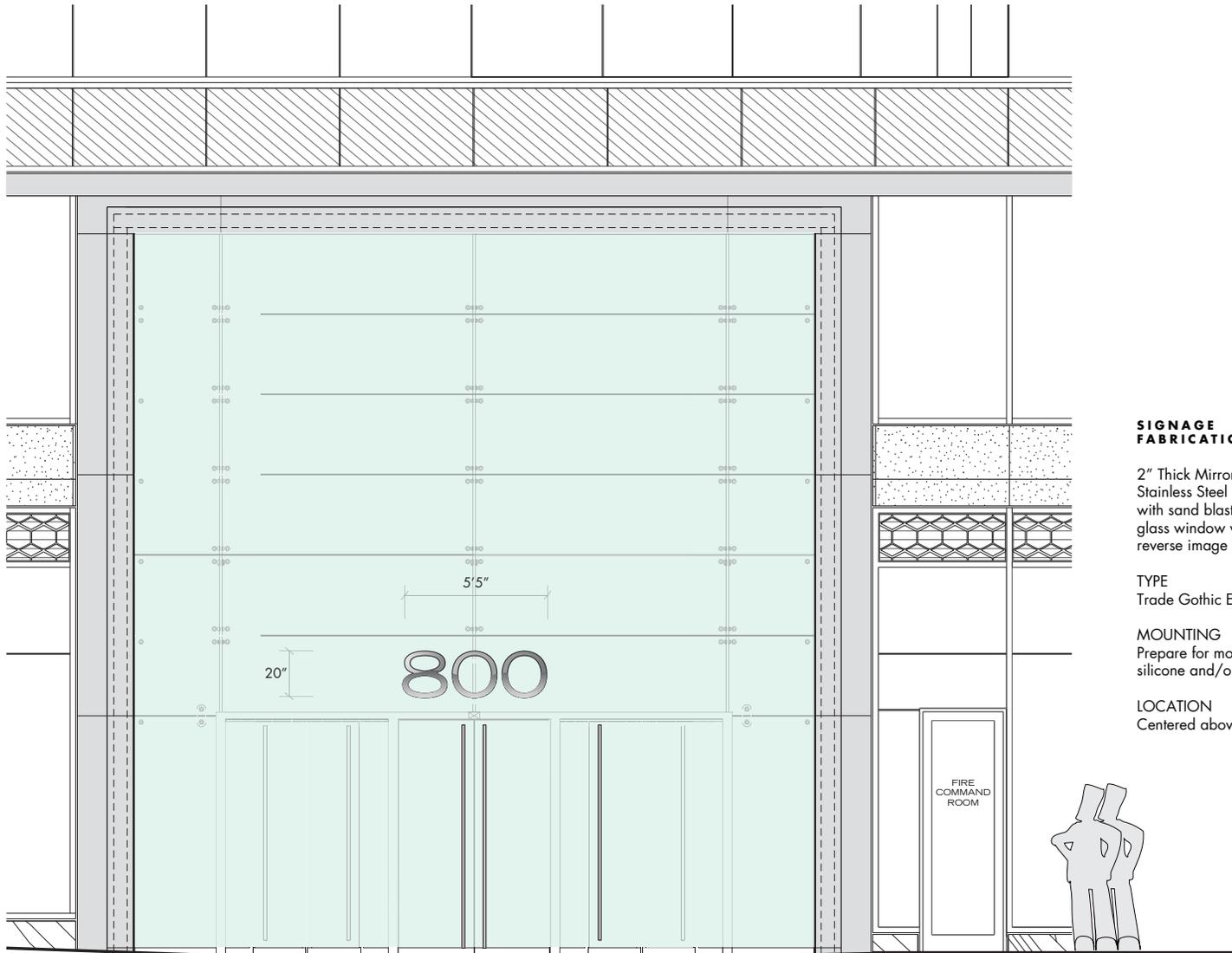


EAST ELEVATION

NOTE:
FINAL LOCATION OF STOREFRONT
ENTRANCES MAY VARY



SOUTH ELEVATION



**SIGNAGE
FABRICATION SPECIFICATIONS**

2" Thick Mirror Polished (#8)
Stainless Steel dimensional letters
with sand blasted edges adhered directly to
glass window with 1/16" polished stainless steel
reverse image back-up on inside of glass.

TYPE
Trade Gothic Extended

MOUNTING
Prepare for mounting with rearview mirror adhesive,
silicone and/or VHB tape directly to glass.

LOCATION
Centered above entrance doors

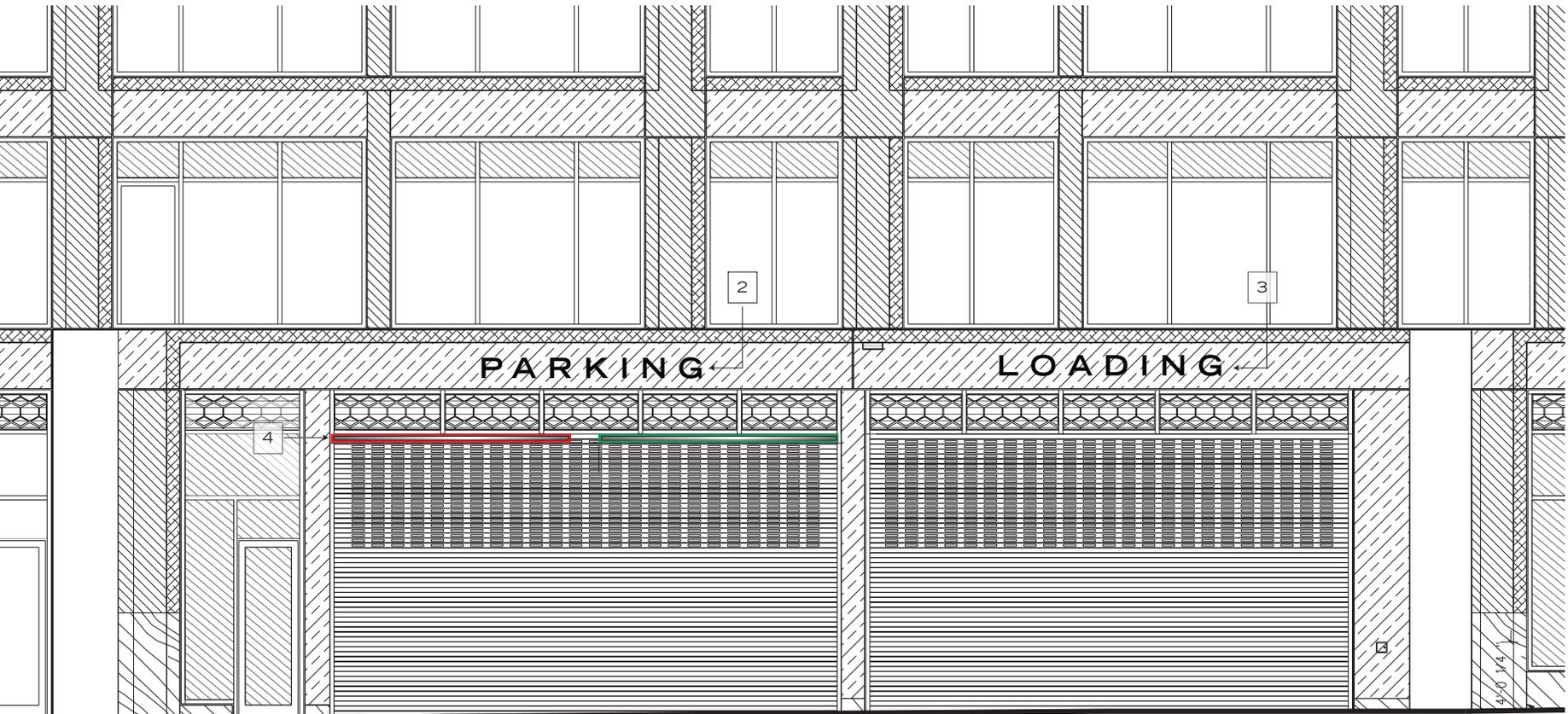
ADDRESS IDENTIFICATION – EAST ELEVATION
Scale: 1/4" = 1'0"

SIGN LOCATION	1
SIZE	20" x 5'5"
SQUARE FEET	9 sq ft



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The JBG Companies

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SIGN LOCATION SIZE SQUARE FEET	2 15" x 13'8" 17.08 sq ft
SIGN LOCATION SIZE SQUARE FEET	3 15" x 13'8" 17.08 sq ft
SIGN LOCATION SIZE SQUARE FEET	4a & 4b 12'0" x 2" each 4 sq ft

PARKING GARAGE IDENTIFICATION — SOUTH ELEVATION
Scale: 3/16" = 1'0"

**SIGNAGE
FABRICATION SPECIFICATIONS**

15" High x 4" Deep Profile, Reverse channel halo illuminated letters painted metallic silver all sides. White LED illumination. Pin mount 1 1/2" away from architectural precast.

13'8"

PARKING

15"

2"

12'0"

**SIGNAGE
FABRICATION SPECIFICATIONS**

15" High x 4" Deep Profile, Reverse channel halo illuminated letters painted metallic silver all sides. White LED illumination. Pin mount 1 1/2" away from architectural precast.

ENTER/EXIT Bar to be 12'0" x 2" stainless steel bar with green/red LED illumination

PARKING GARAGE IDENTIFICATION — DETAIL
Scale: 3/4" = 1'0"

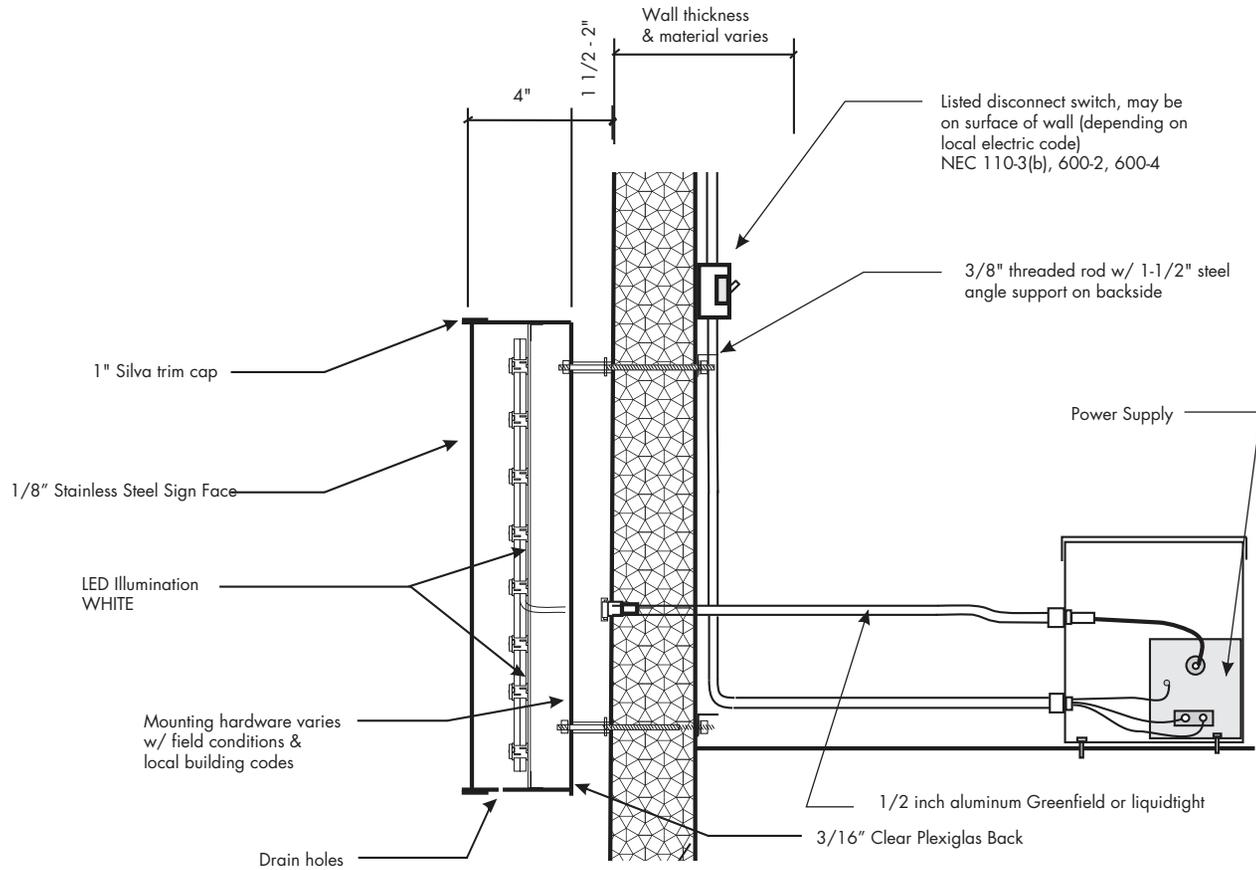
SIGN LOCATION	2
SIZE	15" x 13'8"
SQUARE FEET	17.08 sq ft



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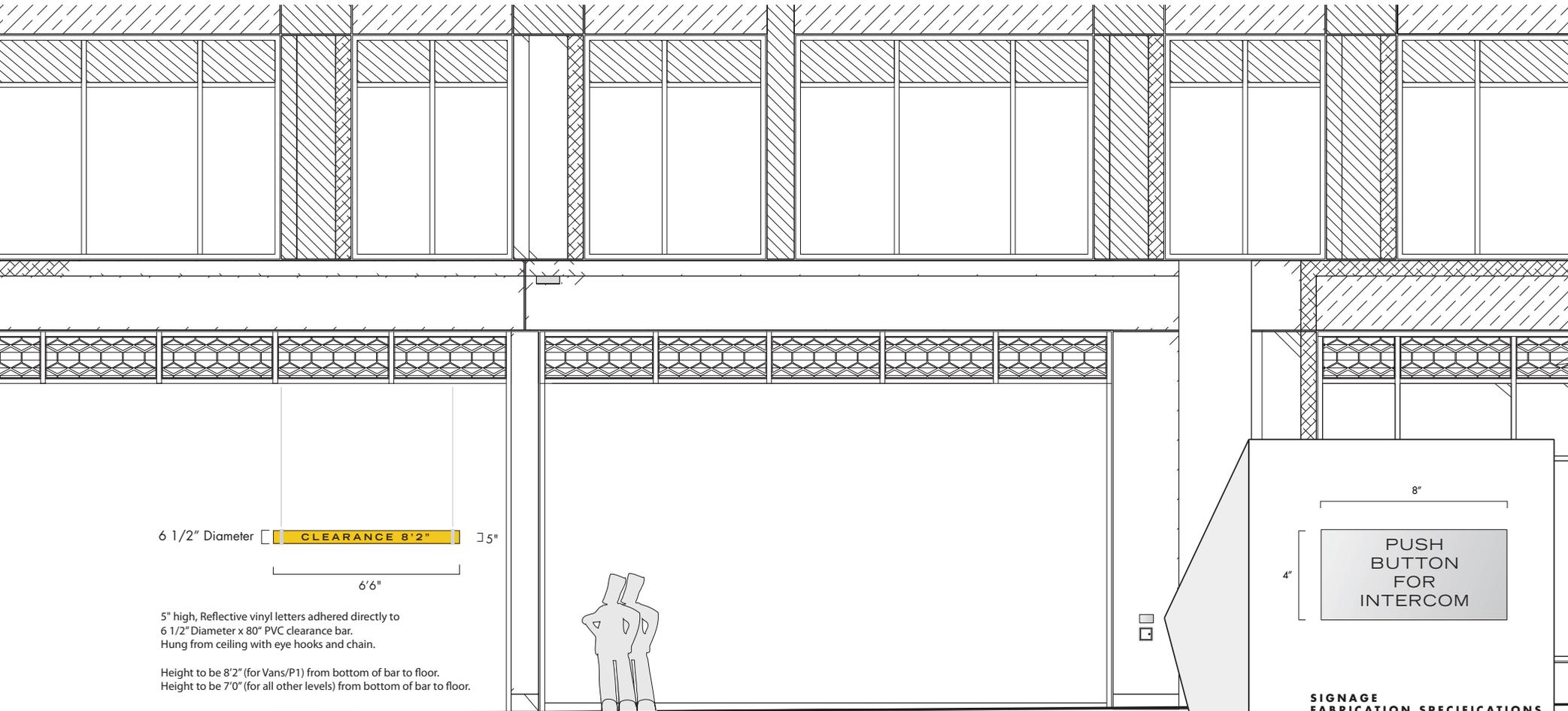
SIGNAGE FABRICATION SPECIFICATIONS

4" Deep Profile, 16" high, Reverse channel halo letters painted metallic silver all sides.

INSTALLATION

Pin mount to architectural precast

TYPICAL REVERSE CHANNEL LETTER CONSTRUCTION (SIGN LOCATIONS 2 and 3)
Scale: NTS



PARKING GARAGE — CLEARANCE BAR
Scale: 1/4" = 1'0"

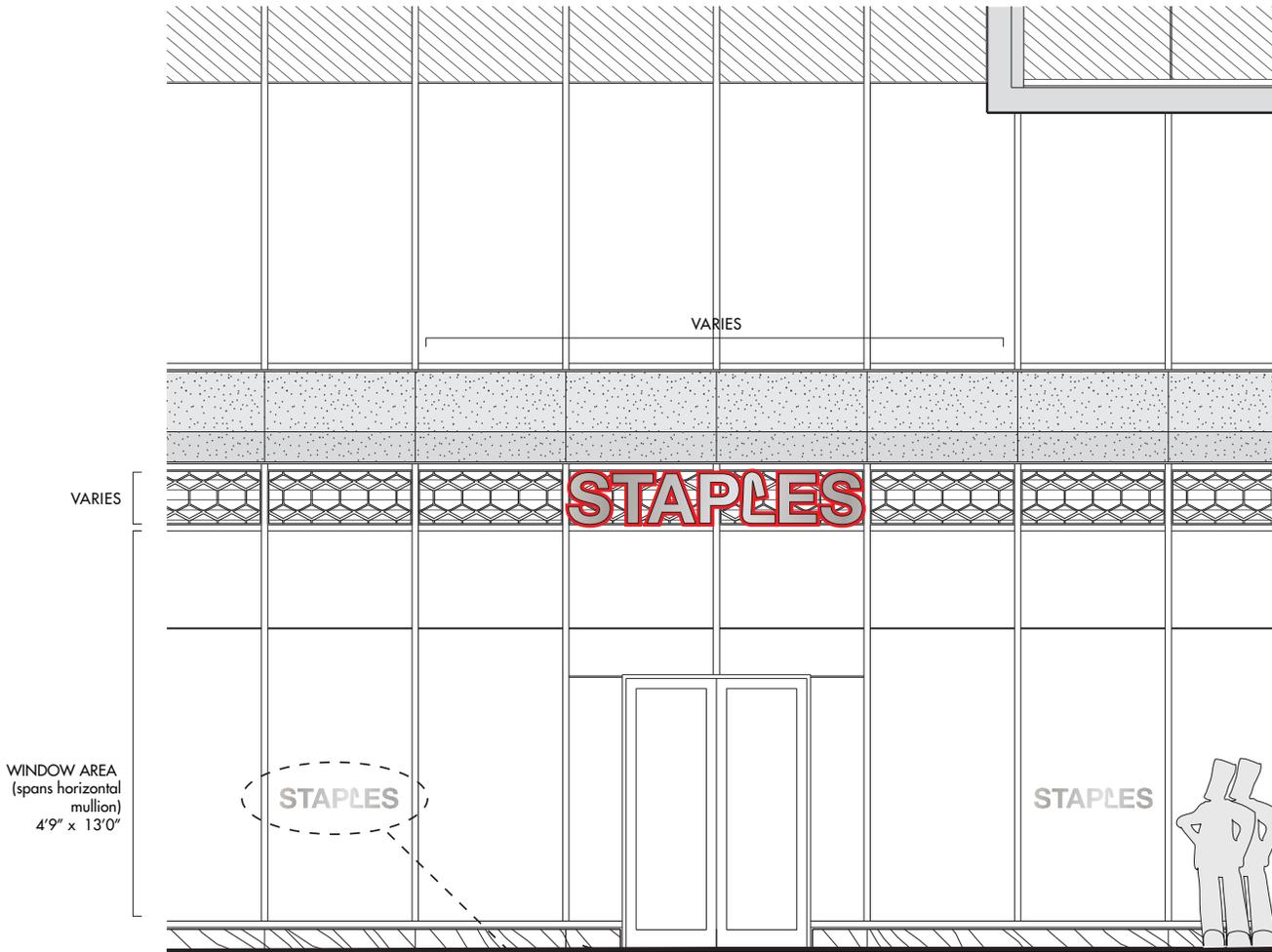
SIGN LOCATION	5
SIZE	6.5" x 80"
SQUARE FEET	3.6 sq ft



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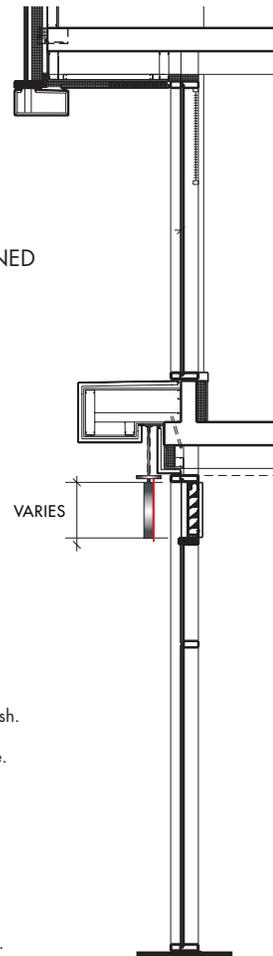


Window sign art, size, color and location to be determined by retailer.
Not to exceed 20% of total window area

NOTE:
RETAILER TEXT AND LOGO
FOR VISUAL PLACEMENT ONLY.

ACTUAL RETAILER/ART TO BE DETERMINED

FINAL FABRICATION MATERIALS TO BE
DETERMINED BY INDIVIDUAL RETAILER.



**SIGNAGE
FABRICATION SPECIFICATIONS**

RETAIL ID ENTRANCE SIGN (R) SHOWN
18" High x 4" Deep Profile, Reverse channel halo
illuminated letters painted metallic silver all sides or
branding colors of retailer.
White LED illumination.
1/2" thick Frosted Acrylic letterbacks in eggshell finish.

Retail Sign hangs below canopy from stabilizer plate.

Final retail logo will vary.

RETAIL WINDOW VINYL (RV)
Vinyl Logos adhered to reverse side of glass.
Size, color and location to be determined by retailer.
Not to exceed 20% of total window area

EACH RETAILER GETS 1 SQ FT
SIGNAGE PER LINEAR FOOT OF
RETAIL FRONTAGE WHICH INCLUDES
ONE ENTRANCE IDENTIFICATION SIGN
PER FRONTAGE

SIGN LOCATION SIZE SQUARE FEET	R (TYPICAL) 18" x 15'0" 22.5 sq ft shown
--------------------------------------	------------------------------------------------

RETAIL IDENTIFICATION — EAST ELEVATION
Scale: 1/4" = 1'0"

SIGN LOCATION SIZE SQUARE FEET	RV (TYPICAL) 24" x 36" 6 sqft shown
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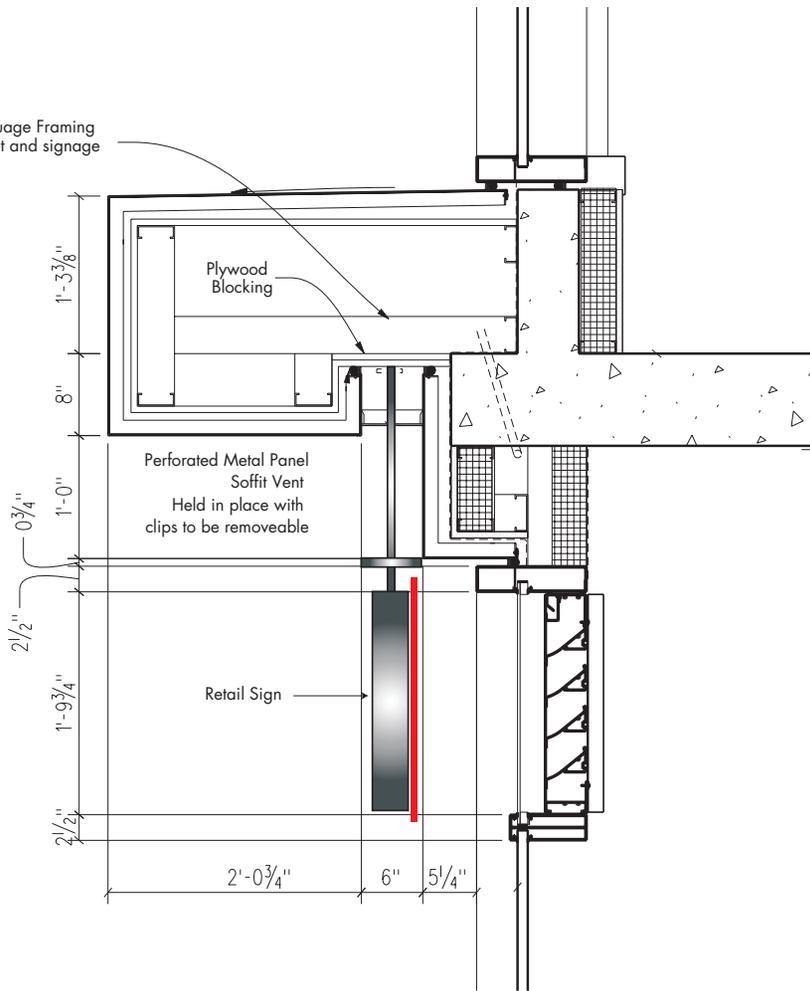


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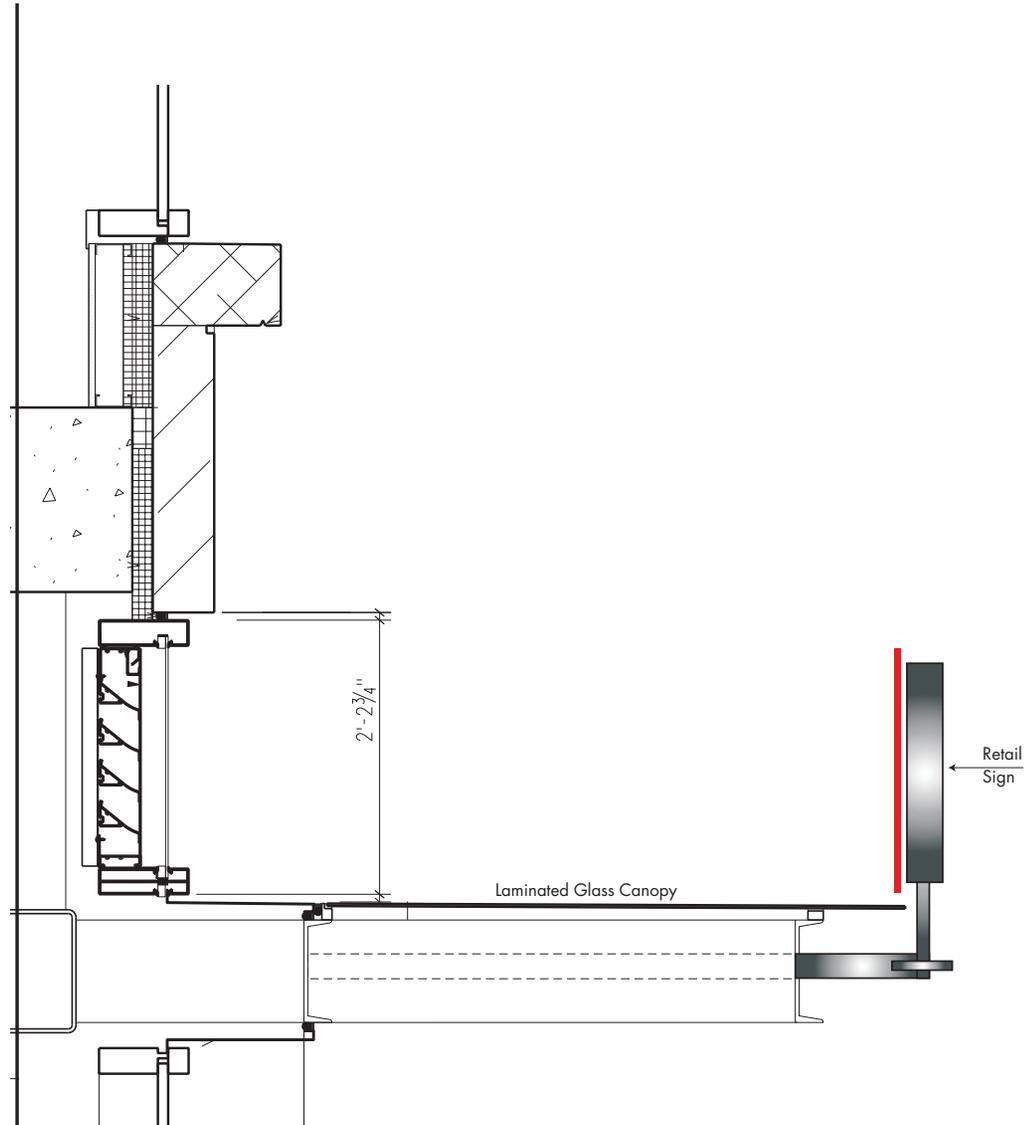
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Heavy Gauge Framing
for soffit and signage



CONNECTION DETAIL (GLEBE RD)
Scale: 1" = 1'0"



CONNECTION DETAIL (WILSON BLVD)
Scale: 1" = 1'0"

SIGN LOCATION	R (TYPICAL)
SQUARE FEET	SIZE
	18" x 15'0"
	22.5 sq ft



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NOTE:
RETAILER TEXT AND LOGO FOR VISUAL PLACEMENT ONLY.

ACTUAL RETAILER/ART TO BE DETERMINED

FINAL FABRICATION MATERIALS TO BE DETERMINED BY
INDIVIDUAL RETAILER.

SIZE, COLOR AND SHAPE WILL VARY

ALL SIGNS SUBJECT TO LANDLORD APPROVAL.

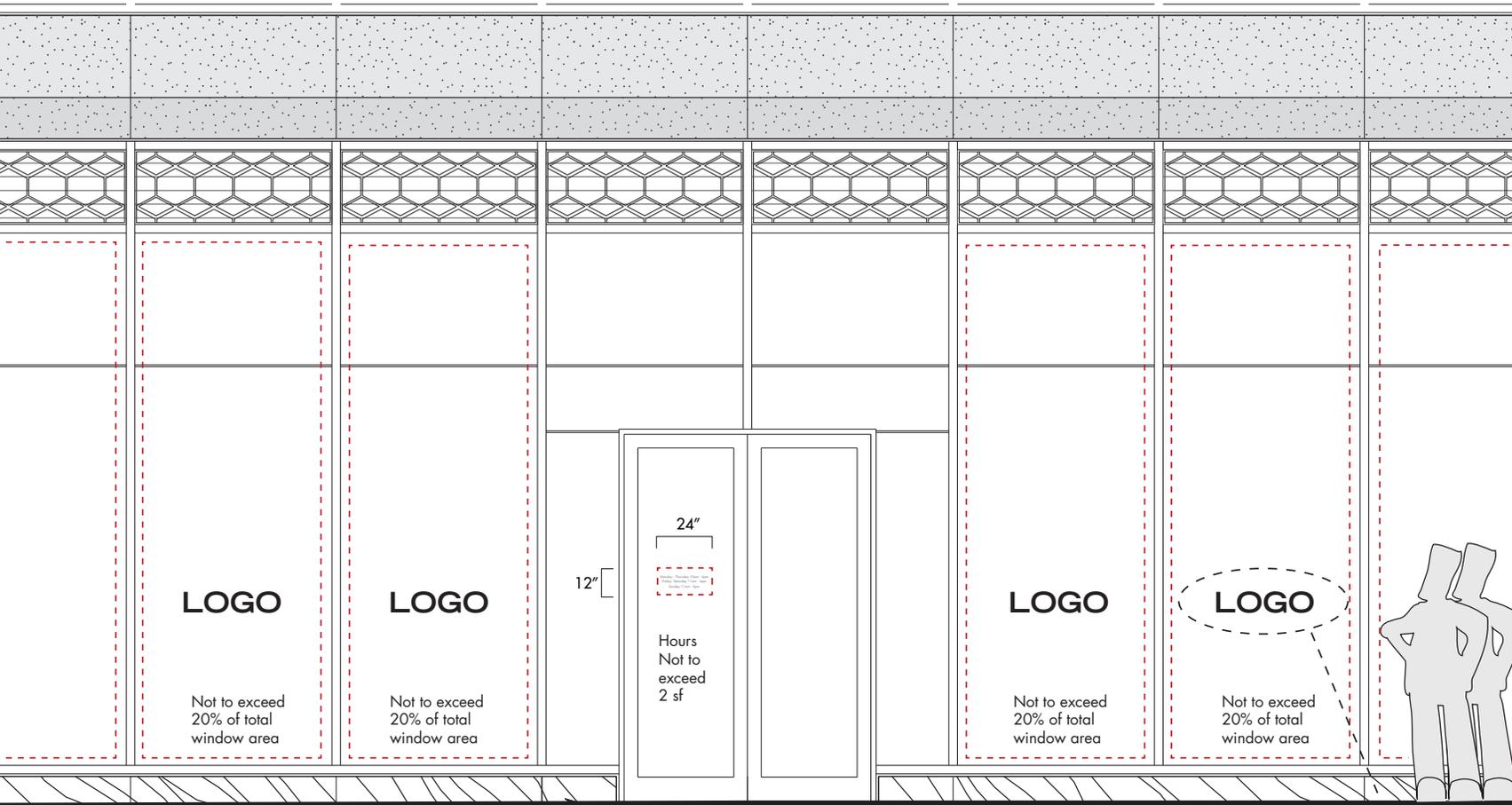


EAST ELEVATION — WILSON BLVD



SOUTH ELEVATION — GLEBE ROAD

RETAIL ENTRANCE SIGN SHALL VARY
Scale: NTS



NOTE:
RETAILER TEXT AND LOGO
FOR VISUAL PLACEMENT
ONLY.

ACTUAL RETAILER/ART
TO BE DETERMINED

ALL SIGNS SUBJECT TO
LANDLORD APPROVAL.

**SIGNAGE
FABRICATION SPECIFICATIONS**

RETAIL WINDOW VINYL (RV)
Vinyl Logos adhered to reverse side of glass.
Not to exceed 20% of total window area

COLOR
Frosted glass vinyl, metallic silver or
brand color of retailer.

HOURS VINYL
24" x 12" maximum 2 sq ft.

WINDOW AREA (spans horizontal mullion)
4'9" x 13'0"

RETAIL WINDOW VINYL SIGNAGE — MAXIMUM 20% WINDOW AREA (SHOWN IN RED DOTTED LINE)
Scale: 3/8" = 1'0"

Window sign art, size, color and location to be
determined by retailer.
Not to exceed 20% of total window area

SIGN LOCATION SIZE SQUARE FEET	RV (TYPICAL) VARIES 6 sq ft shown
--------------------------------------	-----------------------------------------



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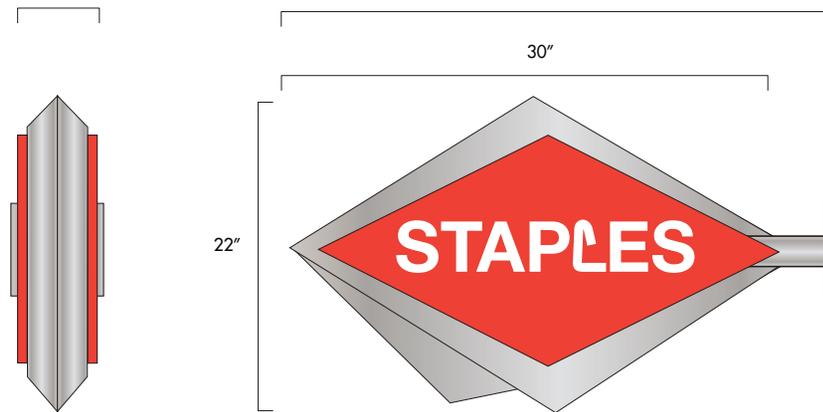
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12" Maximum

42" Maximum into street right of way



NOTE:
RETAILER TEXT AND LOGO
FOR VISUAL PLACEMENT ONLY.

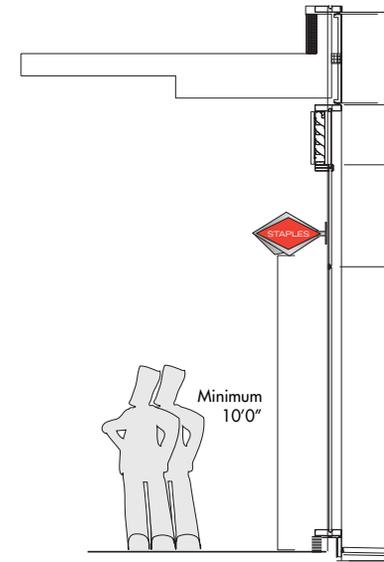
ACTUAL RETAILER/ART
TO BE DETERMINED

FINAL FABRICATION MATERIALS
TO BE DETERMINED BY
INDIVIDUAL RETAILER.

SIZE, COLOR AND SHAPE WILL VARY

ALL SIGNS SUBJECT TO
LANDLORD APPROVAL.

RETAIL BLADE SIGN — WILSON BLVD ONLY
Scale: 1/8" = 1"



BLADE SIGN INSTALLATION ELEVATION
Scale: 1/4" = 1'0"

**SIGNAGE
FABRICATION SPECIFICATIONS**

Internally illuminated blade signs. Logo in brand ID color.

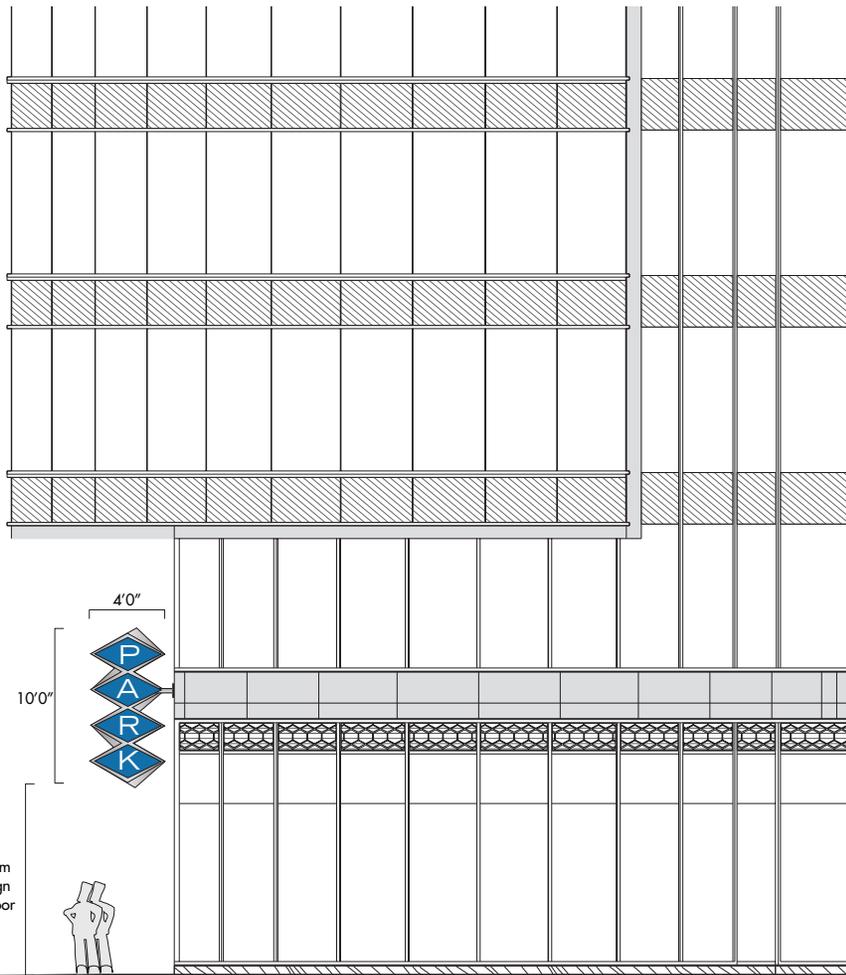
Brushed stainless steel sign mounting structure with internally illuminated logo of retailer.

MOUNTING
Mounts to column. On center of column.
Minimum 10'0" clearance from bottom of sign to sidewalk.

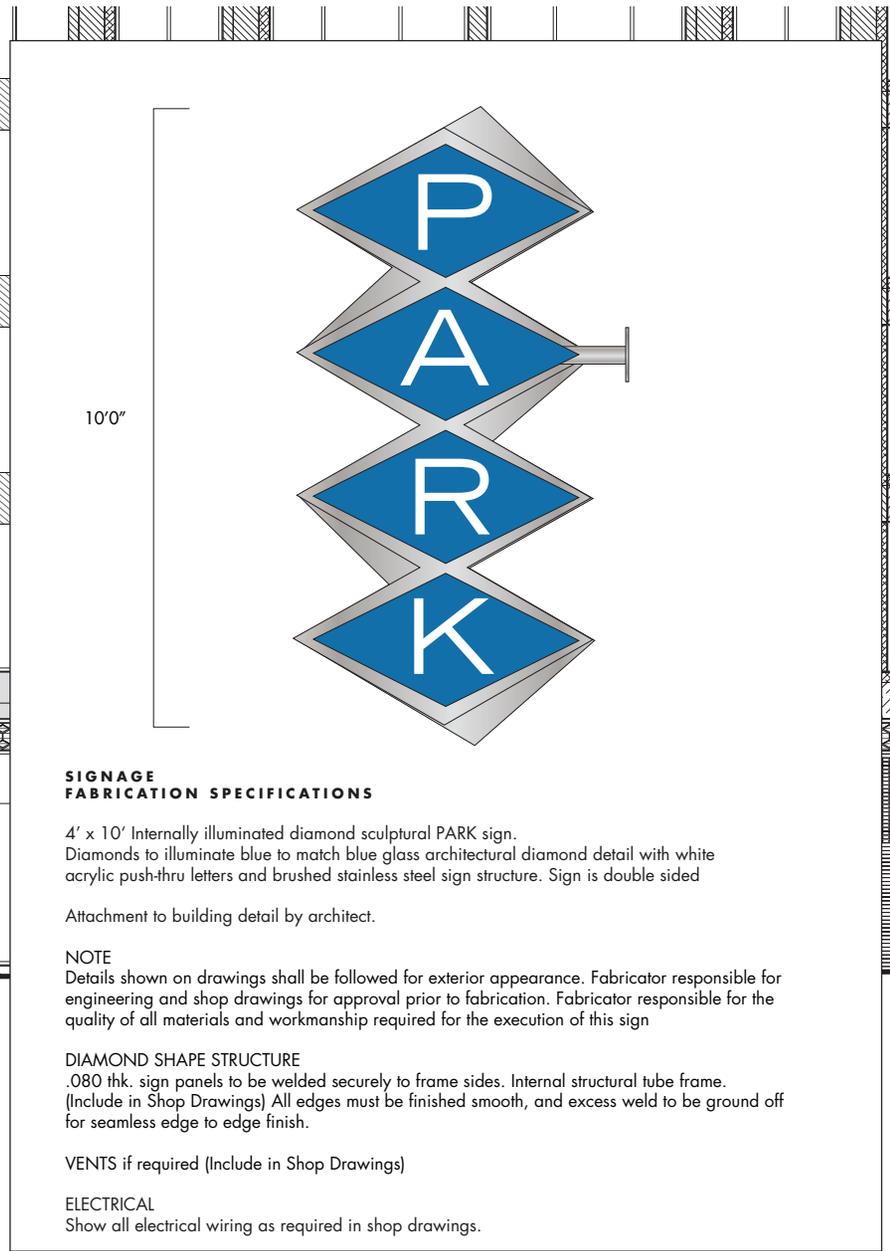
STRUCTURE
.080 thk. sign panels to be welded securely to frame sides.
Internal structural tube frame. (Include in Shop Drawings)
All edges must be finished smooth, and excess weld to be ground off for seamless edge to edge finish.
Materials may vary.

ILLUMINATED PANEL
Internally illuminated. Field of sign opaque with logo of retailer to be illuminated.

SIGN LOCATION SIZE SQUARE FEET	RB (TYPICAL) 30" x 22" 4.5 sq ft shown
--------------------------------------	----------------------------------------------



PARKING GARAGE WAYFINDING SIGN — NORTH ELEVATION
 Scale: 1/8" = 1'0"



SIGNAGE FABRICATION SPECIFICATIONS

4' x 10' Internally illuminated diamond sculptural PARK sign.
 Diamonds to illuminate blue to match blue glass architectural diamond detail with white acrylic push-thru letters and brushed stainless steel sign structure. Sign is double sided

Attachment to building detail by architect.

NOTE

Details shown on drawings shall be followed for exterior appearance. Fabricator responsible for engineering and shop drawings for approval prior to fabrication. Fabricator responsible for the quality of all materials and workmanship required for the execution of this sign

DIAMOND SHAPE STRUCTURE

.080 thk. sign panels to be welded securely to frame sides. Internal structural tube frame.
 (Include in Shop Drawings) All edges must be finished smooth, and excess weld to be ground off for seamless edge to edge finish.

VENTS if required (Include in Shop Drawings)

ELECTRICAL

Show all electrical wiring as required in shop drawings.

SIGN LOCATION	7
SIZE	48" x 10'0"
SQUARE FEET	40 sq ft



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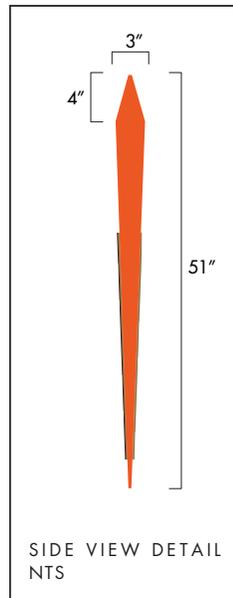
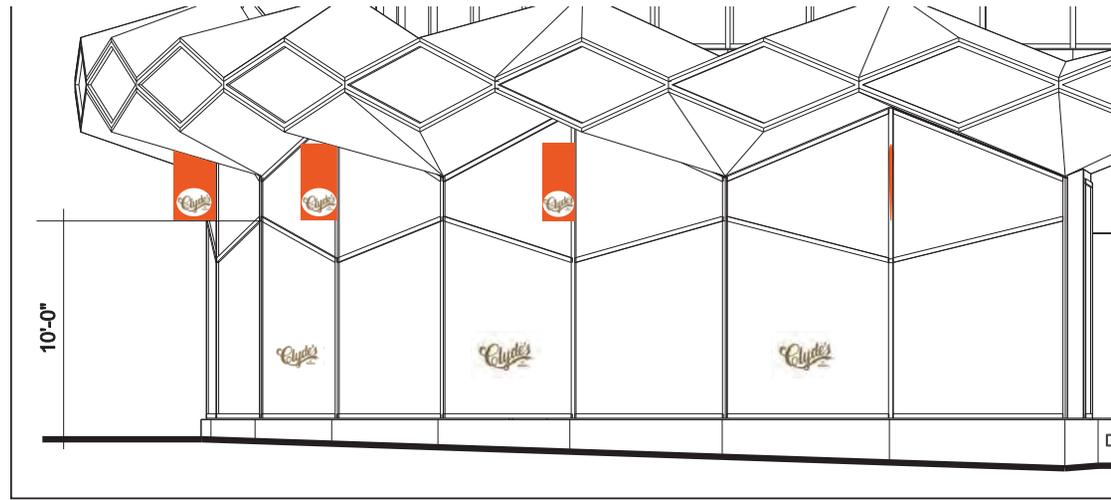
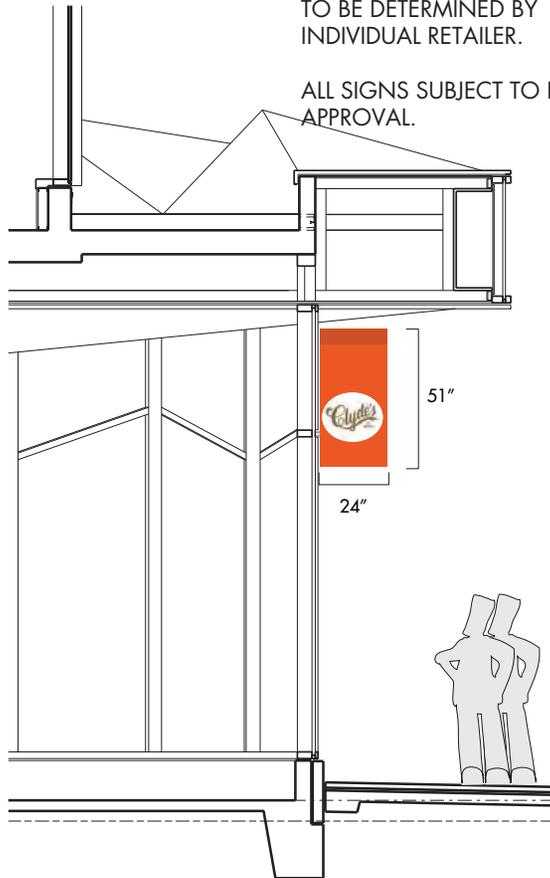
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NOTE:
RETAILER TEXT AND LOGO
FOR VISUAL PLACEMENT ONLY.

ACTUAL RETAILER/ART
TO BE DETERMINED

FINAL FABRICATION MATERIALS
TO BE DETERMINED BY
INDIVIDUAL RETAILER.

ALL SIGNS SUBJECT TO LANDLORD
APPROVAL.



**SIGNAGE
FABRICATION SPECIFICATIONS**

24" x 51" Painted fabricated aluminum projection sign.
Two-sided; Non-illuminated; Five total.

GRAPHICS

1/4" thick logo graphics adhered to painted aluminum sign
Colors and logo graphics be determined.
Shown for placement only.

MOUNTING

Mounts below diamond canopy.
Attaches to mullion.
Minimum 10'0" clearance from
bottom of sign to sidewalk.

NOTE

Details shown on drawings shall be followed for
exterior appearance.
Fabricator responsible for engineering and shop drawings
for approval prior to fabrication. Fabricator responsible for
the quality of all materials and workmanship required
for the execution of this sign

RESTAURANT IDENTIFICATION SIGNAGE — ELEVATION
Scale: 1/4" = 1'0"

SIGN LOCATION	S
SIZE	24" x 51" each
SQUARE FEET	8.5 sq ft each



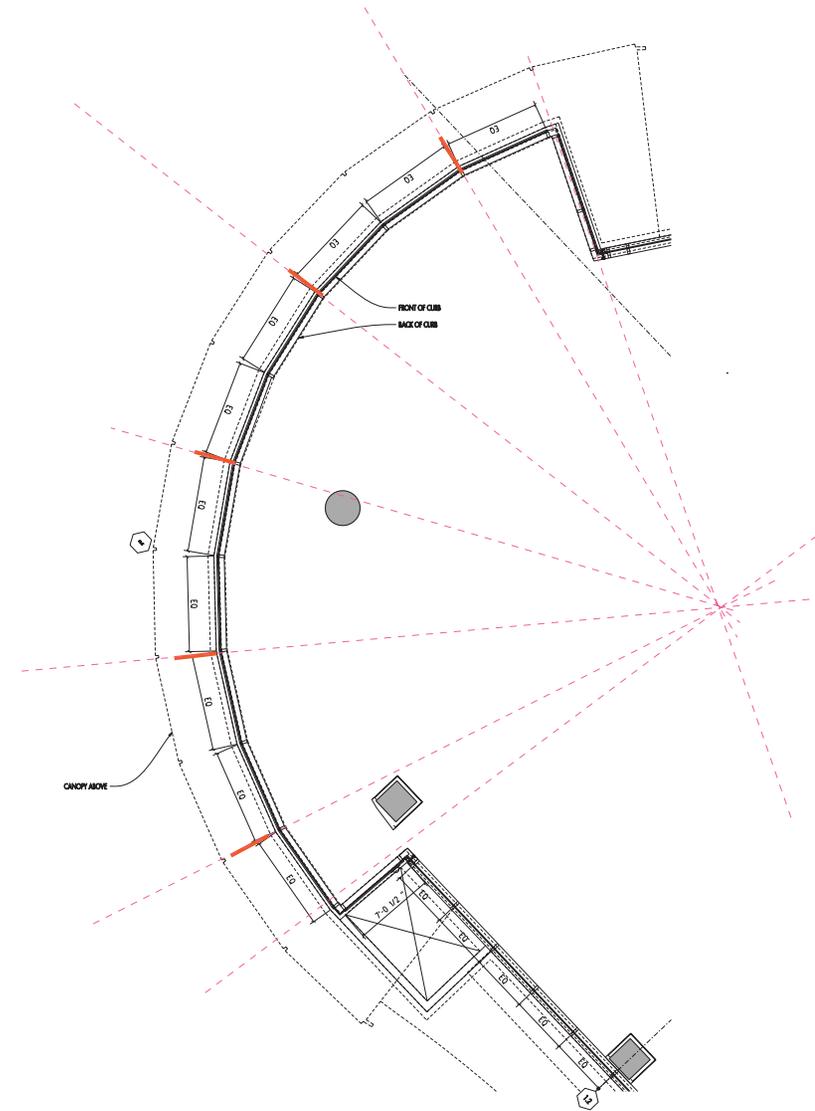
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RESTAURANT IDENTIFICATION SIGN ILLUSTRATION
NTS



PARTIAL PLAN — LEVEL 1
NTS

SIGN LOCATION	S
SIZE	24" x 51" each
SQUARE FEET	8.5 sq ft each



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SIGNAGE BLUE AND BRANDING BLUE

800
NORTH GLEBE
◆◆◆◆

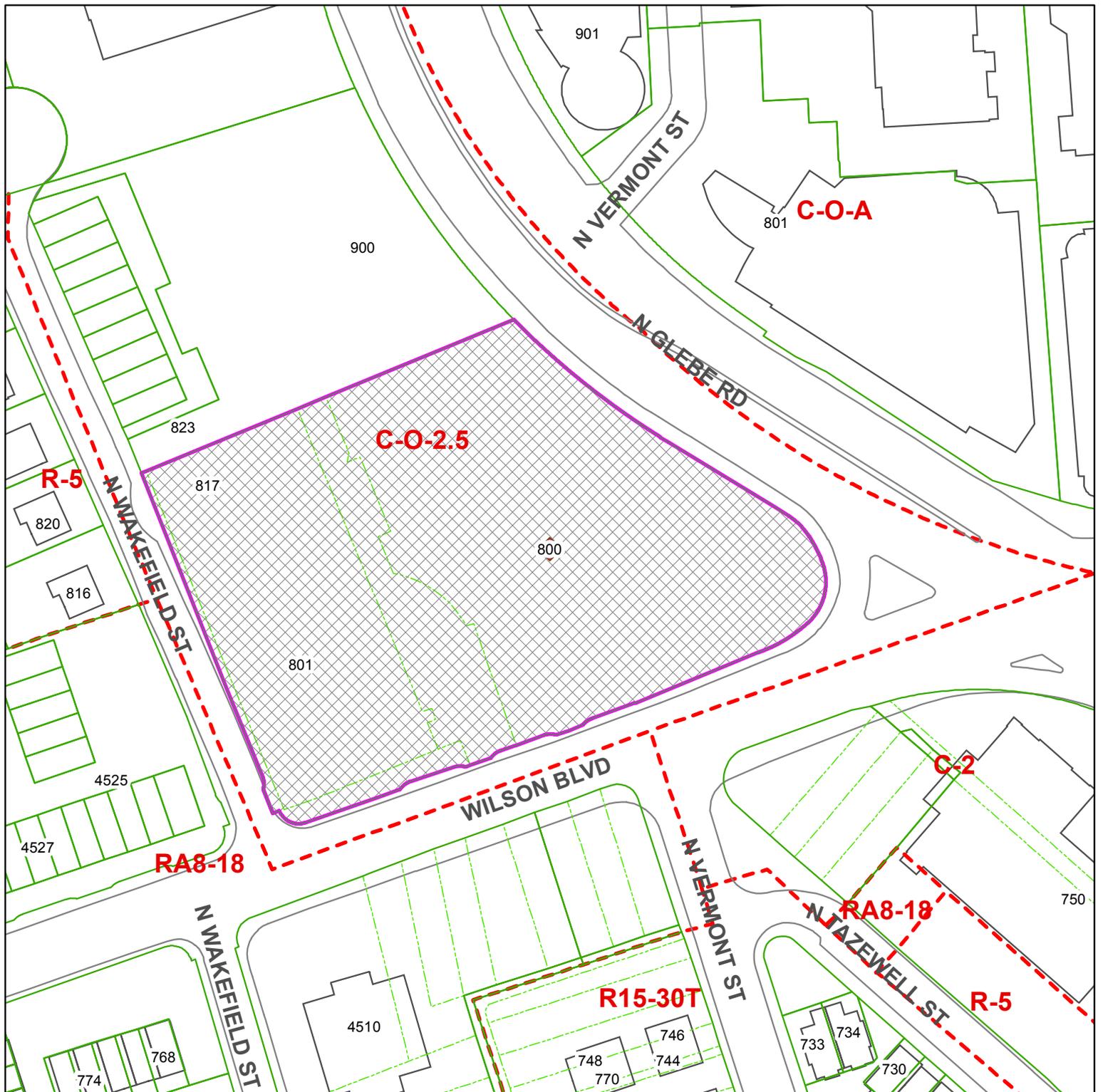


PMS 286
(Glass/Diamonds)
(Parking Sign)



PMS 296
(Logo Brand)

COLOR SWATCHES



SP# 401

800 North Glebe Road

RPC# 14-053-062



 Case
 Location(s)
 Scale: 1:1,200

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