



## ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item  
Meeting of January 21, 2012**

**DATE:** January 3, 2012

**SUBJECT:** SP #194 SITE PLAN AMENDMENT to amend a comprehensive sign plan for Mad Rose; located at 3100 Clarendon Boulevard (RPC# 19-002-007).

**Applicant:**

Manjeet Singh, Owner  
Mad Rose Restaurant  
3100 Clarendon Boulevard  
Arlington, Virginia 22201

**C. M. RECOMMENDATION:**

Adopt the attached ordinance for a site plan amendment to amend an existing comprehensive sign plan, subject to the conditions of the staff report.

**ISSUES:** This is a request for an amendment to a comprehensive sign plan to allow an additional sign for Mad Rose, and no issues have been identified.

**SUMMARY:** This is a request to amend the existing comprehensive sign plan for the Olmstead Building to allow an additional 16 square foot sign for Mad Rose, the occupant of the space at the corner of Clarendon and Washington Boulevards. The new sign would represent the fourth sign for this particular tenant; however, the total sign area for the comprehensive sign plan would remain under the amount of linear frontage for the building, which is the standard for allowable sign area in buildings regulated by site plans. In addition, the total amount of sign area for the subject tenant would be lower than what they could obtain as a matter of right. The County is currently working on a comprehensive rewrite of the Zoning Ordinance regulations pertaining to signs. While the document is in draft form, currently it is contemplated that there would not be limits placed on total number of wall and awning signs within the allowable sign area as measured by the linear frontage of the building for comprehensive sign plans. The applicant's proposal is consistent with this standard. Therefore, staff recommends adoption of the attached ordinance for an amendment to the comprehensive sign plan for the Olmstead Building, subject to the conditions of the staff report.

County Manager: *BMD/GA*

County Attorney: *[Signature]* *[Signature]*

Staff: Matthew W. Pfeiffer, DCPHD, Planning Division

PLA-6098

6.

**BACKGROUND:** The applicant requests an additional 16 square foot sign for the Mad Rose restaurant, located in the Olmstead Building at the corner of Clarendon and Washington Boulevards in Clarendon. A comprehensive sign plan for the Olmstead building was approved in 1998, which allowed flexibility from the Zoning Ordinance for a free-standing sign to be permitted at the entryway to the plaza along Clarendon Boulevard. At that time, all existing signs at the building were incorporated into the comprehensive sign plan, for a total sign area of 528 square feet. The following provides additional information about the site:

Site: The site is located in a space at the southwest corner of the Olmstead Building, a triangular shaped parcel bound on the north by Clarendon Boulevard, on the east by North Highland Street, and on the south by Washington Boulevard.

Zoning: The site is zoned “C-O” Commercial Office Building, Hotel, and Multiple-Family Dwelling Districts.

Land Use: The subject site is designated on the General Land Use Plan (GLUP) as “High” Office-Apartment-Hotel, Up to 3.8 FAR office density, up to 4.8 FAR apartment density, and up to 3.8 FAR hotel density.

Neighborhood: The site is located within the Clarendon-Courthouse Civic Association (CCCA). Staff contacted CCCA and the Lyon Village Civic Association regarding this request. The CCCA is reviewing the latest design and will provide comments after its January 17, 2012 meeting.

**DISCUSSION:** The applicant is requesting an amendment to the comprehensive sign plan for SP #194 for Mad Rose, located at the corner of Washington and Clarendon Boulevards. The subject space is situated in a unique manner within the building, with main pedestrian access from both Clarendon Boulevard and the plaza, as well as staff access from Washington Boulevard. As such, the space has frontage on three (3) busy pedestrian areas. The applicant is proposing a new 16 square foot aluminum box sign at the rounded corner of the building at Clarendon and Washington Boulevards. The sign would contain blue and red acrylic lettering pushed through the box, with a white background. The sign would be curved to conform to the contours of the building at the proposed location.

Total existing sign area at this building is 528 square feet; the applicant’s proposed sign would increase that total to 544 square feet. The *Sign Guidelines for Site Plan Buildings* establishes the standard of allowing total sign area for signs to be equal to the linear frontage of the building. The Olmstead Building contains 878 linear feet of frontage; therefore, the proposal to increase to 544 square feet of sign area is consistent with this standard. The proposed sign would be the fourth sign for the subject tenant: there are three (3) existing awning signs for Mad Rose (not including window signs), each measuring approximately 4.4 square feet. These signs are located in the plaza, along Clarendon Boulevard, and along Washington Boulevard, respectively. The new sign would bring the total amount of sign area for Mad Rose to 29 square feet of sign area. This is below the total sign area the applicant could obtain as a matter of right per Zoning Ordinance Section 34 (three (3) signs at 60 square feet, and an additional sign on a side street at

30 square feet) , and is under the amount that is permitted (minimum 60 square feet) for tenant signs. Thus, the proposed sign could be allowed by-right, but because the comprehensive sign plan is in place, an amendment is needed to add this sign.

The County is currently working on a comprehensive rewrite of the Zoning Ordinance regulations pertaining to signs. While the document is in draft form, currently it is contemplated that there would not be limits placed on total number of wall and awning signs within the allowable sign area as measured by the linear frontage of the building for comprehensive sign plans. The applicant's proposal is consistent with this standard.

**CONCLUSION:** Staff supports the applicant's proposal for an amendment to the Olmstead Building comprehensive sign plan for an additional sign for Mad Rose at the corner of Washington and Clarendon Boulevards. The proposal is consistent with the *Sign Guidelines for Site Plan Buildings*, and Section 34 of the Zoning Ordinance. Therefore, staff recommends adoption of the attached ordinance for an amendment to the comprehensive sign plan for the Olmstead Building, subject to the conditions of the staff report.

## Site Plan Amendment Ordinance

WHEREAS, an application for a Site Plan Amendment dated September 12, 2011, for Site Plan #194, was filed with the Office of the Zoning Administrator: and

WHEREAS, as indicated in the Staff Report(s) provided for the January 21, 2012, County Board 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, in part, and 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 January 21, 2012, 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 amendment for an amendment to the comprehensive sign plan for Site Plan #194:

- 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
- Functionally relates to other structures permitted in the district and will not be injurious or detrimental to the property or improvements in the neighborhood; and
- Is so designed and located that the public health, safety and welfare will be promoted and protected.

NOW THEREFORE, BE IT ORDAINED that, as originally requested by an application dated September 12, 2011, for Site Plan #194, for a Site Plan Amendment for an amendment to the comprehensive sign plan for Site Plan #194 to permit an additional 16 square foot sign, for the parcel of real property known as 3100 Clarendon Boulevard (RPC# 19-002-007) approval is granted and the parcel so described shall be used according to the Site Plan #194 as amended by the Amendment Application for amendment to the comprehensive sign plan for SP #194, subject to all previously approved conditions and the following conditions:

1. ~~The total sign area approved for the Olmstead Building (3100 Clarendon Boulevard) is 528 square feet.~~ The building owner agrees that all signs shall conform to drawings and plans shown to and approved by the County Board on March 14, 1998 and January 21, 2012. The building owner agrees to secure all required sign permits prior to the installation of any sign.
2. The applicant agrees that the Zoning Administrator may approve a minor change to the Comprehensive Sign Plan consistent with the Sign Guidelines for Site Plan Buildings. For the purposes of the preceding sentence, minor changes shall include only the following: (i) a minor adjustment in the location of the sign to meet field conditions (less than 1 foot in any direction); (ii) a minor change in the area of the sign (less than 5%), or (iii) a change in the text and/or color of the sign. All other changes to the approved Comprehensive Sign Plan will require site plan approval or amendment.

## PREVIOUS COUNTY BOARD ACTIONS

July 8, 1995	Approved site plan amendment for live entertainment at La Cantinita Restaurant.
July 20, 1996	Approved site plan amendment for live entertainment at Blue-N-Gold Brewing.
July 19, 1997	Renewed site plan amendment for live entertainment at Blue-N-Gold Brewing for three (3) years.
March 14, 1998	Approved site plan amendment for a comprehensive sign plan for the Olmstead Building.
October 17, 1998	Continued a request for the Endependance Center of Northern Virginia to occupy ground floor space at 3100 Clarendon Blvd.
November 18, 1998	Approved request for the Endependance Center of Northern Virginia to occupy ground floor space at 3100 Clarendon Blvd.
July 22, 2000	Renewed site plan amendment for live entertainment for Mister Days for one (1) year.
December 18, 2000	Deferred site plane amendment for Mister Days to amend hours of live entertainment.
January 27, 2001	Approved site plan amendment for Mister Days to amend hours of live entertainment subject to a review in one (1) year.
January 26, 2002	Renewed site plan amendment for live entertainment at Mister Days for 10 months.
October 19, 2002	Renewed site plan amendment for live entertainment at Mister Days subject to a review in one (1) year.
October 18, 2003	Renewed site plan amendment for live entertainment at Mister Days subject to a review in one (1) year.
May 15, 2004	Deferred site plan amendment for Mister Days.

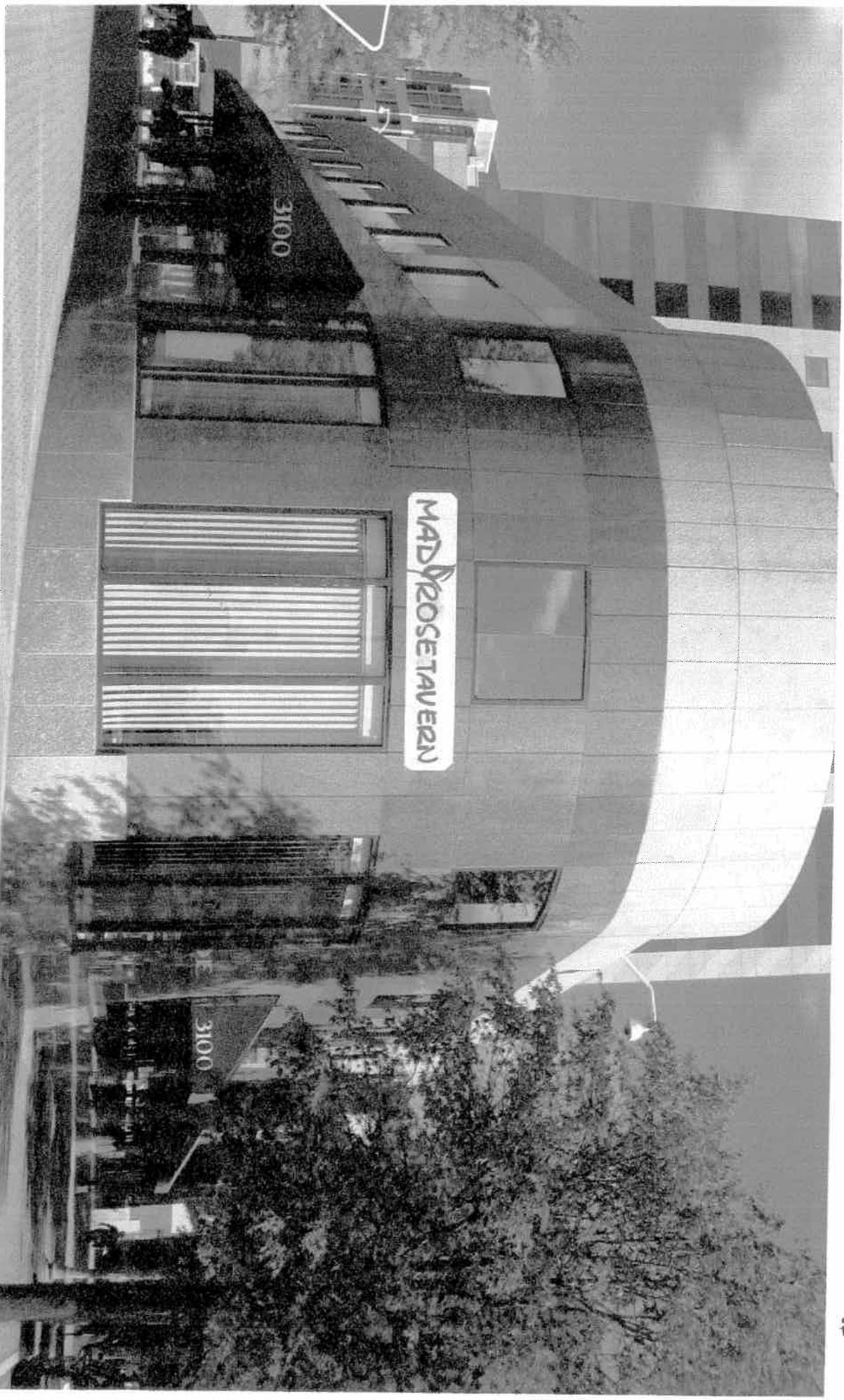
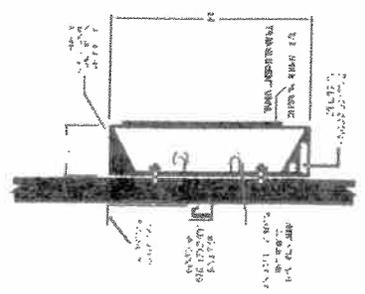
June 26, 2004	Approved site plan amendment for an outdoor café for Mister Days subject to a County Board review in October 2004.
October 2, 2004	Renewed site plan amendment for live entertainment and outdoor seating at Mister Days.
June 21, 2005	Deferred site plan amendment for SoBe.
October 18, 2005	Renewed site plan amendments for live entertainment for SoBe and live entertainment and outdoor seating for Mister Days, subject to a review in seven (7) months.
May 20, 2006	Renewed site plan amendments for SoBe and Mister Days.
May 17, 2008	Deferred site plan amendments for SoBe and Mister Days to the September 2008 County Board meeting.
September 16, 2008	Deferred site plan amendments for SoBe and Mister Days to the November 15, 2008 County Board meeting.
November 15, 2008	Renewed site plan amendments for SoBe and Mister Days subject to four (4) new conditions and with a County Board review in two (2) years (November 2010).
November 13, 2010	Renewed site plan amendments for SoBe and Mister Days with an administrative review in one (1) year and a County Board review in two (2) years (November 2012).
May 14, 2011	Approved site plan amendment for outdoor café seating at Mad Rose.
November 29, 2011	Approved site plan amendment for live entertainment at Mad Rose.

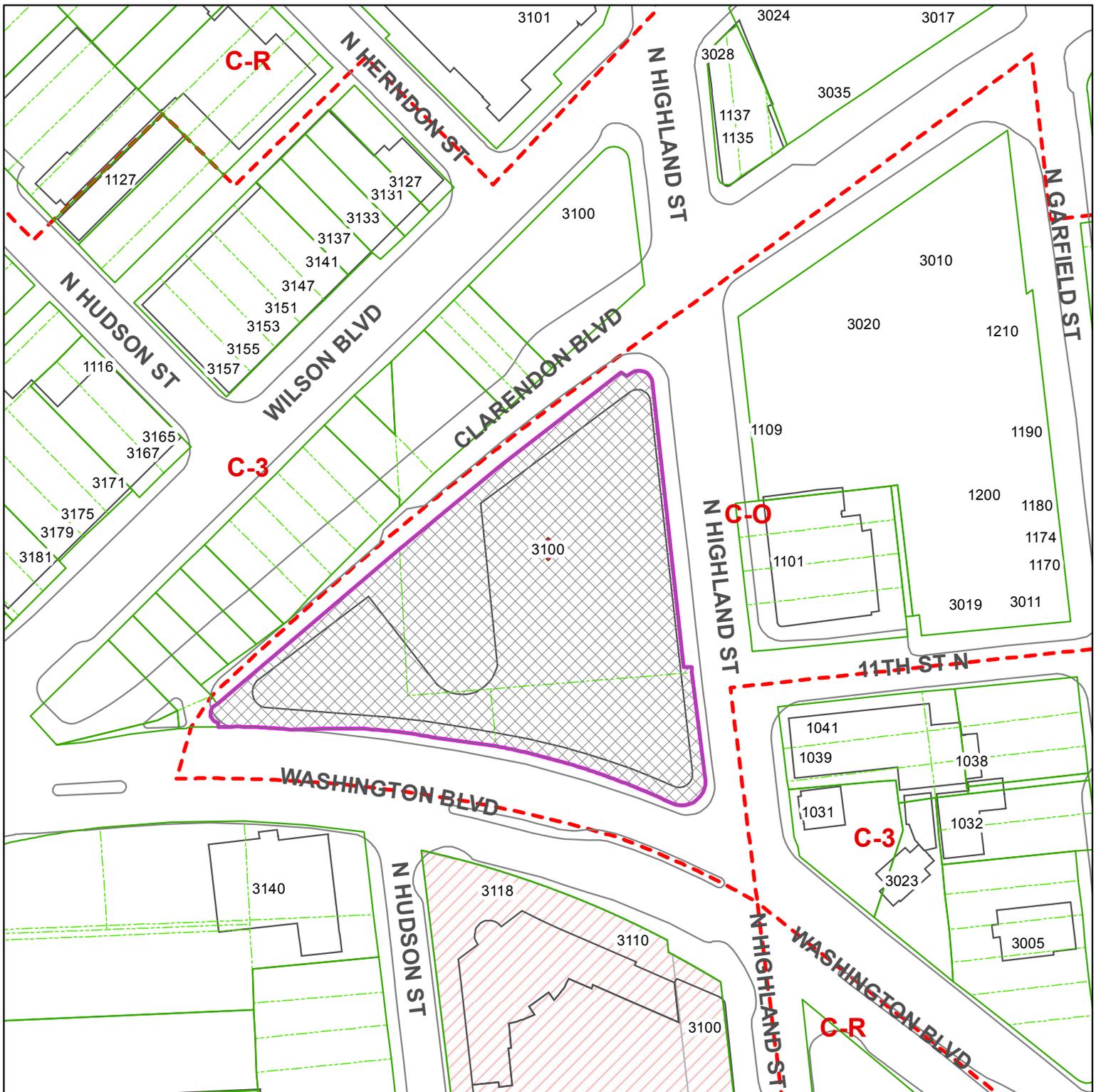
2" MAD ROSE TAVERN

1/2" THICK ACRYLIC PUSHED THRU

12" DEEP  
CABINET 0.80 ALUM

ID CABINET MATERIAL 0.80 ALUMINUM SIZE 2'0" X 8'0" X 12" DEEP  
FINISH: DURANODIC PANTONE 412C  
GRAPHICS RED COLOR TAVERN & BLUE COLOR MAD ROSE  
TO BE ROUTED OUT OF FACE 1/2" THICK CLEAR ACRYLIC TO BE PUSHED THRU  
GIVING THEM HALD EFFECT A 3D  
INSTAL. CABINET TO BE MOUNT AGAINST WALL WITH  
CONCEALED FASTENERS AND ELECTRICAL PENETRATIONS.





SP#194

3100 Clarendon Boulevard

RPC# 19-002-007



 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.