



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of April 21, 2012

DATE: April 12, 2012

SUBJECT: U-3332-12-2 USE PERMIT for live entertainment and dancing and for an outdoor cafe on a public easement at William Jeffrey's Tavern; located at 2301 Columbia Pike (RPC# 25-017-098).

Applicant:

Vintage II Restaurant, Inc., dba William Jeffrey's Tavern
3127 Valley Lane
Falls Church, Virginia 22044

C.M. RECOMMENDATIONS:

- A. Approve the subject use permit for live entertainment and dancing, subject to the conditions of the staff report, with a County Board review in one (1) year (April 2013).
- B. Defer consideration of the use permit for an outdoor café to the May 19, 2012 County Board meeting.

ISSUES: This is a request for a use permit for live entertainment and dancing, and for an outdoor café located on a public easement at the William Jeffrey's Tavern. It is recommended that the request for an outdoor café be deferred one (1) month to allow time for the applicant to submit additional material to address access issues.

SUMMARY: This is a request for live entertainment and dancing, and an outdoor café for William Jeffrey's Tavern, located at 2301 Columbia Pike in the Sienna Park project. The applicant requests approval for live entertainment and dancing from 11 a.m. to 1:30 a.m. seven (7) days per week. The restaurant is located within a mixed-use building; however, it is not immediately adjacent to residential uses within the project. The Siena Park project is one of the first redevelopment projects to implement the goals of the Columbia Pike Special Revitalization District. The [Columbia Pike Initiative—A Revitalization Plan \(Update 2005\)](#) describes the

County Manager:

BMD/GA

County Attorney:

[Handwritten signatures]

Staff: Matthew W. Pfeiffer, DCPHD, Planning Division

PLA-6154

Columbia Pike Town Center as a vibrant, mixed use commercial corridor which seeks to create “a regional draw through its entertainment, cultural, restaurant, and retail destinations.” Live entertainment and dancing at this location is consistent with this goal. The applicant has agreed to standard conditions approved for live entertainment uses along Columbia Pike. Staff does not anticipate any undue adverse impacts associated with live entertainment and dancing at this location. Therefore, staff recommends approval of the use permit for live entertainment and dancing, subject to the conditions of the staff report, with a County Board review in one (1) year (April 2013). The applicant has also requested a use permit for an outdoor café to be located on the restaurant’s South Adams Street frontage. Staff has identified several issues related to outdoor seating at this location; it is recommended that the request be deferred for one (1) month to allow submission and review of additional material to address the issues identified.

BACKGROUND: This is a request for live entertainment and dancing, and an outdoor café, both at William Jeffrey’s Tavern, located in the ground floor retail space in the Siena Park project. Siena Park is a new 188-unit rental apartment building which also contains 34,341 square feet of ground-floor retail space and 14,650 square feet of mezzanine-level office space. The project contains 408 spaces in three (3) levels of below-grade parking. The project was approved as a redevelopment site under the Columbia Pike Form-Based Code.

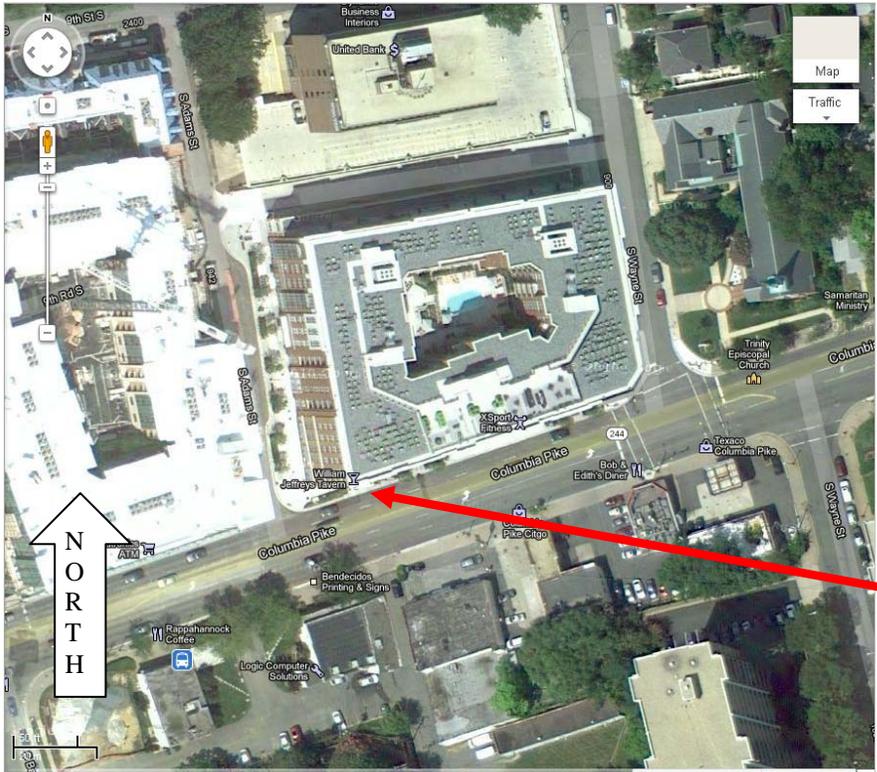
The following provides additional information about the site and location:

Site: The 67,065 square foot site is bound on the south by Columbia Pike, on the west by S. Adams Street, on the east by S. Wayne Street, and on the north by a 9th Road alley. The subject 6,400 square foot retail space is located at the corner of S. Adams Street and Columbia Pike, and contains frontage on both streets.

Zoning: The site is zoned [“C-1” Local Commercial Districts](#) and [“C-2” Service Commercial—Community Business Districts](#).

Land Use: The site is designated on the [General Land Use Plan \(GLUP\)](#) as Commercial and Industrial “Service Commercial,” is within the Columbia Pike Special Revitalization District, and is subject to the Columbia Pike Initiative – A Revitalization Plan (Update 2005).

Neighborhood: The site is located within the Penrose Civic Association. Staff contacted the Penrose and Columbia Heights Civic Associations and the Columbia Pike Revitalization Organization (CPRO). Letters have been received from the Penrose Civic Association and the CPRO in support of the applicant’s request for live entertainment and dancing and outdoor café seating (see attachments). The Columbia Heights Civic Association has not responded to staff request for comments as of the date of this report.



Source: Google Maps

DISCUSSION: The applicant is requesting a use permit for live entertainment and dancing, and an outdoor café within an easement of public use at 2301 Columbia Pike. William Jeffrey’s Tavern is located in Suite 100 at the Siena Park building. Suite 100 is a 6,400 square foot ground-floor retail space which has frontages on both Columbia Pike and South Adams Street. William Jeffrey’s Tavern is a new, 1920’s-themed American restaurant operated by the owners of Ragtime, located in Courthouse. The restaurant intends to provide live entertainment in the form of musical ensembles, solo artists, and DJ’s. The restaurant is requesting that live entertainment and dancing be permitted until 1:30 am, seven (7) days per week; however, the restaurant has indicated that it intends to provide live entertainment and dancing only during late evenings Thursday, Friday, and Saturdays, and for brunch on Sundays. The applicant has provided a floor plan identifying the location of live entertainment within the space at the front of the restaurant adjacent to the entrance from Columbia Pike (see attached plan).

Staff supports live entertainment at this location. The space is not directly adjacent to residential uses within the building; there is office space located in the mezzanine level directly above the restaurant which will serve to attenuate sounds from carrying to apartments located on upper floors. The configuration of the ground-floor retail space is comparable to the space occupied by P. Brennan’s restaurant, located in the Halstead building on Columbia Pike, in which a use permit for live entertainment was approved by the County Board January 21, 2012. The applicant has agreed to the same conditions approved with P. Brennan’s. Such conditions will serve to ensure that no adverse impacts on nearby neighborhoods and streets are created as a result of live entertainment and dancing at this location.

The applicant's request for live entertainment and dancing is consistent with the goals of the Columbia Pike Initiative—A Revitalization Plan (2005). The plan encourages the creation of a “main street” along Columbia Pike that would serve to create a “regional draw through its entertainment, cultural, restaurant and retail destinations.” Live entertainment and dancing is consistent with this concept in that it would help create an active, 24-hour environment on this section of the Pike.

Outdoor Seating: The applicant also requests that outdoor café seating be permitted within an easement for public use located along the restaurant's South Adams Street frontage. Several issues were identified with the applicant's proposal, including compliance with Americans with Disabilities Act (ADA) regulations due to the grade change, and ensuring that any seating is a temporary, accessory use. It is recommended that the request for outdoor café seating be deferred to the May 19, 2012 County Board meeting to allow the applicant sufficient time to address comments.

CONCLUSION: Live entertainment and dancing is consistent with County plans and policies for Columbia Pike's Town Center through creation of a “main street.” While the restaurant is located within a mixed-use building, residential units are not directly adjacent to the space. The applicant has agreed to conditions approved for other live entertainment and dancing uses located in mixed-use buildings along Columbia Pike. Such conditions will ensure that the proposed use will not adversely affect the health, safety or welfare of the surrounding neighborhoods, and will not be detrimental to property improvements in the vicinity. Therefore, staff recommends approval of the use permit for live entertainment and dancing, subject to the following conditions of the staff report, with a County Board review in one (1) year (April 2013). It is also recommended that the use permit for an outdoor café be deferred to the May 19, 2012 County Board meeting.

Conditions (for live entertainment and dancing only):

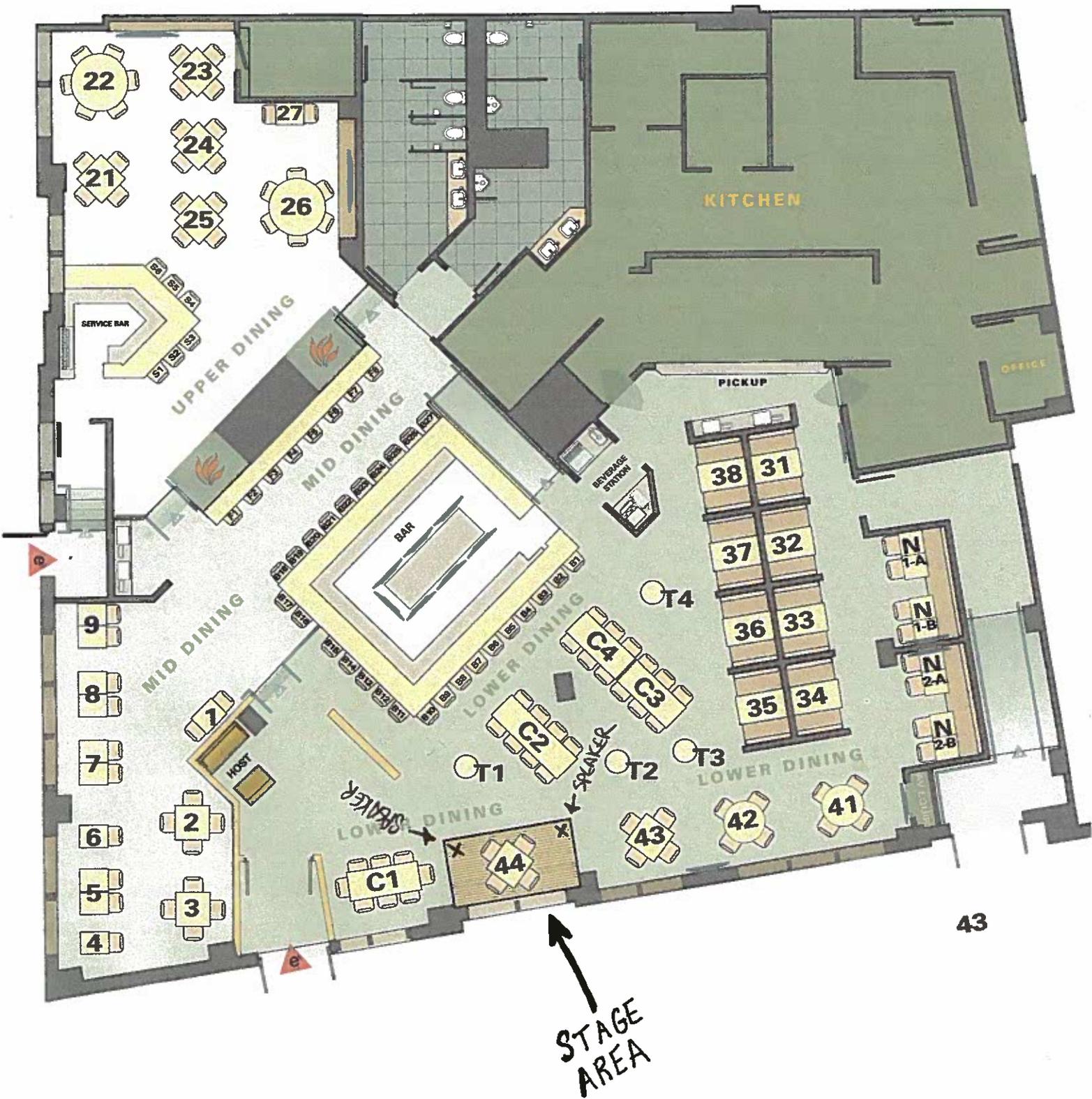
1. The applicant agrees that live entertainment and dancing at 2301 Columbia Pike Suite 100 shall be permitted only between the hours of 11:00 a.m. and 1:30 a.m.
2. The applicant agrees to comply with, by way of illustration and not limitation, all applicable requirements of County and State Ordinances, the Environmental Health Bureau, and the Fire Marshal, the Police Department, and the Alcohol Beverage Control Board (ABC).
3. The applicant agrees that dancing is not permitted until the applicant obtains a Dance Hall Permit from the Zoning Office.
4. The applicant agrees that on-site dedicated security shall be provided from 9:00 p.m. until closing on nights when live entertainment and/or dancing is permitted. The on-site security may consist of “in-house” staff, so long as that staff is dedicated to only security during the hours of live entertainment and/or dancing.

5. The applicant agrees to comply with the Arlington County Noise Ordinance and further agrees that the restaurant's windows and doors shall remain closed during the times of live entertainment and/or dancing except for the purposes of entry, egress, and other intermittent uses, such as serving an outdoor seating area. Under no circumstances shall live entertainment and/or dancing be permitted outside of the building or broadcast over loudspeakers outside the building. The applicant agrees that doors shall not be propped open during live entertainment and/or dancing.
6. The applicant agrees that all staff serving alcohol to customers shall have TIPS (Training for Intervention Procedures) certification. The applicant agrees to keep a record of TIPS training certification for all restaurant staff, including all new staff, and submit this information upon the County's request.
7. The applicant agrees to clean the sidewalk in front of its establishment each morning, including sweeping cigarette butts and litter that may have accumulated from any outdoor seating area, if applicable.
8. The applicant agrees to designate and make available a neighborhood liaison to communicate with nearby residents and neighbors to address concerns which may be related to live entertainment and dancing and an onsite liaison that shall be available during the hours of the business operation to receive and respond to community concerns regarding the live entertainment and dancing. The name, telephone number, and electronic mail address (if one is established) shall be submitted to the Zoning Administrator and a copy sent to the Columbia Heights Civic Association, and the Penrose Neighborhood Association.

PREVIOUS COUNTY BOARD ACTIONS:

August 1961	Designated as “Undetermined Uses” on the General Land Use Plan
December 1964	Designated “General Commercial” on the General Land Use Plan
November 15, 1986	General Land Use Plan amended to include the Columbia Pike Special Revitalization District. Designated as “Service Commercial”.
December 17, 2002	Columbia Pike Special Revitalization District boundaries amended on the General Land Use Plan
February 25, 2003	Columbia Pike Form Based Code (Section 20 of the Zoning Ordinance) adopted
February 10, 2004	Columbia Pike Street Space Plan adopted and Form Based Code amended to include new Required Building lines.
December 10, 2005	U-3144-05-1 deferred to May 20, 2006
May 20, 2006	U-3144-05-1 deferred to October 14, 2006
October 14, 2006	U-3144-05-1 approved in accordance with Columbia Pike Form Based Code for a new 188 unit residential building with 34,341 square feet of ground floor retail and 14,650 square feet of office.

WILLIAM JEFFREY'S TAVERN FLOOR PLAN



January 25, 2012

County of Arlington
Department of Community Planning, Housing and Development
2100 Clarendon Blvd, Suite 100
Arlington, VA 22201

RE: Permit for Live Entertainment, William Jeffrey's Tavern

To Whom It May Concern,

I am writing today to support William Jeffrey's Tavern's application for a Live Entertainment permit. The attendees at the January 17th 2012 Penrose Civic Association voted unanimously in support of this application. Comments at the meeting expressed that the neighborhood is excited to have William Jeffrey's Tavern in the neighborhood and understands that the Live Entertainment permit will provide additional entertainment opportunities to the neighborhood as well as helping ensure the long-term financial viability of the Tavern.

Please contact me at chris@dodgersden.com if you require any further information regarding this permit application.

A handwritten signature in black ink that reads "Christopher G. Slatt". The signature is written in a cursive style with a large initial "C" and "S".

Christopher Slatt
Secretary, Penrose Civic Association



President's Circle Members:

Arlington County
 E.G. Reinsch Companies
 Fraser Forbes Land Sales
 Clarence W. Gosnell, Inc.
 Fillmore Garden Apartments
 Silverwood Companies
 Walsh Colucci Lubeley.
 Emrich & Walsh PC
 Washington Forrest Foundation

February 23, 2012

Sustaining Members:

55 Hundred Apartments
 Virginia Geoffrey & John Andelin
 Arlington Cinema 'N' Draffhouse
 BB&T Bank
 B.M. Smith & Associates, Inc.
 Bowman Consulting
 Carbon Thompson Development
 Dittmar Company
 Edgemoor Real Estate Services
 Heritage Property Company, LLC
 The Holladay Corporation
 Snell Construction Corporation
 The DSF Group
 Three Peaks, Inc.
 Vornado/Charles E. Smith
 Virginia Commerce Bank
 WDG Architecture, Inc.
 Washington Workplace
 Westmont Shopping Center
 Woodfield Investments

Civic Group Members:

Alcova Heights Citizens Assoc.
 Amer. Red Cross Arl. Chapter
 Arlington Career Center
 Arlington Free Clinic
 Arlington Heights Civic Assoc.
 Arlington Presbyterian Church
 Arlington View Civic Assoc.
 Barcroft School and Civic League
 Barkley Condominium
 Business Development
 Assistance Group (BDAG)
 Buyers & Renters Arlington Voice
 Carlyle House Condominium
 Columbia Heights Civic Assoc.
 Columbia Heights West
 Columbia Pike Artist Studios
 Ethiopian Community
 Development Council
 Douglas Park Civic Assoc.
 Foxcroft Heights Nbhhd. Assoc.
 Kiwanis Club of South Arlington
 Master Gardeners of No. Va.
 Penrose Neighborhood Civic Assoc.
 Rebuild Warehouse
 Trinity Episcopal Church
 Volunteers of America

Re: William & Jeffrey's Tavern – Outdoor seating permit application

To whom it may concern,

I'm writing on behalf of the Board of Directors, the members and the stakeholders of the Columbia Pike Revitalization Organization in support of the application of William and Jeffrey's Tavern to allow for outdoor seating on South Adams Street.

Outdoor seating is consistent with Arlington County's and the Columbia Pike Community's vision of a vibrant pedestrian friendly destination corridor.

The proposed outdoor seating project adds a much needed amenity to the public space. Together with the practical entirety of the Pike Community we see this project as an enhancement of the public space at the corner of South Adams St. and Columbia Pike to the benefit of all residents, visitors and neighboring businesses.

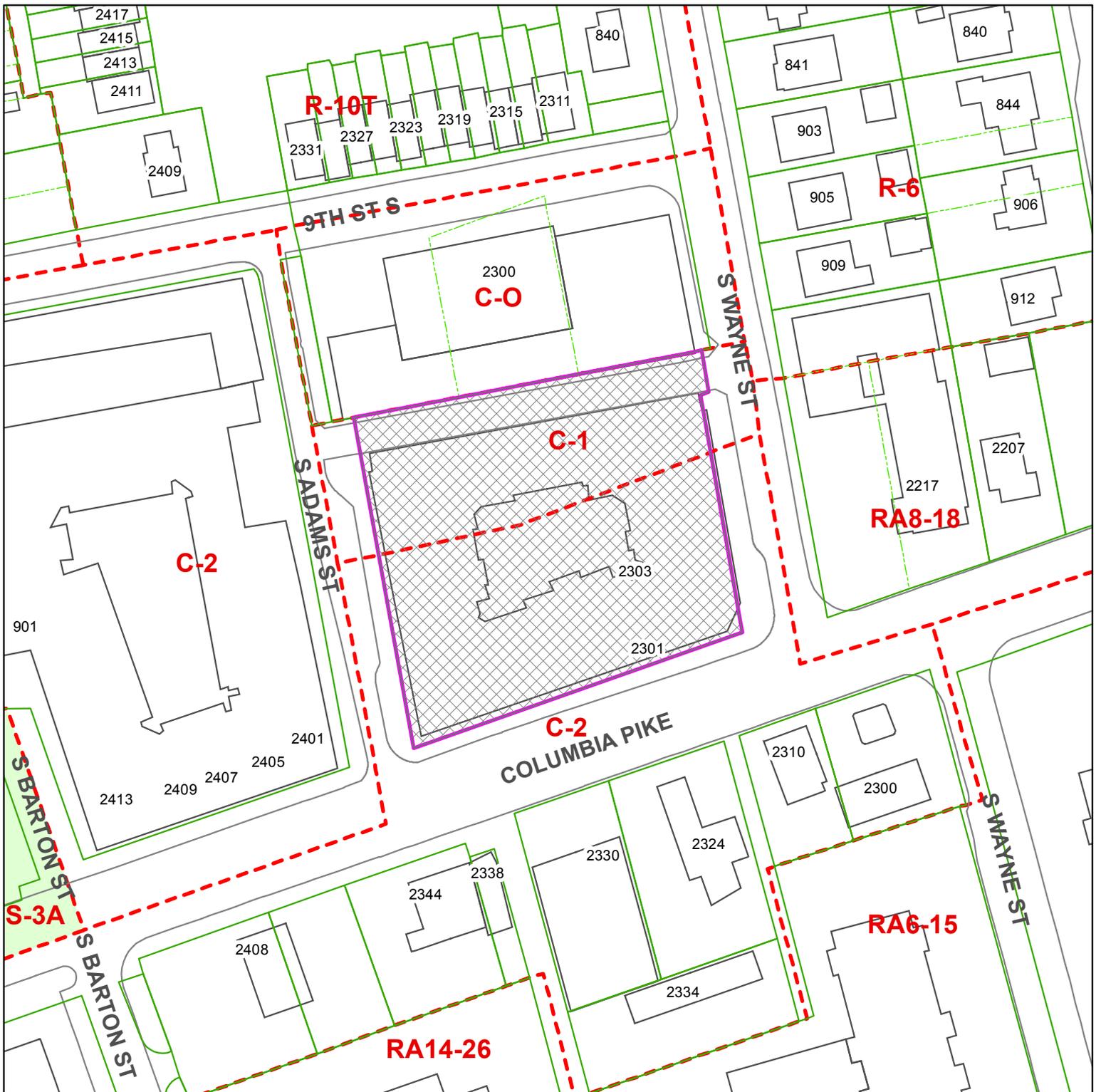
If approved this will be the first such project located on a sidewalk built to the newer Columbia Pike Streetscape standards. These specifications were conceived and approved with the desire to enhance pedestrian activity. We believe that the proposal serves this purpose very well.

Last but not least, there is little doubt that outdoor seating contributes to the overall profitability and viability of restaurants. The owners of William and Jeffrey's took significant risks by choosing to open their restaurant in the Columbia Pike Town Center. By allowing them to offer outdoor seating we help them succeed as much as they help us to successfully revitalize Arlington's second most populous urban corridor.

Sincerely,

A handwritten signature in black ink that reads 'Takis Karantonis'.

Takis Karantonis
 Executive Director



U-3332-12-2

2301 Columbia Pike

RPC# 25-017-098



 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.