



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of June 16, 2012

DATE: June 7, 2012

SUBJECT: SP# 125 SITE PLAN AMENDMENT to amend Conditions #6 and 7 to permit the replacement of existing video display screen and the addition of commercial sponsor messaging, with modification to use regulations to include permitting off-site commercial messaging, and other modifications as necessary to achieve the proposed development plan; located at 1000 and 1100 Wilson Boulevard (RPC# 17-001-010, and -011).

Applicant:

1000-1100 Wilson Owner, LLC

By:

Nan E. Walsh, Agent/Attorney
Walsh, Colucci, Lubeley, Emrich, & Walsh, P.C.
2200 Clarendon Boulevard, Suite 1300
Arlington, Virginia 22201

C.M. RECOMMENDATION:

Adopt the attached ordinance to deny the requested amendment to SP #125 to amend Condition #7 to permit the addition of commercial sponsor messages to the Jumbotron video display screen with modification of use regulations to permit off-site commercial messages; but approve an amendment to Condition #6 to permit the redesign of the screen subject to all previous conditions, with Condition #6 amended as shown in the report.

ISSUES: This is a request for a site plan amendment to modernize the Jumbotron video display screen, located at 1100 Wilson Boulevard (Arland Towers). The applicant requests that a portion of the screen be dedicated to the display of commercial sponsor messages. Such a use is prohibited by the Zoning Ordinance and a modification to allow it would be unprecedented in the County.

County Manager:

BMD/GA

County Attorney:

[Signature] *[Signature]*

Staff: Matthew W. Pfeiffer, DCPHD, Planning Division

PLA-6215

43.

SUMMARY: The applicant requests a site plan amendment to allow modernization of the Jumbotron video display screen located at the Arland Towers West Building at 1100 Wilson Boulevard. The proposal would include replacement of the existing screen, which has fallen into disrepair, with a High Definition display featuring a 16x9 aspect ratio. The screen size would decrease slightly, from 172 square feet to 164 square feet. A site plan amendment is needed to replace the screen as it was approved subject to the original design as shown to the County Board. Condition #6 references the “design” of the original screen; therefore an amendment to Condition #6 is required to permit the screen at the redesigned aspect ratio. The applicant proposes to include static commercial sponsor messages on a portion of the new screen. The applicant intends these messages to exist alongside the regular broadcasts and a static message regarding community and cultural advertising (see attached exhibit). In order to accommodate the applicant’s request, Condition #7 would need to be amended to permit “paid advertisement” and commercial messages unrelated to programming. The applicant agreed to a condition prohibiting deliberate commercial messages on the screen when the Jumbotron was approved in 2003. In another instance where the County Board approved an electronic moving sign (at the Capitals’ practice ice arena in Ballston), conditions were put in place to prohibit the displaying of commercial messages. In addition, the County Board would need to modify Zoning Ordinance regulations that prohibit off-site advertising. The Sign Ordinance prohibits the advertising of goods and services not available on the lot in which it is advertized due to the potential deleterious impacts that would result from such signs, including the proliferation of “billboards,” and the potential for increased sign clutter. There is no precedent for the County Board to approve a modification to this regulation as staff is not aware of such signs having been approved under the current Sign Ordinance. Staff supports redesigning the Jumbotron to include a High Definition display and a new aspect ratio, including static display of community/cultural information so that the broadcasts are not interrupted; however previously approved conditions restricting commercial content should remain in effect. Therefore, staff recommends that the County Board adopt the attached ordinance to deny an amendment to SP #125 to amend Condition #7 to permit the addition of commercial sponsor messages to the Jumbotron video display screen with modification of use regulations to permit off-site commercial messages; and staff recommends that the County Board approve an amendment to Condition #6 to permit the redesign of the screen subject to the conditions of the attached ordinance.

BACKGROUND: This is a request to redesign the Jumbotron video display screen located at the Arland Towers West Building in Rosslyn. Arland Towers (SP #125), located in Rosslyn along Wilson Boulevard, was approved by the County Board in 1981 (East Tower) and 1985 (West Tower) and contains 1,067,281 square feet of office gross floor area within two (2) towers and 79,400 square feet of retail space within the building podium connecting the two towers. The County Board approved a comprehensive sign plan for Arland Towers on March 5, 2003. Included in the approval were two (2) signs that included moving, electronic images: a “ticker,” which displays moving text and a “Jumbotron” video display screen intended for WJLA broadcasts. Modification of use regulations permitting moving text were approved with the intent that the Ticker and Jumbotron would activate the streetscape and contribute to pedestrian interest in a major transit corridor. Commensurate with the site plan amendment the County Board approved an amendment to the *Sign Guidelines for Site Plan Buildings* which detailed policy guidelines for electronic message signs/video display screens in Metro Station Areas.

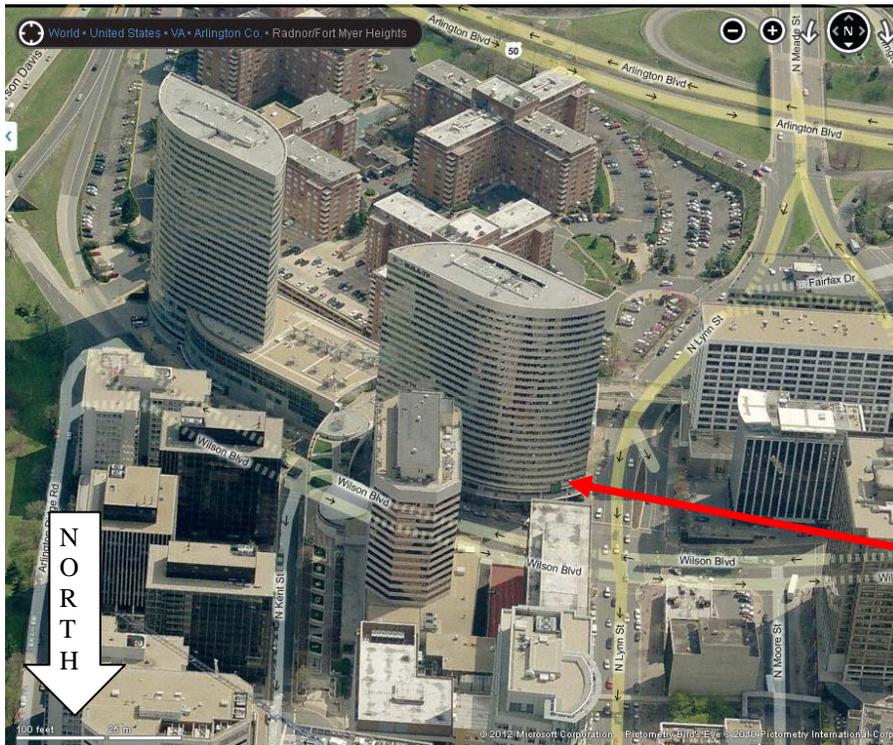
The following provides additional information about the site and location:

Site: The 133,571 square foot site is bound on the north by Wilson Boulevard, on the east and south by N. Kent Street, and on the west by N. Lynn Street.

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

Land Use: The site is designated as “High” Office-Apartment-Hotel on the [General Land Use Plan \(GLUP\)](#), and is subject to the [Rosslyn Station Area Plan Addendum](#).

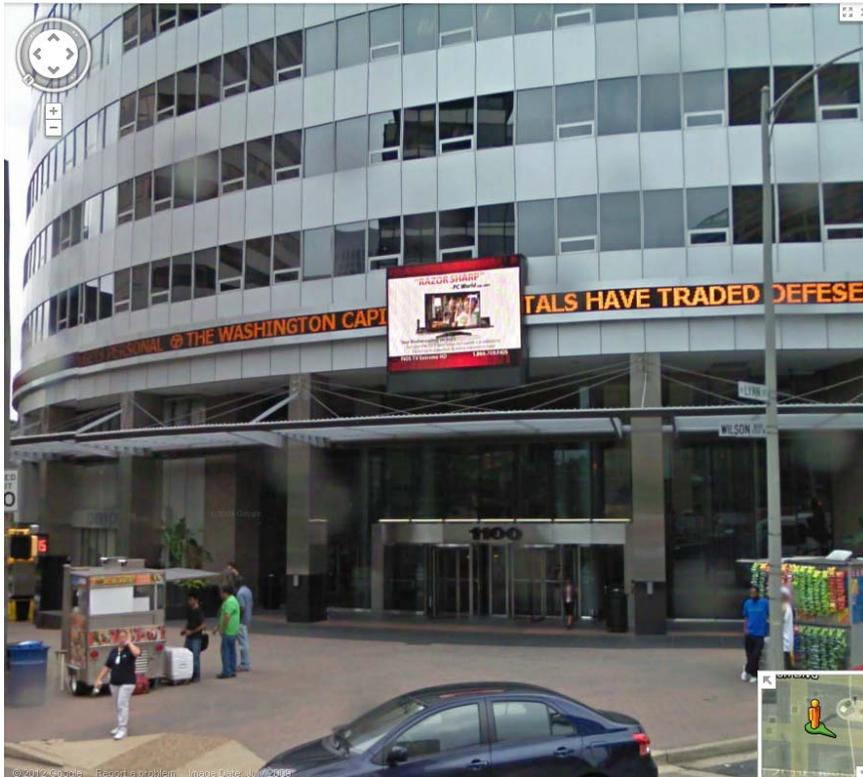
Neighborhood: The site is located within the Radnor/Fort Myer Heights Civic Association (RAFOM). The applicant presented their request to the Rosslyn Business Improvement District (Rosslyn BID) Urban Design Committee on April 18, 2012. Representatives from RAFOM and the North Rosslyn Civic Association were present at the meeting. The Rosslyn BID has submitted a letter in support of the applicant’s proposal (see attachment). RAFOM has expressed that the civic association supports the applicant's request provided commercial content is limited to a sponsor logo covering only a small portion of the screen. The North Rosslyn Civic Association has commented that while they are supportive of modernizing the Jumbotron screen, they are “disappointed” that the new screen would be smaller and would devote less space to media content.



Source: Bing Maps.

DISCUSSION: The applicant requests a site plan amendment for redesign of the Jumbotron video display screen including commercial sponsor messages on the screen. The proposal

includes replacement of the irreparably damaged eight (8)-year old Jumbotron screen with a modern High Definition display. In order to accommodate High Definition broadcasts, the screen would need to be redesigned from its current 4x3 aspect ratio to a 16x9 aspect ratio, thus making the screen shorter in height and wider in length. The screen size would change from 13'9" x 12'5" (including a closed-captioning box) to 9'7" x 17', representing a decrease in total sign area from 172 square feet to 164 square feet. Secondly, the applicant is proposing that the Jumbotron screen be redesigned to display the WJLA broadcast on the main portion of the screen, with static community/cultural messages occupying 15% of the screen and static commercial sponsor messages occupying 8% of the screen. Currently, the screen displays the WJLA broadcast and interrupts service periodically to display community/cultural messaging. The following depicts the Jumbotron as it currently exists:



Source: Google Maps.

Condition #6 requires that the video display screen be at the “location, design, and color” as shown on the original drawings approved by the County Board. Thus the applicant’s plan to replace the screen with a High Definition 16x9 display would require an amendment to this condition to permit the redesign. As the applicant’s plan for redesigning the screen would aesthetically improve the display, staff supports this portion of the applicant’s request. The screen redesign will not create sign clutter as the total sign area will decrease. No undue adverse impacts will result from amending Condition #6 to permit the redesign of the Jumbotron. Currently the Jumbotron consists of the WJLA broadcast with interruptions to display community/cultural messages. The proposed redesign would display a static community/cultural message. Staff supports allowing this static message alongside the WJLA broadcast.

The applicant is also requesting that a portion (8%) of the redesigned screen be dedicated to static commercial sponsor messages. When the Jumbotron was first approved by the County Board in 2003, the applicant agreed to conditions limiting the video content permitted to the WJLA broadcast and community/cultural advertising. Condition #7 explicitly prohibited deliberate commercial messages to mitigate adverse impacts associated with the video display screen, which was the first of its kind in Arlington. In another instance in which a video display screen was approved by the County Board—at the Ballston Common parking structure—conditions prohibited the display of commercial messages. Restricting commercial messages on electronic moving signs serves the purpose of defining such signs—as allowed for in the *Sign Guidelines for Site Plan Buildings*—as unique streetscape-enhancing features, and serves to mitigate the impacts of such signs as related to visual clutter. The applicant’s proposal would be counter to the intent of past approvals.

In addition, the Sign Ordinance prohibits signs containing off-site commercial speech, and the applicant’s proposal would constitute such messages as Jumbotron sponsors would not necessarily be located at the Arland Towers site. Signs that advertize “any commercial activity, product, or service not on the lot in which the sign is placed” are listed as prohibited signs in the Sign Ordinance. These signs have been prohibited in order to prevent deleterious impacts that may result such as the proliferation of “billboards” and an undue amount of sign clutter. As such, signs displaying off-site advertising have not been approved in the County under the current Sign Ordinance (adopted Dec. 8, 1990, effective Feb. 15, 1991). Staff is not aware of existing precedent for the County Board to allow modification of this regulation. Staff therefore does not support the applicant’s request for commercial sponsor messages on the Jumbotron. Condition #7 prohibiting of commercial speech on the Jumbotron should remain as previously approved.

CONCLUSION: Redesign and modernization of the Jumbotron to a High Definition 16x9 display will not create undue adverse impacts to surrounding neighborhoods, and will aesthetically improve the existing sign. However, as off-site advertising is prohibited by the Sign Ordinance and staff is not aware of existing precedent to allow such signs in Arlington, staff does not support the portion of the applicant’s proposal to add commercial sponsor messages to the display. Therefore, staff recommends that the County Board adopt the attached ordinance to deny the requested amendment to SP #125 to amend Condition #7 to permit the addition of commercial sponsor messages to the Jumbotron video display screen with modification of use regulations to permit off-site commercial messages; staff recommends that the County Board approve an amendment to Condition #6 to permit the redesign of the screen, subject to all previous conditions, with condition # 6 revised as set forth in the Ordinance.

Site Plan Amendment Ordinance

WHEREAS, an application for a Site Plan Amendment dated April 9, 2012 for Site Plan #125, was filed with the Office of the Zoning Administrator; and

WHEREAS, as indicated in Staff Report[s] prepared for the June 16, 2012 County Board meeting and through comments made at the public hearing before the County Board, the County Manager recommends that the County Board deny the requested Site Plan Amendment to amend Condition 7 to permit commercial advertising on the Jumbotron, but approve an amendment to Condition 6 to permit most of the requested changes to the Jumbotron; and

WHEREAS, the County Board held a duly-advertised public hearing on that Site Plan Amendment on June 16, 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 without the proposed amendment, , subject to all previous conditions and with changes to condition 6, as set forth below:

- 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:

None; 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, in response to an application dated April 9, 2012 for Site Plan #125, and based on Staff's recommendation to modify, revise, or amend the site

plan to make, changes to Condition 6 to permit redesign of the Jumbotron(which Staff recommendation is referred to as “Revised Site Plan Application”); for a Site Plan Amendment for redesign of an existing video display screen, for the parcel of real property known as RPC# 17-001-010; -011 and 1000 & 1100 Wilson Boulevard, approval is granted only to amend Condition 6, but not Condition 7, and the parcel so described shall be used according to the Site plan as originally approved on September 6, 1972 and amended from time to time as shown in the records of the Office of Zoning administration, subject to all previous conditions with Condition number 6 amended as follows:

6. The electronic message sign and video screen shall be at the location, ~~design and color~~ as shown on the revised drawing submitted to the County from Jack Stone Sign Co. (Drawing Number 4237) and dated 1/17/04. The total sign area for both the electronic message sign (including the new logo sign) and the video screen shall not exceed 481 square feet.

PREVIOUS COUNTY BOARD ACTIONS:

June 6, 1972	Rezoned from "C-2" to "C-O."
September 6, 1972	Approved site plan for an office building.
October 13, 1973	Extended site plan for one (1) year.
April 20, 1974	Approved a site plan amendment to delete 37,367 square feet of parking.
October 12, 1974	Extended site plan for one (1) year.
October 4, 1975	Extended site plan for one (1) year.
October 12, 1976	Extended site plan for one (1) year.
September 10, 1977	Extended site plan for one (1) year.
February 11, 1978	Approved a site plan for an office, commercial and hotel complex.
June 24, 1978	Deferred site plan amendment to delete office to be replaced by hotel.
July 29, 1978	Approved a site plan amendment to delete approved office and replace it with a conceptual site plan for a 325-room hotel and parking for the office towers.
July 7, 1979	Extended site plan for one (1) year.
June 10, 1980	Extended site plan for one (1) year.
July 11, 1981	Extended site plan for one (1) year.
September 11, 1982	Deferred a site plan amendment to change the timing of required public improvements.
September 25, 1982	Approved a site plan amendment to reflect revised dates for developer obligations related to the loop road construction.
March 3, 1984	Denied a site plan amendment to convert the approved hotel to office.

February 2, 1985	Deferred a site plan amendment to convert 19,000 square feet of retail space to office space and 8,500 square feet of general office space to a private health club, and advertised "On Its Own Motion" a Site Plan Amendment to convert 15,000 square feet of parking to retail and to increase parking for Phase III by 15,000 square feet.
March 16, 1985	Approved a site plan amendment to convert 19,000 square feet of retail space to office space (Phase II) and 17,000 square feet of office space to a private fitness center (Phase I). Also approved the conversion of 15,000 square feet of required parking to retail space (Phase II) and increased the required parking for Phase III by 15,000 square feet.
May 18, 1985	Approved a site plan amendment for a parking garage of 363,800 square feet.
August 17, 1985	Approved a site plan amendment to extend the site plan approval for a conceptually approved 325-unit hotel from July 29, 1985 to July 29, 1988.
	Denied a site plan amendment to enlarge the "USA Today" rooftop sign on 1000 Wilson Boulevard and approved a rooftop sign consisting of 224 square feet for Gannett on 1100 Wilson Boulevard.
October 5, 1985	Approved a site plan amendment to amend condition #24 to permit occupancy of Phase II building prior to completion of required parking on the Phase III site.
December 2, 1986	Approved a site plan amendment to extend the date for completion of the Phase III garage to January 15, 1987 to allow continued occupancy of Phase II.
January 10, 1987	Approved a site plan amendment to permit 15,000 square feet of parking area on the 5th floor of the 1100 building to remain in parking use, and to permit the 15,000 square feet of the parking area on the Mall Level (Level 8), and on part of Level 6 of the 1101 building to be converted to retail gross floor area.

March 7, 1987	Approved a site plan amendment to extend the date of the completion of the Phase III site from January 15, 1987 to June 1, 1987, and to permit the continued occupancy of the Phase II building prior to completion of the required parking on the Phase III site.
November 7, 1987	Approved a site plan amendment to permit a tenant identification sign measuring 6 feet by 78 feet and reading "Gannett Foundation" on the east elevation of the penthouse level of 1101 Wilson Boulevard.
	Approved a site plan amendment for the conceptually approved 325-unit hotel, an office building with 243,698 square feet of gross floor area plus 15,766 square feet of day care space on level eight, and with a height of 300 feet above mean sea level to the roof parapet on a site which for density purposes is calculated as 79,154 square feet.
February 6, 1988	Approved a site plan amendment to convert 6,300 square feet of designated commercial space on the seventh level to a television studio.
January 7, 1989	Approved a site plan amendment to permit construction of a roof garden on the penthouse, approximately 14 feet and 8 inches above the top of the parapet.
February 11, 1989	Approved a site plan amendment to permit live entertainment, including dancing in an existing restaurant.
May 13, 1989	Approved a site plan amendment to permit the operation of a child care center for 140 children, ages 1-6 years, weekdays between 8 a.m. and 6 p.m.
June 3, 1989	Approved a site plan amendment to permit installation of a 12-foot diameter satellite dish antenna on the northwest corner of the building roof.
March 10, 1990	Approved an amendment and renewal of a special exception for a site plan amendment for live entertainment, including dancing, to be extended by

	one hour, Thursdays through Saturdays between 7:00 p.m. and 1:00 a.m.
August 11, 1990	Deferred to October 6, 1990, a Site Plan Amendment to substitute a conference and exercise facility for the approved roof garden on the penthouse.
October 6, 1990	Deferred to November 17, 1990 a Site Plan Amendment to substitute a conference and exercise facility for approved roof garden on the penthouse.
November 17, 1990	Deferred to January 5, 1991, a site plan amendment to substitute a conference and exercise facility for approved roof garden on the penthouse.
January 5, 1991	Deferred to January 19, 1991, a site plan amendment to substitute a conference and exercise facility for approved roof garden on the penthouse.
January 19, 1991	Approved a site plan amendment to substitute a conference and exercise facility for the roof garden on the penthouse.
May 11, 1991	Approved an amendment to a special exception for a site plan amendment for live entertainment and dancing until 2:00 a.m. on Friday and Saturday evenings at New York, New York Restaurant, subject to conditions, and with a review in one (1) year.
July 13, 1991	Approved a site plan amendment to amend Condition #7 to reduce the bicycle parking requirement to 45 spaces; denied the request to convert 2,700 square feet of storage space adjacent to the loading dock to commercial space for a printing firm.
November 16, 1991	Approved an amendment to a special exception for a site plan amendment for live entertainment and dancing until 2:00 a.m. seven nights a week at New York, New York Restaurant, subject to conditions, and with a review in three (3) years.
January 18, 1992	Approved a site plan amendment to convert 2,536 square feet of retail space to a computer training

	facility, subject to a condition requiring a \$30,000 contribution for the Rosslyn Renaissance.
January 16, 1993	Deferred to March 6, 1993 a Site Plan Amendment to construct a theater and auditorium and associated interior and street level facade modifications.
January 16, 1993	Deferred to March 6, 1993 a site plan amendment to convert approximately 4,000 square feet of storage space to retail G.F.A.
February 6, 1993	Deferred to March 6, 1993 a site plan amendment to convert approximately 13,400 square feet of day care space to museum, theater or office space.
March 10, 1993	Deferred to the recessed meeting of April 15, 1993 a site plan amendment to construct a theater and auditorium and associated interior and street level facade modifications.
	Deferred to the recessed meeting of April 15, 1993 a site plan amendment to convert approximately 4,000 square feet of storage space to retail G.F.A.
	Carried-over to March 20, 1993 a site plan amendment to convert approximately 13,400 square feet of day care space to museum, theater or office space.
March 20, 1993	Approved a site plan amendment to convert 15,766 square feet of day care space (approximately 13,400 square feet of net useable space) to museum, museum administration or theater space.
April 15, 1993	Agreed to postpone completion of the Rosslyn Loop Road for 25 years. Endorsed a traffic circulation alternative. Directed the County Manager to develop a public participation process for development of interim alternative uses for the bridge and adjacent incomplete segments of the road.
	Approved a site plan amendment to construct a 3,500 square foot theater and auditorium, and associated interim and street level facade modifications, subject to conditions.

	Approved a site plan amendment to convert approximately 4,000 square feet of storage space to retail G.F.A., subject one condition.
June 5, 1993	Approved a site plan amendment to construct approximately 13,150 square feet of G.F.A. on the existing plaza deck (9,370 sq. ft.) and in a new mezzanine area within the existing tower (3,780 sq. ft.) for use as exhibit space, museum administrations and support areas, subject to conditions.
February 5, 1994	Deferred a site plan amendment to construct a park on the Loop Road bridge to March 5, 1994.
March 12, 1994	Approved a site plan amendment for the park design concept for the Loop Road bridge and approved, ratified, and affirmed the Declaration of Mutual Intent executed between the County Manager and Twin Towers Associates, Twin Towers II Associates, 1101 Associates, and Arland Towers Company, subject to the deletion of conditions number 1, 2, and 4 of the January 19, 1991 site plan amendment and the conditions in an excerpt from the March 12, 1994 County Board minutes.
May 7, 1994	Approved a site plan amendment for the installation of two receive-only antennae; one (1) 3.0 and one (1) 3.7 meters in diameter.
November 19, 1994	Continued a site plan amendment for live entertainment including dancing, in an existing restaurant from 9:00 p.m. to 1:30 a.m., seven days a week with a review in five (5) years.
June 4, 1996	Approved a site plan amendment for the conversion of approximately 1,100 square feet of mall area to retail gross floor area.
December 12, 1998	Approved a site plan amendment for the conversion of 8,500 square feet of retail designated mall area to private office space.
July 14, 1999	Approved a site plan amendment for the conversion of approximately 52,000 square feet of

	communication production facilities, physical fitness center, and office space total office space.
November 1, 2000	Approved a site plan amendment for a second rooftop sign at 1100 Wilson Boulevard.
April 21, 2001	Denied a site plan amendment to add a drop-off/curb pick-up area along Wilson Boulevard at 1000 Wilson Boulevard.
January 11, 2003	Approved a site plan amendment for a 315 square foot rooftop sign on 1000 Wilson Boulevard "Northrop Grumman."
March 15, 2003	Approved a site plan amendment for one rooftop sign, one electronic message sign and video display screen on 1100 Wilson Boulevard for WJLA. Approved a FAB sign on 1000 Wilson Boulevard for WJLA.
April 26, 2003	Approved a site plan amendment for one rooftop sign on 1000 Wilson Boulevard for Northrop Grumman.
October 18, 2003	Approved interim conversion of 1,335 square feet of retail space to conference room use with reversion or renewal consideration no later than October 2008.
February 7, 2004	Approved a site plan amendment one rooftop sign, one electronic message sign and video display screen on 1100 Wilson Boulevard for WJLA.
September 18, 2004	Approved a site plan amendment to amend the comprehensive sign plan for one blade sign and one flat against the building sign at 1100 Wilson Boulevard for Baja Fresh, subject to the condition of the staff report.
May, 17, 2008	Approved a site plan amendment for the comprehensive sign plan for the Northrop Grumman rooftop sign, subject to the conditions of the staff report.

July 19, 2008	Approved a site plan amendment converting 4,520 square feet conference room use and retail use to television studio use for WJLA-TV.
December 11, 2010	Approved a site plan amendment to convert television studio space to office.
April 21, 2012	Approved a site plan amendment permitting live entertainment and dancing at the China Garden Restaurant, subject to a County Board review in one (1) year.

Approved Condition #7 (For reference purposes only)

7. The electronic message sign and video screen may be used only for news and weather information and sports reports. The applicant agrees that the electronic message sign will include announcements for community-oriented, cultural, civic or historic events at no cost, with prior consent by the applicant which would not unreasonably be held. The applicant agrees that no infomercials or paid advertisement will be shown on either the electronic message sign or video display screen and only commercial messages that are incidental to or inseparable from the programming projected on the signs will be allowed. Also, no off site commercial messages will be allowed.

Existing Screen Size = 172 sq. ft.
Proposed Screen Size = 164 sq. ft.
Difference = 8 sq. ft. smaller

Scaled existing screen size

Existing Width = 13'9"

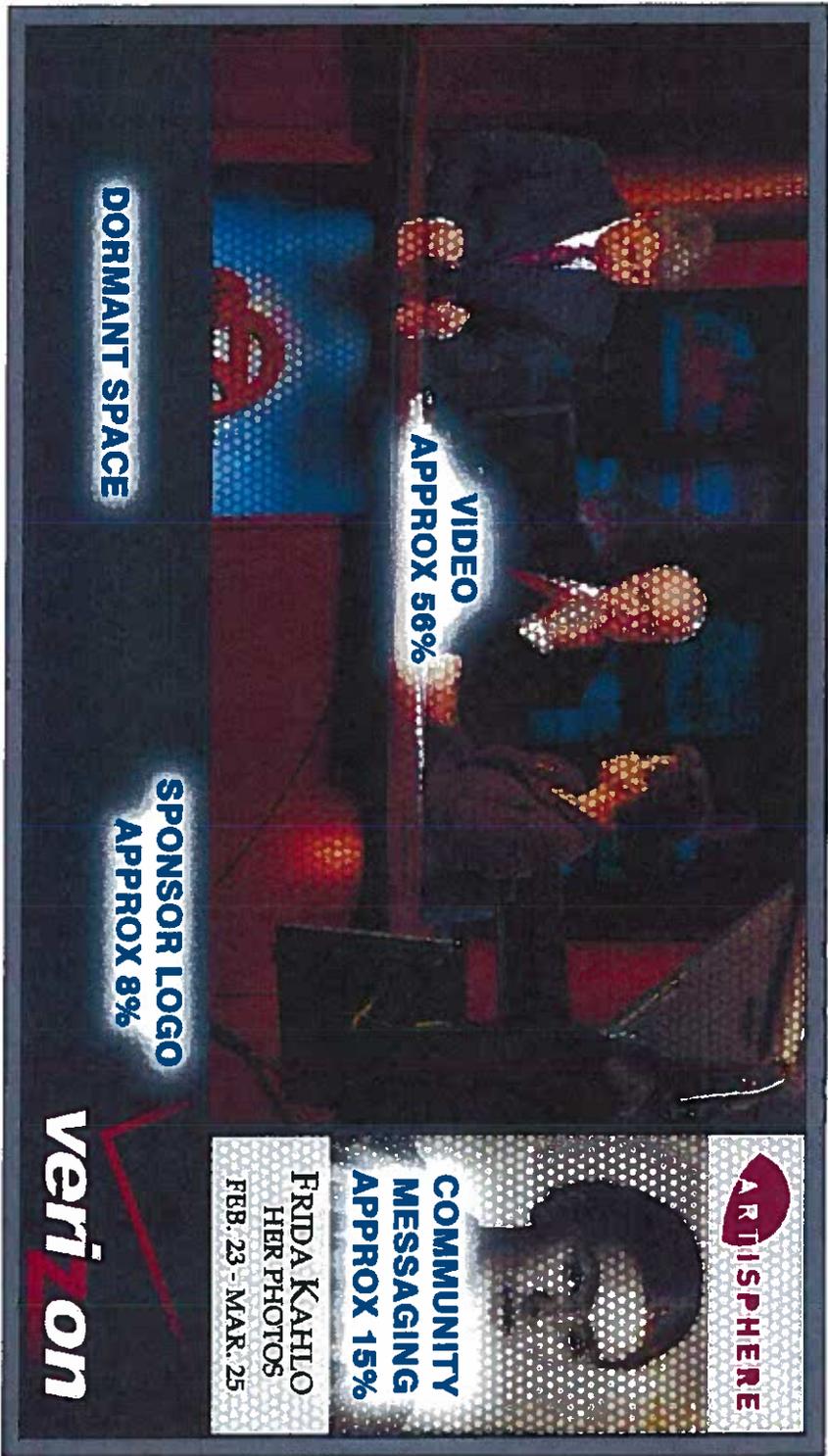
Proposed Width = 17'

Scaled
proposed
screen
size



Existing Height = 12'5"

Proposed Height = 9'7"



ARTISPHERE



COMMUNITY MESSAGING
APPROX 15%

FRIDA KAHLO
 HER PHOTOS
 FEB. 23 - MAR. 25

DORMANT SPACE

VIDEO
APPROX 56%

SPONSOR LOGO
APPROX 8%



**TO: Matthew Pfeiffer
Arlington Community Planning, Housing and
Development**

**FROM: Lucia deCordre, Urban Design Director
Rosslyn Business Improvement Corporation Urban Design Committee**

**RE: Site Plan #125, 1000-1100 Wilson Boulevard, Minor Site Plan Amendment
for Comprehensive Sign Plan**

DATE: May 1, 2012

Rosslyn Business Improvement Corporation (RBIC) Urban Design Committee is writing in support of the minor site plan amendment for the comprehensive sign package at 1100 Wilson Boulevard.

The Urban Design Committee reviewed the proposed changes to the Jumbotron screen at their April 18 meeting and voted in favor of the improvements as outlined below.

The committee favored replacing the existing jumbotron with a new and wider aspect ratio screen and high definition technology. Additionally, the Committee approved and endorsed the incorporation of an 8% screen area for sponsorship and a 15% screen area for community messaging. Such a replacement will further the capabilities of the Jumbotron by allowing the operator to stream news programming and community messaging simultaneously and providing another tool to disseminate community information.

The Committee understands that the proposed screen will be 164 square feet in size, less than the original 172 square feet size limit. Due to the place-making nature of this sign in the Rosslyn community, the Urban Design Committee recommends that the county consider allowing a proportionately larger screen/monitor, greater than the 172 square feet limit, in the same location without impacting the overall sign area allowed in the comprehensive sign plan for site plan #125.

RBIC believes the proposed sign improvements will continue to add interest and contribute positively to the changing Rosslyn pedestrian environment. Such signage benefits the community as a whole, both physically and economically.

We look forward to more signage that will help shape Rosslyn into a prominent community and quality environment.

Pam Locke

From: Puvak, Jonathan <jpuvak@arl.thelandlawyers.com>
Sent: Monday, June 04, 2012 8:54 AM
To: Matthew Pfeiffer
Cc: Walsh, Nan E.
Subject: FW: 1100 Wilson Jumbotron MSPA

Follow Up Flag: Follow up
Flag Status: Flagged

Matt,

Based on the feedback that you provided regarding your initial community outreach, the Applicant contacted Stan Karson with RAFOM directly. Please see the email below clarifying the position of the RAFOM Board regarding our application. Feel free to contact me to further discuss.

Thanks,

Jon

Jonathan D. Puvak
Walsh Colucci Lubeley Emrich & Walsh, P.C.
2200 Clarendon Boulevard, Suite 1300
Arlington, Virginia 22201-3359
Office Phone: 703-528-4700 Ext. 5455
Fax: 703-525-3197
jpuvak@thelandlawyers.com

Begin forwarded message:

From: <Dcstan@aol.com>
Date: June 2, 2012 8:33:58 PM EDT
To: <AMcGeorge@mondayre.com>
Cc: <stuandan@comcast.net>
Subject: Re: 1100 Wilson Jumbotron MSPA

Andrew,
Yes, you may forward my email to Matt Pfeiffer.
Stan

In a message dated 6/2/2012 4:43:22 P.M. Eastern Daylight Time,
AMcGeorge@mondayre.com writes:

Stan,
Thank you for your thoughtful consideration on this matter. Do you mind if I forward your email below to Matt Pfeiffer with Arlington county staff? Thank you again and enjoy the rest of the weekend.

Andrew McGeorge
Director

Monday Properties
1000 Wilson Blvd., Suite 700
Arlington, VA 22209

Tel: 703-284-0212
amcgeorge@mondayre.com

On Jun 2, 2012, at 2:15 PM, "Dcstan@aol.com" <Dcstan@aol.com> wrote:

Andrew,
I forwarded your email of May 29 on the jumbotron screen to the RAFOM Board, and those responding feel that your explanation, that "commercial" denotes only a sponsorship logo that would cover only a small percentage of the screen, resolves our initial concern.
Stan

In a message dated 5/29/2012 4:23:57 P.M. Eastern Daylight Time, AMcGeorge@mondayre.com writes:

Hi Stan,

It was nice chatting with you on Friday. Per our discussion, I wanted to clarify that WJLA is proposing approximately 8% of the jumbotron screen to be used for a sponsorship logo (i.e. Verizon, Boeing, etc) and not commercial advertising. Additionally, approximately 15% of the screen would be used for community messaging (i.e. Artisphere, etc.). The remainder of the screen would be used for news and related programming. The sponsorship logo and community service messaging will be incidental and ancillary to the primary news messages on the jumbotron. I have attached a pdf of the layout of the screen that you can share with other members of your board. I hope this e-mail answers your questions.

Best,

Andrew

<image001.jpg>

ANDREW MCGEORGE

Director

MONDAY PROPERTIES

1000 Wilson Boulevard

Suite 700

Arlington, VA 22209

tel: 703-284-0212

fax: 703-524-7667

amcgeorge@mondayre.com

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Pam Locke

From: Jennifer Zeien <jzeien@verizon.net>
Sent: Tuesday, May 15, 2012 1:36 PM
To: Matthew Pfeiffer; dcstan@aol.com
Subject: Re: SP #25, Replacement of Jumbotron

Follow Up Flag: Flag for follow up
Flag Status: Completed

Hi Matt:

We have yet to receive the package but the proposal was presented to us at last month's Urban Design Committee meeting. We were generally supportive of modernizing the Jumbotron technology but were disappointed that the screen will be smaller than the existing installation and the area devoted to media content will be smaller still -- will this actually be a "Jumbotron" or only a "Minitron"? We understand that this smaller screen and advertising alternative was selected because of financial considerations, but it is still a disappointment.

Jennifer

----- Original Message -----

From: [Matthew Pfeiffer](#)
To: [Jennifer Zeien \(jzeien@verizon.net\)](#) ; [dcstan@aol.com](#)
Sent: Thursday, May 10, 2012 3:17 PM
Subject: SP #25, Replacement of Jumbotron

Hi Jennifer and Stan,

I am reviewing a request from the owners of Arland Towers (SP #25) for an amendment to Conditions #6 and 7 to permit replacement of the Jumbotron with a newer and higher-resolution screen. The size of the screen will actually decrease slightly, from 172 sq ft to 164 square feet. The screen will be placed in the same location on the building face as the existing one.

The applicant is requesting that the County consider allowing 8% of the screen to be used for a static sponsor message. This requires an amendment to Condition #7, which currently prohibits commercial messaging on the Jumbotron.

You should be receiving copies of the application in the mail shortly. Please let me know if the community has any comments or questions.

Thanks,

Matt Pfeiffer

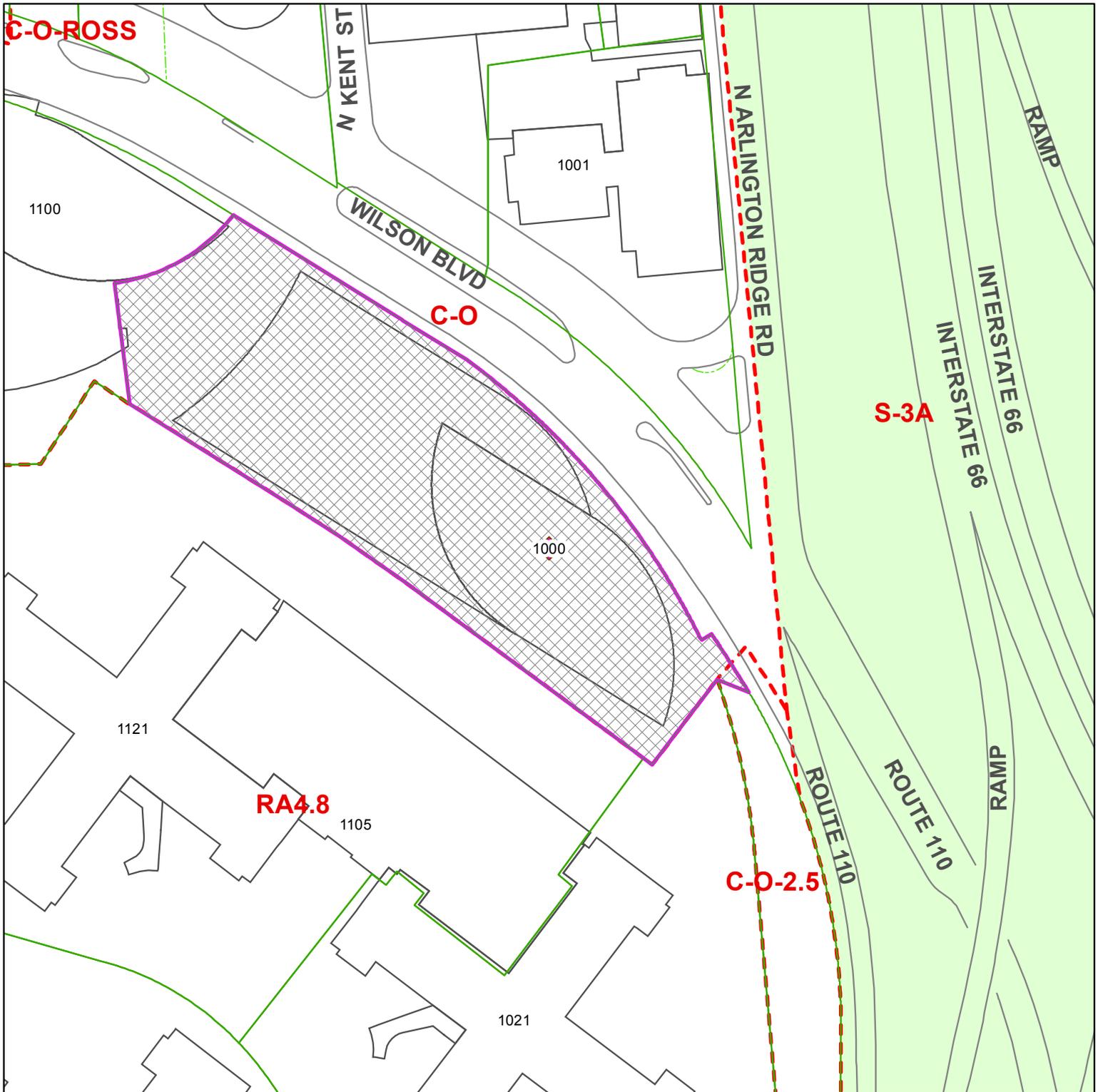
Matthew W. Pfeiffer
Associate Planner



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SP#125

1000 and 1100 Wilson Blvd

RPC# 17-001-010, -011



 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.