



ARLINGTON COUNTY, VIRGINIA

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

DATE: June 26, 2012

SUBJECT: SP #402 SITE PLAN AMENDMENT for a comprehensive sign plan amendment to add a projecting sign for Giant Food at Penrose Square; located at 2501 9th Road South (RPC# 25-016-012).

Applicant:

Carbon Thompson Development LLC
Garrett W. Erdle
13650 Dulles Technology Drive, Ste. 250
Herndon, Virginia 20171

By:

Kari Lowery
Gable Signs and Graphics, Inc.
7440 Ft. Smallwood Road
Baltimore, MD 21226

C.M. RECOMMENDATION:

Adopt the attached ordinance to approve a site plan amendment to SP #402 to allow an additional projecting sign for Giant Food; located at 2501 9th Road South, subject to the conditions of the ordinance.

ISSUES: This is a site plan amendment to revise the comprehensive sign plan for Penrose Square along the Columbia Pike Special Revitalization District to allow one (1) additional projecting sign for Giant Food located within the development. No issues have been identified.

SUMMARY: The applicant is requesting a site plan amendment to modify the comprehensive sign plan for Penrose Square in order to accommodate an additional projecting sign for Giant Food. Currently, the visibility of Giant is limited, since the building does not front directly on Columbia Pike. The applicant is requesting a projecting sign 19.2 square feet in size to be

County Manager:

BMD/GA

County Attorney:

[Signature] *[Signature]*

Staff: Natalie Sun, DCPHD, Planning Division

PLA-6236

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located on the building along the Columbia Pike street frontage. No Giant grocery store signs currently exist on the building along this frontage. The existing comprehensive sign plan allows five (5) signs for Giant Food, three (3) of which are located along the pedestrian walkway between 9th Street South and 9th Road. The remaining two (2) wall signs are situated along South Barton Street and South Adams Street. At 19.2 square feet, the additional proposed projecting sign for Giant is consistent with the provisions of the Zoning Ordinance regulations for projecting signs advertised by the County Board at their June 19, 2012 recessed meeting. Under the advertised Zoning Ordinance, projecting signs should not exceed 20 square feet in size. The Penrose Square signs are intended to be consistent with *The Columbia Pike Special Revitalization District Form Based Code (FBC)*, though they are not required to meet the FBC signage standards as the development is a site plan approved under the provisions of Section 36.H. of the Zoning Ordinance. The proposed projecting sign exceeds the maximum size for projecting signs permitted by the FBC. However, the approved condition for the Penrose Square project anticipated modifications for grocery store signs, such as a larger projecting sign. Furthermore, the County has a grocery store policy to encourage retaining and attracting new grocery stores in Arlington, and the proposed additional Giant Food projecting sign is consistent with that policy. The total permitted sign area based on the linear frontage of the building is 2,283 square feet. With the proposed projecting sign, the total sign area for the building will be 1,140 square feet. Since Giant Food is set back from Columbia Pike and visibility is obstructed, the proposed projecting sign will give the store a needed presence on Columbia Pike. Therefore, staff recommends that the County Board adopt the attached ordinance to approve the site plan amendment request for a comprehensive sign plan amendment for Penrose Square, subject to all previously approved conditions and proposed revised Condition #50.

BACKGROUND: The County Board approved a comprehensive sign plan for the Penrose Square building at 2501 9th Road South on July 10, 2010. The existing Giant Food grocery store is set back from Columbia Pike, and therefore the applicant is requesting one (1) additional projecting sign to be located along the Columbia Pike building frontage for improved street presence.

The following provides additional information about the site and location:

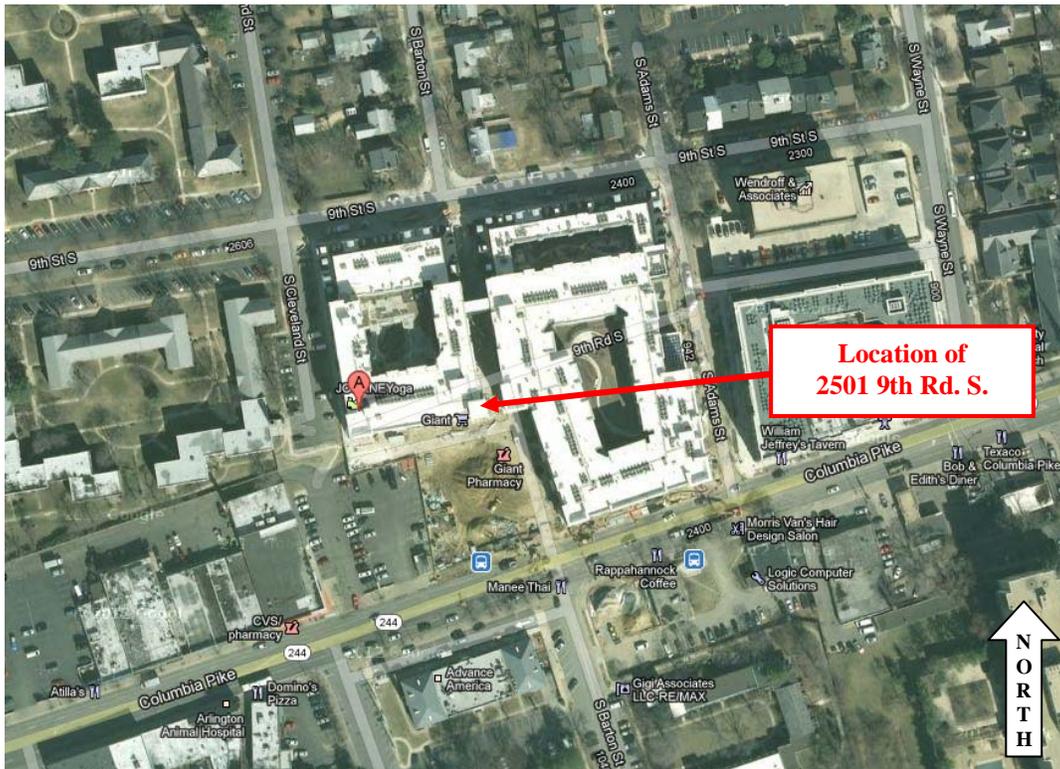
Site: The 150,136 square foot (3.44 acres) site is bounded by South Adams Street, South Cleveland Street, 9th St. South, and Columbia Pike. The uses surrounding the site include:

- To the north: Single-family homes and townhomes.
- To the west: Fillmore Gardens Shopping Center and Apartments.
- To the east: Siena Park, a Form Based Code mixed-use project.
- To the south: Arlington Village Condominiums and existing strip commercial.

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

Land Use Plan: The site is designated on the General Land Use Plan (GLUP) as “Medium” Office-Apartment-Hotel (2.5 F.A.R. Office Density, Up to 115 units per acre Apartment Density, up to 180 units per acre Hotel Density) with special provisions within the Columbia Pike Special Revitalization District. This project is located within the Town Center node of the Columbia Pike Special Revitalization District.

Neighborhood: The site is located within the Penrose Civic Association. The Columbia Heights Civic Association is across Columbia Pike from the site. The Penrose Civic Association and Columbia Heights Civic Association were notified but as of the writing of this report, have not provided a response on the proposed comprehensive sign plan amendment.



Source: Google Maps

DISCUSSION: The following table provides details on the existing signs and proposed projecting sign for Giant Food. See Attachment for a copy of the first floor signage locations on the approved comprehensive sign plan.

Type of sign (quantity)	Sign area for each individual sign (total sign area)	Text	Materials	Location
EXISTING				
Giant Food projecting sign (1)	27.5 sq. ft.	Giant	Aluminum	9 th Rd. along pedestrian walkway
Giant wall signs (3)	83 sq. ft. (249 sq. ft. total)	Giant	Channel letter with plex faces	S. Barton St., S. Adams St. and along pedestrian walkway
Giant pharmacy Wall sign (1)	33.875 sq. ft.	Giant Pharmacy	Channel letters on narrow raceway	9 th Rd. and the pedestrian walkway
Total Giant Food sign area approved:		310.375 sq. ft.		
PROPOSED				
Giant Food projecting sign (1)	19.2 sq. ft.	Giant	Aluminum	Columbia Pike at S. Barton St. intersection
Additional Giant Food sign area proposed:		19.2 sq. ft.		
Total comp. sign area approved:		1120 sq. ft. + up to 180 sq. ft. for second-floor retail		
Total sign area permitted based on total linear frontage:		2,283 sq. ft.		

The proposed Giant Food projecting sign (See Figure 1) is 2'6" x 7'8" and is identical in design to the existing approved projecting sign on 9th Road South along the pedestrian walkway. Since the Giant grocery store fronts along 9th Road South and is set back from Columbia Pike, visibility of the store and other Giant signs are blocked. Giant currently does not have a sign on the building frontage along Columbia Pike.

Figure 1. Proposed projecting sign along Columbia Pike at South Barton Street intersection.



The proposed Giant projecting sign is consistent with the provisions of the advertised Zoning Ordinance amendment requirements for signs. *The Columbia Pike Special Revitalization District Form Based Code (FBC)* permits three (3) wall or window signs per tenant, one (1) additional wall or window sign for tenants with more than one (1) frontage, and one (1) projecting sign per tenant per street frontage. While the FBC does encourage the use of projecting signs, the FBC states that projecting signs shall not be more than six (6) square feet in size. The proposed Giant Food projecting sign is located approximately 21 feet above the sidewalk, which is consistent with the FBC standard that projecting signs be a minimum of nine (9) feet from the sidewalk, and the advertised Zoning Ordinance regulations for signs require projecting signs to be a minimum of ten (10) feet above finished grade. Although the Penrose Square signs are not required to meet the FBC signage standards, the signs are intended to be consistent with the FBC. The proposed projecting sign exceeds the maximum size that the FBC allows for projecting signs. However, the approved condition for the Penrose Square project anticipated modifications for grocery store signs, which would support having a larger projecting sign. The County also has a grocery store policy to encourage retaining and attracting new grocery stores in Arlington, and the additional Giant Food projecting sign that is proposed is consistent with that policy. Because the Giant is set back from the street frontage, behind a plaza, and visibility is obstructed, this additional projecting sign will help to ensure the success

of the grocery store that is needed to serve this neighborhood, and the greater community, by giving it a presence on Columbia Pike.

CONCLUSION: The proposed sign is within the total amount of sign area permitted by the advertised Zoning Ordinance. This additional projecting sign is reasonable given the scale and location of the Giant grocery store in this mixed-use project. The additional sign would increase the total project sign area from 1,120 square feet to 1,139.2 square feet, which is still well below the 2,283 square feet of sign area calculated based on the linear frontage of the building. Since Giant Food is set back from Columbia Pike and visibility is obstructed, the proposed projecting sign will give the store a needed presence on Columbia Pike. Therefore, staff recommends that the County Board adopt the attached ordinance to approve the site plan amendment request for a comprehensive sign plan amendment for Penrose Square, subject to all previously approved conditions and the proposed revised Condition #50.

SITE PLAN AMENDMENT ORDINANCE

WHEREAS, an application for a Site Plan Amendment dated March 23, 2012 for Site Plan #402, was filed with the Office of the Zoning Administrator: and

WHEREAS, as indicated in Staff Report[s] prepared for the July 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 subject to numerous conditions as set forth in the Staff Report[s]; and

WHEREAS, the County Board held a duly-advertised public hearing on that Site Plan Amendment on July 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 as amended:

- Substantially complies with the character of master plans, officially approved neighborhood or area development plans, and with the uses permitted and use regulations of the district as set forth in the Zoning Ordinance; and
- 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 March 23, 2012 for Site Plan #402, and as such application has been modified, revised, or amended to include the drawings, documents, conditions and other elements designated in the conditions below (which drawings, etc... are hereafter collectively referred to as “Revised Site Plan Application”), for a Site Plan Amendment for a Comprehensive Sign Plan Amendment, for

the parcel of real property known as RPC# 25-016-012 and 2501 9th Road South, approval is granted and the parcel so described shall be used according to the Site plan as originally approved on October 24, 2006 and amended from time to time as shown in the records of the Office of Zoning Administration, and as amended by the Revised Site Plan Application, subject to all previous conditions with condition 50 revised as follows: condition:

Revised Condition #50:

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 meet, when possible, the guidelines contained in the Columbia Pike Form Based Code (Section 20. – Appendix A of the Zoning Ordinance) and with Section 34 of the Zoning Ordinance. Modifications to the guidelines found within the Columbia Pike Form Based Code are permitted for the grocery store signs. 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 elevation at entrances, shall require a site plan approval or amendment.

The developer further agrees, in its fulfillment of Condition #64 below (retail attraction and marketing plan), that the only types of retail signs that shall be permitted shall be consistent with types of signs permitted by Section 34 of the Zoning Ordinance or with the comprehensive sign plan approved by the County Board on July 10, 2010 with amendments approved on July 21, 2012, and shall include some or all of the following: building wall signs; blade signs; window signs; carved, painted or sculptural signs; canopy or awning signs; logo signs; and, permanent quotes on building walls and blade signs.

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. Individual tenants must apply for and obtain sign permits, including the design, colors, and materials of the signs, which shall be reviewed by the County Manager to ensure consistency with the comprehensive sign plan.

- a. The developer agrees that all project signs shall be consistent with the comprehensive sign plan prepared by Dodd Creative Group and dated June 30,

2010 and approved by the County Board on July 10, 2010 with amendments approved on July 21, 2012. The developer further agrees that all signs shall be of the number, type, size, location, and structure shown on the comprehensive sign plan. Sign lighting shall conform to the requirements of the Zoning Ordinance. The total project sign area shall not exceed ~~4,120~~ 1,139.2 square feet, plus the additional 180 sq. ft. for the second floor retail along Columbia Pike as outlined below.

- b. The developer agrees that retail signage is limited to three (3) signs per retail bay, with the option of choosing among three (3) of the four (4) types of retail sign types (wall or canopy mounted, projecting, awning, or window) depicted in the comprehensive sign plan. The developer agrees that flexibility is permitted in the location of retail tenant signs (with the exception of the Giant Food store signs) in that the non-Giant retail tenant signs can be moved within each retail bay, so long as the sign area for each retail tenant is not exceeded. The developer agrees that each individual retail tenant will obtain sign permits for their signs, and will submit information on the total linear frontage for each retail tenant when applying for individual sign permits. The sign area for each retail sign will be based on the linear frontage for each retail tenant. The total retail linear frontage for the entire project will not exceed 624 sq. ft. for the 1st floor retail.
- c. The developer agrees that the second floor retail is permitted a total of 180 sq. ft. of retail signage, which shall be allocated as follows: 60 sq. ft. per tenant if there are three (3) second floor tenants, 90 sq. ft. per tenant if there are two (2) second floor tenants, and 180 sq. ft. total if there is one (1) second floor tenant. The developer agrees that retail signage for the second floor is limited to three (3) signs per retail bay, with the option of choosing among a wall, canopy mounted, projecting, or window, in the locations depicted in the comprehensive sign plan. For the projecting signs, each second story tenant shall be allowed to deploy such sign at the ground floor entrance in the location(s) depicted on the comprehensive sign plan.
- d. The developer agrees that minor changes to the approved signs may be approved administratively by the Zoning Administrator. For the purposes of the preceding sentence, minor changes shall include only the following: (i) a minor adjustment in the location of a sign to meet field conditions (less than 1 foot in any direction); or (ii) a minor change in the area of an individual sign (less than 5%).
- e. The developer agrees that one (1) temporary leasing sign is permitted as shown in the comprehensive sign plan. The temporary leasing sign must be removed one (1) year after placement on the building. The Zoning Administrator may re-approve the temporary leasing signs for a period of six (6) months at any time the developer demonstrates to the Zoning Administrator that the leased space is vacant or will become vacant within a period of sixty (60) days.

- f. The developer agrees that the Penrose Square rooftop building identification sign above 35 feet will include dimmable lighting that will allow the applicant to adjust 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 Manager, 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.

PREVIOUS COUNTY BOARD ACTIONS:

August 1961	Designated as “Undetermined Uses” on the General Land Use Plan.
May 16, 1964	Approved a rezoning of RPC #25-016-006, -009, -011 from “C-1” and “C-2” to “C-S-C”, and approved a site plan (SP #38) as part of the rezoning.
December 1964	Designated “General Business” on the General Land Use Plan.
April 1975	Designated as “Service Commercial” (Personal and business services. Generally one to three stories, maximum 1.0 FAR) on the General Land Use Plan.
June 25, 1977	Approved a rezoning of RPCs #25-016-006, -009, -011 from “C-S-C” to “C-1” because “C-S-C” had been deleted from the Zoning Ordinance.
September 15, 1981	Approved a rezoning of RPCs #25-016-006, -009, -011 from “C-1” to “C-2”.
November 15, 1986	General Land Use Plan amended to include the Columbia Pike Special Revitalization District.
1987	In 1987, the description of “Service Commercial” was shown as “Personal and business services. Generally one to four stories. Maximum 1.5 FAR” on the General Land Use Plan.
December 17, 2002	Columbia Pike Special Revitalization District boundaries amended on the General Land Use Plan.
February 25, 2003	Columbia Pike Special Revitalization District Form Based Code (Section 20 of the Zoning Ordinance) adopted.
February 10, 2004	Columbia Pike Street Space Plan adopted and Columbia Pike Special Revitalization District Form Based Code amended to include new Required Building lines. The description of “Service Commercial” was also shown as “Personal and business services. Generally one to four stories. Maximum 1.5 FAR with special provisions within

the Columbia Pike Special Revitalization District” on this GLUP.

July 10, 2006

County Board accepted the withdrawal of a use permit request for approval under the Columbia Pike Form Based Code (RPCs #25-016-006, -009, -011).

County Board authorized advertisement of a General Land Use Plan amendment from “Service Commercial” to “Medium” Office-Apartment-Hotel; a rezoning from “C-2” to “C-O-2.5;” and a site plan.

September 16, 2006

County Board authorized advertisement of a General Land Use Plan amendment from “Service Commercial” to “Public” and of a rezoning from “C-2” to “S-3A” for the portion of the site to be included in the public square called for in the Columbia Pike Special Revitalization District Form Based Code.

October 24, 2006

Approved the Site Plan to construct approx. 299 dwelling units, approx. 61,500 sq ft grocery store, approx. 36,000 sq ft retail, modification of use regulations for density.

Amended the General Land Use Plan for the subject parcels to “Medium” Office-Apartment –Hotel (2.5 F.A.R. Office Density, Up to 115 units per acre Apartment Density, up to 180 units per acre Hotel Density).

Rezoned the subject parcels from “C-2” Service Commercial – Community Business Districts to “C-O-2.5” Commercial Office Building, Hotel and Apartment Districts.

July 11, 2009

Approved Site Plan Amendment pertaining to Plat of Excavated Area.

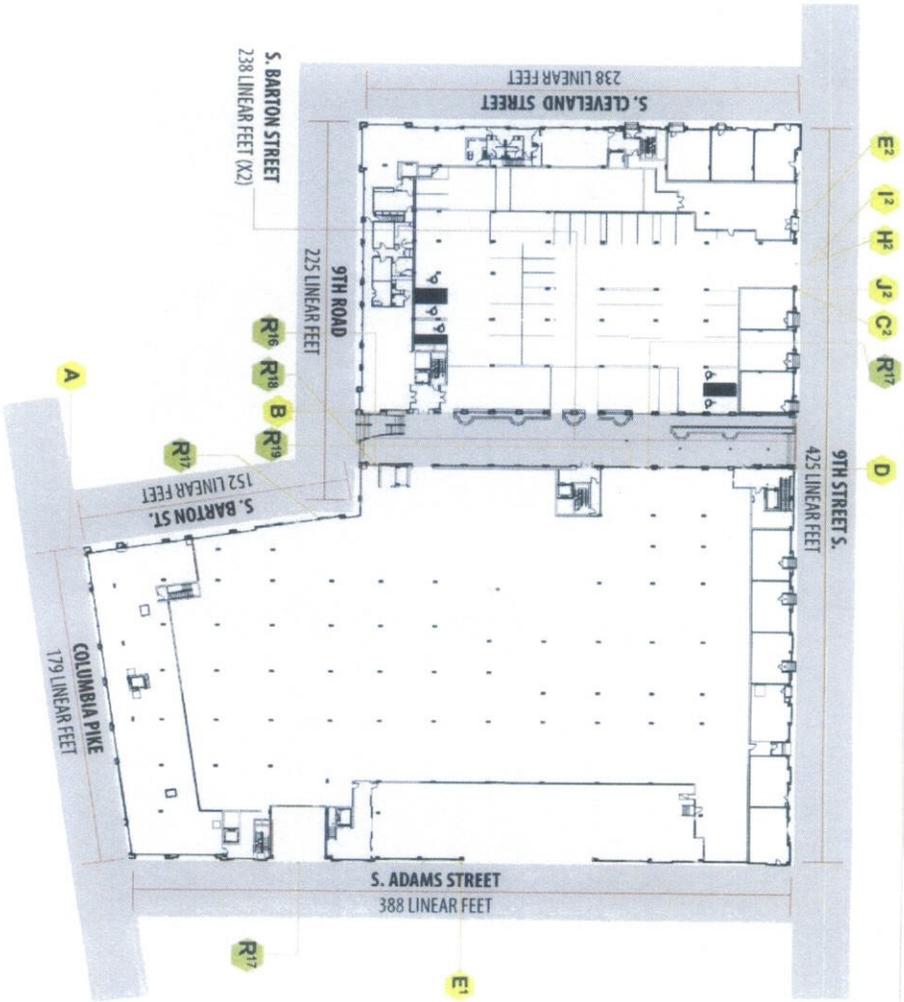
September 26, 2009

Approved amendment to conditions pertaining to vacation and encroachments, Columbia Pike Site Frontage, sidewalk and design improvements, sanitary sewer main improvements and water main improvements.

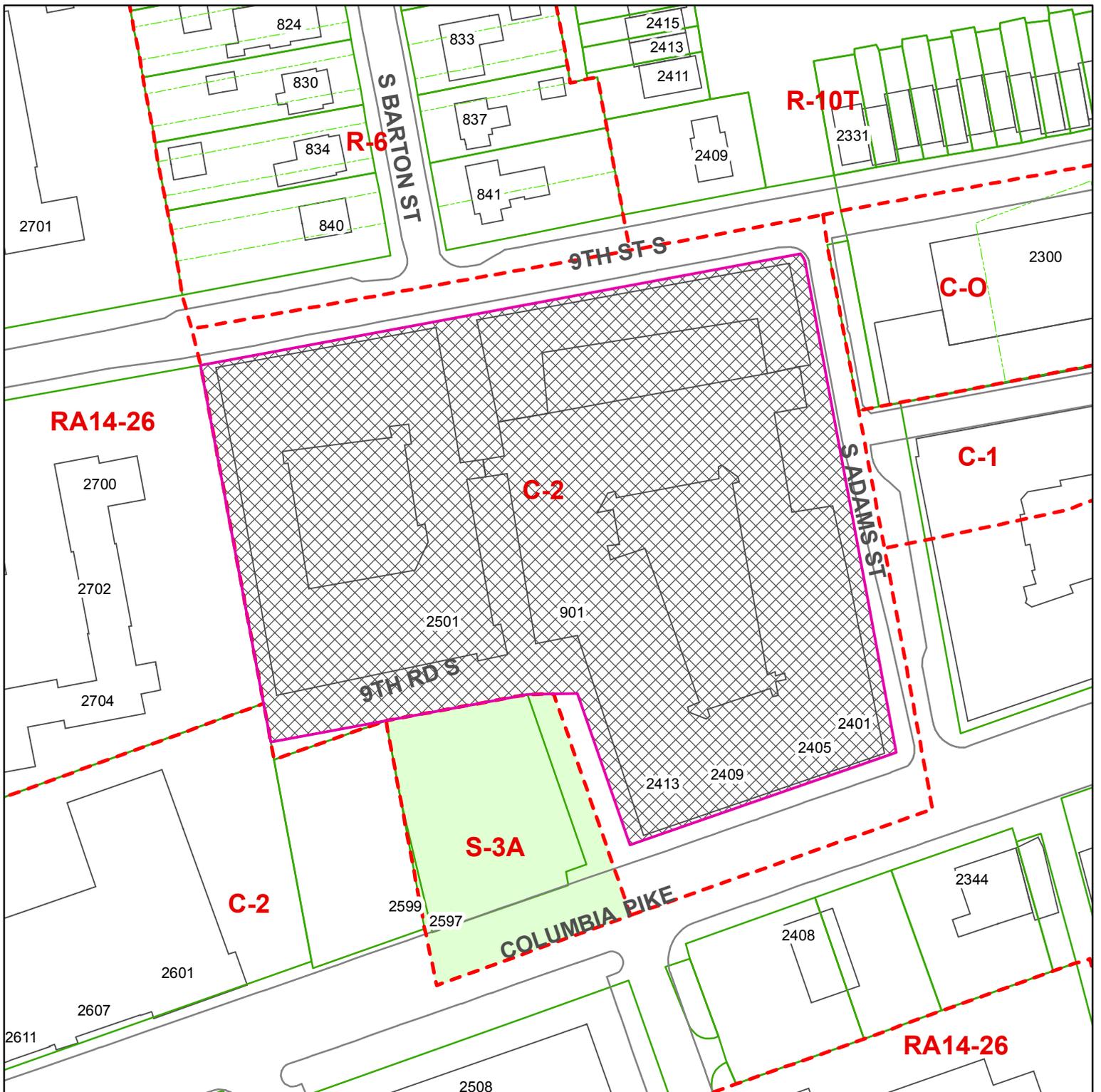
June 12, 2010	Deferred the request for a comprehensive sign plan for Penrose Square to the July 10, 2010 County Board meeting.
July 10, 2010	Approved a comprehensive sign plan for Penrose Square.
October 26, 2010	Approved amendments to add a new condition granting the Zoning Administrator the authority to modify the timing required for compliance with certain conditions, and to modify the condition requirements for the excavation plat and wall check survey

1ST FLOOR SIGNAGE
TOTAL LINEAR FEET FOR PROJECT: 2283

-  PUBLIC RIGHT OF WAY
-  BUILDING SIGNAGE
-  GIANT SIGNAGE
-  RETAIL STORE FRONTAGE
(TOTAL: 624)



DODD CREATIVE GROUP



SP # 402

2501 9th Rd. S.

RPC # 25-016-012

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

Department of Community Planning, Housing and Development



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

Planning Division