



## ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item  
Meeting of October 13, 2007

**DATE:** September 26, 2007

**SUBJECT:** SP #25 SITE PLAN AMENDMENT, Corporate Executive Board, rooftop sign;  
1919 N. Lynn Street (Waterview) (RPC #16-018-004, 006, -010)

**Applicant:**

The Corporate Executive Board Company

**By:**

Venable, LLP  
8010 Towers Crescent Drive, Suite 300  
Vienna, Virginia 22182

**C.M. RECOMMENDATION:**

Approve the Corporate Executive Board roof top sign for the Waterview office building.

**ISSUES:** None.

**SUMMARY:** The applicant requests a site plan amendment to the Waterview site plan to permit the addition of a rooftop sign. The rooftop sign is proposed for the office building along the site's north facade. Staff finds that the sign is in compliance with the Zoning Ordinance and the *Sign Guidelines for Site Plan Buildings*, and therefore, recommends it be approved.

**BACKGROUND:** The Waterview site plan, which is described below, requires a site plan amendment to add a rooftop sign for the sole tenant of the site's office building. A Comprehensive Sign Plan which administratively approved signs for the Waterview project in May 2007 did not include the approval of rooftop signs. Rooftop signs for site plan buildings require Site Plan Approval or Site Plan Amendment, and therefore County Board approval.

County Manager: \_\_\_\_\_

County Attorney: \_\_\_\_\_

Staff: Samia Byrd, DCPHD, Planning Division

PLA-4774

Site: The 94,204 square foot site (2.16 acres) is located in Rosslyn at 1919 N. Lynn Street bound by North Lynn Street, 19<sup>th</sup> Street North and I-66. Immediate site boundaries are indicated below.

- To the north: The entrance ramp to I-66.
- To the west: Rosslyn Building East, a 12-story office building.
- To the east: 19-story Park Tower office building.
- To the south: 1801 North Lynn Street, a 24-story office building.

Zoning: “C-O Rosslyn”.

General Land Use Plan Designation: “High” Office-Apartment-Hotel.

Neighborhood: North Rosslyn Civic Association and the Rosslyn Renaissance. The site is adjacent to the Radnor/Ft. Myer Heights Civic Association.

**Existing Development:** The Waterview site plan was approved as a mixed use office, hotel and residential development in two buildings in July 2000 with major site plan amendments approved in 2002. An office building and hotel/residential building are currently under construction.

**Proposed Development:** The following table sets forth the details for the proposed rooftop sign.

| Sign Dimensions   | Area (Sq. Ft) | Height From A.S.E* (Feet) | Text                                  | Location   | Materials  |
|---|---------------|---------------------------|---------------------------------------|--|--|
| 86'-9 1/4" (Text/Logo Length);<br>3'-6 1/8" (Text Height);<br>4'-9 3/8" (Logo Height) | 307.5         | 287.44                    | Corporate Executive Board (plus logo) | Horizontally positioned on the north side of the office tower along the I-66 right of way. | Internally illuminated white neon reverse channel mounted letters and logo with 3M day/night film applied to face; Letter will appear blue during the day and glow white at night. |
| <b>Total Sign Area</b>  | <b>307.5</b>  |                           |                                       |  |  |
| <i>*Note: ASE = 63.77 feet; Top of Building Parapet is 360.60 Feet</i>                |               |                           |                                       |  |  |

**Approved Plans and Policies:** Section 34 of the Zoning Ordinance; *Sign Guidelines for Site Plan Buildings.*

**DISCUSSION:** The table below calculates the allowable square footage permitted for rooftop signs for the Waterview project.

| <b>Building Length @ Street Frontage/Public Right-of-Way</b> | <b>Linear Feet</b> |
|--|--------------------|
| North Lynn Street  | 270.59             |
| 19 <sup>th</sup> Street North                                | 341.18             |
| I-66   | 355.88             |
| <b>Total Length at Street Frontage/Public Right-of-Way</b>   | <b>967.65</b>      |

Based on the building length at the street frontage/public right of way, permitted sign area is 967.65 square feet. The proposed rooftop sign at 307.5 square feet would account for 32% of the total permitted rooftop sign area.

In September 2007, the County Board approved two rooftop signs for the Waterview project’s hotel/residential building. With the addition of this proposed rooftop sign for the Corporate Executive Board tenant, total rooftop sign area for the Waterview Project would be 413.55 square feet (43% of the total permitted rooftop sign area). This is consistent with the Zoning Ordinance and *Sign Guidelines for Site Plan Buildings*

| Type                                  | Area (Sq. Ft) | Height From A.S.E* (Feet) | Text                                      | Location                               |
|---------------------------------------|---------------|---------------------------|---|--|
| CEB Rooftop Sign                      | 307.5         | 287.44                    | Corporate Executive Board plus logo       | I-66 Frontage                          |
| Hotel/Residential Tenant Rooftop Sign | 101.67        | 55.00                     | Hotel Palomar/ Domaso Trattoria Moderna   | 19 <sup>th</sup> Street North Frontage |
| Hotel/Residential Retail Rooftop Sign | 4.38          | 36.23                     | Palomar Vending (Domasino Caffe Espresso) | 19 <sup>th</sup> Street North Frontage |
| <b>Total Rooftop Sign Area</b>        | <b>413.55</b> |                           |   |  |

According to the *Sign Guidelines for Site Plan Buildings*, rooftop signs should not directly face a residential neighborhood or areas such as Route 66, the George Washington Parkway, Washington DC Monumental Core, or Arlington Cemetery, where the County Board has restricted signs through policy actions. While the proposed rooftop sign will be located along the site’s north elevation, whose street frontage and public right-of-way is I-66, because of the way in which the building is sited along this frontage, the rooftop sign would not directly face I-66, with visibility from the Key Bridge in Georgetown.

Community Process: Consistent with Site Plan Condition #41, the proposed rooftop sign was presented to the Site Plan Review Committee in September 2007. There was general support for the sign.

**CONCLUSION:** The proposed rooftop sign is generally in compliance with the Zoning Ordinance and *Sign Guidelines for Site Plan Buildings*, and therefore staff recommends it be approved subject to all previous Site Plan conditions and the following revisions to Site Plan Condition #41.

41. The developer agrees to develop a comprehensive sign plan and all exterior signs 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 comprehensive sign plan shall be approved before the issuance of the Above Grade Building Permit. All proposed rooftop signs shall require a site plan approval or amendment and shall be presented to the Site Plan Review Subcommittee prior to consideration by the County Board.

The developer agrees to limit signs on the site to those signs of the comprehensive sign plan as approved by the Zoning Administrator on May 21, 2007, as such comprehensive sign plan may be amended from time to time. In addition, rooftop signs shall be limited to including two rooftop signs approved by the County Board on September 8, 2007 for the Hotel/Residential building and one rooftop sign approved by the County Board on October 13, 2007 for the Office building. The developer agrees that the total sign area permitted for all signs other than rooftop signs for the Waterview project (SP #25) shall not exceed 967.65 square feet. The developer further agrees that the total sign area permitted for rooftop signs for the Waterview project (SP #25) shall not exceed ~~967.65~~ 413.55 square feet. This total includes 106.05 square feet for rooftop signs on the Hotel/Residential building that shall be permitted along the 19<sup>th</sup> Street North frontage and 307.5 square feet for rooftop signs on the office building that shall be permitted along the I-66 frontage as follows:

- a. Sign #05 Hotel Palomar/ Domaso Trattoria Moderna: 101.67 sq ft.
- b. Sign #16 Palomar Vending Sign (Domasino Caffè Espresso): 4.38 sq ft.
- c. Corporate Executive Board Sign: 307.5 sq ft.

The signs shall be of the same materials, dimensions, text and location as presented to and approved by the County Board on September 8, 2007 and October 13, 2007 and as shown on plans dated September 10, 2007 titled "Corporate Executive Board Waterview Office Exterior Signage", and prepared by Gensler. Minor changes to the approved rooftop 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 the sign to meet field conditions (less than 1 foot in any direction); or (ii) either a minor change in the area of the sign (less than 5%) or the total sign area does not exceed 413.55 square feet. All other changes to the approved rooftop signs will require site plan approval or amendment.

PREVIOUS COUNTY BOARD ACTIONS:

- December 16, 1961                      December 16, 1961    Approved a rezoning (Z-1573-61-1) from "M-2" to "C-O" on the 1100 Block 19<sup>th</sup> Street North, north side, and part of 1900 Block North, east side.
- January 25, 1964                      Approved site plan (Z-1573-61-1 and/or SP #25) for the Pomponio, Lynn and Donato Buildings at the northeast corner of North Lynn and 19<sup>th</sup> Streets North subject to conditions.
- September 26, 1964                      Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for conversion of sub-basement-mechanical space to parking; conversion of basement-mechanical space to parking; elimination of first floor up-ramp, parking placed in north side and added on east end; elimination of parking on second floor; and provision of office space on floors three to twelve.
- April 16, 1966                      Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building allowing an additional 10,974 square feet of parking structure.
- August 5, 1967                      Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building to permit construction of an antenna subject to all previous conditions of the site plan approval.
- September 23, 1967                      Approved a site plan amendment (Z-1573-61-1 and/or SP #25) for the Pomponio Building relative to signs.
- August 3, 1974                      Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a sign for State Loan Company of Rosslyn, Inc.
- October 12, 1976                      Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups with a maximum of 8 clients, and seminars with 12 to 15 clients, at premises known as 1925 North Lynn Street, subject to review in two years.

|                    |   |
|--------------------|---|
| September 10, 1977 | Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to convert 14,185 square feet of parking (second floor) to commercial space and 6,480 square feet of gross floor area on premises known as 1111 19 <sup>th</sup> Street North, subject to conditions.  |
| August 1, 1978     | Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to convert 3,824 square feet of approved parking area to commercial or office space, on premises known as 1111 19 <sup>th</sup> Street North, (Lynn Building), subject to the converted space being used for commercial purposes.  |
| October 14, 1978   | Continued site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups at 1925 North Lynn Street, subject to review in 5 years.  |
| March 10, 1979     | Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a building addition on premises known as 1117 19 <sup>th</sup> Street North subject to conditions.   |
| February 9, 1980   | <p>Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Metropark" and a vertical sign reading "Park" for the parcel known as 1925 North Lynn Street.</p> <p>Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Metropark" for the parcel known as 1111 19<sup>th</sup> Street North.</p> <p>Approved a site plan amendment (Z-1573-61-1 and/or SP #25) to permit a horizontal sign reading "Park" for the parcel known as 1117 19<sup>th</sup> Street North.</p> |
| October 1, 1983    | Continued site plan amendment (Z-1573-61-1 and/or SP #25) to permit counseling and therapy groups at 1925 North Lynn Street, with no further review.  |

|                   |   |
|-------------------|---|
| December 12, 1998 | Approved the advertisement of a rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008).                        |
| February 6, 1999  | Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the July 10, 1999 County Board meeting.     |
| July 10, 1999     | Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the October 2, 1999 County Board meeting.   |
| October 2, 1999   | Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the December 11, 1999 County Board meeting. |
| December 11, 1999 | Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the February 12, 2000 County Board meeting. |
| February 12, 2000 | Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the March 11, 2000 County Board meeting.    |
| March 11, 2000    | Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008) to the May 20, 2000 County Board meeting.      |
| May 20, 2000      | Deferred rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19 <sup>th</sup> Street North, 1925 N. Lynn Street, and vacant   |

parcels (RPC #s 16-018-006 and 16-018-008) to the July 22, 2000 County Board meeting.

July 22, 2000

Approved a rezoning request (Z-2453-98-1) from "C-O" to "C-O Rosslyn" for 1001, 1111, and 1117 19<sup>th</sup> Street North, 1925 N. Lynn Street, and vacant parcels (RPC #s 16-018-006 and 16-018-008).

Approved a major site plan amendment request for a mixed use office, retail, hotel and residential development, including staff recommended improvements to the intersection at 19<sup>th</sup> Street North and North Lynn Streets, subject to the conditions of the staff report which supersede all previous conditions.

May 18, 2002

Approved a major site plan amendment request for a mixed use office, retail, hotel and residential development, including previously approved improvements to the intersection at 19<sup>th</sup> Street North and North Lynn Streets, subject to the conditions of the staff report which supersede all previous conditions.

October 2, 2004

Deferred a site plan amendment request to extend the term of the site plan from May 2005 to May 2007 to the December 11, 2004 County Board meeting.

December 11, 2004

Deferred a site plan amendment request to extend the term of the site plan from May 2005 to May 2007 to the February 2005 County Board meeting.

February 12, 2005

Deferred a site plan amendment request to extend the term of the site plan from May 2005 to May 2007 to the April 16, 2005 County Board meeting.

April 19, 2005

Approved a site plan amendment request to extend the term of the site plan from May 2005 to May 2007.

April 20, 2006

Approved a site plan amendment request to increase the amount of construction signage located at 1919 N. Lynn St., subject to all previous conditions and four (4) new conditions which apply solely to the

subject construction sign.

July 7, 2007

Deferred a site plan amendment request for a comprehensive sign plan and rooftop lighting to the September 8, 2007 County Board meeting.  
Approved a site plan amendment request to amend Conditions #64 and #67 re public art.

September 8, 2007

Approved a site plan amendment request for the addition of two rooftop signs to the Comprehensive Sign Plan for the hotel/residential building including an amendment to Condition #41;  
Deferred a site plan amendment request for rooftop lighting to the October 13, 2007 County Board meeting.