



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of November 13, 2007**

DATE: October 30, 2007

SUBJECT: SP #161 SITE PLAN AMENDMENT to amend comprehensive sign plan at 2101, 2107, and 2111 Wilson Boulevard; (RPC: 16-030-022, -023, -024, -025, -026)

Applicant:

2111 Wilson Boulevard, Inc.

By:

Tara Wiedeman, Attorney
Walsh Colucci, Lubeley, Emrich, & Walsh
2200 Clarendon Boulevard, Suite 1300
Arlington, Virginia 22201

C.M. RECOMMENDATION:

Approve the subject site plan amendment to the comprehensive sign plan, subject to all previous conditions and the proposed new conditions 1 and 2.

ISSUES: None.

SUMMARY: The subject request is for an amendment to a previously approved comprehensive sign plan for Colonial Place, a three (3) building office project in the Courthouse area. The applicant proposes to install new signs throughout the site, to update existing signs identifying the development, and to provide additional directional information to both motorists and pedestrians. The location and amount of signs proposed are appropriate given the size of this site, the location of buildings on the site, and the placement of the signs on the site. Therefore, staff recommends approval of the subject site plan amendment to the comprehensive sign plan, subject to the proposed conditions of the staff report.

BACKGROUND:

Site: The subject property is a 6.23 acre site located at the northeast corner of the intersection of North Veitch Street and Wilson Boulevard. The site has frontage on Wilson Boulevard, North Veitch Street, and Key Boulevard and is comprised of three (3) office buildings. The County Board approved a site plan for three office buildings as part of the Colonial Village Phased Development Site Plan (SP-3) in 1981. Building 1 is comprised of

County Manager: _____

County Attorney: _____

Staff: Rasheda DuPree McKinney, DCPHD, Planning Division

PLA-4809

260,400 s.f. of GFA, including 13,275 s.f. of retail space, and was completed in 1986. Building 2, comprised of 235,600 s.f. of GFA, including 1,045 s.f. of retail space, was completed shortly thereafter in 1987. Both buildings front onto Wilson Boulevard. Construction on Building 3 was completed in 1999. The building is comprised of 264,000 s.f. of GFA, and fronts onto North Veitch Street and Key Boulevard.

Zoning: The subject site is zoned “C-O-2.5” Commercial Office Building, Hotel, and Apartment Districts. The applicant seeks a site plan amendment as permitted by Section 34.H of the Zoning Ordinance which states that modification of sign regulations can be requested by site plan amendment.

Land Use: The subject site is designated on the General Land Use Plan (GLUP) as “Office-Apartment Hotel Medium”, 2.5 FAR, up to 115 units per acre, up to 180 units per acre.

Neighborhood: The subject site is located in the Colonial Village neighborhood. To date, neither Colonial Village I, II, nor III Homeowners Association has responded to staff’s request for comments regarding the applicant’s request.

DISCUSSION: The proposed comprehensive sign plan is similar to the sign plan approved in 1990. Both plans include a number of building-mounted as well as freestanding signs. Many of the existing signs will be replaced with new signs at the same location. Parking directional signs currently located above the garage entrances to public parking areas will be replaced at their existing locations. Retail tenant signs on Buildings 1 and 2 would also be replaced at their existing locations. Many of the existing freestanding directional and address signs would be redesigned throughout the site and would remain at their current locations.

There are a number of new signs proposed on the south and west facades of Building 1, and on the Metro elevator tower which provide retail and site identification respectively. The additional signs on the Metro elevator tower display the name “Colonial Place at Courthouse Metro” and the addresses of the three office buildings: 2101, 2107, and 2111 Wilson Boulevard. Another sign on the tower displays the name ‘Courthouse Metro’ with the Metro logo above the elevator doors. All of these signs would front directly onto Wilson Boulevard. The additional signs on Building 1 are retail tenant signs for a new Corner Bakery restaurant to be spot illuminated with gooseneck lamps. The signs proposed include a combination of window signs, building signs, and awnings which display the Corner Bakery logo and provide information on the types of items available in the restaurant.

The comprehensive sign plan proposes a total of 32 signs throughout the site. A total of nine (9) new signs (174.80 square feet of new sign area) is proposed. Of this total, 73.06 square feet, 42 percent, would be devoted to a new retail tenant, the Corner Bakery Café. The remaining 101.77 square feet of sign area would be devoted to two (2) new freestanding project identification signs located adjacent to Buildings 2 and 3 and new project identification sign on the existing Courthouse Metro elevator and underground tunnel. The following chart summarizes the comprehensive sign plan request:

SP#161: Colonial Place Comprehensive Sign Plan

Sign No. (See sign location plan)	Type	Area Sq. Ft	Text	Location	Action
01	Main Identification- A.1	52.08	Colonial Place AT COURTHOUSE METRO 2111 WILSON BLVD	Metro Elevator, South Facade	Replace Existing Sign 01
02	Main Identification- A.1	57.08	Colonial Place AT COURTHOUSE METRO 2111 WILSON BLVD	Metro Elevator, South Facade	New Sign
03	Metro Identification- A.2	10.50*	COURTHOUSE METRO [Metro Symbol]	East Façade of Building 1	New Sign
04	Metro Identification -A.3	5.00*	[SW Arrow] METRO [Metro Symbol]	East Façade of Building 1	Replace Existing Sign 02
05	Bldg ID-C.1A	3.44*	2111	East Façade of Building 1	Replace Existing Sign 05
06	Bldg ID,Freestanding-C.1	22.33	Colonial Place AT COURTHOUSE METRO 2111 WILSON BLVD [Company Identification] Leasing: Lincoln Property Company...	East Façade of Building 1	Replace Existing Sign 04
07	Retail Identification- F	35.44	H&R Block	East Façade of Building 1	Replace Existing Sign 06
08	Retail Identification- F	14.12	Bank of America [Symbol]	East Façade of Building 1	Replace Existing Sign 07
09	Retail Identification- F	35.44	Olsson's	East Façade of Building 1	Existing to Remain
10	Retail Identification- E5	3.08	DINNER CATERING BREAKFAST	South Façade of Building 1	Relocation of Existing Sign
10.1	Retail Identification- A2	41.25	COURTHOUSE corner bakery café	South Façade of Building 1	New Sign
10.2	Retail Identification- E4	2.95	CATERING BREAKFAST LUNCH	South Façade of Building 1	Replace Existing Sign 10
10.3	Retail Identification- E2	2.74	BREAKFAST LUNCH DINNER	South Façade of Building 1	New Sign
10.4	Retail Identification- D	10.79	COURTHOUSE Corner Bakery Café	South Façade of Building 1	New Sign
11.0	Retail Identification- E1	11.34	BREAKFAST LUNCH DINNER	Southeast Façade of Bldg 1	New Sign
11.1	Retail Identification- A1	41.25	COURTHOUSE Corner Bakery Café	West Façade of Building 1	Replace Existing Sign 11
11.2	Retail Identification- B	1.25	COURTHOUSE Corner Bakery Café	Southeast Façade of Bldg 1	New Sign
11.3	Retail Identification- E3	2.74	BREAKFAST LUNCH DINNER	West Façade of Building 1	New Sign
12	Retail Identification- F	35.44	Weichert Realtors	East Façade of Building 1	Replace Existing Sign 09
13	Bldg ID, Freestanding- C.2	22.33	Colonial Place AT COURTHOUSE METRO [Metro Symbol] 2101 • 2107 • 2111 WILSON BLVD [East Arrow] Colonial Place Parking...	Wilson Blvd, East of 2039	Replace Existing Sign 12
14	This sign was removed from this application.				
15	Bldg ID, Freestanding-D.1	12.50	Colonial Place AT COURTHOUSE METRO [Metro Symbol] [East Arrow] Parking Deliveries	South Façade of Building 2	Replace Existing Sign 19
16	Freestand.Directiona-D.2	12.50	Colonial Place AT COURTHOUSE METRO 2101/2107/2111[arrows]	South Façade of Building 2	Replace Existing Sign 17
17	Retail Identification- F	35.44	Bank of America [Symbol]	West Façade of Building 2	Replace Existing Sign 13
18	Retail Identification- F	35.44	Conveniently Yours at Colonial Place	West Façade of Building 2	Replace Existing Sign 14
19	Retail Identification- F	35.44	Seven Star CLEANERS	West Façade of Building 2	Replace Existing Sign 15
20	Bldg ID- C.1A	3.44*	2101	East Façade of Building 2	Replace Existing Sign 16
21	Bldg ID,Freestanding-C.1	22.33	Colonial Place AT COURTHOUSE METRO [Metro Symbol] 2101 WILSON BLVD Leasing: Lincoln Property Company...	West Façade of Building 2	New Sign
22	Public Parking ID -A.4	17.50	Colonial Place 2101 • 2107 • 2111 WILSON BOULEVARD	Northeast Façade of Bldg 2	Replace Existing Sign 18
23	Building ID,Freestanding- C.1	22.33	Colonial Place AT COURTHOUSE METRO [Metro Symbol] 2107 WILSON BLVD	East Façade of Building 3	New Sign
24	Public Parking ID- A.4	17.50	Colonial Place 2101 • 2107 • 2111 WILSON BOULEVARD	North East Façade of Bldg 3	Replace Existing Sign 20
25	Bldg ID- C1.A	3.44*	2107	East Façade of building 3	New Sign
Total Sign Area		628.45			

* Addresses and Metro signs not counted toward total allowable sign area.

The irregular siting of the three (3) office buildings on the site creates limited building frontage to contribute to the calculation of allowable area for signs on Buildings 1 and 3, and no building frontage for that purpose for Building 2. However, the development configuration also creates a need for signs to direct people. The allowed sign area under the *Sign Guidelines for Site Plan Buildings* is one (1) square foot for each one (1) linear foot of building frontage as measured along the public right-of-way. The building frontage on public right-of-ways totals 590 feet of linear frontage. Therefore, the total sign area on this site will increase from 384.49 to 628.45 square feet. The signs requested exceed the linear building frontage on public right-of ways. However, the total building frontage on private roadways totals 924 linear feet. Moreover, a substantial amount of the proposed signs (210.98 square feet or 34 percent of the total proposed sign area) are for Buildings 2 and 3, and will be visible only from within the development. In light of the unique nature of this development, staff supports the increase of 38.45 square feet above the strictly allowed amount.

Though the sign area proposed exceeds the public street frontage, the proposed sign area is reasonable given the nature of the development and the signs visible from the public street are less than the permitted amount. The amendment proposes two (2) new freestanding signs in addition to the existing four (4) free standing signs previously approved by a comprehensive sign plan. The two (2) new freestanding signs would be located behind Building 2 and in front of Building 3 and not visible from the street. The total number of freestanding signs is consistent with the *Sign Guidelines for Site Plan Buildings* on a multiple building site. The proposed freestanding directional and address signs are appropriate given the size of the site and remote locations of buildings away from the public right-of way. All proposed signs would be located on private property and will not affect traffic safety and visual clutter given their proposed locations. The siting of these three buildings affords only an oblique view of the retail portions of these buildings which creates a need for additional sign area. The additional signs proposed would not create an adverse affect on adjacent land uses and would provide retail business information to pedestrians and motorists. Additional signs proposed are visible from within the site but would not have a significant visual impact when viewed from the public right-of-way. Without additional signs it would be more difficult to determine the addresses of each of the office buildings or where within the site the retail uses are located. Further, the parking signs proposed are similar to the existing parking signs and provide motorists information on how to access parking which is not readily visible from the public street. These signs should more efficiently guide motorists to parking facilities and help facilitate traffic flow throughout the site.

CONCLUSION: The proposed amendment to the comprehensive sign plan is generally consistent with the Zoning Ordinance and *The Sign Guidelines for Site Plan Buildings*. The proposed sign area, which results in 38 square feet of more sign area than generally permitted with site plan buildings, is appropriate for this location given the number of buildings on this site, their placement on this site, and the limited visibility of building facades from the public right-of-way. The signs proposed will help provide information and help motorists and pedestrians navigate this site. The signs proposed would have limited visibility from the street, are placed on private property, would not affect traffic safety and visual clutter, and would not adversely impact adjacent land uses. Therefore, staff recommends approval of the subject site plan amendment to the comprehensive sign plan, subject to the following conditions:

1. The developer agrees that all signs shall be of the same materials, dimensions, text and location as presented to and approved by the County Board on November 13, 2007 and as shown on plans dated August 9, 2007 titled "Construction Documentation Colonial Place", and prepared by Gallagher & Associates. 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 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 628.45 square feet. All other changes to the approved signs will require site plan approval or amendment.

2. The developer agrees that no new building sign (first approved on November 13, 2007) shall be installed until its corresponding existing sign, as identified in the Sign and Location Plan, prepared by Gallagher and Associates, and dated August 9, 2007, has been removed. In addition, the developer agrees that the proposed freestanding signs shall not be erected prior to removal of the existing freestanding signs as shown on the Sign and Location Plan, prepared by Gallagher and Associates, and dated August 9, 2007.

PREVIOUS COUNTY BOARD ACTIONS:

- December 5, 1978 Rezoned portion of Colonial Village to "H-D" (Historic District) the Queens Lane area of Colonial Village-parcel 7A (1720-1817 Queens Lane, 1724-1924 North Rhodes Street, and 1829-1831 Wilson Boulevard.)
- December 5, 1978 Denied rezoning to "H-D" for the remainder of Colonial Village.
- December 11, 1979 Rezoned from "RA8-18", "RA6-15", "C-2" and "C-3" to "C-O-2.5" parcel 1 of Colonial Village (2108-2116 - 16th Street North; 2101 and 2115 Wilson Boulevard; 1523 to 1525 North Veitch Street; and 2108 to 2130 Key Boulevard) and to "RA7-16" for the remainder of Colonial Village.
- December 11, 1979 Approved a Phased Development Site Plan for Colonial Village.
- November 25, 1980 Approved Final Site Plan (SP-1) for condominium conversion of 212 units (1801-2021 Key Boulevard, 1900-1924 North Rhodes Street, 1802 and 1804 Lee Highway).
- July 14, 1981 Approved Final Site Plan (SP-2) for a 140 unit town house project on Parcel 4-D (2028 through 2120 Lee Highway and 2100 through 2112 - 19th Street North).
- September 15, 1981 Amended PDSP to reduce office parking requirement.
- September 15, 1981 Amended PDSP to modify moderate income housing conditions.
- September 15, 1981 Approved Final Site Plan (SP-3) for three office buildings (2111, 2121 and 2131 Wilson Boulevard).
- March 20, 1982 Approved Final Site Plan (SP-4) for conversion to cooperative of 70 units and the construction of two parking lots in parcel 2-A. (1700, 1702, 1704, 1706 and 1708 North Uhle Street; 2111, 2113 and 2115 North Key Boulevard and 721-1723 North Veitch Street).
- March 20, 1982 Approved Final Site Plan (SP-5) for conversion to a cooperative of 72 units in parcel 8-C. (1750, 1752, 1754, 1756, 1758, 1760 and 1762 North Troy Street and

2018, 2022, and 2026 North Key Boulevard).

November 21, 1983	Approved Final Site Plan (SP-6) for conversion of 474 apartments to condominiums on parcels 4, 7, and 8 (1720-1817 Queens Lane, both sides; 1724-1821 North Rhodes Street, both sides; 1701-1761 North Troy Street, east side; 1774-1782 North Troy Street, west side; 1829, 1831, 1847, 1853 and 1859 Wilson Boulevard; 1800-1904 Key Boulevard, south side; and 2101-2115 18th Street North, north side.
January 7, 1984	Deferred Phased Development Site Plan Amendment to parcel 4 and Site Plan Amendment to parcel 4d to March 3, 1984.
March 3, 1984	Approved Phased Development Site Plan Amendment to increase the number of units for parcel 4 from 288 units to 402 units and to permit up to 6 stories in height instead of 4 stories. Approved Site Plan Amendment to add a 4-6 story residential building of 240 units to the 28 stacked town house units already constructed on parcel 4d.
March 2, 1985	Approved Final Site Plan (SP-7) of four six-story residential buildings on Parcel 6, 1800 block of North Quinn Street, west side.
November 16, 1985	Approved a site plan amendment (SP-7) to subdivide Parcel 6.
August 26, 1986	Approved a site plan amendment (SP-7) for two project identification signs at North Scott Street and North Quinn Street.
January 10, 1987	Deferred a site plan amendment (SP-3) for two building identification signs and logo for "Meritor" on 2111 Wilson Boulevard.
February 7, 1987	Approved a site plan amendment (SP-3) for a project identification sign for the Colonial Place office complex to be mounted in the Metro Tunnel elevator enclosure.
March 7, 1987	Approved a site plan amendment (SP-3) for two building identification signs and the logo "Meritor" on 2111 Wilson Boulevard.

August 12, 1989	Deferred a site plan amendment (SP-3) for a freestanding directional sign and a freestanding leasing sign to the September 9, 1989 County Board meeting.
September 9, 1989	Deferred a site plan amendment (SP-3) for a freestanding directional sign, a freestanding leasing sign, and other associated signage to the November 18, 1989 County Board meeting.
November 18, 1989	Deferred a site plan amendment (SP-3) for a freestanding directional sign, a freestanding leasing sign, and other associated signage to the January 6, 1990 County Board meeting.
January 9, 1990	Approved a site plan amendment (SP-3) for a coordinated sign plan. Deferred the freestanding leasing sign, one freestanding parking and delivery directional sign and one freestanding retail tenant and Metro directional sign to the February 10, 1990 County Board meeting.
February 10, 1990	Approved a site plan amendment (SP-3) for a coordinated sign plan, including one 8-foot by 10-foot freestanding leasing sign, one 4.5-foot by 8 foot freestanding directional sign at Wilson Boulevard and one 3 foot by 5.25 foot freestanding directional sign, subject to previous conditions and conditions #32, #33 and #34 of the County Manager's February 1, 1990 report.
July 19, 1997	Deferred a site plan amendment (SP-3) for a project identification sign for Federal Express, to the September 6, 1997 County Board meeting.
September 9, 2000	Approved the site plan amendment request for a rooftop with a sign area not to exceed 113 square feet, located on the building's east elevation, subject to the condition of the staff report.