



## ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item  
Meeting of July 19, 2008**

**DATE:** July 11, 2008

**SUBJECT:** SP#125 SITE PLAN AMENDMENT for proposed conversion of retail and conference space to cable television studio use; 1000-1100 Wilson Boulevard. (RPC # 17-001-011)

**Applicant:**

Nan E. Walsh, Esq.  
1000-1100 Wilson Owner, LLC  
2200 Clarendon Boulevard, 13<sup>th</sup> Floor  
Arlington, Virginia 22201

**C.M. RECOMMENDATION:**

Approve the site plan amendment request for conversion of retail and conference space to cable television use, subject to the revised two (2) conditions and all previous conditions.

**ISSUE:** This is a request to permanently convert retail space located in the interior mall to a non-retail cable television studio use and no issues have been identified.

**SUMMARY:** The applicant proposes to permanently convert 4,520 square feet of retail space located on the seventh floor of the interior mall of the Arland Towers to cable television studio use associated with News Channel 8. The space would be remodeled to include glass walls allowing visibility for mall pedestrians. Staff supports the permanent conversion of the space because of the difficulty in leasing the internally-oriented retail space subject to revised conditions.

**BACKGROUND:** The Arland Towers Site Plan was approved in 1972. The project contains approximately 446,500 square feet of office gross floor area and 36,400 square feet of retail gross floor area, of which 23,110 square feet is located on the seventh floor. In October 2003, the County Board approved a site plan amendment for the interim conversion of 1,335 square feet of retail space located on the seventh floor to a 28-seat conference room, to be restored to retail use no later than October 2008 unless renewed by the County Board. This proposal would permanently convert the 1,335 square feet of interim conference space, as well as 3,185 square

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

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

Staff: Neil Thompson, Planning Division, DCPHD

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feet of adjoining retail space, to a non-retail cable television studio use.

Site: The 72,221 square foot site is framed by Route 110, Wilson Boulevard, North Lynn Street and River Place Apartments in the Rosslyn Metro Station area.

Zoning: “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling districts

Land Use: “High” Office-Apartment-Hotel (3.8 /FAR office; 4.8 /FAR apartment; 3.8 FAR hotel) and is located in the “Rosslyn Coordinated Redevelopment District” on the General Land Use Plan (GLUP).

Civic Associations: The North Rosslyn and Radnor/Ft. Myers Heights Civic Association were notified of the request.

Public Private Partnership: Rosslyn Renaissance and Rosslyn Business Improvement District

**DISCUSSION:** The subject retail space, further identified as Suites 704 and 705, totals 4,520 square feet and comprises 3,185 square feet of vacant space formerly used as a bank and the adjacent 1,335 square foot conference room space. The applicant has indicated that demand for the conference facility has been weak because many of the existing Arland Towers tenants have similar facilities within their leaseholds. The location of the retail spaces on the upper floor of the interior mall has made it difficult to attract traditional retail uses which typically prefer retail space at street level.

Allbritton Communications’ American Broadcast Company (ABC) Channel 7 affiliate WJLA occupies space on the sixth floor for their studio broadcast operations. This proposal would allow their companion News Channel 8 cable news studio to occupy the 4,250 square feet of interior mall space on the seventh floor using a “fish bowl” format. The glass walled studio operation would be visible from the interior mall area and would create a stimulating and attractive draw to passerbys. Allbritton Communications’ presence in the Rosslyn area provides a promotional vehicle for the community and area businesses, as well as providing marketing and sales expertise. The applicant, Monday Properties, conducted community outreach presentations for this proposal. No opposition to the proposal was received, with Rosslyn Renaissance offering support.

**CONCLUSION:** Staff supports the permanent conversion of retail and conference space to cable television studio use. Because of its interior orientation and location on the seventh floor, the space is difficult to lease. The proposed conversion would allow a studio use that would allow pedestrians to view the operations. No adverse impacts from the proposed use are anticipated. The studio design provides a visually stimulating mall pedestrian experience and may attract visitors to the area. Therefore, it is recommended that the County Board approve the proposed site plan amendment request subject to the following revised conditions:

**Studio Design and Format**

1. The applicant agrees that the subject space (4,520 square feet), Suites 704 and 705, will be designed to allow viewing of studio operations from the interior mall space consistent

~~with drawings dated July 7, 2008. The applicant agrees to discontinue the proposed conference room use on the seventh floor level no later than October 2008 and restore the space to retail use, unless the conference room use is renewed by the County Board.~~

2. ~~The applicant agrees to provide an inventory delineating all uses currently occupying the 36,400 square feet of retail gross floor area of the 1972 Arland Towers Site Plan approval and to prepare a provide the applicant's marketing strategy to sustain retail use of that floor area comprehensive retail space management plan in consultation with the County's Department of Economic Development (DED) for the retail spaces located on the seventh floor level that are currently required to be occupied by retail tenants. The preliminary retail space management plan shall be submitted for administrative review by the Department of Economic Development (DED) and final approval by the County Manager or his designee no later than April 2004, prior to the issuance of a certificate of occupancy of the remodeled space.~~

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, on 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.