



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of September 13, 2008**

DATE: August 27, 2008

SUBJECT: SP #346 SITE PLAN AMENDMENT: Market Square At Potomac Yard LLC, amend comprehensive sign plan; 3600 S. Glebe Rd., (RPC #34-027-030, -054, -067, -074)

Applicant:

Market Square at Potomac Yard I, L.C

By:

Brian Winterhalter
Katherine D. Youngbluth, agent/attorney
Cooley Godward Kronish LLP
1191 Freedom Drive
Reston, Virginia 20190

C. M. RECOMMENDATION:

Approve the proposed amendment to the comprehensive sign plan pursuant to the conditions of the staff report.

ISSUE: This is an amendment to a comprehensive sign plan, and no issues have been identified.

SUMMARY: The applicant seeks an amendment to an existing comprehensive sign plan to add six (6) window signs for the Bank of America. The signs are consistent with the maximum square footage allowance prescribed by the Zoning Ordinance and the approved comprehensive sign plan. Therefore, staff recommends approval of the site plan amendment pursuant to the conditions of the staff report.

BACKGROUND: The Potomac Yard Phased-Development Site Plan (PDSP) was adopted by the County Board in 2000. Coordinated efforts were made to increase development capacity in the South Tract (generally bounded by the Airport Viaduct, George Washington Parkway, Crystal Drive, Jefferson Davis Highway, and Four Mile Run) and to create opportunities for open space and recreational uses in the North Tract. The site is divided into six land bay areas which will be developed in phases.

Site: The subject parcel is known as Land Bay F, the southernmost parcel of the Potomac Yard PDSP. Land Bay F is bounded by Route 1 to the west, South Glebe Road to the north, Potomac Avenue to the east, and Four Mile Run and the City of Alexandria to the

County Manager: _____

County Attorney: _____

Staff: Rasheda DuPree McKinney, CPHD, Planning Division

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south. South Park is contiguous to the south of the Land Bay. The parcel is comprised of two 11-story residential buildings containing a total of 479 units and ground floor retail.

Zoning: The site is zoned "C-O-1.5", Commercial Office Building, Hotel and Apartment Districts.

Land Use: The South Tract has a striped pattern of 1/3 "Medium" Residential (37-72 units/acre) and 2/3 "Low" Office-Apartment-Hotel, with Note 18, on the General Land Use Plan.

Neighborhoods: The site is not located within a civic association area. The site is adjacent to the Aurora Highlands Civic Association. The association was notified of the site plan amendment request, and to date has not expressed any concerns regarding this request.

In December 2003, the County Board approved a final site plan for Land Bay F of the Potomac Yard PDSP. The Comprehensive Sign Plan for Land Bay F was approved in September 2006.

DISCUSSION: The subject site plan amendment request is to add six (6) window signs to the existing comprehensive sign plan. Each sign would read, "Bank of America" and would feature the bank's corporate logo. The signs would be installed in the tenant space windows which front on Jefferson Davis Highway and South Glebe Road. The signs would increase the existing site sign area by a total of 135.2 square feet. The following chart provides a summary of the proposed comprehensive sign plan amendment request: (For the entire comprehensive sign plan, see Attachment A)

Sign No. (See Sheet 16.0A)	Type (Quantity)	Sign Area (Sq. ft)	Total Sign Area (Sq ft.)	Text	Location	Materials
C5	Tenant Identification (x2)	10.1	20.2	Bank of America	Windows on the Corner of South Glebe and Jefferson Davis Hwy	Internally illuminated sign cabinet with Lexan face
C6	Tenant Identification w/ directional text (x1)	26.5	26.5	Bank of America Parking	Windows on South Glebe Road	Internally illuminated sign cabinet with Lexan face
C7	Tenant Identification w/directional text (x3)	29.5	88.5	Bank of America Entrance @ Plaza Level	Windows on South Glebe Road	Internally illuminated sign cabinet with Lexan face
Total additional sign area (proposed)			135.2			
Total site sign area (proposed and existing)			939.8			
Total permitted sign area based on building frontage			1,195			

The approved comprehensive sign plan states that the total building frontage is 1,195 linear feet which permits up to 1,195 square feet of sign area. The proposed comprehensive sign plan amendment would increase the total sign area to 939.85 square feet. The proposed sign area is consistent with the overall permitted sign area for the site. Bank of America and the Harris Teeter Grocery store are the two major tenants of this building. Although both businesses have frontage on Jefferson Davis Highway and South Glebe Road, neither business has pedestrian access on these frontages. The Harris Teeter store has a total of seven (7) signs on the Jefferson Davis Highway frontage and on the corner of South Glebe Road and Jefferson Davis Highway. The proposed Bank of America signs will provide information to customers to help them locate the entrance to the space which is not visible from either Jefferson Davis Highway or South Glebe Road. The proposed signs provide directional information to customers with the text, 'Entrance @ Plaza Level' to indicate that the entrance to the space is located on the internal plaza.

The *Sign Guidelines for Site Plan Buildings* state that signs should be consistent in style and design with other signs. The *Guidelines* also state that signs should not be located about the first floor fascia except for retail spaces located on an interior mall. In such cases, The *Guidelines* support the placement of signs consistent with the location of the retail establishment within a building. The proposed signs are located within the retail windows which are located on the second floor along the South Glebe Road frontage. The location of the windows is above the first level of the building due to the change in grade which decreases from the plaza level toward Jefferson Davis Highway. The sign placement, size and design are consistent with the approved retail blade signs located above the first floor along the South Glebe Road frontage. The six (6) proposed bank signs are consistent in scale and quantity with the seven (7) signs approved for the Harris Teeter retail frontage along Jefferson Davis Highway.

CONCLUSION: The proposed signs are consistent with the maximum square footage allowed as part of the comprehensive sign plan for this site. The amendment will add signs to provide tenant identification and directional information to customers to maximize efficient pedestrian and vehicular access to the retail space. Therefore, staff recommends approval of the proposed comprehensive sign plan amendment, 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 September 13, 2008 and as shown on plans dated September 7, 2006 titled "Retail Signs". The signs shall be illuminated only as shown on the drawings with hours of illumination limited to dusk, to 11 p.m. daily. 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 939.85 square feet. All other changes to the approved signs will require site plan approval or amendment.

PREVIOUS COUNTY BOARD ACTIONS:

October 21, 2000

South Tract: Approved a General Land Use Plan (GLUP) Amendment to a striped pattern of 1/3 "Medium" Residential (37-72 units/acre) and 2/3 "Low" Office-Apartment-Hotel, with Note 18.

Approved Amendments to the Master Transportation Plan, including Part I to add public streets and designate several streets as private; Arlington Bicycle Plan to add on-street bike lanes; Arlington County Pedestrian Transportation Plan to add a pedestrian corridor; and establishment of a transitway.

Approved a rezoning from "M-1" to "C-O-1.5".

Approved a Phased Development Site Plan for a mixed use office, retail, hotel and residential development.

Adopted a resolution affirming Arlington County's commitments to developing transit facilities to provide high quality local transit service in the Jefferson Davis Corridor and facilitating traffic movements between U.S. 1 in Arlington and Potomac Avenue.

North Tract: Approved a General Land Use Plan (GLUP) Amendment for the area north of 6th Street South, from "Service Industry" to "Public".

Approved a General Land Use Plan (GLUP) Amendment for the area south of 6th Street from "Service Industry" to "Low" Office-Apartment-Hotel.

February 9, 2002

Deferred a site plan for a Land Bay A, for office and retail development totaling 654,000 square feet, including 6,000 square feet of initial retail, 11,784 square feet of potential retail, and 4,000 square feet of fitness center, to February 25, 2002 Planning Commission and March 23, 2002, County Board meeting.

March 23, 2002	Approved a final site plan for Land Bay A, for office and retail development totaling 654,000 square feet, including 6,000 square feet of initial retail, 11,784 square feet of potential retail, and 4,000 square feet of fitness center.
April 20, 2002	Approved a Preliminary Infrastructure Plan (PIP) for the Potomac Yard PDSP.
December 9, 2003	Approved a final site plan for Land Bay E, for a residential rental building containing 391,714 square feet of residential GFA, 386 units and 4,120 square feet of ground floor retail.
December 9, 2003	Approved a final site plan for Land Bay F, for two residential condominium buildings containing 482,000 square feet of residential GFA, 479 units and 80,000 square feet of ground floor retail, including 50,000 square feet of grocery store use.
July 10, 2004	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to September 18, 2004.
September 18, 2004	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to November 16, 2004.
November 16, 2004	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to January 2005.
February 1, 2005	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to May 7, 2005.
May 17, 2005	Deferred a site plan amendment for 2805 Crystal Drive for Potomac Yard PDSP to amend condition #25 to clarify affordable dwelling unit requirement to a County Board meeting of a later date to be determined by staff and the applicant.

July 9, 2005	Approved a minor site plan amendment for Land Bay A, to modify the first floor configuration and uses for the north and south office buildings, subject to amended Condition #57.
April 22, 2006	Approved a site plan amendment request to amend Condition #57(b) regarding a reduction in the size of the three (3) flat screen televisions (Land Bay A).
September 16, 2006	Approved a site plan amendment request for a comprehensive sign plan (Land Bay F).
January 27, 2007	Deferred a PDSP Amendment and final site plans for Land Bays D-East, D-West and E-West to the County Board meeting of March 17, 2007.
March 17, 2007	Deferred a PDSP Amendment and final site plans for Land Bays D-East, D-West and E-West to the County Board meeting of April 21, 2007.
April 21, 2007	<p>Approved a PDSP Amendment to convert office to residential in Land Bay D-West, to increase the maximum permitted residential units to 1,548 units, and to reallocate and convert densities within and between Land Bays B, C, D-East, D-West and E-West, subject to amended PDSP Condition #4.</p> <p>Approved a final site plan for Land Bay D-East, for a residential building containing 425,752 square feet of residential GFA, 360 units and 16,503 square feet of ground floor retail.</p> <p>Approved a final site plan for Land Bay D-West, for a residential building containing 398,435 square feet of residential GFA, 331 units and 15,868 square feet of ground floor retail.</p> <p>Approved a final site plan for Land Bay E-West, for an office development containing 374,379 square feet of office GFA and 71,418 square feet of ground floor retail.</p> <p>Approved Conceptual Design Plan for Center Park.</p>

November 13, 2007

Approved PDSP Amendment to convert 22,313 square feet of office use in Land Bay C to ground floor initial and potential retail use in Land Bay C. (RPC #34-027-071, -072)

Approved final site plan for Land Bay C for approximately 1,064,673 square feet office, approximately 23,675 square feet initial retail, 17,275 square feet potential retail, modification of use regulations for fewer loading bays than required, and to exclude approximately 5,598 square feet garage entry from GFA. (RPC #34-027-071, -072) (Potomac Yard Land Bay C)