



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of October 18, 2008**

DATE: October 8, 2008

SUBJECT: SP #346 SITE PLAN AMENDMENT W2500 Potomac Yard E-West LLC, comprehensive sign plan; 3500, 3550 S. Clark St. (RPC #34-027-046)

Applicant:

w/2005 Potomac Yard E-West LLC

By:

Megan Shilling
Walsh, Colucci, Lubeley, Emrich & Walsh
2200 Clarendon Blvd., 13th Floor
Arlington, Virginia 22201

C. M. RECOMMENDATION:

Defer consideration of the site plan amendment for a comprehensive sign plan at Potomac Yard Land Bay E-West to the November 15, 2008 County Board meeting.

ISSUES: Additional information is requested from the applicant in order for staff to fully evaluate the sign plan. In addition, the application is currently in conflict with the *Sign Guidelines*.

DISCUSSION: This is a request for a comprehensive sign plan for Land Bay E-West of Potomac Yard, which consists of two (2) office buildings with ground-floor retail. The sign plan consists of retail signs, including banners, blade signs, awnings, and façade signs, as well as project identification signs and two (2) major tenant rooftop signs. The deferral period will allow the applicant to submit additional information for staff to fully evaluate the application. Also, additional meetings with the applicant are requested to work towards resolving the applicant's conflicts with the *Sign Guidelines*, primarily regarding height of the proposed retail banner signs. Therefore, staff recommends, and the applicant agrees to, deferral of the use permit to the November 15, 2008 County Board meeting.

County Manager: _____

Staff: Melanie Wellman, DCPHD, Planning Division

PLA-5084