TO: The County Board of Arlington, Virginia
FROM: Ron Carlee, County Manager
APPLICANT: Northrop Grumman
BY: William Brakefield
Westfield Realty, Inc.
1000 Wilson Boulevard, Suite 800
Arlington, Virginia 22209
SUBJECT: SP #125 Site Plan Amendment for a rooftop sign; on premises known as 1000 Wilson Boulevard. (RPC # 17-001-011)

RECOMMENDATION: Approve a site plan amendment to permit one illuminated rooftop sign located on the northeast corner of the building, subject to all previous conditions and one amended condition.

SITE: In February 1978, the County Board approved Site Plan #125, permitting construction of two towers, at 1000 and 1100 Wilson Boulevard, with a total of approximately 896,000 square feet of office space. A 65-foot high commercial section, containing approximately 137,800 square feet, connects the two towers.

ZONING: “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling Districts

LAND USE: “High” Office-Apartment-Hotel District (3.8 FAR office; 4.8 FAR apartment; and 3.8 FAR hotel). The site is located in the “Rosslyn Coordinated Redevelopment District”.

NEIGHBORHOOD: Radnor/Ft. Myer Heights Civic Association

SUMMARY: This is a proposal for a new “Northrop Grumman” illuminated rooftop sign located on the northeast side of the 1000 Wilson Boulevard building to replace the previously approved rooftop sign for USA Today. The proposed sign will be similarly located as the USA Today sign and measure 3.75 feet high and 84 feet long with
315 square feet of signage. The Sign Guidelines for Site Plan Buildings require rooftop signs not to be larger than 1 linear foot of street frontage for each square foot signage. The rooftop sign will be located on 1000 Wilson Boulevard. This building has approximately 434 linear feet of street frontage; therefore the sign is within the guidelines. Staff supports the request for one rooftop sign located at 1000 Wilson Boulevard.

BACKGROUND
In 1982, USA Today requested approval for two rooftop signs totaling 672 square feet, one on the east side and one on the west side of 1000 Wilson Boulevard. The County Board approved one sign having 246 square feet with the letters not being taller than 6 feet in height. In 1985, USA Today requested to increase their rooftop sign located on 1000 Wilson Boulevard to 780 square feet with letters 10 feet high. The County Board denied the enlargement of the USA Today rooftop sign. Since then, USA Today has vacated the building and the rooftop signs has been removed.

DISCUSSION
The Sign Guidelines for Site Plan Buildings set forth standards as to the number and size of rooftop signs. They state that the total permitted area of rooftop signs for any building is to be computed on the basis of one square foot of sign for each linear foot of building wall length measured along the street frontage, and that no more than two rooftop signs should be permitted per building.

Northrop Grumman has proposed one rooftop sign for the 1000 Wilson Boulevard building. They are requesting a new rooftop sign located on the northeast elevation of the building that is similarly located as the previously approved USA Today sign. The sign will measure 3.75 feet high and 84 feet long with a total of 315 square feet. The sign will be reverse channel, back-lit letterset, with white neon tubing and the face plate will be painted blue. The Zoning Ordinance requires County Board approval for rooftop signs.

The building has approximately 434 feet of linear frontage; therefore, Guideline Standards would permit a rooftop sign of 434 square feet. The request is within the parameters of the Guidelines. The proposed sign would be located on the same side as the recently removed USA Today rooftop sign. The illumination of the sign would not have a significant impact on residential buildings in the Rosslyn area.

CIVIC ASSOCIATIONS
Staff notified the Radnor/Ft. Myer Heights and the North Rosslyn Civic Association. The North Rosslyn Civic Association reported that the majority of the people in their civic association did not have any objection to the sign. To date, staff have not received a response from the Radnor/Ft. Myer Heights Civic Association.

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PUBLIC/ PRIVATE PARTNERSHIP
Staff notified the Rosslyn Renaissance regarding the sign. At the time of the writing of this report, staff has not had any response.

CONCLUSION
Staff conclude that the Northrop Grumman rooftop sign follows the Sign Guidelines for Site Plan Buildings. The proposed sign will replace the previously approved “USA Today” sign. The location of this rooftop will be similarly located as the USA Today sign and should not have an impact on residential neighborhoods. Therefore, staff recommend approval of the site plan amendment to permit one illuminated rooftop sign located on the northeast corner of the building, subject to all previous conditions and one amended condition.

1. One rooftop level sign shall be permitted and located on the northeast corner of the building. The sign shall be no larger than 246 315 square feet. The developer agrees to limit the rooftop signage for 1000 Wilson Boulevard, “Northrop Grumman” to one sign on the northeast elevation at the location shown on the revised drawings submitted to the County from Jack Stone Sign Co. (Drawing No. 4225) and dated 12/23/02. The total sign area for the rooftop sign shall be limited to no more than 315 square feet, and the sign shall be illuminated only as shown on the revised drawings dated 12/23/02.
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
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.

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.

Approved a site plan amendment for a parking garage of 363,800 square feet.

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.

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.

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.

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.

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

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### Site Plan Amendment Request

**SP #125**

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<tr>
<th>Date</th>
<th>Description</th>
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<tr>
<td>December 12, 1998</td>
<td>Approved a site plan amendment for the conversion of 8,500 square feet of retail designated mall area to private office space.</td>
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<tr>
<td>July 14, 1999</td>
<td>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.</td>
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<td>November 1, 2000</td>
<td>Approved a site plan amendment for a second rooftop sign at 1100 Wilson Boulevard.</td>
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<td>April 21, 2001</td>
<td>Denied a site plan amendment to add a drop-off/curb pick-up are along Wilson Boulevard at 1000 Wilson Boulevard.</td>
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