



ARLINGTON COUNTY, VIRGINIA

<p>County Board Agenda Item Meeting of March 17, 2007</p>
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DATE: March 5, 2007

SUBJECT: SP #346 SITE PLAN AMENDMENT for comprehensive sign plan; 3535 S. Ball St. (Land Bay E-East) (RPC #34-027-035, -036, -037, -038, -039)

Applicant:

T. Nat Barganier, VP – Real Estate Investments
Camden Property Trust
5100 West Lemon Street, Suite 209
Tampa, Florida 33609

By:

Raymond Linder
Graphic Systems International (GSI)
7 Lockheed Court
Greensboro, North Carolina 27409

C.M. RECOMMENDATION:

Approve the site plan amendment for the comprehensive sign plan subject to all previous conditions and one new condition.

ISSUES: None.

SUMMARY: The applicant has requested a comprehensive sign plan, per the *Potomac Yard Overall Sign Guidelines*, for Land Bay E-East. This comprehensive sign plan includes building identification signs, retail and commercial tenant signs and directional signs. The proposed signs are consistent with both the *Sign Guidelines for Site Plan Buildings* and the *Potomac Yard Overall Sign Guidelines*. Therefore, staff recommends that the County Board approved the site plan amendment for the comprehensive sign plan subject to all previous conditions and one new condition.

BACKGROUND: The subject site is Land Bay E - East of the Potomac Yards project and is currently being constructed with a 12-story residential tower with ground floor retail (4,120

County Manager: _____

County Attorney: _____

Staff: Jill Griffin, DCPHD, Planning Division

PLA-4640

square feet) and underground parking. The building is located east of Center Park, adjacent to Potomac Avenue between South Glebe Road and 35th Street South. The retail is located on each end of the building adjacent to the corners of South Ball Street with its intersections with South Glebe Road and 35th Street South. A total of four short-term surface parking spaces are located in the vehicle court accessed from Potomac Avenue. The building's single parking entrance is accessed from 35th Street South and the two loading docks (one for each tower) are accessed from 35th Street South and Potomac Avenue. The building is bisected by a significant archway and pedestrian connection that extends through the center of the building from South Ball Street to Potomac Avenue. The main building entrance is from this connection.

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

Land Use: The site is designated on the General Land Use Plan as 1/3 "Medium" Residential (37-72 units/acre) and 2/3 "Low" Office-Apartment-Hotel (up to 1.5 FAR for Office, up to 72 units/acre for Apartments, and up to 110 units/acre for Hotel). The site is located in an area that references Note 18 on the GLUP.

Neighborhood: The site is not within any civic association. Aurora Highlands Civic Association is in close proximity.

DISCUSSION: The applicant has proposed a comprehensive plan which includes signs for the residential and retail portions of the development. This comprehensive sign plan is the third submitted for a land bay within Potomac Yard: Land Bay A and Land Bay F were approved previously. This sign plan contains five different types of signs. Each proposed sign type is outlined below, along with a discussion of its compliance with the *Sign Guidelines for Site Plan Buildings*, and the *Potomac Yard Overall Sign Guidelines*. The total frontage of the building is approximately 1,175 feet, resulting in an allowable area for 1,175 square feet of signage.

Building Name and Building Identification Signs (B-ID, G-ID): Three signs totaling approximately 110 square feet would identify the residential building and the project as a whole. Two building name signs, designed as blade signs of 49 square feet each, would be back-lit and located on the north and south elevations of the building: one on 35th Street South near its intersection with Potomac Avenue and one on South Glebe Road near its intersection with South Ball Street. These signs would be mounted to the building between the second and third floors. One building identification sign would be unlit and located on the entry fence feature which flanks the entrance to the vehicle court. This freestanding sign would be designed as an integral part of the landscaped entrance at the vehicle court. These types of proposed signs meet the requirements of both sets of guidelines.

Directional Signs (PL.1, PL.2): Three unlit directional signs are proposed indicating the entrance to the parking garage and the clearance heights of the two loading docks. The total area of these proposed signs is 21.85 square feet. These proposed signs would comply with the guidelines.

Retail Tenant Signs (RS.1): Retail signs are proposed along two corners of the building: South Ball Street at 35th Street South and South Ball Street at South Glebe Road. Specific signs for the individual retail tenants appear in the plan as wall signs with a maximum height of two feet. According to the guidelines, one sign per tenant frontage may be approved for each retail tenant. These proposed signs would comply with the guidelines. The total amount of sign area remaining for this particular project is 1,042 square feet which would accommodate these retail signs.

CONCLUSION: The proposed comprehensive sign plan is consistent with the *Sign Guidelines for Site Plan Buildings* and the *Potomac Yard Overall Sign Guidelines*. The signs are compatible with the architecture of the buildings and will complement the overall experience in the Potomac Yard development. Therefore, staff recommends that the County Board approve the site plan amendment for the comprehensive sign plan, subject to all previous conditions, and one new condition.

New Condition:

78. The developer agrees that the project signs, including identification, directional and retail signs, shall be consistent in all respects with the comprehensive sign plan entitled, “Comprehensive Sign Package – Land Bay ‘E’” dated August 9, 2006 with amendments through February 28, 2007 and as approved by the County Board on March 17, 2007, or as otherwise approved by the County Manager using the standards set forth in the Sign Guidelines for Site Plan Buildings and the Potomac Yard Overall Sign Guidelines.

The developer agrees to submit to and obtain approval from the Zoning Administrator of an administrative change request to the approved landscape plan which shall show the final placement and design of the building identification sign (G-ID). The general location and size of this sign shall be as defined in the “Comprehensive Sign Package – Land Bay ‘E’” dated August 9, 2006 with amendments through February 28, 2007.

Retail tenant signs shall be permitted for the new construction as follows:

- a. Minor modifications to this approval of signs shall be subject to review and approval by the County Manager or his designee prior to issuance of all sign permits to determine that they are consistent with the purpose and intent of the approval.
- b. The retail tenant signs shall conform to the standards of Section 34 of the Zoning Ordinance and, to the extent those ordinance standards are modified by it, the adopted amended comprehensive sign plan, as set forth in the “Comprehensive Sign Package – Land Bay ‘E’” dated August 9, 2006 with amendments through February 28, 2007 and the following criteria:
 - i. For each space occupied by a tenant, up to one building wall sign, for a maximum total area of 60 square feet, is permitted per retail tenant with a

unit of 60 linear feet of frontage or less; and for a maximum total sign area of 1 square foot per linear foot of tenant's frontage, are permitted for each retail tenant with a unit of more than 60 linear feet of frontage. No portion of any building wall sign shall be located in front of, or otherwise obscure, any part of a window.

- ii. Applications for sign permits submitted by individual retail tenants shall be pre-approved by the owner/landlord in order to ensure the proper allocation of sign area among the various tenants.
 - iii. The colors and materials of retail tenant signs shall harmonize with and complement the exterior materials and design of the individual retail storefronts and be consistently treated so as to present a unified design approach for the individual retail unit. Prior to the erection of any retail sign, the developer agrees to obtain review and approval of the County Manager for the colors and materials of such signs as being consistent with this site plan approval.
 - iv. A retail sign shall be illuminated only during the hours of operation of the corresponding retail establishment.
- c. No part of any sign shall be located higher than 35 feet in height on the buildings. All proposed rooftop signs, defined as all signs that are 35 feet or more above the ground, shall require a 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 for comprehensive sign plan; 3600, 3650 South Glebe Road (Land Bay F).
December 9, 2006	Approved a site plan amendment for the comprehensive sign plan, as recommended in the staff report, for a period of ten (10) years after County Board approval (December 9, 2016).

Approved Sign Conditions for Potomac Yard Land Bay E-East:

The following conditions govern signs on the project and remain unchanged.

46. The developer agrees to develop and submit a comprehensive sign plan and that all exterior signs shall be consistent with the guidelines contained in "Sign Guidelines for Site Plan Buildings and with Section 34 of the Zoning Ordinance. The Zoning Administrator shall determine whether the signs meet the standards of the guidelines and the Ordinance. No sign permits will be issued until a comprehensive sign plan is approved. The comprehensive sign plan shall be approved before the issuance of the first Certificate of Occupancy. All proposed rooftop signs, defined as all signs that are 35 feet or more above the ground, shall require a site plan approval or amendment.

77. The developer agrees to address the visual concerns of the National Park Service for vehicles traveling northbound on the G.W. Parkway crossing the Four Mile Run Bridge as follows:

No permanent lighted rooftop signage shall be placed on the eastern side of the buildings, facing Potomac Avenue, and no lighted signs shall be placed above the first floor of the eastern side of the buildings.

If rooftop navigational lights are required by the FAA, reasonable efforts shall be made to place such devices in such a way so that they are not visible from the G.W. Parkway.

Additionally, the Potomac Yard Phased Development Site Plan (PDSP) has the *Potomac Yard Overall Sign Guidelines: Land Bays B-F* which provides guidance as to the type, style and placement of signs within the PDSP. Within this document is the statement "The following Overall Sign Guidelines shall be used only for preparation of a Comprehensive Sign Plan, individually submitted, to and for Arlington County Board decision and approval."