



ARLINGTON COUNTY, VIRGINIA

County Board Agenda Item Meeting of April 22, 2006

DATE: April 4, 2006

SUBJECT: SP #346 SITE PLAN AMENDMENT REQUEST to amend Condition #57(b) regarding three (3) flat screen televisions; 2777 Crystal Dr. (Land Bay A) (RPC #34-027-038)

Applicant:

Potomac Yard Holding Company, LLC

By:

Erika L. Byrd, Attorney
Venable, LLP
8010 Towers Crescent Drive, Suite 300
Vienna, Virginia 22182

C.M. RECOMMENDATION:

Approve the site plan amendment request to amend Condition #57(b) regarding a reduction in the size of the three (3) flat screen televisions.

SUMMARY: This request is to amend Condition #57(b) of the final site plan approved for Land Bay A of the Potomac Yard Phased Development Site Plan (PDSP). Condition #57(b) requires, among other things, installation of 50-inch flat screen televisions on the interior of three (3) windows along the building's Crystal Drive frontage adjacent to the plaza located at the corner of Potomac Avenue. Because of the way the windows have been designed and constructed, 50-inch flat screen televisions will not properly fit in the window openings. The applicant proposes a smaller 42-inch flat screen television, which would fit wholly within the window openings. Staff supports this proposal because the television screens would not be visually obstructed by building elements. Therefore, staff recommends that this minor site plan amendment be approved.

BACKGROUND: The applicant proposes a minor amendment to the final site plan approved for Land Bay A. The proposal is to amend Condition #57(b) to reduce the size of the flat screen televisions from 50 inches to 42 inches. On July 9, 2005, the County Board approved a minor amendment to modify the configuration and uses on the first floor of the north and south office buildings of Land Bay A, subject to amended Condition #57. This approval enabled the applicant and the Environmental Protection Agency (EPA) to comply with Government Services Administration (GSA) Level 4 security requirements and to accommodate elements required to achieve a US Green Building Council (USGBC) LEED Silver rating. An element of the 2005

County Manager: _____

County Attorney: _____

Staff: Freida Wray, Planning Division, CPHD

PLA-4301

approval is the use of potential retail space located on the corner of Potomac Avenue and Crystal Drive as a conference center for the EPA. In response to concerns about how the adjacent plaza would be activated, the applicant agreed to a number of things including, but not limited to, provision of three (3) 50-inch flat screen televisions in the windows to provide educational displays for public viewing outside the building. The television video displays will include educational programming related to the EPA, sustainable development, or related environmental topics, as well as information on County programs such as the Green Building Program. No sound will run through any external speakers. The video displays will be oriented to pedestrian traffic, and their intent is to activate the plaza located adjacent to the conference center.

DISCUSSION: The applicant proposes to install 42-inch, rather than 50-inch, flat screen televisions on the interior of the three (3) windows along the conference center's ground floor Crystal Drive frontage adjacent to the plaza. The building was designed with windows at the ground floor measuring 65 ½ inches wide with vertical mullions that create openings measuring 41 ½ inches wide. Because the screen on a 50-inch flat screen television measures 45 ½ inches wide, it would have to be attached to the back of the mullions. This would result in the televisions being set back from the windows a distance equal to the depth of the mullions, or eight (8) inches, and the view of the screens being partially obscured by the window mullions. The applicant's proposal to install 42-inch flat screen televisions would allow sufficient space to fit the television wholly within the area between the window mullions. A 42-inch flat screen television measures 36 ½ inches wide and would be mounted on a backing to allow installation between the windows. Staff supports this proposal. While the screens would be smaller, their visibility from the plaza would not be adversely impacted by building elements. Therefore, staff recommends that this minor site plan amendment to amend Condition #57(b) to reduce the size of the flat screen televisions from 50 to 42 inches be approved, subject to the following amended language:

57. b) The design of the building wall that serves as frontage for the conference center space shall be consistent with the approved façade drawings and materials board, pursuant to Condition #30 of the final site plan approval, and the windows shall be fabricated of transparent glass consistent with the glass approved for the building facade. Any curtains or blinds installed on the interior of the conference center space shall remain open except when necessary to be closed during presentations requiring lowered lighting or for confidentiality purposes. The developer shall provide a minimum of three (3) flat screen televisions, each with a screen measuring a minimum of ~~50~~ 42 inches in size as measured on the diagonal, in the windows of the conference center, which shall be used solely for educational display purposes for viewing by pedestrians outside the building. The displays shall begin within six (6) months following Environmental Protection Agency (EPA) occupancy of the development, and shall be provided on a daily basis from sun-up to sun-down. The location of the televisions shall be shown on amended façade drawings, which shall be approved prior to the issuance of the first Certificate of Occupancy for the site

plan, and shall be consistent with the drawings approved on July 9, 2005. The use of the television video display screens shall be subject to the following:

- 1) The developer agrees that the television video display screens shall be limited to educational programs about the EPA, sustainable development, and other related environmental topics, as well as information on County programs such as the Green Building Program at no cost, with prior consent by the developer which would not unreasonably be withheld. The developer shall coordinate with the Department of Environmental Services and the Environment and Energy Conservation Commission on educational programming involving County programs. The developer further agrees that no infomercials or paid advertisement shall be shown on the television video display screens, and no off-site commercial messages will be allowed.
- 2) The developer agrees to not broadcast any sound through any outdoor speakers, or through any other means that can be heard outdoors.
- 3) The applicant agrees that, upon administrative review with full opportunity for the developer to participate, should the County Manager find that the television video display screens adversely affect traffic safety, the County Manager may recommend changes to the approved use of the television video display screens, including reducing the hours of operation. The developer further agrees that the County Board may review this site plan amendment and require changes to the use of television video display screens, including discontinuance of the television video display screens, and exploring with the developer alternative means of activating the plaza.

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.

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 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.