



ARLINGTON COUNTY, VIRGINIA

**County Board Agenda Item
Meeting of April 22, 2006**

DATE: April 4, 2006

- SUBJECTS:** A. SP #90 SITE PLAN AMENDMENT to amend the comprehensive sign plan for 251 South 18th Street. (RPC #34-020-251)
- B. SP #167 SITE PLAN AMENDMENT to amend the comprehensive sign plan for 2345 Crystal Drive. (RPC #34-020-245)

Applicants:

Charles E. Smith Commercial Realty and
Fourth Crystal Park Associates, L.P.
2345 Crystal Drive
Arlington, Virginia 22202

By:

Bob Biroonak
Art Display Company
401 Hampton Park Boulevard
Capitol Heights, Maryland 20743

C.M. RECOMMENDATIONS:

- A. Approve the subject site plan amendment, subject to all previous conditions and new Conditions #1 and 2 as set forth in this report.
- B. Approve the subject site plan amendment, subject to all previous conditions and new Conditions #1 and 2 as set forth in this report.

ISSUES: None.

SUMMARY: The applicant requests amendments to the comprehensive sign plans for two commercial buildings in Crystal City. The amendments propose to replace existing signs. The first, for SP #90, would replace the freestanding sign at South 18th Street and Bell Street with a similar sign containing an electronic display. The second, for SP #167, would replace the garage entrance signs at 2345 Crystal Drive. The proposed signs would be updates to the existing signs and would be consistent with the newer signage throughout Crystal City. Therefore, staff

County Manager: _____

County Attorney: _____

Staff: Lorrie Pearson, DCPHD, Planning Division

PLA-4303

recommends approval of the site plan amendments, subject to all previous conditions and with new conditions.

BACKGROUND:

Site: A. SP #90: Crystal Square V is part of a larger project that includes four (4) office buildings, underground retail shops, and one (1) residential building. The proposed sign is located on the northeast corner of the intersection at 18th Street and Bell Street.

B. SP #167: Crystal Park IV is part of an 18-acre office building site plan. The site of the Crystal Park IV office building is on the east side of Crystal Drive, at 23rd Street.

Zoning: A. The site is zoned “C-O” Commercial Office Building, Hotel and Multiple-Family Dwelling District.

B. The site is zoned “C-O-1.5” Commercial Office Building, Hotel and Apartment District.

Land Use: A. This site is designated four-sevenths (4/7) "High" Residential (permitting up to 4.8 F.A.R. Residential and 3.8 F.A.R. Hotel Density) and three-sevenths (3/7) "High" Office-Apartment-Hotel (permitting up to 3.8 F.A.R. Office, 4.8 F.A.R. Apartment and 3.8 F.A.R. Hotel Density).

B. This site is designated on the General Land Use Plan as two-thirds “Low” Office-Apartment Hotel (Office Density 1.5 F.A.R. allowed, Apartment Density up to 72 units per acre allowed, Hotel Density up to 110 unites per acre allowed) and one-third “Medium” residential (37-72 units per acre).

Neighborhood: Crystal City, adjacent to the Aurora Highlands Civic Association.

DISCUSSION: Each proposed sign replaces an existing sign in Crystal City. The first, a 20-foot freestanding sign at the corner of 18th Street and South Bell Street, currently directs pedestrians to Shops at 1750 and contains an area for manually-displayed letters to advertise sales and other events for the underground businesses (see Attachment 1). The proposed sign would be the same height and convey the same type of information, only with an electronic, rather than a manual, display area. The applicant has agreed that the electronic display would not change more often that once per day, and would not flash, have intermittent lights, or lights of changing degrees of intensity. The applicant has also agreed to provide amber-colored LED lettering to better coordinate with the remainder of the sign. New conditions (Condition #1 and #2) with these restrictions have been set forth below.

The second proposed “sign” is a series of parking signs, totaling 146 square feet, associated with the garage entrance to the building at 2345 Crystal Drive, including “Exit,” “Public,” and “Permit.” The proposed sign also includes a large “Public Parking” circle with a lit pole above

to direct vehicles into the garage and the words “Crystal City.” The applicant has agreed to decrease the size of the “Public Parking” circle to 33 square feet to better fit the scale of the garage entrance and be more consistent with the pole-mounted “Public Parking” circles already approved throughout Crystal City. A new condition (Condition #1) requiring a smaller sign is set forth below.

Civic Associations: Staff notified the Aurora Highlands Civic Association of the application. To date, staff has not received any comments.

CONCLUSION: These sign updates were not a part of the broad 2003 revision to the comprehensive sign plan for the Crystal City area. The proposed signs update existing signs, contribute to, and are consistent with the system of wayfinding and parking signs in Crystal City. Limits have been placed on the electronic sign to prohibit flashing lights and to restrict the frequency the message can change. Therefore it is recommended that the County Board approve the site plan amendments, subject to all previous conditions and with new conditions.

SP #90:

1. The applicant agrees that the size, design, location and color of the proposed freestanding sign at 251 South 18th Street shall be as shown on the drawings prepared by Art Display Co. and dated November 30, 2005.
2. The applicant agrees that the electronic portions of the freestanding sign at South 18th Street and South Bell Street will not flash or contain flashing or intermittent lights or lights of changing degrees of intensity, except to indicate time and/or temperature. The applicant further agrees that the message contained within the electronic sign will not change more frequently than once per day, except for time and/or temperature. The applicant agrees to notify the County within five calendar days after installation and beginning of operation of the electronic sign. The County shall have sixty (60) days to inspect the brightness level of the lighting on the sign and to determine whether such brightness will have an adverse impact on nearby properties. Upon request of the County Manager, the applicant agrees to adjust the light intensity level.

SP #167:

1. The applicant agrees that the size, design, location and color of the proposed garage entrance signs at 2345 Crystal Drive shall be as shown on the drawings prepared by Art Display Co. and dated October 27, 2005, except that the size of the circular portion of the sign structure shall be reduced in size and shall not exceed 33 square feet.
2. The applicant agrees that the lit portions of the sign will not flash or contain flashing or intermittent lights or lights of changing degrees of intensity.

PREVIOUS COUNTY BOARD ACTIONS:

SP #90:

- September 27, 1972 Approved a site plan for an office and apartment building complex subject to conditions (Z-2003-72-1).
- September 15, 1981 Approved site plan amendment to permit live entertainment and public dancing in conjunction with an existing restaurant (Amelia's) with conditions.
- February 5, 1983 Approved site plan amendment request (Z-1694-63-1, Z-1865-66-1, Z-1882-67-1, Z-2003, 72-1 and Z-2180-80-1) to permit 4 " Crystal City" pylon signs, 1 "The Underground" identifier pylon sign, 23 pylon directional signs, 4 entrance canopies with signs, and 1 "Crystal Plaza Shopping Arcade" wall-mounted sign.
- July 8, 1989 Deferred site plan amendment request (Z-1694- 63-1, Z-1865-66-1, Z-1882-67-1, Z-2003-72-1 and Z-2180-80-1) for a coordinated sign plan consisting of 60 new signs and retention of 13 existing signs to the August 12, 1989 County Board meeting.
- August 12, 1989 Approved a site plan amendment request (Z-1694-63-1, Z-1865-66-1, Z-1882-67-1, Z-2003-72-1, and Z-2180-80-1) for a coordinated sign plan consisting of 60 new signs and retention of 13 existing signs, subject to conditions.
- November 17, 1990 Approved a site plan amendment request for food delivery service (Z-2003-72-1), subject to conditions and with a review in three (3) months after the issuance of a certificate of occupancy.
- May 11, 1991 Continued the site plan amendment for food delivery service (#90), subject to all previous condition and with a review in one (1) year.
- May 16, 1992 Continued the site plan amendment for food delivery service (#90), subject to all previous condition and with a review in three (3) years.
- May 20, 1995 Continued the site plan amendment for food delivery service (#90), subject to all previous condition and with a review in five (5) years.

May 17, 1997	Approved a site plan amendment to convert 5, 000 square feet of penthouse tenant storage space to office use (an ancillary computer room and command center) for a term consistent with the U.S. Marshals Service lease or November 30, 2001, subject to new conditions.
May 20, 2000	Approved site plan amendment to convert 4,655 square feet of retail to a health club.
March 15, 2003	Approved a site plan amendment for Potbelly Sandwich Works, live entertainment, subject to conditions of the site plan and with a review in one (1) year (March 2004).
July 19, 2003	Approved a site plan amendment for the installation of two (2) building identification rooftop signs; on premises known as 1725 Jefferson Davis Highway (Crystal Square II - RPC #34-020-248).
March 13, 2004	Approved a site plan amendment for live entertainment at 1725 Jefferson Davis Highway (Potbelly's) with a review in three (3) years (March 2007).
<u>SP #167:</u>	
May 17, 1980	Approved a rezoning from "M-1" to "C-O-1.5" and approved a site plan for a mixed use development.
February 5, 1983	Approved a site plan amendment (SP #11, 56, 90, 135 and 167) for identification and directional signage for Crystal City and the Crystal Plaza Shops.
April 9, 1983	Deferred a site plan amendment for a comprehensive sign program.
May 21, 1983	Accepted a withdrawal of a site plan amendment to add 120 residential units.
January 7, 1984	Approved a site plan amendment to add 120 residential units, increase garage parking and revise loading dock area.
May 12, 1984	Deferred a site plan amendment to adjust boundaries to July 7, 1984.
July 7, 1984	Approved a site plan amendment to adjust the boundary of the Crystal Park project by removing 23,866 square feet of

	land from the south end and adding a like amount to the north end.
May 18, 1985	Deferred a site plan amendment to amend Condition #29 to increase office gross parking area to 1,600,700 square feet.
July 13, 1985	Approved a site plan amendment to increase office gross parking area to 1,584,100 square feet and increase retail commercial from 50,000 square feet to 77,917 square feet.
December 7, 1985	Approved a site plan amendment to permit subdivision into parcels with each building being on a separate parcel of land.
August 13, 1988	Deferred a site plan amendment to amend Condition #34 to permit rooftop signs on east and west elevations, 234 square feet each (2341 Crystal Drive).
September 10, 1988	Denied a site plan amendment to amend Condition #34 to permit rooftop signs on the east and west elevations, 234 square feet each (2341 Crystal Drive).
July 8, 1989	Deferred a site plan amendment (SP #11, 56, 90, 135 and 167) for a coordinated sign plan consisting of 60 new signs and retention of 13 existing signs to the August 12, 1989 County Board meeting.
August 12, 1989	Approved a site plan amendment (SP #11, 56, 90, 135 and 167) for a coordinated sign plan consisting of 60 new signs and retention of 13 existing signs including Metro Station and Buchanan House signage.
February 2, 1991	Approved a site plan amendment to amend the coordinated sign plan to permit two temporary office leasing beamers on two office buildings.
February 9, 1991	Approved a site plan amendment (SP #11, 56, 90, 135 and 167) to amend the coordinated sign plan to permit two temporary office leasing banners, at heights below 35 feet, on two office buildings until November 27, 1991, at 1225 and 2211 Jefferson Davis Highway.
March 2, 1991	Approved a site plan amendment with amended Conditions # 37 and #41 and the approved comprehensive sign plan to permit construction and operation of Virginia Railway Express commuter rail platform.

- July 13, 1993 Approved a site plan amendment for conversion of approximately 2,450 square feet of retail gross floor area to office use for the parcel of real property known as 2231 Crystal Drive with the condition that the space being occupied is secondary retail uses.
- November 21, 1995 Approved a site plan amendment for conversion of 1, 650 square feet of gross floor area to conference facilities for the Patent and Trademark Office for the parcel of real property known as 2121 Crystal Drive with one new condition.
- March 18, 1995 Approved a site plan amendment for an amendment to the Crystal City Comprehensive Sign Plan to permit a rooftop sign of 531, revised to 426, square feet on the east building elevation for the parcel of real property known as 2121 Crystal Drive with one new condition.
- April 26, 2003 Approved a site plan for installation of an internally illuminated rooftop building identification sign, containing a logo and lettering, with a total sign area of 206.2 square feet on the southwest elevation of the Crystal Park V Office Building subject to one new condition.
- September 18, 2004 Approved a site plan amendment for a rooftop sign located at 2231 Crystal Drive.

APPROVED SIGN CONDITIONS

SP #90:

1. The applicant agrees that the size, design, location and color of the proposed two (2) rooftop signs shall be as shown on the drawings prepared by Signs Unlimited and entitled Lockheed Martin Exterior Signage Plan (Six pages), and dated May 19, 2003, as attached to the staff report and approved by the County Board on July 19, 2003.

SP #167:

1. The applicant agrees that the size, design, location and color of the proposed rooftop sign shall be as shown on the drawings prepared by Gensler and entitled Boeing/Simulated Signage on Building, and dated January 17, 2003, as attached to the staff report and approved by the County Board on April 26, 2003.
2. The applicant agrees to limit the rooftop signage on the Crystal Park III building to one tenant identification sign on the southwest elevation at the location and in the design shown on the drawings submitted to the County from Jack Stone Sign Co. dated February 25, 2004, and presented to the County Board on September 18, 2004. The total area for the rooftop sign shall be limited to no more than 200 square feet, and the sign shall be illuminated only as shown on the drawings dated February 25, 2004.