

County of Loudoun
Department of Planning

#1

SUPPLEMENTAL MEMORANDUM

DATE: December 17, 2009
TO: Planning Commission
FROM: Michael Elabarger, Project Manager
SUBJECT: December 17, 2009 Planning Commission Public Hearing:
ZMOD 2008-0013,
Safeway at Sterling Plaza Comprehensive Sign Package
RE: APPLICANT SUBMISSION
REVISED CONDITIONS of APPROVAL
REVISED ACTION MOTIONS

Applicant Submission – Revised Sign #2

In response to Issue #2 in the staff report, the applicant revised Sign #2 (Safeway text and logo over the north entrance); see Attachment 1. Staff provided analysis of this revision in an email (with attachments) to the Commission on December 14th; see Attachment 2.

Conditions of Approval (revised dated December 17, 2009)

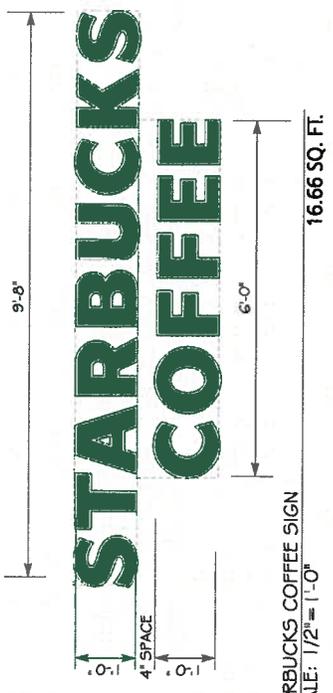
Since the public hearing staff report was published, the County Attorney was able to review and revise the Conditions of Approval, now dated December 17, 2009. The applicant was provided these conditions on December 16th. Should the Commission forward the application to the Board of Supervisors with a recommendation of approval, staff would advise using these conditions.

Action Motions

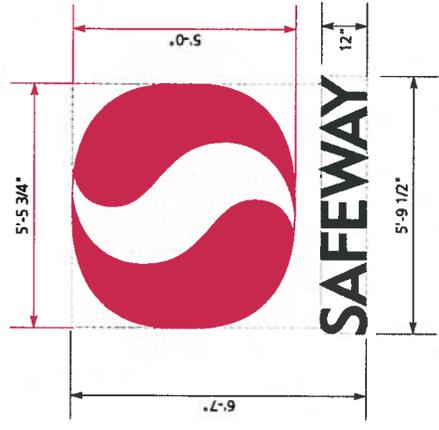
Attached are the motions for action, revised (motion #2) to reflect the revised date of the Conditions of Approval noted above.

Attachments:

1. Applicant Submission, Revised Sign #2, dated December 15, 2009.
2. December 14, 2009 email (and attachments) from Staff to Planning Commission.
3. Revised Conditions of Approval, dated December 17, 2009.
4. Motions for Action, noting revised date of Conditions of Approval.



EXISTING SIGNS



ADD NEW STARBUCKS, SAFEWAY AND PHARMACY SIGNAGE



PROPOSED SIGNAGE

DATE: 12/15/2009

PROJECT: Michael Gardner

ADDRESS: 22350 STERLING BLVD, STERLING VA 20164

SAFEMARK: 63380 rev6

SCALE: As Noted

DATE: 12/15/2009

PROJECT: Sterling 1759

DESIGN: Penner King

NOTES:

DESIGN PROVIDED BY KENLEY SIGNS, INC.
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7850 Preston Drive, Landover, Md. 20785 (301) 773-6800 FAX: (301) 773-3468

Elabarger, Mike

From: Elabarger, Mike
Sent: Monday, December 14, 2009 3:25 PM
To: Maio, Peggy; Klancher, Robert; Ruedisueli, Kevin; Austin, Erin; Chaloux, Sandra; Robinson, Gigi; Brodrick, Chris; Syska, Helena; Bayless, Glen
Cc: 'Stearns, Frank W.'; Williams, Kelly S.
Subject: Safeway Sign Plan ZMOD 08-13 - New Sign #2/Revised Comparison Table
Attachments: Safeway Signs - Analysis & Rvsd TABLE 12-14-09.doc

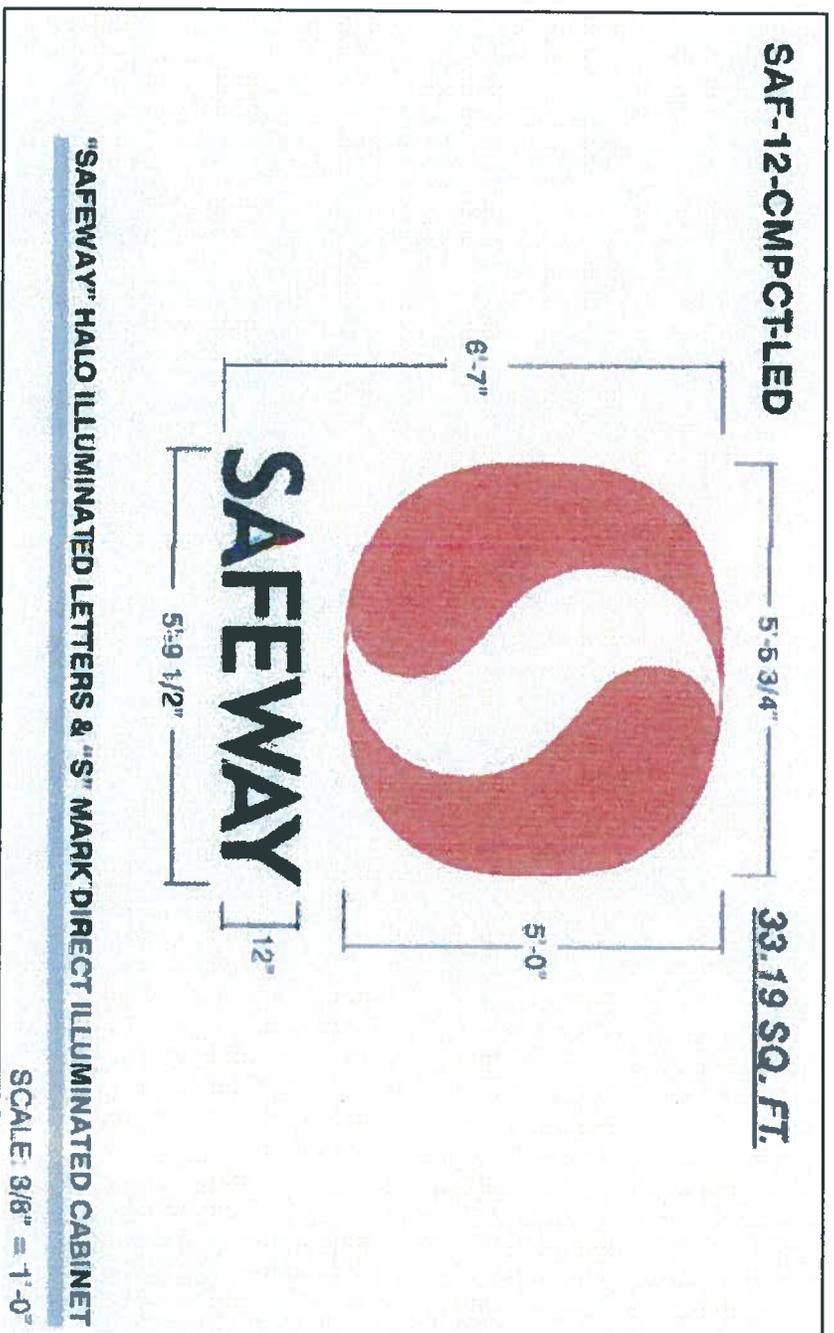
Planning Commissioners,

The applicant has provided their revised Sign #2 to staff; it is included in the attached document, where I have done some analysis and revised the comparison table again to reflect this new proposed sign.

If there is anything specific that you would like for me to touch on or represent in my presentation Thursday, please let me know.

Thank you,
Mike Elabarger
Project Manager

Below is a revised Sign #2, now totaling 33.19 SF (compared to the currently proposed 21.117 SF sign).



Above is the applicant's revised Sign #2, which is the same exact dimensions and overall size as the sign on the façade of the Broadlands Village Center shopping center Safeway store.

To compare with what is currently in their sign package:

| SIGN #2 – Safeway text and Logo | Currently in Sign Package dated 11-13-09 | Proposed (above) to staff on 12-14-09 |
|---------------------------------------|---|--|
| Dimensions | <ul style="list-style-type: none"> - <u>Safeway text:</u> 1'4" x 7'7½" or 1.33' x 7.625' - <u>"S" logo:</u> 3'2" x 2'10¾" or 3.17' x 2.9' - <u>White Space between:</u> 6.625" x 3'2" or 0.55' x 3.16' | <ul style="list-style-type: none"> - <u>Safeway text:</u> 5'9½" x 12" or 5.79' x 1.0' - <u>"S" logo:</u> 5'5¾" x 5' or 5.48' x 5' - <u>White Space between:</u> 7" x 5'9½" or 0.58' x 5.79' |
| Square Footages | <ul style="list-style-type: none"> - <u>Safeway text:</u> ~ 10.14 SF - <u>"S" logo:</u> ~ 9.2 SF - <u>White Space between:</u> ~ 1.74 SF <p>TOTAL: 21.08 (21.117)</p> | <ul style="list-style-type: none"> - <u>Safeway text:</u> ~ 5.79 SF - <u>"S" logo:</u> ~ 27.4 SF - <u>White Space between:</u> ~ 3.36 SF <p>TOTAL: 36.55 (33.19)</p> |

ANALYSIS

The overall area of this proposed sign has increased just over 15 SF – 21.117 SF to 33.19 SF - or an increase of 72% over what is included in the Sign Package.

Staff's comment regarding Sign #2 was to **reduce** the overall size of Sign #2 because of its proximity and proportionality to the primary façade sign – Sign #1 – which is 126.5 SF total. Staff's solution to bring Sign #2 down in proportional size was to make it **overall** similar in size to the 16 SF "Signature Café" sign – Sign #4 - primarily through reducing the size of the Safeway text font so that the word fit completely underneath the "S" logo.

The applicant has done the latter – bringing the text "Safeway" under the "S" logo – by reducing the "Safeway" text by about half (10.14 to 5.79 SF), but has now **tripled** in size (from 9.2 SF to 27.4 SF) the "S" logo. Staff would still like to see the entire Sign #2 closer in total size to Sign #4; as it is now proposed, Sign #2 is over twice the size of Sign #4 (33.19 SF to 16 SF).

Proposed vs. Existing Signage

The proposed sign package is for six (6) store façade signs and one (1) freestanding entrance sign, replacing the existing signage (which I've assigned in the table below, for comparison purposes, to the proposed sign most similar to it). Numbers highlighted in green reflect corrections to errors in the staff report; yellow highlights reflect the applicant's revised Sign #2 figures; blue highlights reflects the combined revised totals.

| | Proposed Signage (sf) | Existing Signage (sf) | Difference |
|--|-----------------------|-----------------------|--------------|
| Sign #1 | 126.5 | 167.0 | - 40.5 |
| Sign #2 | 33.19 | --- | +33.19 |
| Sign #3 | 16.66 | 4 | + 12.66 |
| Sign #4 | 16.0 | --- | + 16.0 |
| Sign #5 | 17.6 | 12 | + 5.6 |
| Sign #6 | 18.85 | --- | + 18.85 |
| Total Façade Signage Area | 228.8 | 183.0 | +45.8 |
| Sign #7 | 49.6 | 60.0 | - 10.4 |
| Overall Sign Package Signage Area | 278.4 | 243.0 | +35.4 |

The façade signage would increase by just over 45 SF, and including the entrance sign, the overall sign package proposes an increase of just over 35 SF from what currently exists.

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IV. CONDITIONS OF APPROVAL (December 17, 2009)

Should the Commission wish to pursue the application, staff recommends the following conditions of approval, which are currently under review by the County Attorney, and an update of that review will be provided at the public hearing.

1. Substantial Conformance. Signs and sign standards (materials, colors, size, height, location, number, and lighting) for the signs depicted in the Sign Package shall be provided in substantial conformance with the Safeway at Sterling Plaza Comprehensive Sign Package dated November 13, 2009, and the Revised 1993 Loudoun County Zoning Ordinance (the "Zoning Ordinance"). Approval of this application for Tax Map /81/F10////22A (PIN #022-15-4155) (the "Property") shall not relieve the applicant or the owners of the Property from the obligation to comply with and conform to any other Zoning Ordinance, Codified Ordinance, or applicable regulatory requirement. This approval applies only to the modification of sign standards as modified in the Sign Package and/or in these conditions for signs that are otherwise permitted and is not intended to approve the use or placement of signs that are not permitted per Section 5-1202(A) of the Revised 1993 Zoning Ordinance. The modifications approved herein supersede the provisions of the Zoning Ordinance regarding such modified standards and shall apply to the signs identified in the Sign Package. In the event of a conflict between the approved Comprehensive Sign Plan and the Zoning Ordinance other than with respect to the specific modifications of standards approved in this application, the provisions of the Zoning Ordinance shall supersede the approved Comprehensive Sign Plan. As used in these conditions, "Applicant" includes the owner of the Property subject to this Zoning Modification approval, its successors, and parties developing, establishing or operating the approved zoning modification.
2. Lighting. No animation, neon, or moving lights shall be permitted. Signs shall be backlit and shall contain no exposed lighting elements. No sign illumination shall spill upward or reflect or cast glare onto adjacent properties or roadways. Fixtures shall be full cutoff and fully shielded in order to preclude light trespass beyond the sign area or onto adjoining properties and public roads.
3. Zoning Permits - No sign shall be erected without first obtaining a zoning permit for such sign.
4. Future Comprehensive Sign Package for Sterling Plaza Shopping Center. The subject property is located within a commercial development on the Property, which development is operated as and known as the Sterling Plaza Shopping Center. If and when the property owner of the Sterling Plaza Shopping Center applies for a comprehensive sign package zoning modification for the shopping center, or the equivalent procedure under the then applicable Zoning Ordinance, the Applicant shall join in as a party to such future application. If such future application is approved, thereafter Applicant's signage shall either conform with and be subject to the modifications approved pursuant to that application, or conform to the by-right

provisions of the Zoning Ordinance in effect at that time. If the Zoning Ordinance should be amended such that the shopping center owner may obtain approval of modifications to the sign requirements of the Ordinance without having to obtain approval of a comprehensive sign package zoning modification or equivalent procedure, this condition 4 will no longer be operative.,

**ZMOD 2008-0013,
Safeway at Sterling Plaza Comprehensive Sign Package**

SUGGESTED MOTIONS

1. I move that the Planning Commission forward ZMOD 2008-0013, Safeway Signs at Sterling Plaza Comprehensive Sign Package, to the Board of Supervisors with a recommendation of denial based on the Findings in the December 17, 2009 staff report.

OR,

2. I move that the Planning Commission forward ZMOD 2008-0013, Safeway Signs at Sterling Plaza Comprehensive Sign Package, to the Board of Supervisors with a recommendation of approval subject to the Conditions of Approval dated December 17, 2009, and based on the following Findings:
