

BOARD OF SUPERVISORS

ACTION ITEM

4

SUBJECT: **ZMOD 2008-0017, Belmont Executive Center Comprehensive Sign Plan**

ELECTION DISTRICT: **Broad Run**

CRITICAL ACTION DATE: **July 7, 2010**

STAFF CONTACT: Sophia Fisher, Planning Department
Julie Pastor, Director

RECOMMENDATIONS:

Planning Commission:

At the worksession on April 21, 2010, the Commission voted 7-2 (Robinson, Maio opposed) to forward the application to the Board of Supervisors with a recommendation of approval subject to the following changes:

- Remove the M1 sign from Claiborne Parkway just past the end of the off ramp from Route 7.
- Remove one of the two A1/M1 signs from the intersection of Claiborne Parkway and Russell Branch Parkway.
- Refine the language related to the M2 retail monument sign to clarify that the Commission's approval is based on the design of the sign presented in the sign plan.

Staff:

Staff can support the approval of this application provided that:

- Sign types A1 and M1, project entrance icon signs, are removed (modifying Sections 5-1204(D)(3)(k) development entrance signs and 5-1204(D)(3)(c), entrance signs).
- Sign type M2, community commercial sector, is reduced in size (modifying Section 5-1204(D)(3)(c), entrance signs).

The staff recommendation differs from the Commission recommendation in that staff recommends that all A1 and M1 signs are removed, and that the M2 signs are reduced in size.

BACKGROUND:

Belmont Land, L.P., Toll Land XV Limited Partnership, and Episcopal Church on Belmont, all of Ashburn, Virginia, have submitted an application for a special exception to modify the applicable provisions of Section 5-1204 of the Revised 1993 Zoning Ordinance to implement a Comprehensive Sign Package that proposes changes to the permitted number, size, height, location, and illumination of signs. The property is being developed pursuant to ZMAP 1996-0003/ZCPA 1996-0002/SPEX 1996-0005, Belmont and ZMAP 1997-0009 & SPEX 1997-0017, Belmont Executive Center, in the PD-CC-CC (Planned Development-Commercial Center-Community Center), PD-OP (Planned Development-Office Park), and PD-H4 (Planned Development-Housing) zoning districts. The proposed Comprehensive Sign

Package is for the commercial and office components of the Belmont development. The subject property is approximately 432 acres in size and is located on the south side of Harry Byrd Highway (Route 7), on the east side and east of Belmont Ridge Road (Route 659), on the west side and west of Ashburn Road (Route 641), and along Russell Branch Parkway in the Broad Run Election District.

The Board of Supervisors held a public hearing on this application on June 6, 2010. At the hearing, the Board discussed the difference between the staff recommendation that all the A1/M1 signs be removed and the Planning Commission recommendation that two A1/M1 signs be allowed. The Board also requested more information about the materials and massing of the A1/M1 signs. At the conclusion of the hearing, Supervisor Waters made a motion to send the application to the July 7, 2010 Business Meeting for action and directed the applicant to remove the A1 sign at the northeast corner of Russell Branch Parkway and Claiborne Parkway, to retain the A1 sign at the intersection of Russell Branch Parkway, and Belmont Ridge Road to retain the M1 sign on Claiborne Parkway. The motion passed 8-0-1 (Buckley absent).

ISSUES:

Following the public hearing on June 6, the applicant provided a revised sign plan (dated June 17, 2010) that reflects the changes outlined in Supervisor Waters' motion. In addition, the applicant has provided an illustrative of the A1/M1 sign type that shows the materials and massing of the proposed sign (Attachment 4). The applicant has also provided an exhibit showing several vehicular entrance signs from around the County in order to demonstrate the variety of sign types and sizes and to support their argument that the A1/M1 signs should be allowed because similar signs are found elsewhere in the County (Attachment 5).

The current proposal is not consistent with the Planning Commission recommendation on the application because it includes the M1 sign located on Claiborne Parkway at the end of the off ramp from Route 7. Staff cannot support the inclusion of the A1/M1 sign types in the sign plan because they are not located at what the Zoning Ordinance considers to be vehicular entrances.

The Conditions of Approval have been reviewed by the County Attorney's Office and approved as to legal form.

ALTERNATIVES:

The Board may approve or deny the Comprehensive Sign Plan application, or send it to another Board of Supervisors meeting for further discussion. Additional review would require a timeline extension from the applicant.

DRAFT MOTION(S):

1. I move that the Board of Supervisors approve ZMOD 2008-0017, Belmont Executive Center Comprehensive Sign Plan subject to the Conditions of Approval dated June 23, 2010 and with the attached Findings.

OR

2. I move an alternate motion.

ATTACHMENTS:

- | | | |
|----|--|----------|
| 1. | Vicinity Map | A-1 |
| 2. | Findings | A-3 |
| 3. | Conditions of Approval dated June 23, 2010 | A-5 |
| 4. | M1 illustrative | Attached |
| 5. | Vehicular entrance sign exhibit | Attached |
| 6. | Revised CSP dated June 17, 2010 | Attached |

This page intentionally left blank.

This page intentionally left blank.

FINDINGS FOR APPROVAL

1. The Comprehensive Sign Plan, as conditioned, is generally compatible with the environs and architectural design of the existing comprehensive sign plan for Belmont Estates and is consistent with the Revised General Plan.
2. The Comprehensive Sign Plan establishes a consistent palette of colors and materials.
3. The sign modification establishes appropriate requirements for the maintenance of permanent signs and the removal of temporary signs.
4. Sign type M2, Community Commercial Sector Signage, is of an appropriate size because the openwork lattice design reduces the bulk of the sign.

This page intentionally left blank.

CONDITIONS OF APPROVAL (June 23, 2010)

1. Substantial Conformance. Signs and sign standards (size, height, location, number, colors, materials, lighting etc.) for the signs depicted on the Sign Plan shall be in substantial conformance with the Belmont Executive Center Comprehensive Sign Plan (“Sign Plan”) prepared by Urban, Ltd. dated June 17, 2010, and the Revised 1993 Loudoun County Zoning Ordinance (the “Zoning Ordinance”). Sign M2 shall be constructed in substantial conformance with the design shown on page 21 of the Sign Plan. Approval of this application for Tax Map 62M Parcels 10//LBPP and 10//LB001 and Tax Map 62 Parcels 16, 22, 23, and 24 (PIN #'s 083-17-8172, 083-17-2087, 083-37-8701, 083-37-1744, 083-27-1064, and 083-35-9224) (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 not modified hereby. This approval applies only to the modification of sign standards as modified in the Sign Plan 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 modification of standards approved in this application, the provisions of the Zoning Ordinance shall supersede the approved Comprehensive Sign Plan.
2. Maintenance. Individual signs and associated landscaping materials shall be maintained in good condition, assuring sign legibility and health of landscaped plantings.
3. Lighting. Lighting for any sign will be directed toward the sign, and all such lighting fixtures will be shielded so that light will not spill upward or reflect or cast glare onto the adjacent residential properties or roads. Animation, neon lights, and moving lights shall be prohibited.
4. Removal of Real Estate Signs. Once a commercial building is either 100 percent leased or sold, all real estate and marketing signs shall be removed within 30 days following the execution of the lease or of the recordation of the deed of conveyance.

This page intentionally left blank.