



APPLICATION ACCEPTED: July 11, 2013
PLANNING COMMISSION: November 21, 2013

County of Fairfax, Virginia

November 7, 2013

STAFF REPORT

APPLICATION CSP 2010-LE-013

LEE DISTRICT

APPLICANT: WPPI Springfield HS, LLC

PRESENT ZONING: PDC (Planned Development Commercial)
CRD (Commercial Revitalization District)
SC (Sign Control Overlay)
HC (Highway Corridor Overlay)

PARCELS: 80-4 ((9)) 4A

SITE AREA: 1.63 acres

PLAN MAP: Mixed Use

PROPOSAL: To approve a Comprehensive Sign Plan for a hotel.

STAFF RECOMMENDATIONS:

Staff recommends approval of CSP 2010-LE-013, subject to the proposed development conditions contained in Appendix 1.

It should be noted that it is not the intent of the staff to recommend that the Planning Commission, in adopting any conditions proffered by the owner, relieve the applicant/owner from compliance with the provisions of any applicable ordinances, regulations, or adopted standards.

It should be further noted that the content of this report reflects the analysis and recommendation of staff; it does not reflect the position of the Planning Commission.

Nick Rogers, AICP

Department of Planning and Zoning
Zoning Evaluation Division
12055 Government Center Parkway, Suite 801
Fairfax, Virginia 22035-5509
Phone 703-324-1290 FAX 703-324-3924
www.fairfaxcounty.gov/dpz/



The approval of this application does not interfere with, abrogate or annul any easements, covenants, or other agreements between parties, as they may apply to the property subject to this application.

For information, contact the Zoning Evaluation Division, Department of Planning and Zoning, 12055 Government Center Parkway, Suite 801, Fairfax, Virginia 22035-5505, (703) 324-1290.



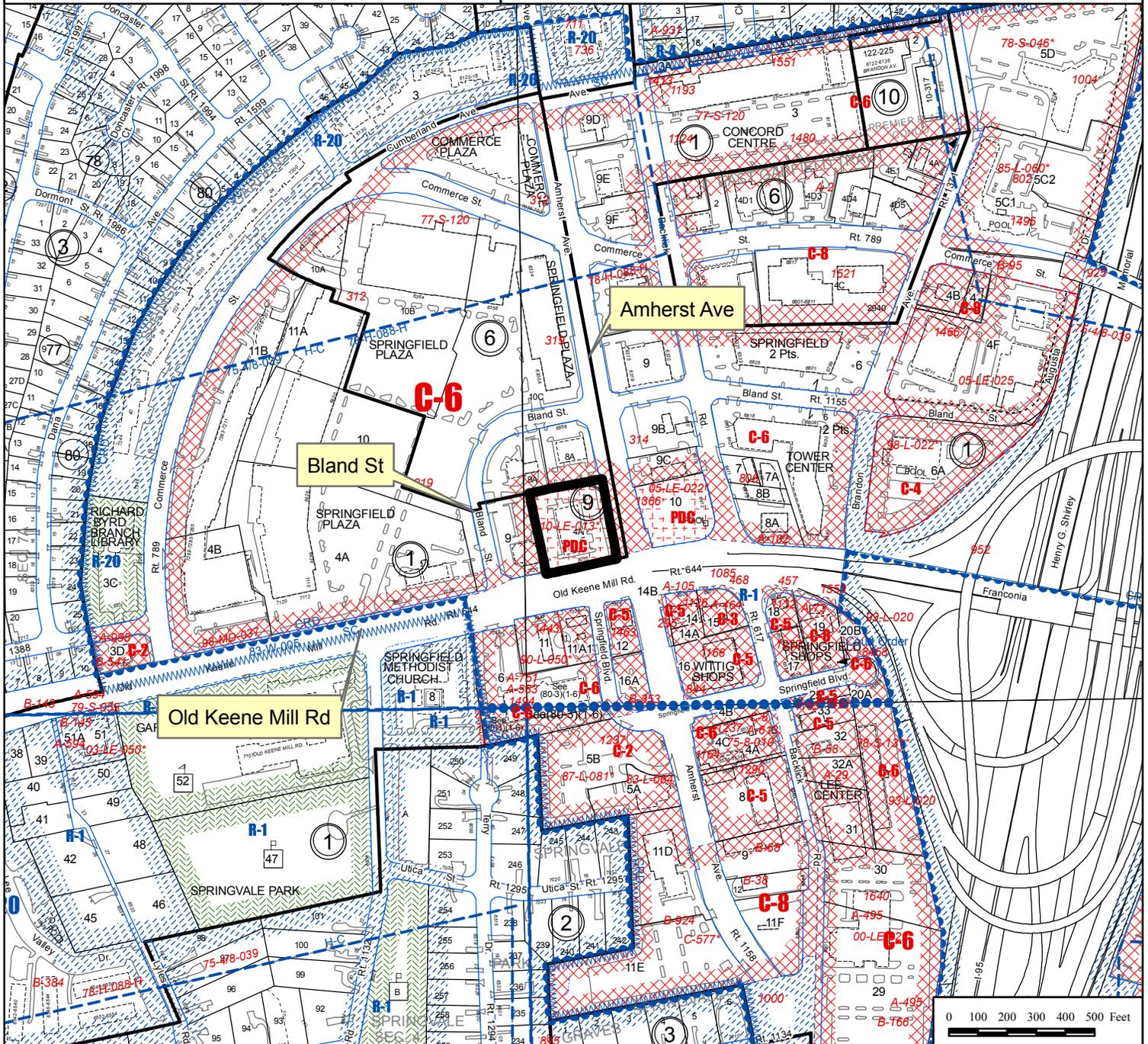
Americans with Disabilities Act (ADA): Reasonable accommodation is available upon 48 hours advance notice. For additional information on ADA call (703) 324-1334 or TTY 711 (Virginia Relay Center).

Comprehensive Sign Plan

CSP 2010-LE-013



Applicant: WPPI SPRINGFIELD HS, LLC
Accepted: 07/11/2013
Proposed: COMPREHENSIVE SIGN PLAN
Area: 1.63 AC OF LAND; DISTRICT - LEE
Zoning Dist Sect: 7010 OLD KEENE MILL ROAD, SPRINGFIELD, VA 22150
Located:
Zoning: PDC
Overlay Dist: CRD SC HC
Map Ref Num: 080-4- /09/ /0004A



CSP APPLICATION FOR HOMWOOD SUITES HOTEL

7010 Old Keene Mill Road
Springfield, VA 22150

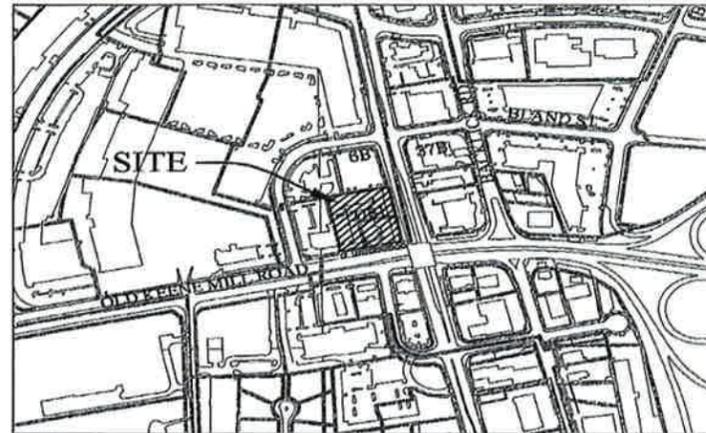
PROJECT TEAM

APPLICANT-OWNER

WPPI Springfield HS, LLC
1000 E. 80th Place
Merrillville, IN 46410
(219) 680 - 5000

SIGN CONTRACTOR

Lauretano Sign Group
1 Tremco Drive
Terryville, CT 06786
(860) 582-0233



VICINITY MAP - NOT TO SCALE



AERIAL MAP - NOT TO SCALE

SHEET INDEX

1. COVER SHEET
2. NOTES
3. SIGNAGE TABULATIONS
4. EXISTING SIGNAGE INTRO PAGE
5. EXISTING SIGNAGE NORTH COURTYARD ELEVATION
6. EXISTING SIGNAGE EAST ELEVATION
7. EXISTING SIGNAGE SOUTH ELEVATION
8. PROPOSED SIGNAGE INTRO PAGE
9. PROPOSED SIGNAGE SOUTH ELEVATION
10. PROPOSED SIGNAGE SOUTH ELEVATION
11. PROPOSED SIGNAGE NORTH ELEVATION
12. SITE PLAN

REVISIONS

6.4.13	ORIGINAL SUBMISSION
9.3.13	LSG REVISION
9.23.13	REVISED PER FAIRFAX CO. ZONING
9.27.13	
10.1.13	

1. The signs shall be built in substantial conformance with the designs illustrated in this package.
2. Lighting of the signs shall be in accordance with Article 12 and Article 14 of the Fairfax County Zoning Ordinance.
3. No signs shall be constructed within sight distance easements.
4. Sign sizes depicted show the maximum square footage. Sign size may be reduced provided the sign is in substantial conformance with the signs depicted.
5. Sign package does not regulate signs that are not visible from public rights-of-way or adjacent property.

WPPI Springfield HS, LLC
1000 E. 80th Place
Merrillville, IN 46410
(219) 680 - 5000

HOMEWOOD SUITES
 BY HILTON®
7010 Old Keene Mill Road
Springfield, VA 22150

LAURETANO
SIGN GROUP
1 Tremco Drive Terryville, CT 06786
phone: 860.582.0233 fax: 860.583.0949
signs@lauretano.com www.lauretano.com

Sign Type/Description	Number of Proposed	Total Proposed/Existing Sign Area (Square Feet)
Existing Signs to Remain		
A – North Courtyard Elevation – Building Mounted Identification Sign	1	26.8
B – East Elevation – Building Mounted Identification Sign	1	91.65
C – South Elevation – Building Mounted Identification Sign	1	91.65
Proposed Signs		
D – South Elevation Blade Sign	1	75
E – North Elevation Building Mounted Identification Sign	1	37.2
F – South Elevation Pedestrian Blade Sign	1	7

***Linear frontage is 166 feet for a total maximum sign area of 210 square feet.**

WPPI Springfield HS, LLC
 1000 E. 80th Place
 Merrillville, IN 46410
 (219) 680 - 5000

HOMEWOOD SUITES
 BY HILTON
 7010 Old Keene Mill Road
 Springfield, VA 22150

LAURETANO
 SIGN GROUP

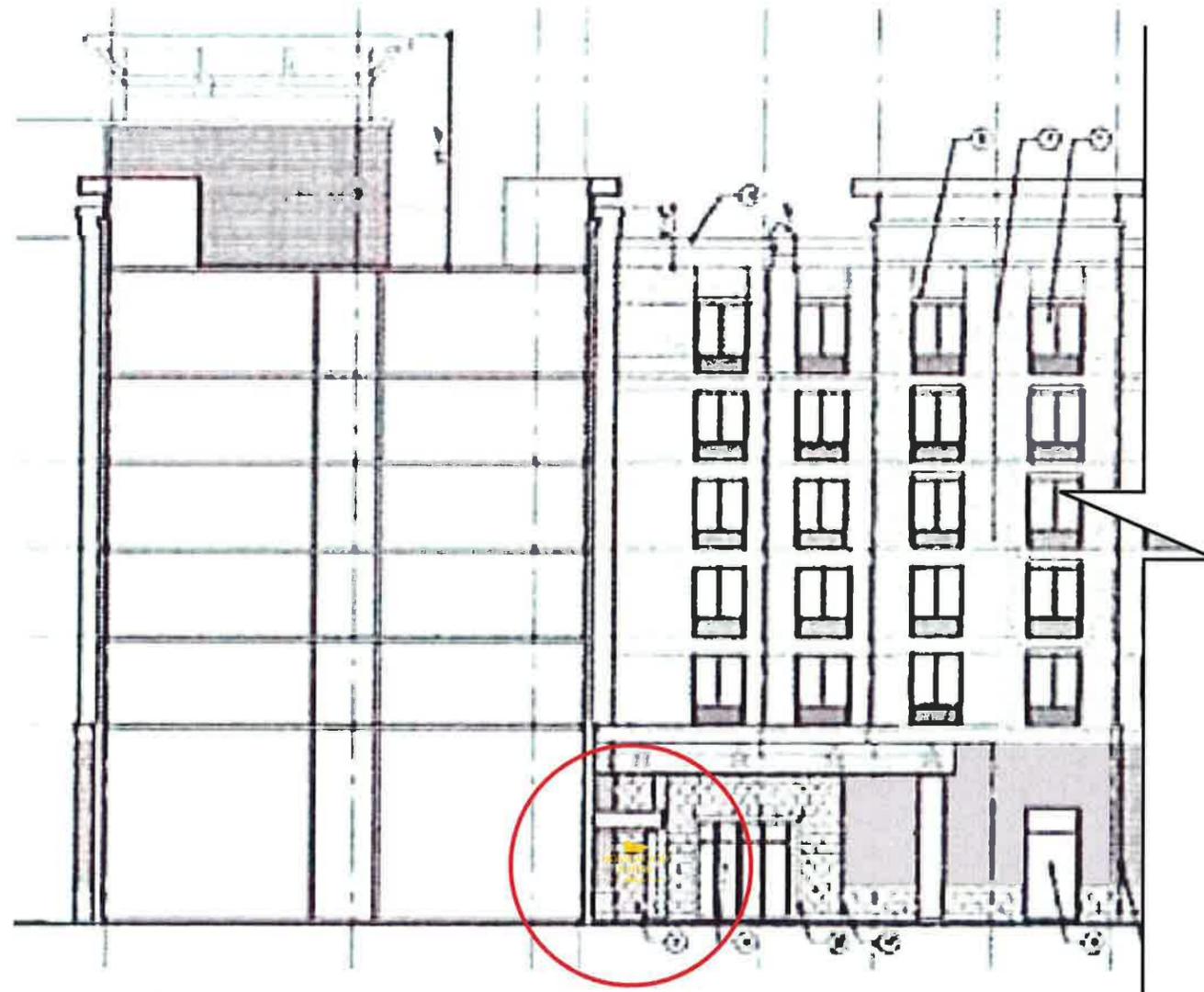
1 Tremco Drive Terryville, CT 06786
 phone: 860.582.0233 fax: 860.583.0949
 signs@lauretano.com www.lauretano.com

CSP APPLICATION FOR
HOMEWOOD SUITES HOTEL

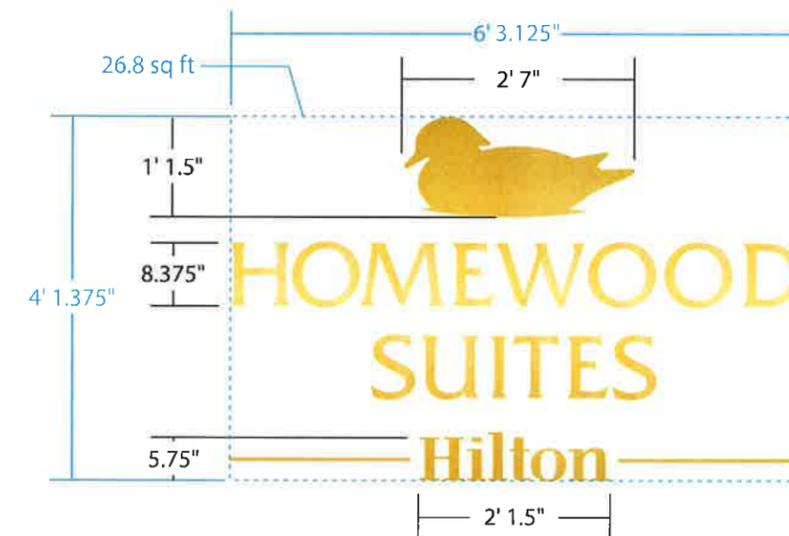
EXISTING SIGNAGE



North Courtyard Elevation • Existing Signage



Not To Scale • North Courtyard Elevation • Existing Signage



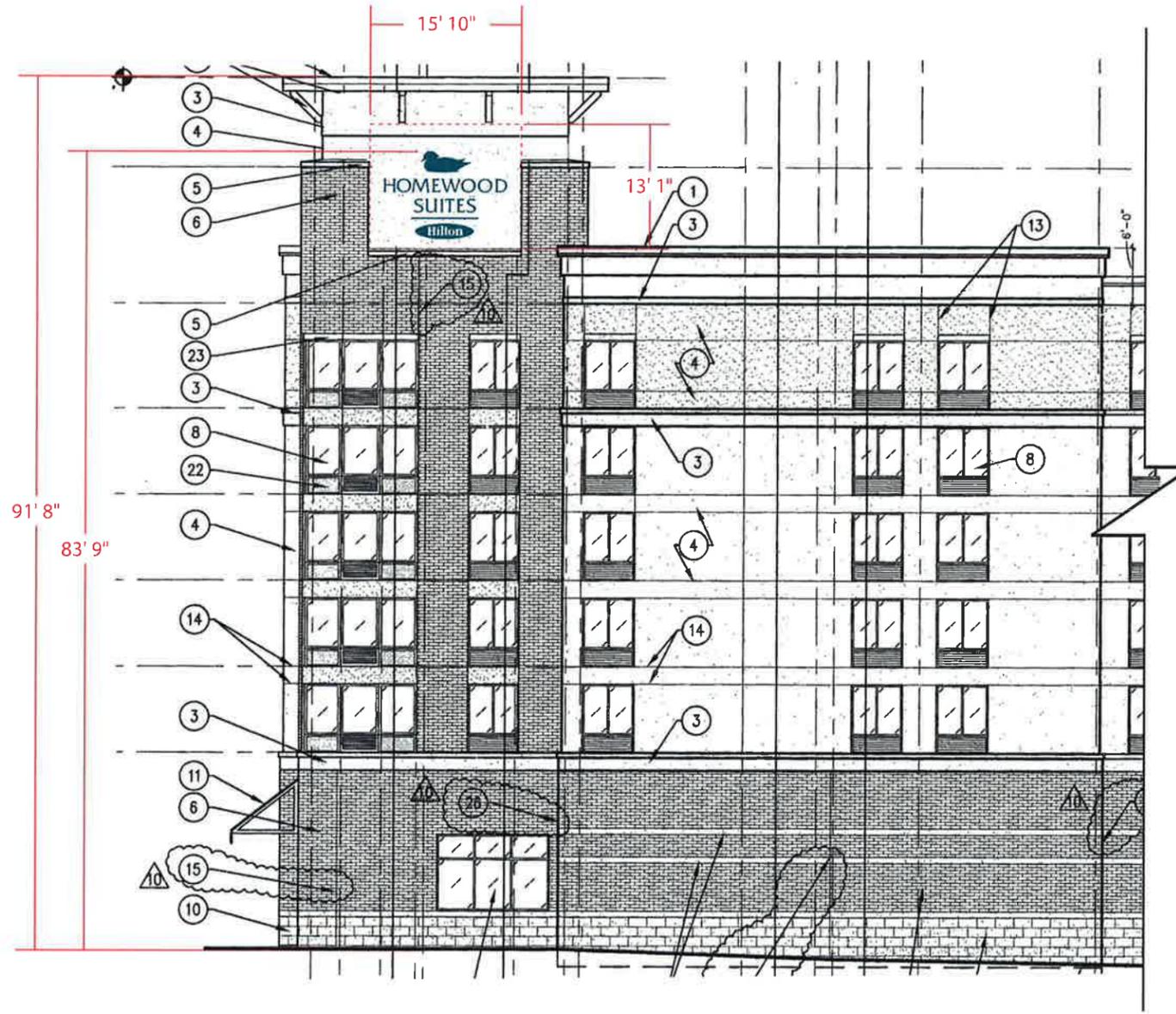
Scale: 1/2" = 1' • HS-BLX • Fabricated Nu-Gold Logoset

WPPI Springfield HS, LLC
 1000 E. 80th Place
 Merrillville, IN 46410
 (219) 680 - 5000

HOMEWOOD SUITES
 BY HILTON
 7010 Old Keene Mill Road
 Springfield, VA 22150

LAURETANO
 SIGN GROUP

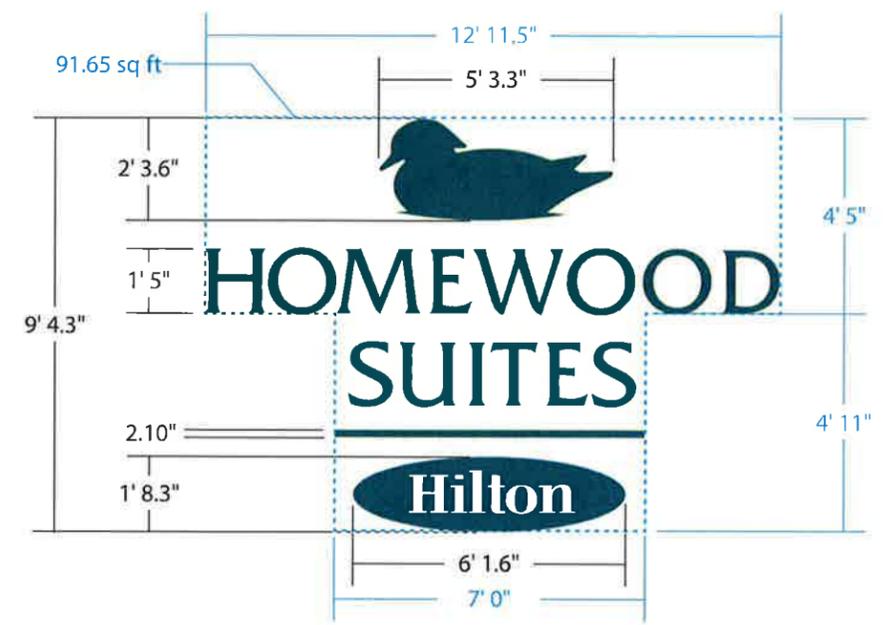
1 Tremco Drive Terryville, CT 06786
 phone: 860.582.0233 fax: 860.583.0949
 signs@lauretano.com www.lauretano.com



Scale: 1/16" = 1' • East Elevation • Existing Signage



East Elevation • Existing Signage



Scale: 1/4" = 1' • HS-CL-17-G • LED Illuminated Logoset

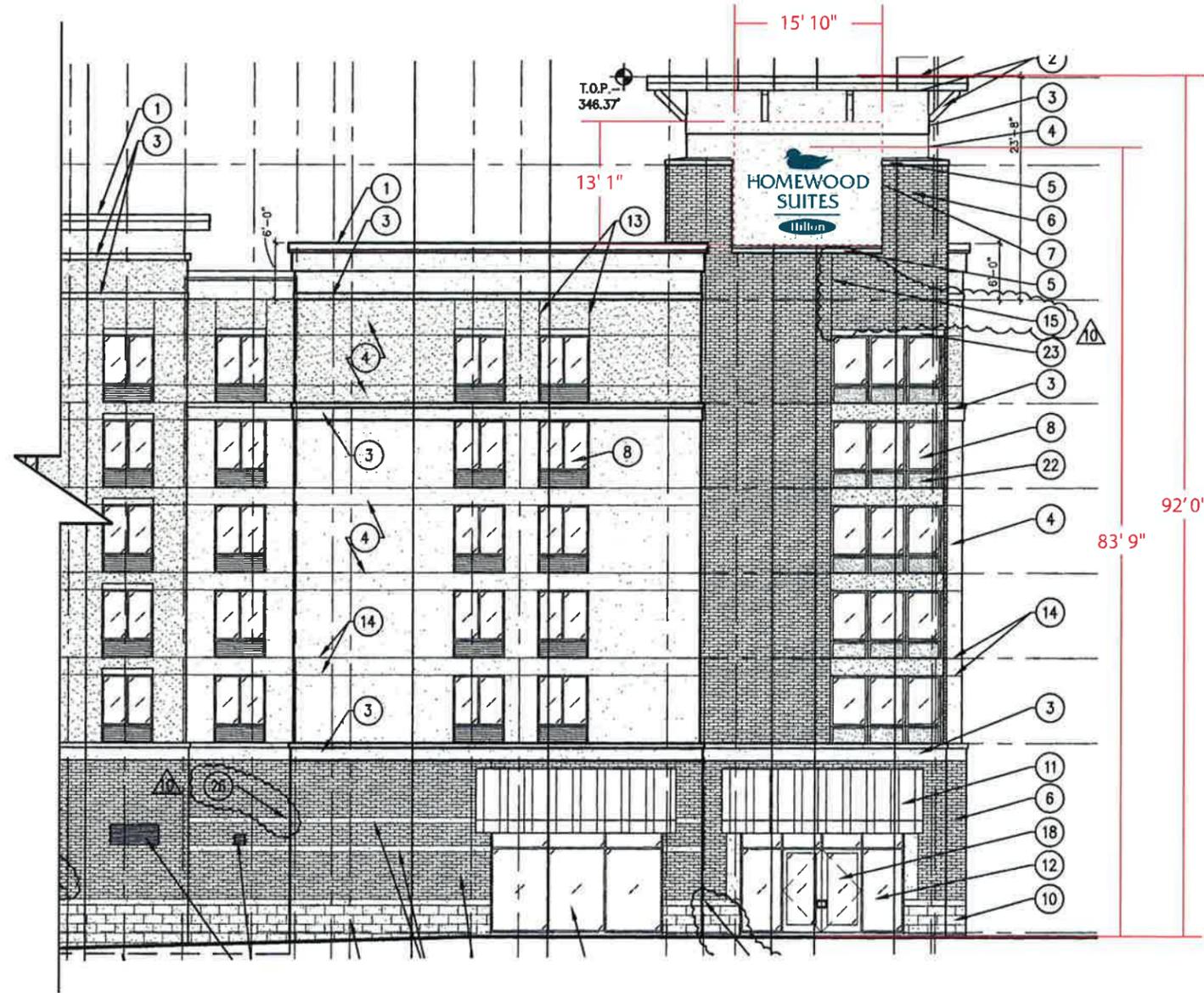
WPPI Springfield HS, LLC
 1000 E. 80th Place
 Merrillville, IN 46410
 (219) 680 - 5000

HOMEWOOD SUITES
 BY HILTON
 7010 Old Keene Mill Road
 Springfield, VA 22150

LAURETANO
 SIGN GROUP

1 Tremco Drive Terryville, CT 06786
 phone: 860.582.0233 fax: 860.583.0949
 signs@lauretano.com www.lauretano.com

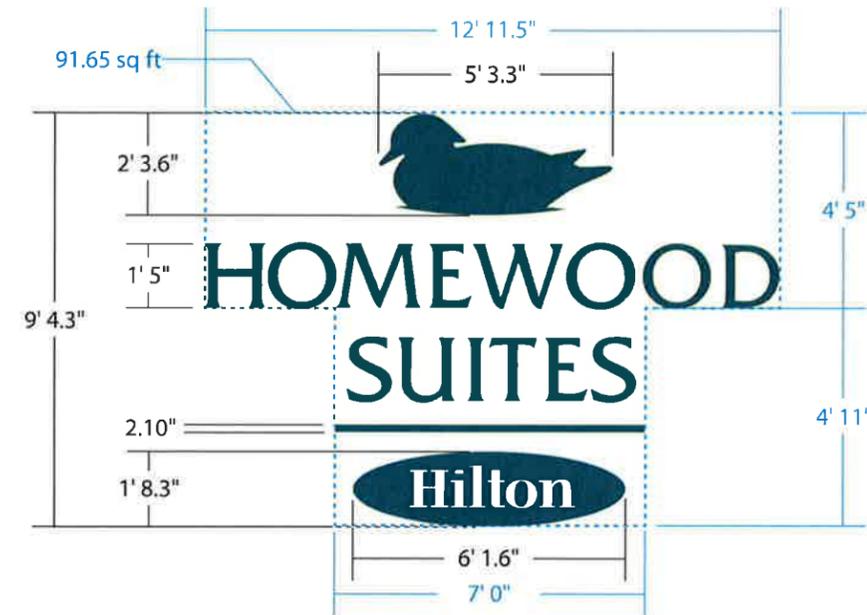
This drawing contains original elements created by Lauretano Sign Group, Inc., and is subject to all applicable copyright laws. It is also the property of Lauretano Sign Group, Inc., and it is intended for your review and approval purposes only. This drawing is not to be reproduced, copied, transmitted by electronic media, or exhibited in any fashion or shown to anyone outside your organization without the expressed written consent of Lauretano Sign Group, Inc. This design remains the property of Lauretano Sign Group, Inc. and may not be used in any way until full payment is received by Lauretano Sign Group, Inc.



Scale: 1/16" = 1' • **South Elevation** • Existing Signage



South Elevation • Existing Signage



Scale: 1/4" = 1' • **HS-CL-17-G** • LED Illuminated Logoset

WPPI Springfield HS, LLC
 1000 E. 80th Place
 Merrillville, IN 46410
 (219) 680 - 5000

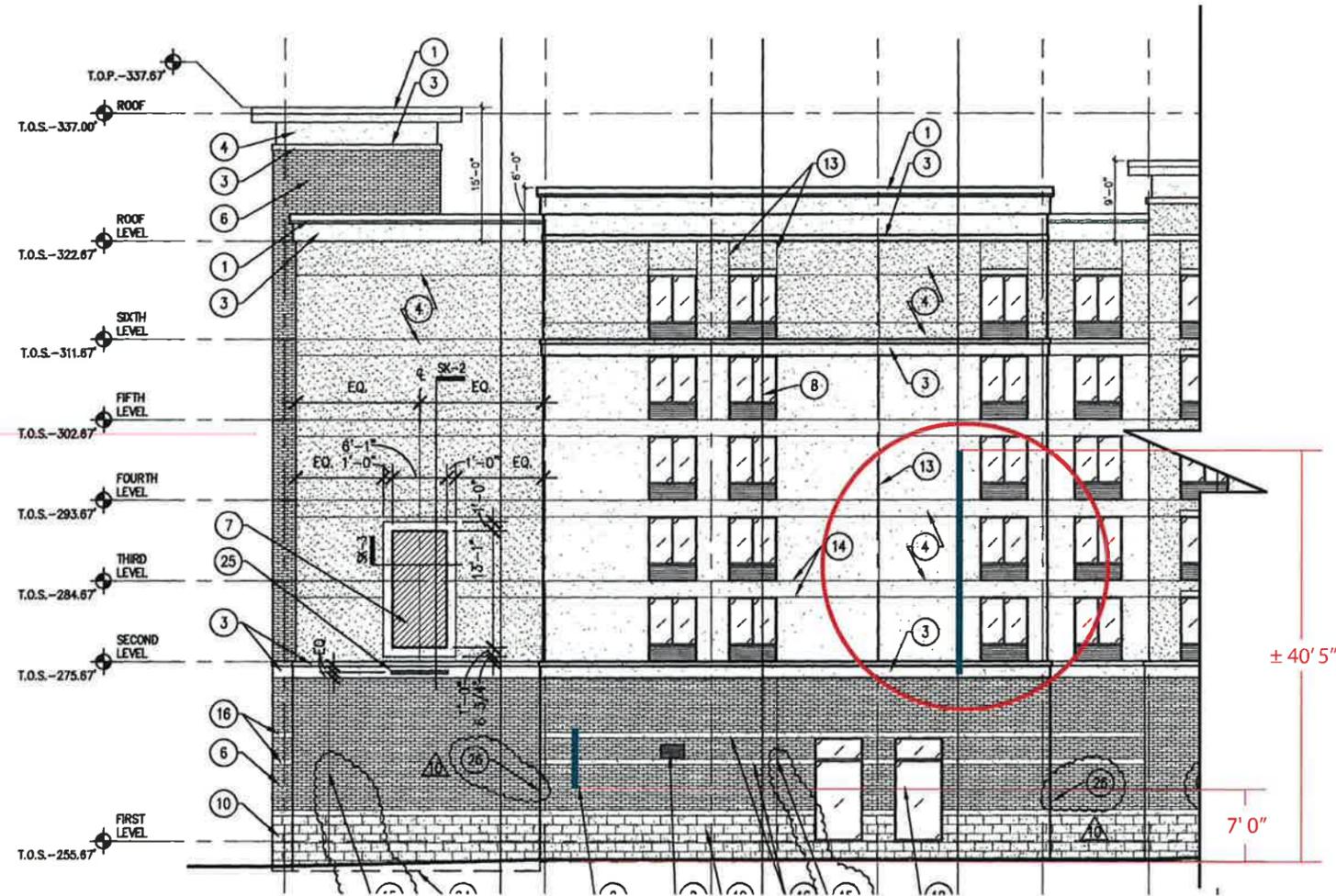
HOMWOOD SUITES
 BY HILTON
 7010 Old Keene Mill Road
 Springfield, VA 22150

LAURETANO
 SIGN GROUP

1 Tremco Drive Terryville, CT 06786
 phone: 860.582.0233 fax: 860.583.0949
 signs@lauretano.com www.lauretano.com

CSP APPLICATION FOR
HOMEWOOD SUITES HOTEL

PROPOSED SIGNAGE

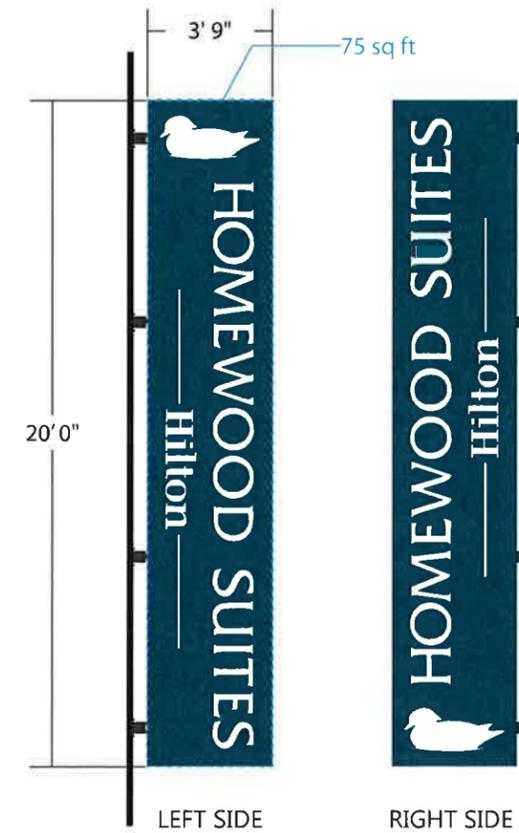


Scale: 1/16" = 1' • **South Elevation** • Proposed Signage

Note: For preliminary design purposes only. Accurate field survey and dimension verification required before beginning construction.



South Elevation • Proposed Signage



Scale: 3/16" = 1'
Building-mounted Double-face, Illuminated Blade Sign, w/ Panaflex Sign Face.

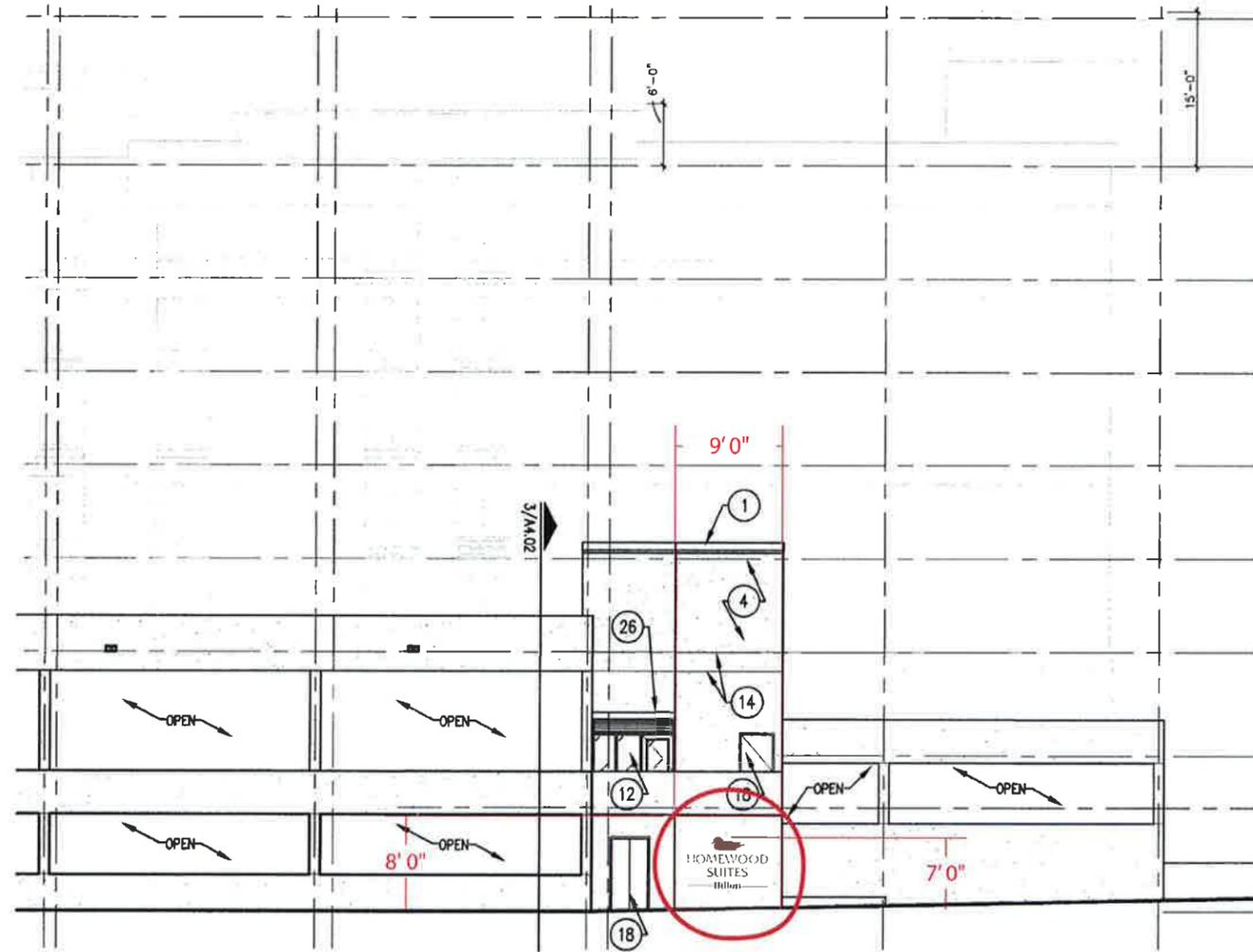
WPPI Springfield HS, LLC
 1000 E. 80th Place
 Merrillville, IN 46410
 (219) 680 - 5000

HOMEWOOD SUITES
 BY HILTON

7010 Old Keene Mill Road
 Springfield, VA 22150

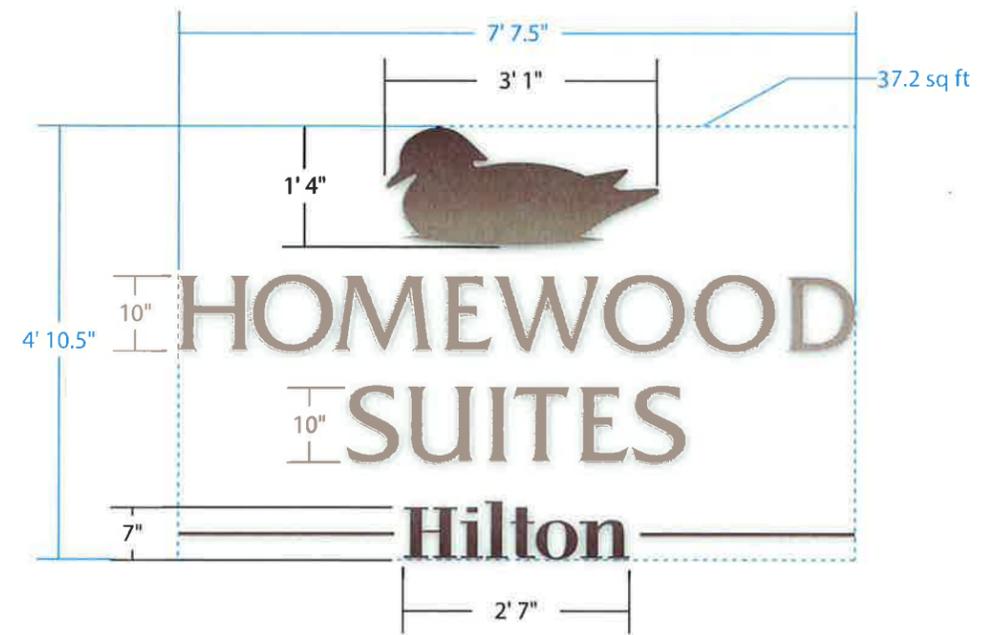
LAURETANO
 SIGN GROUP

1 Tremco Drive Terryville, CT 06786
 phone: 860.582.0233 fax: 860.583.0949
 signs@lauretano.com www.lauretano.com



Scale: 1/16" = 1' • North Elevation • Proposed Signage

Note: For preliminary design purposes only. Accurate field survey and dimension verification required before beginning construction.



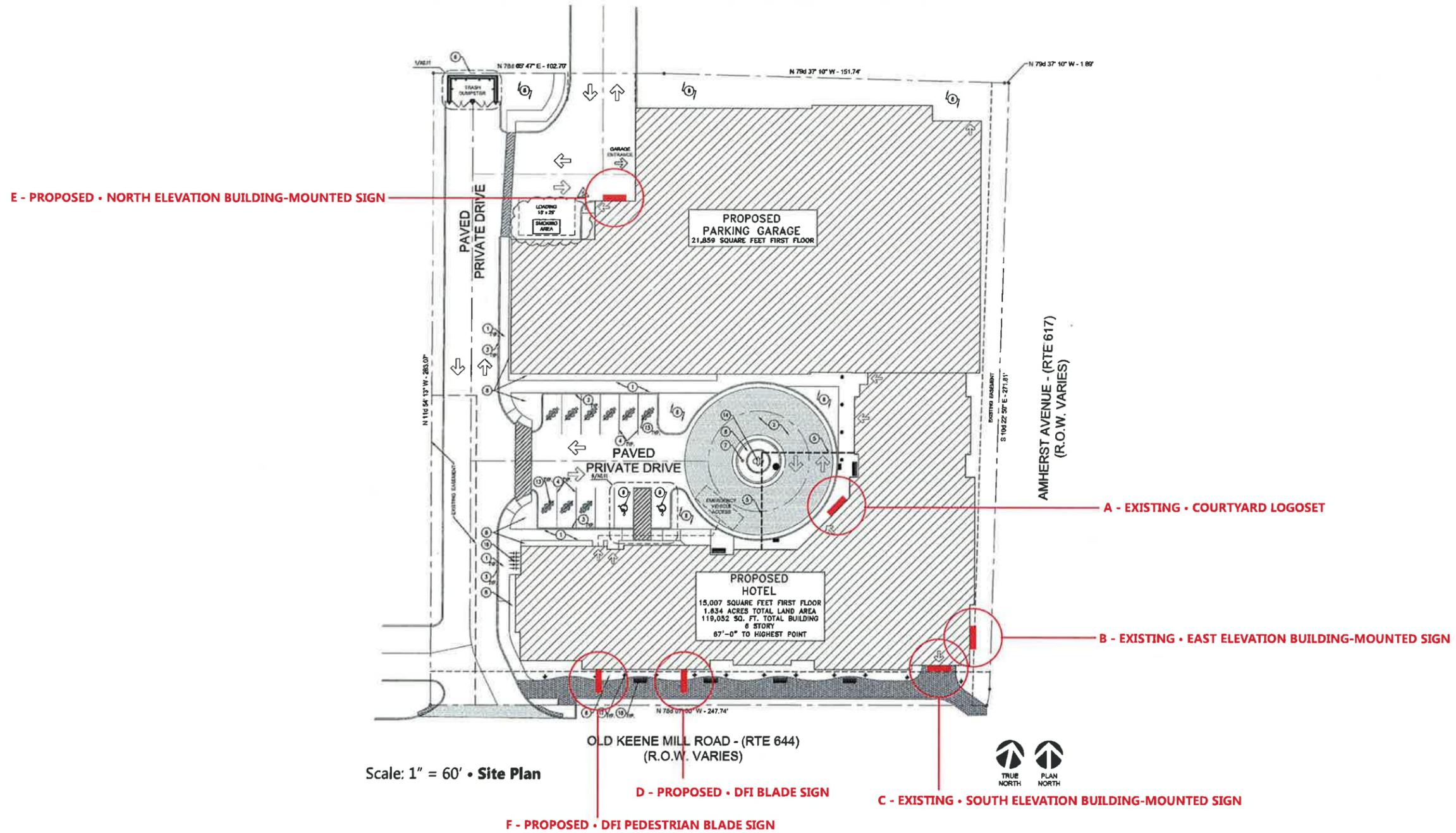
Scale: 1/2" = 1' • HS-BLX Bronze • Fabricated Dark Oxidized Bronze Logoset

WPPI Springfield HS, LLC
 1000 E. 80th Place
 Merrillville, IN 46410
 (219) 680 - 5000

HOMEWOOD SUITES
 BY HILTON
 7010 Old Keene Mill Road
 Springfield, VA 22150

LAURETANO
 SIGN GROUP

1 Tremco Drive Terryville, CT 06786
 phone: 860.582.0233 fax: 860.583.0949
 signs@lauretano.com www.lauretano.com



WPPI Springfield HS, LLC
1000 E. 80th Place
Merrillville, IN 46410
(219) 680 - 5000



7010 Old Keene Mill Road
Springfield, VA 22150



1 Tremco Drive Terryville, CT 06786
phone: 860.582.0233 fax: 860.583.0949
signs@lauretano.com www.lauretano.com

This drawing contains original elements created by Lauretano Sign Group, Inc., and is subject to all applicable copyright laws. It is also the property of Lauretano Sign Group, Inc., and it is intended for your review and approval purposes only. This drawing is not to be reproduced, copied, transmitted by electronic media, or exhibited in any fashion or shown to anyone outside your organization without the expressed written consent of Lauretano Sign Group, Inc. This design remains the property of Lauretano Sign Group, Inc. and may not be used in any way until full payment is received by Lauretano Sign Group, Inc.

DESCRIPTION OF THE APPLICATION

The applicant, WPPI Springfield HS, LLC, has requested the approval of a Comprehensive Sign Plan (CSP) for the Homewood Suites extended stay hotel at 7010 Old Keene Mill Road. The CSP would include three existing signs that were previously issued sign permits and three new signs. Each of the signs would be building-mounted. The six signs would total 329.3 square feet of sign area.

Under the by-right provisions of Article 12 in the Zoning Ordinance, the applicant would be restricted to 210 square feet of sign area¹. However, Section 12-210 of the Zoning Ordinance allows the Planning Commission to approve a Comprehensive Sign Plan for Planned District developments as an alternative to the standard sign provisions contained in Article 12 of the Zoning Ordinance. Examples of such alternatives would include exceeding the maximum number of permitted signs for a site or, in this case, exceeding the maximum allowed sign area for a building. Since the property is zoned PDC – Planned Development Commercial, the applicant is eligible for CSP approval.

A reduced copy of the submitted CSP is included at the beginning of this staff report. A copy of the applicant's statement of justification is included in Appendix 2.

LOCATION AND CHARACTER

Surroundings

The subject property is located at 7010 Old Keene Mill Road. This is the site of a recently constructed, 165-room Homewood Suites extended stay hotel, which caters to guests who typically desire accommodations for longer periods of time than traditional hotels.

The property to the west and north is zoned C-6: Community Retail Commercial District. The adjacent property to the west has a shopping center with three eating establishments. Another shopping center to the north has interparcel access with the subject property. The Springfield Plaza Shopping Center occupies the acreage between Commerce Street, Old Keene Mill Road, Bland Street, and Amherst Avenue. These shopping areas are designated for retail and other commercial uses in the Comprehensive Plan. The hotel sits across Old Keene Mill Road from a commuter parking lot, a vacant parcel, a service station, and a contractor's office and shop.

The primary vehicular access to the site is on Old Keene Mill Road (Figure 1, on next page). Vehicles then travel to either a central courtyard for checking in or out of the hotel, or directly to a parking garage that has its entrance at the rear of the site. This drive aisle to access the garage is along the property's western boundary. The property is linked with the retail property immediately to the north, currently occupied by a FedEx Kinkos, via an interparcel access easement.

1 For buildings housing only one tenant, building frontage shall be that one face or wall of a building which is architecturally designed as the front of the building and which contains the main entrance for use by the general public. The main entrance is located on the western façade of the building, which is 66 feet long. Par. 8 of Sect. 12-203 of the Zoning Ordinance limits building-mounted signs to one and one-half (1.5) square feet of sign area for each linear foot of building frontage. The building frontage for the McDonald's restaurant is 140 feet, which is the length of the western façade where the restaurant's entrance is located. The applicant is permitted to have up to 210 square feet of building-mounted sign area ($140 \times 1.5 = 210$).

Amherst Avenue borders the property on the east. Amherst Avenue's grade is separated from Old Keene Mill Road. Motorists travelling north or south on Amherst Avenue use a bridge to traverse Old Keene Mill Road. The hotel's view from the east is obscured by the Amherst Avenue bridge and the Residence Inn hotel (Figure 2). Motorists and pedestrians have clearer views of the site from the west (Figure 3).



Figure 2: This area photo demonstrates the visibility challenges that obscure the Homewood Suites hotel (outlined in white) in the context of the Amherst Avenue bridge and the neighboring Residence Inn (Source – DPZ Site Visit, 10/21/2013)



Figure 3: The Homewood Suites, outlined in white, as viewed from the west in the eastbound lanes on Old Keene Mill Road (Source – DPZ Site Visit, 10/21/2013)

BACKGROUND

Development History

The subject property was the former location of a Chi Chi's Mexican eating establishment. The Chi Chi's building was demolished in 2010. The Board of Supervisors approved a rezoning application for this site, RZ/FDP 2010-LE-013, on June 7, 2011. This application called for the redevelopment of the site as a 167-room, 120,000 square foot hotel at a 1.68 Floor-Area Ratio (FAR). Outside of the hotel's entrance, there are 12 surface parking spots that supplement the 133 spaces in the attached, above-ground parking garage. The hotel was issued its Non-Residential Use Permit (Non-RUP) on March 1, 2013.

Existing Signs

The applicant obtained sign permits for three signs in November 2012. These include a Homewood Suites logo for the hotel's entrance courtyard as well as two building-mounted signs on the southeastern corner of the hotel. Table 1 on the following page contains the details for these existing signs².

DESCRIPTION OF THE COMPREHENSIVE SIGN PLAN

Proposed Signs

The applicant's Comprehensive Sign Plan incorporates the existing signs while proposing three additional signs for the hotel. The applicant would add two building-mounted blade signs to the Old Keene Mill Road façade of the hotel. The larger of these two blade signs, Sign D, would provide additional identification primarily for motorists along Old Keene Mill Road. This sign would be 20 feet tall and 3.75 feet wide. The smaller blade sign (Sign F) is 6 feet tall by 1.16 feet wide and would be located closer to the hotel's southwestern corner. The applicant's goal is for this sign to direct motorists and pedestrians to the courtyard entrance and/or parking garage.

The CSP would also allow the installation of another building-mounted sign, Sign E, on the property's northern façade. This sign would be on the ground level and would assist motorists along Bland Street in identifying the hotel building via its interparcel access. The sign would be approximately 4.88 feet tall and 7.63 feet wide.

The applicant's agent contends in the statement of justification (Appendix 3) that increased signage is justified because of the limited visibility for motorists heading westbound on Old Keene Mill Road due to the Amherst Avenue bridge. According to the agent, these limits, the hotel's interior courtyard entrance, and its proximity to Old Keene Mill Road's interchange with I-95 complicate an arriving guest's ability to locate the hotel and turn into the site before passing it.

2 Photos Source: Lauretano Sign Group, October 1, 2013

Table 1 – Existing Signs				
Label	Location	Area (ft ²)	Sign Copy	Photo
Sign A	Northern façade of interior courtyard	26.80		
Sign B	Eastern façade	91.65		
Sign C	Southern façade	91.65		

Table 2 displays the proposed sign copy, square footages, and proposed locations for each new sign in the CSP³. Figure 4 displays the site layout with labeling for each of the signs shown in the CSP.

Table 2 – Proposed Signs				
Label	Location	Area (ft ²)	Sign Copy	Photo Portrayal
Sign D	Southern façade	75		
Sign E	Northern façade	37.2		
Sign F	Southern façade	7		

3 Photos Source: Lauretano Sign Group, October 1, 2013

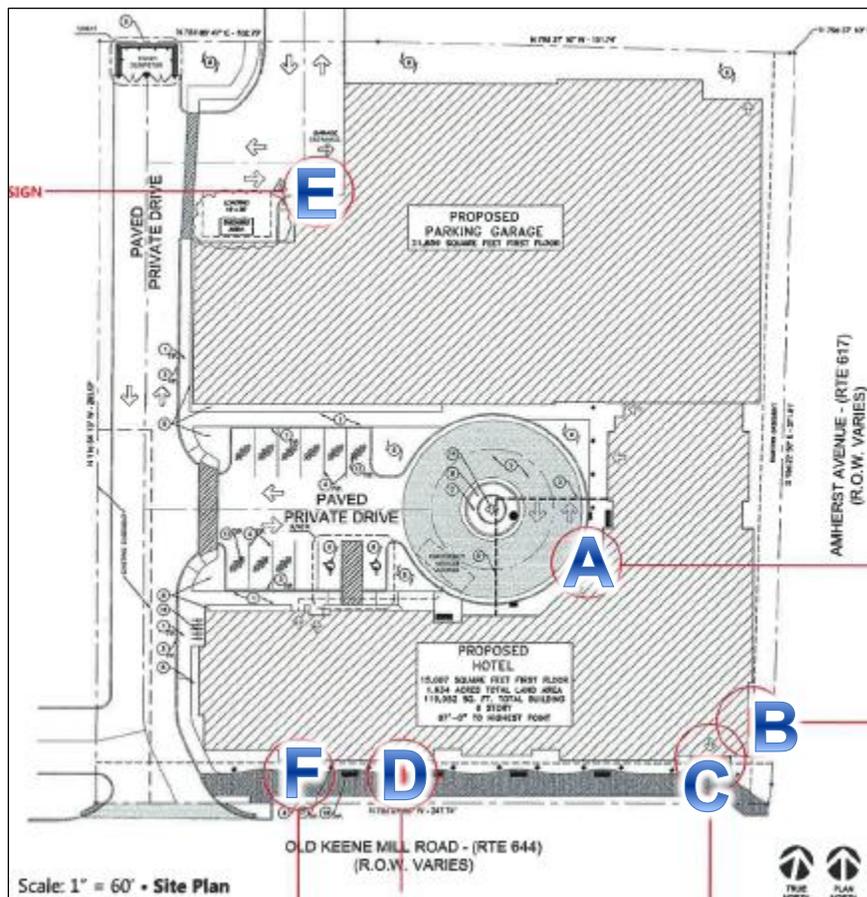


Figure 4: The letters in this figure correspond to the sign labels shown in the charts on previous pages (Source: *Lauretano Sign Group, October 1, 2013*)

ZONING ORDINANCE PROVISIONS

Conformance with Standards for Comprehensive Sign Plans (Sect. 12-210)

The Zoning Ordinance requires Comprehensive Sign Plans to be in scale and harmonious with the planned development on the site and shall be so located and sized as to ensure convenience to the visitor, user or occupant of the development. Signage in a CSP should not add to street clutter or otherwise detract from the planned unit nature of the development and the purposes of architectural and urban design elements.

The applicant's signs would serve a variety of key functions. Signs B and C at the southeastern corner would continue to identify the hotel from the south and east, and would be supplemented by the two blade signs, D and F. Sign A is conveniently located next to the main entrance, while Sign E would assist hotel guests travelling on Bland Street who may have trouble finding the Old Keene Mill Road entrance another access alternative. Given the urban character of the building and the increased FAR in comparison with the surrounding development, the proposed signs are properly scaled for a large hotel.

Although staff supports the applicant's choice of Sign F, the smaller blade sign, for enhanced wayfinding, the sign should be placed higher and closer to the building corner for better identification purposes. As noted in the Office of Community Revitalization's analysis (Appendix 5), the applicant should increase this sign's height on the southern façade to meet the Zoning Ordinance's minimum height of 10 feet for signs such as these that are located above a walkway. The sign should also be moved to the west so that it is closer to the building corner and above the landscaping that is planted at the building corner. This placement can also serve pedestrians along Old Keene Mill Road, directing them to the hotel's primary entrance. By placing the sign on the building as far west as possible, the applicant can satisfy these concerns while preventing the landscaping from hiding the sign. Figure 5 demonstrates the recommended placement of Sign F. Staff has included a development condition that gives the applicant the flexibility to move the sign to the staff preferred location, and to ensure that the landscaping is maintained to not obstruct the sign's view.



Figure 5: This graphic representation shows the proposed location of Sign F more central to the building façade, and the preferred relocation at the building's southwestern corner (Source: DPZ site visit 10/21/2013)

At the time of this report's writing, the applicant had installed a temporary sign on the parking garage's western façade advertising the hotel's recent opening with the corporate logo. Paragraph 3(G) of Section 12-103 limits the display of such signs to a maximum period of 14 days. Based on previous site visits made by Zoning Evaluation Division staff, the applicant has exceeded this 14 day period. Staff has included a

development condition that would require the applicant to remove any signs without permits that do not conform to Section 12-203 within 30 days of the CSP's approval.

With the condition discussed, the applicant's request would satisfy the Standards for Comprehensive Sign Plans.

Sign Control Overlay District Standards (Sect. 7-500)

The subject property is located in a Sign Control Overlay District, which are overlay districts established in furtherance of Sect. 12-101 of the Zoning Ordinance. The purpose and intent of Sign Control Overlays are to restrict freestanding signs in the intensely developed commercial and industrial areas of Fairfax County. The Zoning Ordinance identifies these areas as needing reductions in visual clutter, sight distance obstructions, and interference with traffic control signals and mechanisms; these are also areas where the speed of traffic does not warrant the freestanding signs otherwise permitted by the provisions of Article 12.

Since the applicant has proposed no freestanding signs in the CSP, the proposal would continue to comply with the Sign Control Overlay District Standards.

Highway Corridor Overlay District Standards (Sect. 7-600)

The subject property is located in a Highway Corridor Overlay District. The Zoning Ordinance provides additional regulations for drive-in financial institutions, fast food restaurants, quick-service food stores, service stations, and service station/mini-marts located in these overlay districts. Since the subject property is used as a hotel, the district's standards are not applicable to this request.

CONCLUSIONS

The applicant's Comprehensive Sign Plan would complement the existing signs and architectural features of the hotel building, while positively adding to the character of the recent development along this section of Old Keene Mill Road. As presented in this staff report, the applicant has satisfied all of the Zoning Ordinance provisions for the review of a CSP.

STAFF RECOMMENDATION

Staff recommends approval of CSP 2010-LE-013, subject to the proposed development conditions contained in Appendix 1.

It should be noted that it is not the intent of staff to recommend that the Board, in adopting any conditions proffered by the owner, relieve the applicant/owner from compliance with the provisions of any applicable ordinances, regulations, or adopted standards.

It should be further noted that the content of this report reflects the analysis and recommendation of staff; it does not reflect the position of the Board of Supervisors.

The approval of this application does not interfere with, abrogate or annul any easements, covenants, or other agreements between parties, as they may apply to the property subject to this application.

APPENDICES

1. Proposed Development Conditions
2. Applicant's Statement of Justification
3. Clerk's Letter and Proffers for RZ/FDP 2010-LE-013
4. Excerpt from Approved Conceptual Development Plan/Final Development Plan
5. Office of Community Revitalization Analysis

Proposed Development Conditions

CSP 2010-LE-013

November 7, 2013

If it is the intent of the Planning Commission to approve CSP 2010-LE-013 for a Comprehensive Sign Plan located at Tax Map 80-4 ((9)) 4A pursuant to Section 12-210 of the Zoning Ordinance, then staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions:

1. This Comprehensive Sign Plan is granted for and runs with the land indicated in this application and is not transferable to other land.
2. This Comprehensive Sign Plan is granted to permit the signs that would not otherwise be permitted by Article 12, Signs, as depicted on Comprehensive Sign Plan submitted with this application and prepared by Lauretano Sign Group dated June 4, 2013 as revised through October 1, 2013, which is entitled "CSP Application for Homewood Suites Hotel". Minor deviations in sign location, design and sign area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Sign Plan.
3. Sign permits may only be issued for those signs shown in this Comprehensive Sign Plan. The number, size and total sign area for each sign shall be consistent with the sign tabulations listed on Sheet 3 of the Comprehensive Sign Plan.
4. All signs shall be consistent with the typography, materials and use of logos as indicated in the Comprehensive Sign Plan.
5. Signs not requiring permits, allowed by Section 12-103 of the Zoning Ordinance, may be permitted as qualified by these development conditions.
6. Within 30 days of the Comprehensive Sign Plan's approval, all temporary signs without permits that do not conform to Section 12-103 of the Zoning Ordinance shall be removed. No sign permits shall be issued until all signs comply with the provisions in Article 12 of the Zoning Ordinance.
7. All landscaping located near Sign F shall be maintained regularly to prevent overgrowth from obstructing the visibility of the sign.
8. Notwithstanding the dimensions and location provided in the Comprehensive Sign Plan, Sign F shall be installed a minimum of 10 feet above the finished grade.

9. At the applicant's discretion, Sign F may be located at the most western point along the Old Keene Mill Road façade in an effort to provide enhanced wayfinding for both pedestrians and motorists.

The above-proposed conditions are staff recommendations and do not reflect the position of the Planning Commission unless and until adopted by the Commission. This approval, contingent on the above-noted conditions, shall not relieve the applicant from compliance with the provisions of any applicable ordinance, regulations, or adopted standards. Sign Permits must be obtained from Fairfax County for each and every sign erected pursuant to this Comprehensive Sign Plan. The applicant shall be responsible for obtaining the required Sign Permits through established procedures, and the sign plan shall not be valid until this has been accomplished.



Sara V. Mariska
 (703) 528-4700 Ext. 5419
 smariska@arl.thelandlawyers.com

WALSH COLUCCI
 LUBELEY EMRICH
 & WALSH PC

June 4, 2013

RECEIVED
 Department of Planning & Zoning

JUN 04 2013

Zoning Evaluation Division

Via Hand Delivery

Barbara C. Berlin, Director
 Zoning Evaluation Division
 Fairfax County Department of Planning & Zoning
 12055 Government Center Parkway, Suite 801
 Fairfax, Virginia 22035

Re: Proposed Comprehensive Sign Plan
 Applicant: WPPI Springfield HS, LLC
 Fairfax County Tax Map Reference: 80-4 ((9)) 4A (the "Subject Property")

Dear Ms. Berlin:

Please accept this letter as a statement of justification for a comprehensive sign plan application on property identified as Fairfax County tax map reference 80-4 ((9)) 4A (the "Subject Property").

The Subject Property contains approximately 1.63 acres and is located in the northwest quadrant of the intersection of Amherst Avenue (Route 1158) and Old Keene Mill Road (Route 644). On June 7, 2011, the Board of Supervisors approved RZ 2010-LE-013 subject to proffers dated May 17, 2011 which rezoned the Subject Property to the PDC District to allow a hotel use with a Floor Area Ratio (FAR) of up to 1.68.

Based on the size, location, access, and use of the building, appropriate signage is critical to identify the building and direct pedestrians and motorists. The hotel's visibility, access, and parking configuration suggest that meaningful signage needs to be larger than is typically contemplated under the Fairfax County Zoning Ordinance. The eastern side of the hotel abuts the Amherst Avenue bridge which limits visibility of this elevation. Additionally, the hotel's vehicular entrance, located on the northern side of westbound Old Keene Mill Road, is located very close to the exit from I-395/I-95. Due to the limited visibility of the eastern elevation and the proximity of the hotel's vehicular entrance to the highway exit, appropriately sized signage is critical to ensure that guests can easily locate the hotel entrance and do not pass the hotel entrance. Given that the main hotel entrance is not visible from Old Keene Mill Road but is located internal to the hotel, it is difficult to readily identify the hotel as a passing motorist without appropriately sized signage. The hotel has recently opened for business and patrons have expressed difficulty finding the hotel with its current signage. Accordingly, the Applicant is filing this comprehensive sign plan to address the need for additional signage to better identify the hotel and guide patrons to the Subject Property.

The Applicant proposes identification signs pursuant to Section 12-210 of the Zoning Ordinance. I have enclosed a Comprehensive Sign Plan prepared by Lauretano Sign Group that provides detailed information on the four (4) new signs proposed for the hotel, as well as details on the hotel's existing signs. The Applicant proposes no changes to the three (3) existing signs. The signs include the following:

Proposed Signs

- Sign Type A – Blade Identification Sign
- Sign Type B – Building Mounted Identification Sign
- Sign Type C – Building Mounted Identification Sign
- Sign Type D – Monument Identification sign

Existing Signs

- North Courtyard Elevation – Building Mounted Identification Sign
- East Elevation – Building Mounted Identification Sign
- South Elevation – Building Mounted Identification Sign

The plans include information on the proposed size, colors, and materials for each sign. I have also enclosed a matrix that summarizes the sign types and sizes.

The proposed signs are necessary to identify the hotel and help visitors easily locate the building and associated parking. Because of the limited access points to the hotel, combined with the lack of visible primary entrance or surface parking, adequate hotel identification signs are critical to its success. The Applicant has carefully designed the signs to identify the hotel and clearly direct both pedestrians and motorists. In sum, the Applicant simply proposes a coordinated and complementary sign package for an existing hotel. The specific signs will identify the hotel, direct guests to the hotel, and also serve to establish a sense of place for the hotel.

Should you have any questions regarding the enclosed, or should you require additional information, please do not hesitate to give me a call. I would appreciate the acceptance of this application and the scheduling of a public hearing before the Fairfax County Planning Commission at your earliest convenience. As always, I appreciate your cooperation and assistance.

Very truly yours,

WALSH, COLUCCI, LUBELEY, EMRICH & WALSH, P.C.



Sara V. Mariska

cc: Janet Harrington Lynne J. Strobel Martin D. Walsh

{A0526648.DOC / 1 Statement of Justification 006762 000003}



County of Fairfax, Virginia

To protect and enrich the quality of life for the people, neighborhoods and diverse communities of Fairfax County

June 8, 2011

Lynne J. Strobel
Walsh, Colucci, Lubeley, Emrich & Walsh, P.C.
2200 Clarendon Boulevard, 13th Floor
Arlington, VA 22201

RE: Rezoning Application RZ 2010-LE-013

Dear Ms. Strobel:

Enclosed you will find a copy of an Ordinance adopted by the Board of Supervisors at a regular meeting held on June 7, 2011, granting Rezoning Application RZ 2010-LE-013 in the name of WPPI Springfield HS, LLC. The Board's action rezones certain property in the Lee District from the C-6, CRD, HC and SC Districts to the PDC, CRD, HC, and SC Districts and permits commercial development with an overall Floor Area Ratio (FAR) of 1.68 and approval of the conceptual development plan. The subject property is located in the northwest quadrant of the intersection of Old Keene Mill Road and Amherst Avenue on approximately 1.63 acres of land [Tax Map 80-4 ((9)) 4, 5, and 6], and is subject to the proffers dated May 17, 2011.

Please note that on February 24, 2011, the Planning Commission approved Final Development Plan Application FDP 2010-LE-013.

The Board also:

- Approved an increase in maximum floor area ratio from 1.5 to 1.68, pursuant to the Zoning Ordinance, Section 6-208, Paragraph 3.
- Modified the off-street loading space requirement.
- Approved a 20 percent parking reduction.
- Modified the 20-foot minimum rear yard requirement to permit a minimum rear yard of 8 feet along the eastern boundary.

Office of the Clerk to the Board of Supervisors
12000 Government Center Parkway, Suite 533
Fairfax, Virginia 22035

Phone: 703-324-3151 ♦ Fax: 703-324-3926 ♦ TTY: 703-324-3903
Email: clerktothebos@fairfaxcounty.gov
<http://www.fairfaxcounty.gov/bosclerk>

- Modified the front yard 45-degree bulk plane requirements to permit a front yard bulk plane of 4 degrees.

Sincerely,



Nancy Vehrs
Clerk to the Board of Supervisors
NV/ph
Enclosure

Cc: Chairman Sharon Bulova
Supervisor Jeffrey McKay, Lee District
Janet Coldsmith, Director, Real Estate Division, Dept. of Tax Administration
Barbara Berlin, Director, Zoning Evaluation Division, DPZ
Diane Johnson-Quinn, Deputy Zoning Administrator, Dept. of Planning and Zoning
Thomas Conry, Dept. Manager. – GIS - Mapping/Overlay
Angela K. Rodeheaver, Section Chief, Transportation. Planning Division
Ken Williams, Plans & Document Control, ESRD, DPWES
Department of Highways-VDOT
Sandy Stallman, Park Planning Branch Manager, FCPA
Charlene Fuhrman-Schulz, Development Officer, DHCD/Design Development Division
District Planning Commissioner
Denise James, Office of Capital Facilities/Fairfax County Public Schools
Karyn Moreland, Chief Capital Projects Sections, Dept. of Transportation

At a regular meeting of the Board of Supervisors of Fairfax County, Virginia, held in the Board Auditorium in the Government Center at Fairfax, Virginia, on the 7th day of June, 2011, the following ordinance was adopted:

**AN ORDINANCE AMENDING THE ZONING ORDINANCE
PROPOSAL NUMBER RZ 2010-LE-013**

WHEREAS, WPPI Springfield HS, LLC, filed in the proper form an application requesting the zoning of a certain parcel of land herein after described, from the C-6, CRD, HC and SC Districts to the PDC, CRD, HC and SC Districts, and

WHEREAS, at a duly called public hearing the Planning Commission considered the application and the propriety of amending the Zoning Ordinance in accordance therewith, and thereafter did submit to this Board its recommendation, and

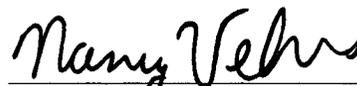
WHEREAS, this Board has today held a duly called public hearing and after due consideration of the reports, recommendation, testimony and facts pertinent to the proposed amendment, the Board is of the opinion that the Ordinance should be amended,

NOW, THEREFORE, BE IT ORDAINED, that that certain parcel of land situated in the Lee District, and more particularly described as follows (see attached legal description):

Be, and hereby is, zoned to the PDC, CRD, HC and SC Districts, and said property is subject to the use regulations of said PDC, CRD, HC and SC Districts, and further restricted by the conditions proffered and accepted pursuant to Va. Code Ann., 15.2-2303(a), which conditions are in addition to the Zoning Ordinance regulations applicable to said parcel, and

BE IT FURTHER ENACTED, that the boundaries of the Zoning Map heretofore adopted as a part of the Zoning Ordinance be, and they hereby are, amended in accordance with this enactment, and that said zoning map shall annotate and incorporate by reference the additional conditions governing said parcel.

GIVEN under my hand this 7th day of June, 2011.



Nancy Velts
Clerk to the Board of Supervisors

PROFFERS

WPPI SPRINGFIELD HS, LLC

RZ 2010-LE-013

May 17, 2011

Pursuant to Section 15.2-2303(a) Code of Virginia, 1950, as amended, WPPI Springfield HS, LLC (hereinafter referred to as the "Applicant"), for the owners, itself, successors and assigns in RZ 2010-LE-013, filed for property identified as Tax Map 80-4 ((9)) 4, 5 and 6 (hereinafter referred to as the "Application Property") hereby proffers the following, provided that the Board of Supervisors approves a rezoning of the Application Property from the C-6 District to the PDC District in conjunction with a Conceptual/Final Development Plan (CDP/FDP) for a hotel. These proffers shall replace and supersede all previous proffers, if any, approved on the Application Property.

1. CONCEPTUAL/FINAL DEVELOPMENT PLAN

- a. Subject to the provisions of 16-204 of the Fairfax County Zoning Ordinance (hereinafter referred to as the "Zoning Ordinance"), development of the Application Property shall be in substantial conformance with the CDP/FDP, consisting of twenty-one (21) sheets prepared by Urban, Ltd., dated July 29, 2010 and revised through January 26, 2011.
- b. Pursuant to Paragraph 4 of Section 16-403 of the Zoning Ordinance, minor modifications from the CPD/FDP may be permitted as determined by the Zoning Administrator. The Applicant reserves the right to make minor modifications to the building and garage footprints shown on the CDP/FDP and make other modifications provided that such modifications are in substantial conformance with the CDP/FDP as determined by the Zoning Administrator, and do not increase building height nor decrease the amount and location of open space, limits of clearing and grading, landscaping, or distances to peripheral lot lines as dimensioned on the CDP/FDP.
- c. Notwithstanding that the CDP/FDP is presented on twenty-one (21) sheets and said CDP/FDP is the subject of Proffer 1.a. above, it shall be understood that the CDP shall be limited to the location and amount of open space, limits of clearing and grading, and the maximum square footage of development. The Applicant has the option to request Final Development Plan Amendments ("FDPAs") for elements other than CDP elements from the Planning Commission for all of, or a portion of, the CDP/FDP in accordance with the provisions set forth in Section 16-402 of the Zoning Ordinance.

2. USE

As shown on the CDP/FDP, the Application Property shall be developed with a hotel and a parking structure. Development on the Application Property shall include a maximum of 120,000 square feet of gross floor area (GFA).

3. TRANSPORTATION

- a. Applicant shall provide an interparcel connection within a public ingress-egress easement to the adjacent property to the west identified as Tax Map 80-3 ((1)) 9 (Parcel 9). The interparcel connection shall be approximately twenty-four (24) feet in width as measured from curb to curb and generally located as shown on the CDP/FDP. The final location of the connection shall be determined at time of site plan approval in coordination with the Fairfax County Department of Transportation (FCDOT). The location of the interparcel access identified at time of site plan approval may be relocated in the future by the owner of Parcel 9 within an area of approximately 240 feet along the shared property line as shown on the CDP/FDP. The interparcel access may be relocated within the 240 feet at the discretion of the owner of Parcel 9 subject to the review of FCDOT, and so long as the access does not interfere with the internal circulation on the Application Property. Construction of the relocated interparcel access shall be at the sole expense of the owner of Parcel 9, including, but not limited to, the permanent closure of the existing connection by removal of pavement, installation of landscaping, and relocation of utilities, and subject to a reciprocal interparcel access agreement. The Applicant shall grant temporary construction easements as may be necessary to complete construction of said interparcel access by others. Said relocation and construction, including replacement of landscaping, shall not require an amendment to the CDP/FDP or these proffers.
- b. Applicant shall provide an interparcel connection within a public ingress-egress easement to the adjacent properties to the north identified as Tax Map 80-4 ((9)) 8 A and 9A. The interparcel connection shall be approximately twenty-nine (29) feet in width as measured from curb to curb and generally located as shown on the CDP/FDP. The final location of the connection shall be determined at time of site plan approval in coordination with the FCDOT.
- c. Primary right in/right out access to the Application Property shall be provided at the existing curb cut on Old Keene Mill Road to facilitate right in/right out movements. No additional access points shall be provided on Old Keene Mill Road.
- d. The Applicant shall install a pedestrian crosswalk at the access to Old Keene Mill Road as shown on the CDP/FDP subject to VDOT approval.

The crosswalk shall be installed with a different texture or materials than surrounding pavement, such as stamped asphalt or pavers as approved by VDOT, to increase its visibility.

- e. The Applicant shall contribute a total of forty thousand dollars (\$40,000.00) to Fairfax County to be used for one (1) of three (3) possible improvements: the establishment of a regional bus circulator system (the "Circulator") that will serve Central Springfield; the design/construction by others of a mid block, grade-separated pedestrian crossing over Old Keene Mill Road in proximity to the Application Property; or transportation improvements in the vicinity of the Application Property. The contribution shall be made in two (2) equal payments. The first payment of twenty thousand dollars (\$20,000.00) shall be made at time of site plan approval for the Application Property, and the remaining payment of twenty thousand dollars (\$20,000.00) shall be made no later than three (3) months from the issuance of the Non-RUP for the Application Property. The selection of the improvement to be funded shall be made by FCDOT in coordination with the Lee District Supervisor. If within ten (10) years of the date of approval of this rezoning application, the funds have not been spent on either the Circulator or the pedestrian crossing, the funds shall be released to Fairfax County for use as deemed appropriate by FCDOT in coordination with the Lee District Supervisor for transportation improvements in the vicinity of the Application Property. The cash contribution as set forth in this proffer shall escalate on a yearly basis (but not to exceed a three (3) percent increase for any given calendar year) from the base year of 2011, and change effectively each January 1 thereafter, based on the consumer price index as published by the Bureau of Labor Statistics, U.S. Department of Labor, for the Washington-Baltimore, and its MD-VA-DC-WV Consolidated Metropolitan Statistical Area (the "CPI").
- f. The Applicant shall contribute the sum of ten thousand dollars (\$10,000.00) to Fairfax County to be used for the installation of pedestrian safety improvements to Old Keene Mill Road in proximity to the Application Property. Said contribution shall be made at time of site plan approval for the Application Property.
- g. The Applicant shall grant an easement at no cost to Fairfax County to accommodate stairs, an elevator and a mechanical room and/or other appurtenances necessary to serve a future mid block, grade-separated pedestrian crossing over Old Keene Mill Road in proximity to the Application Property. The easement shall be no larger than 800 square feet. The location of the easement shall be in that area generally shown on the CDP/FDP with the final location and design of said easement, as well as any necessary modifications to the pedestrian sidewalk, to be determined by Fairfax County and subject to the Applicant's approval,

which shall not be unreasonably withheld. The easement shall be granted upon demand by Fairfax County but no earlier than the completion of design of the grade-separated pedestrian crossing and Applicant's site plan approval.

- h. The Applicant reserves density credit as may be permitted by the provisions of Paragraph 4 of Section 2-308 of the Zoning Ordinance for all dedications described herein or as may be reasonably required by Fairfax County or VDOT whether such dedications occur prior to or at time of site plan approval.

4. STORMWATER MANAGEMENT/BEST MANAGEMENT PRACTICES

- a. At time of site plan approval, the Applicant shall provide stormwater management (SWM) and Best Management Practices (BMP) in an underground structure as generally shown on the CDP/FDP. Said facilities shall be designed in accordance with the requirements of the Public Facilities Manual and Chesapeake Preservation Ordinance, unless modified by the Department of Public Works and Environmental Services (DPWES). In the event that the stormwater management or BMPs are relocated to meet PFM requirements, those modifications to the SWM/BMP facilities shown on the CDP/FDP shall not require the approval of a proffered condition amendment or amendment to the CDP/FDP as determined by the Department of Planning and Zoning (DPZ).
- b. The Applicant shall implement low impact development techniques on the Application Property to the extent possible. Such techniques shall include, but not be limited to, permeable paving, tree box filters and a storm filter box. The Applicant shall provide water quality measures that are 1.5 times the required reduction in phosphorus loads as required by Section 6-0401.2B of the Public Facilities Manual that is in effect at the time of rezoning approval.
- c. The Applicant shall install a rain water collection system on the Application Property to collect stormwater. The collected stormwater shall be used to supplement irrigation of landscaping installed on the Application Property.

5. LANDSCAPING AND OPEN SPACE

- a. The Applicant shall provide landscaping on the Application Property as generally shown on the CDP/FDP, subject to VDOT approval for street trees located within the Old Keene Mill Road right-of-way. Deciduous trees shall have a minimum of two (2) to three (3) inch caliper and evergreens shall have a minimum height of six (6) to eight (8) feet at time

of planting. In the event that VDOT does not approve street trees located within the Old Keene Mill Road right-of-way, the Applicant shall provide a combination of shrubs and landscaping in the alternative, subject to review of Urban Forest Management and approval by VDOT.

- b. All landscaping shall be maintained in good health by the Applicant. Any items that should die shall be promptly replaced by the Applicant.
- c. The Applicant shall submit a detailed landscape plan as part of the site plan submission for review and approval by Urban Forest Management (UFM). The Applicant shall utilize native species where possible as coordinated with UFM.
- d. The Applicant shall install a "green wall" trellis system consisting of modular wire panels or metal cables along the south and west sides of the parking structure. Vines or other plant material that will grow up the trellis system shall be installed, as determined by UFM, to reduce the visual impact of the parking structure.

6. GREEN BUILDING PRACTICES

- a. The Applicant shall include a U.S. Green Building Council (USGBC) Leadership in Energy and Environmental Design ("LEED") accredited professional as a member of the design team. This professional shall also be a professional engineer, landscape architect or architect licensed to practice in the Commonwealth of Virginia. The LEED accredited professional shall work with the team to incorporate sustainable design elements and innovative technologies into the project with the goal of having the project attain LEED certification. At time of site plan submission, the Applicant shall provide documentation to the Environment and Development Review Branch (EDRB) of DPZ demonstrating compliance with the commitment to engage such a professional.
- b. The Applicant shall include for information, as part of the site plan submission and building plan submission, a LEED Scorecard listing specific credits within the latest version of the USGBC LEED New Construction (LEED[®]-NC) rating system in effect at the time of site plan submission that the Applicant anticipates attaining. A professional engineer, landscape architect or architect licensed to practice in the Commonwealth of Virginia will provide certification statements at both the time of site plan review and the time of building plan review confirming that the items on the list are consistent with LEED certification credits.
- c. Prior to site plan approval, the Applicant shall designate the Chief of the EDRB of DPZ as a team member in the USGBC's LEED online system.

This team member will have privileges to review the project status and monitor the progress of all documents submitted by the project team, but will not be assigned responsibility for any LEED credits, will not be provided with the authority to modify any documentation or paperwork, and shall not provide any documentation or paperwork to the public unless written permission is provided by the Applicant.

d. LEED Certification

- Prior to the issuance of a building permit, the Applicant shall execute a separate agreement and post a "green building escrow," in the form of cash or a letter of credit from a financial institute acceptable to DPWES as defined in the Public Facilities Manual, in the amount of thirty thousand dollars (\$30,000.00). This escrow shall be in addition to and separate from other bond requirements and shall be released upon demonstration of attainment of LEED Certification, by the USGBC, under the version of the USGBC's LEED®-NC rating system in effect at time of site plan submission. The provision of documentation to the EDRB of DPZ from the USGBC that the hotel has attained LEED Certification shall be sufficient to satisfy this commitment.
- If, within one (1) year of the issuance of the Non-RUP for the hotel, the Applicant provides to the EDRB of DPZ documentation demonstrating that LEED Certification for the hotel has not been attained, but that the hotel has been determined by the USGBC to fall within three (3) points of attainment of LEED Certification, 50% of the escrow shall be released to the Applicant, and the other 50% shall be released to Fairfax County and will be posted to a fund within the County budget supporting implementation of County environmental initiatives. However, if the Applicant provides documentation demonstrating, to the satisfaction of the EDRB of DPZ, that USGBC completion of the review of the LEED Certification application has been delayed through no fault of the Applicant, the Applicant's contractors or subcontractors, this proffered time frame shall be extended for one (1) year, and no release of escrowed funds shall be made to the Applicant or to Fairfax County during the extension unless the Applicant provides documentation from the USGBC to ERDB within this time frame that the LEED Certification has been obtained. After this one (1) year extension, additional one (1) year extensions may be granted if the Applicant provides documentation at the end of the previous one (1) year extension period demonstrating, to the satisfaction of EDRB of DPZ, that USGBC completion of the review of the LEED Certification application has continued to be delayed

through no fault of the Applicant or the Applicant's contractors or subcontractors.

- Should the Applicant fail to provide documentation to the EDRB of DPZ demonstrating attainment of LEED Certification within one (1) year of issuance of the Non-RUP for the hotel, and no extensions have been granted as described herein, the escrow shall be released to Fairfax County and will be posted to a fund within the County budget supporting implementation of County environmental initiatives.
- e. Within three (3) months of the issuance of a Non-Residential Use Permit (Non-RUP), the Applicant shall provide to the EDRB of DPZ a letter from a LEED-accredited professional certifying that a green building maintenance reference manual has been prepared for use by future building owners, managers and operators, that this manual has been written by a LEED-accredited professional, that copies of this manual will be provided to all future building owners, managers and operators and that this manual, at a minimum:
- provides a narrative description of the green building component, including a description of the environmental benefits of that component and including information regarding the importance of maintenance and operation in retaining the attributes of a green building;
 - provides, where applicable, product manufacturer's manuals or other instructions regarding operations and maintenance needs for the green building component, including operational practices that can enhance energy and water conservation;
 - provides, as applicable, either or both of the following: (1) a maintenance staff notification process for improperly functioning equipment; and/or (2) a list of local service providers that offer regularly scheduled service and maintenance contracts to assure proper performance of green building-related equipment and the structure, to include, where applicable, the HVAC system, water heating equipment, water conservation features, sealants, and caulks; and
 - provides contact information that building occupants can use to obtain further guidance on each green building component.

Within three (3) months of the issuance of the Non-RUP, the Applicant shall provide an electronic copy of the manual in pdf format to the Environment and Development Review Branch of DPZ.

- f. All references to the USGBC shall apply to similar certifying agencies presently in place, or that are created subsequent to approval of this rezoning application, provided that the alternative certifying agency is acceptable to Fairfax County and the Applicant.

7. PARKS AND RECREATION

The Applicant shall contribute the sum of thirty-two thousand four hundred dollars (\$32,400.00) to the Fairfax County Park Authority at time of site plan approval to be used for the integration of public recreation facilities into the planned commuter parking facility on the south side of Old Keene Mill Road in proximity to the Application Property. The Applicant shall be notified should the facilities not be constructed within five (5) years of the date of site plan approval, or if the plans for the parking facility are changed so as not to include publicly accessible recreation facilities, and the contribution shall be applied to improvements to parks located within the service area of the Application Property at the discretion of the Park Authority.

8. DESIGN AND OPERATION

- a. The Applicant shall provide streetscape improvements and plantings as generally shown on the CDP/FDP, subject to VDOT approval for plantings within the Old Keene Mill Road right-of-way. Streetscape improvements along the Application Property's Old Keene Mill Road frontage shall include benches and bollard lights as generally shown on Sheet 13 of the CDP/FDP.
- b. The Applicant shall construct an eight (8) foot wide pedestrian trail along the Application Property's Old Keene Mill Road frontage as generally shown on the CDP/FDP. The trail shall be installed with brick pavers and located within a public access easement. The brick pavers shall match the pavers installed on the adjacent property that is identified among the Fairfax County tax assessment records as 80-4 ((1)) 10.
- c. The Applicant shall construct the hotel of masonry, pre-cast and EIFS. The hotel shall be constructed in general conformance with the elevations shown on Sheets 15, 16, 17 and 18 of the CDP/FDP and include elements such as awnings and windows to promote a "retail" image along Old Keene Mill Road, and a roof top feature to create an identity for the building.
- d. The Applicant shall incorporate landscaping, decorative color imprinted concrete, and benches in the courtyard between the hotel and the parking structure as generally shown on Sheets 5 and 13 of the CDP/FDP.

- e. Amenities for hotel guests shall include a swimming pool, a garden area as shown on Sheet 21 of the CDP/FDP, an exercise room and a conference room.
- f. Directional signs in accordance with Article 12 of the Zoning Ordinance shall be provided on-site as generally shown on Sheet 5 of the CDP/FDP to facilitate vehicular and pedestrian movements through the Application Property.
- g. To minimize vehicular conflicts, the Applicant shall schedule trash and recycling pick ups at 7:00 a.m. and deliveries to the loading area between 10:00 a.m. and 2:00 p.m.
- h. The “alley” between the Amherst Avenue Bridge and the hotel shall be secured by a fence and gate as shown on the CDP/FDP to prevent trespassing in this area. Any portion of the fence within the VDOT right-of-way shall be subject to VDOT review and approval. A slope and maintenance easement ten (10) feet wide as measured from the existing retaining wall shall be granted to VDOT at time of site plan approval to allow future maintenance of the Amherst Avenue Bridge.
- i. The Applicant shall periodically inspect and remove accumulated trash and debris from that area along Old Keene Mill Road beneath the Amherst Avenue Bridge and adjacent to the Application Property.
- j. The Applicant shall construct the roof of the hotel with a white reflective surface to reduce the heat island effect.
- k. The Applicant shall install a decorative mosaic of ceramic tile or metal inlay on the stair tower adjacent to Old Keene Mill Road as shown on the CDP/FDP. The decorative mosaic shall be submitted to the Lee District Supervisor for review prior to approval of architectural drawings.
- l. Notwithstanding that shown on the CDP/FDP, the pool and/or exercise room located on top of the parking garage may be located inside the hotel building. The location of one or both facilities inside the hotel shall not increase the amount of gross square footage located on the Application Property. Should one or both of the facilities be located inside the hotel, the rooftop garden on top of the parking garage shall be increased by approximately 600 square feet to a total of no less than 1,200 square feet.
- m. The Applicant shall contribute the sum of five thousand dollars (\$5,000.00) to the Springfield Art Guild. Said contribution shall be made no later than one (1) year from the date of the issuance of a Non-RUP for the Application Property.

9. LIGHTING AND NOISE

- a. All lighting standards shall comply with Zoning Ordinance Article 14, Part 9, Outdoor Lighting Standards.
- b. Prior to final site plan approval, the Applicant shall submit a noise analysis based on final site grades and future traffic volumes on Old Keene Mill Road to DPWES for review and approval in accordance with the established guidelines for noise analysis at time of rezoning approval. The noise analysis shall utilize standard measures to evaluate noise, and shall demonstrate that exterior noise within outdoor recreational areas is reduced to below DNL 65 dBA. In order to reduce interior noise to a level of approximately DNL 45 dBA within a highway noise impact zone of DNL 65-70 dBA, the Applicant shall employ the following acoustical treatment measures:
 - i Exterior walls shall have a laboratory sound transmission class (STC) rating of at least 39.
 - ii Doors and windows shall have a laboratory STC rating of at least 28 unless windows constitute more than 20% of any façade exposed to noise levels of DNL 65 dBA or above. If glazing constitutes more than 20% of an exposed façade, then the windows should have a STC rating of at least 39.
 - iii All surfaces shall be sealed and caulked in accordance with methods approved by the American Society for Testing and Materials (ASTM) to minimize sound transmission.

Prior to the issuance of building permits, the Applicant reserves the right to pursue other methods of mitigating noise impacts that can be demonstrated through an independent noise study, as reviewed and approved by DPWES after consultation with DPZ, that these methods will be effective in reducing interior noise levels to DNL 45 dBA Ldn or less. Should the highway noise impact zone exceed DNL 70 dBA, the Applicant shall employ additional treatment measures as approved by DPWES to achieve an interior noise level of approximately DNL 45 dBA

10. TRANSPORTATION DEMAND MANAGEMENT STRATEGIES

- a. This Proffer sets forth a program for a Transportation Demand Management plan (the "TDM" Plan") that shall be implemented by the Applicant to encourage the use of transit (Metrorail and bus), other high-occupancy vehicle commuting modes, walking and biking all in order to reduce automobile trips generated by the Application Property:

- i. Program Manager. Thirty (30) days after issuance of a building permit for the Application Property, the Applicant shall designate an individual to act as the Program Manager ("PM") for the hotel, whose responsibility will be to implement the TDM strategies. The duties of the PM may be part of other duties assigned to the individual(s). The Applicant shall participate in available Springfield area wide TDM Programs (if available), activities and transportation improvement endeavors provided by Fairfax County and other various stakeholders in the area if also available.
- ii. TDM Plan. Ninety (90) days after the appointment of the PM, the PM shall submit to FCDOT for review and approval the TDM Plan to be implemented for the Application Property. The TDM Plan and any amendments thereto shall include, but not be limited to, provisions for the following with respect to the Application Property.
 - (a) Information Dissemination. The PM shall make Metrorail and bus maps, schedules and forms, ridesharing and other relevant transit option information available to hotel employees, visitors and guests in a common area; such as the central lobby, community room, and/or hotel management office. The PM shall also make multi-modal transportation information available as part of in-room service guides or hotel information through the closed-circuit television system to its hotel guests.
 - (b) Ride Matching. The PM shall coordinate and assist with vanpool and carpool formation programs, ride matching services and established guaranteed ride home programs for employees.
 - (c) Teleworking. Encourage hotel guests to telework through the utilization of high capacity data/network connections available through their employers.
 - (d) Meeting Space. The Applicant shall continually provide a minimum of 200 square feet of meeting space for use by hotel guests to meet with business associates on site.
 - (e) Car Sharing Information. The PM shall make information available regarding the availability of car sharing program(s) to hotel employees, visitors and guests (such as ZipCar).

- (f) Preferential Parking. Applicant shall provide preferential hotel parking for car/van pools in all parking facilities within the Application Property.
- (g) Shuttle Service. Applicant shall coordinate through other services the opportunity for both hotel guests and employees to utilize shuttle services to the Franconia Springfield Metrorail station during the AM and PM peak.
- (h) Coordination. The PM shall work with FCDOT, and any other transportation management entities established in the local area of the development, to promote alternatives to single-occupant automobile commuter trips.

FCDOT Response. If FCDOT has not responded with any comments to the PM within ninety (90) days of receipt of the TDM Plan, the TDM Plan shall be deemed to be approved and the Applicant, through the PM, shall implement the TDM Plan.

- b. The Applicant shall provide a SmarTrip card, with a value of twenty-five (\$25.00) to each hotel employee at the time of initial employment and, if requested, continue to provide a card of the same value on a monthly basis to employees.
- c. The Applicant shall become a member of TAGS and pay annual dues. As a member of TAGS, the Applicant shall use best efforts to modify and/or enhance existing TAGS bus routes to serve the Application Property.
- d. The Applicant shall provide a secure area to accommodate a minimum of ten (10) bicycles within the parking garage.

11. SUCCESSOR AND ASSIGNS

These proffers shall bind and inure to the benefit of the Applicant and its successors or assigns.

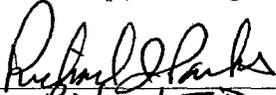
12. COUNTERPARTS

These proffers may be executed in one or more counterparts, each of which when so executed and delivered shall be deemed an original document and all of which taken together shall constitute but one and the same instrument.

APPLICANT/CONTRACT PURCHASER OF TAX
MAP 80-4 ((9)) 4, 5, 6

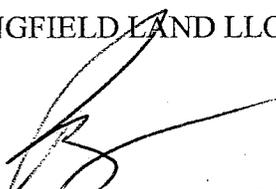
WPPI SPRINGFIELD HS, LLC

By: WMB Corp., Its Manager

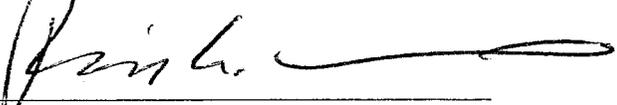
By: 
Name: Richard J Parks
Title: Vice President of Business Development

TITLE OWNER OF TAX MAP 80-4 ((9)) 4, 5, 6

SPRINGFIELD LAND LLC



By: Robert C. Kettler
Its: Manager



By: Richard W. Hausler
Its: Manager

[SIGNATURE ENDS]



County of Fairfax, Virginia

MEMORANDUM

DATE: October 16, 2013

TO: Barbara C. Berlin, Director, Zoning Evaluation Division
Department of Planning & Zoning

FROM: 
Barbara A. Byron, Director
Office of Community Revitalization

SUBJECT: CSP 2010-LE-013 (WPPI Springfield HS, LLC)

The Office of Community Revitalization (OCR) has reviewed the above referenced Comprehensive Sign Plan (CSP) application marked "Received" by the Department of Planning and Zoning on October 7, 2013.

The applicant is requesting a CSP for the 1.63 acre hotel site located on the northwest corner of Old Keene Mill Road and Amherst Avenue to permit additional signage beyond what is allowed under the Zoning Ordinance due to the site's location, access, and use.

OCR Comments:

The design of proposed signage has a number of attributes that will positively contribute to improving the site visibility and will help support a vibrant urban environment in the Springfield Commercial Revitalization District. The number and scale of proposed signage generally reflects the challenging circulation and access to the hotel. Signs are well located and coordinated to create an attractive façade along the Old Keene Mill Road and Amherst Avenue. OCR appreciates the applicant's willingness to eliminate the free standing monument sign on Old Keene Mill Road in exchange for a more integrated and contemporary building-mounted banner sign.

OCR has two outstanding concerns regarding the CSP plans:

Page 11, *South Elevation Proposed Sign F*

- The bottom of the building-mounted pedestrian blade sign is shown at 7'-0" above grade. The Zoning Ordinance (12-203) requires this type of sign to be mounted at a minimum of 10'-0" above grade.
- The sign should be moved closer to where pedestrians will turn the corner to access the lobby. This will provide more separation between the larger building-mounted banner ID sign and the pedestrian blade sign.

Cc. Nick Rogers, AICP, Staff Coordinator, DPZ
OCR Files



Office of Community Revitalization
12055 Government Center Parkway, Suite 1048
Fairfax, VA 22035
703-324-9300, TTY 711
www.fcrevit.org