



APPLICATION ACCEPTED: October 10, 2014
PLANNING COMMISSION: March 4, 2015

County of Fairfax, Virginia

February 17, 2015

STAFF REPORT

CSP 2014-PR-001

PROVIDENCE DISTRICT

APPLICANT: Tysons Partnership, Inc.

ZONING: C-8, HC, SC

LOCATION: Northern quadrant of the intersection of Leesburg Pike (Route 7) and Chain Bridge Road (Route 123)

PARCEL(S): 29-3((1)) 78B

ACREAGE: 14,697 square feet

PLAN MAP: Public Facility – Water Storage

PROPOSAL: To approve a Comprehensive Sign Plan to permit identification signs for Tysons to be located on an existing water tower

STAFF RECOMMENDATIONS:

Staff recommends approval of CSP 2014-PR-001, subject to development conditions contained in Appendix 1.

It should be noted that it is not the intent of 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.

Michael D. Van Atta

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

The approval of this Comprehensive Sign Plan does not interfere with, abrogate or annul any easement, 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.

O:\mvanat\Applications\CSP 2014-PR-001 Tysons Partnership, Inc\Staff Report



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

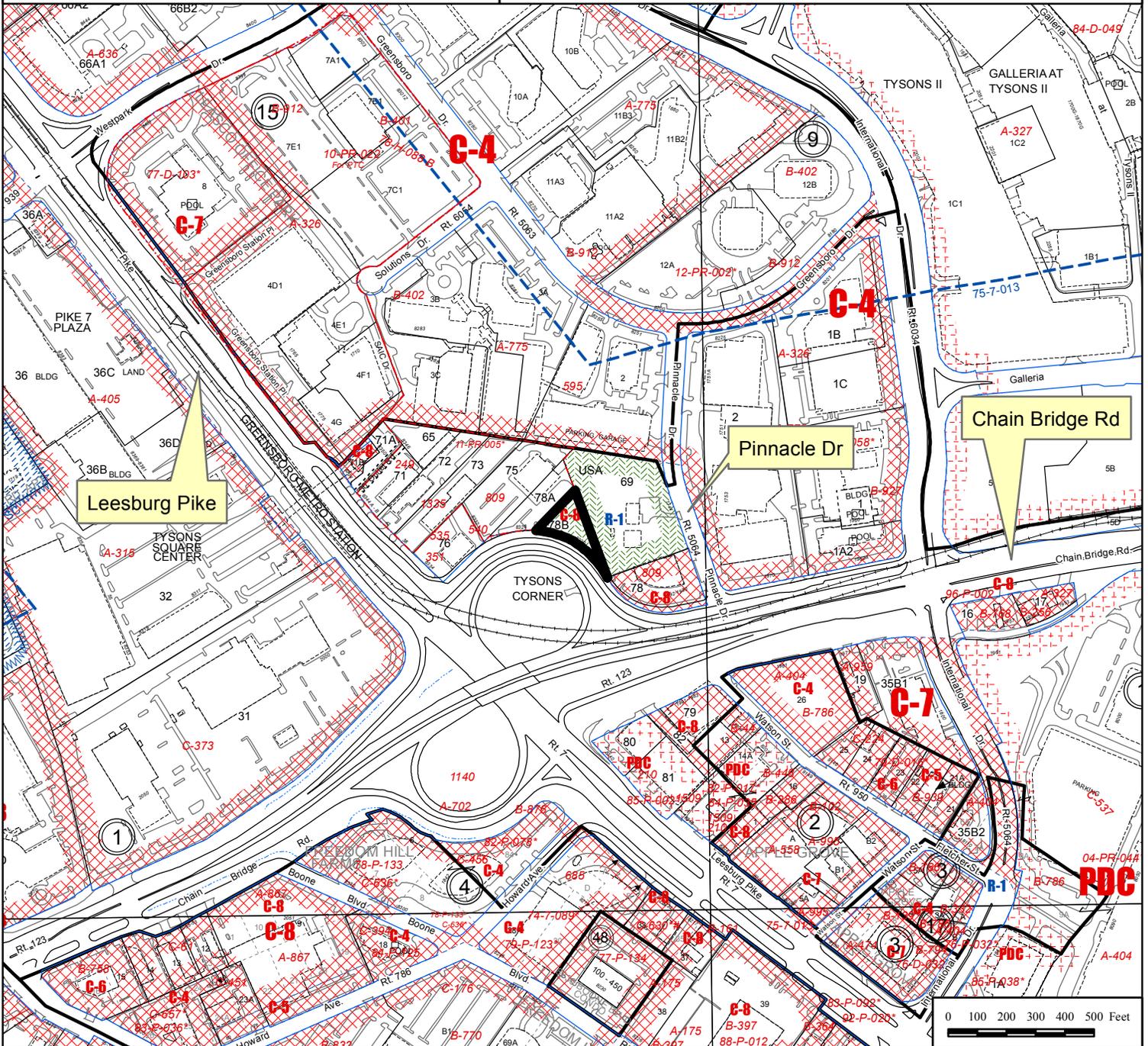
CSP 2014-PR-001



Applicant: TYSONS PARTNERSHIP, INC.
Accepted: 10/10/2014
Proposed: COMPREHENSIVE SIGN PLAN
Area: 14697 SF OF LAND; DISTRICT - PROVIDENCE

Zoning Dist Sect: Zoned C-8
Located: NORTHERN QUADRANT OF THE INTERSECTION OF ROUTE 7 AND ROUTE 123

Zoning: C-8
Overlay Dist: SC HC
Map Ref Num: 029-3- /01/ /0078B





Comprehensive Sign Plan
August 4, 2014
Revised December 16, 2014

Prepared by: Michael Caplin, Director
macaplin@tysonspartnership.org
1750 Tysons Boulevard, Suite 1500
Tysons, VA 22102
Telephone: 703-738-0064

RECEIVED
Department of Planning & Zoning
DEC 18 2014
Zoning Evaluation Division



Partnership

Building America's
Next Great City

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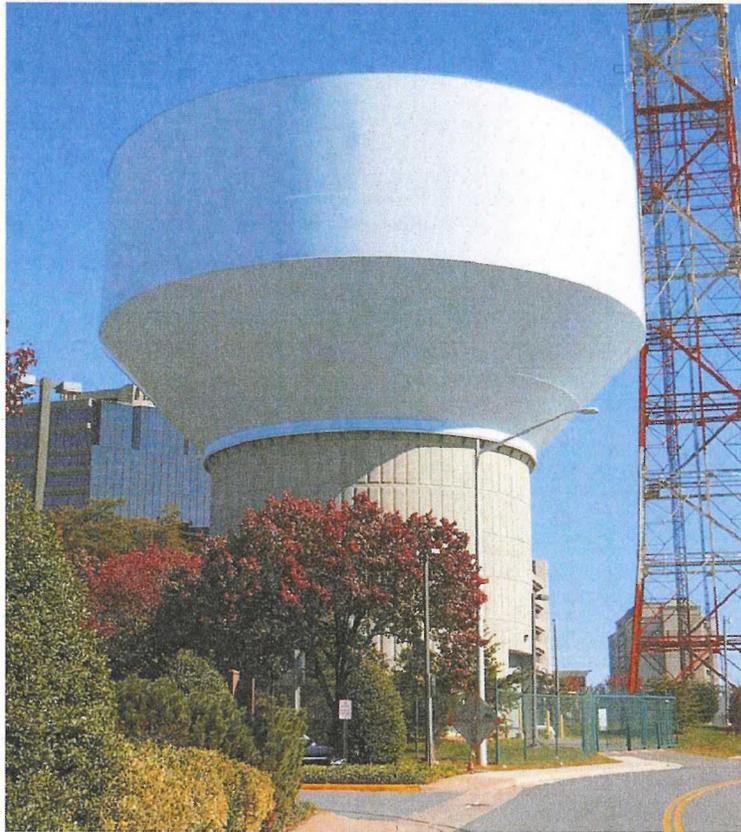


I. Introduction:

Water towers are one of America's most iconic and beloved place markers. They are used throughout the country to notify travelers that they have arrived at a certain destination. The Tysons water tower is 97 feet tall and sits at one of the highest elevations in Tysons.

The Tysons Partnership proposes to attach two "TYSONS" decals to the water tower, to notify passers-by that they have arrived in America's next great city. The design of the sign graphics is the official Tysons logo with gray letters in modified *Bradley Hand* font, and a stylized 3-color "O."

II. Property Location & Ownership



Property Ownership:

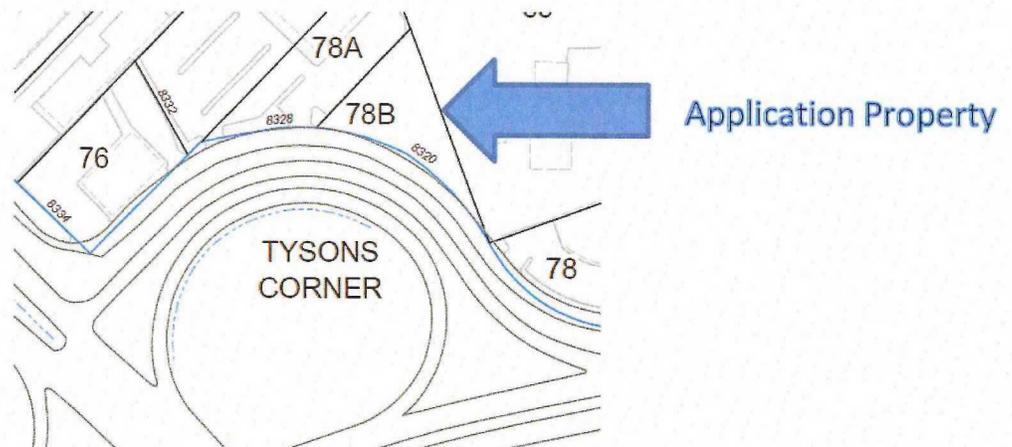
Fairfax County Water Authority, which has granted its consent

Property Location:

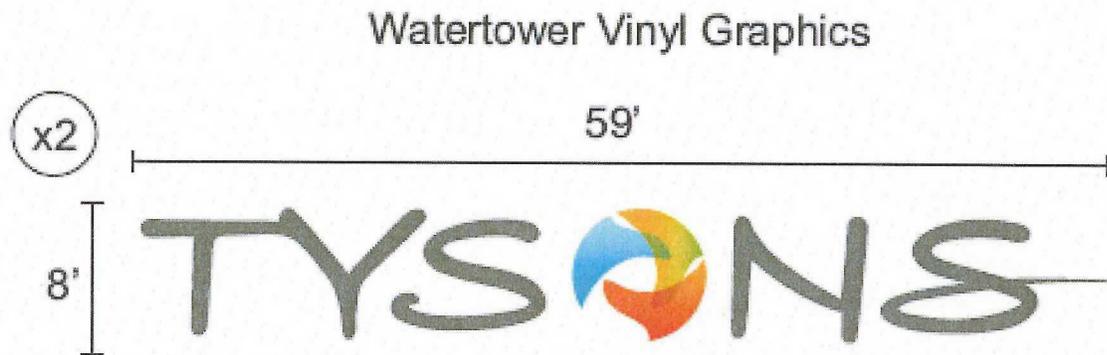
Northern quadrant of the intersection of Route 7 and Route 123

Adjacent to Pinnacle Drive & Clyde's Restaurant

Tax Map 29-3 ((1)) 78B



III. Sign Design & Dimensions

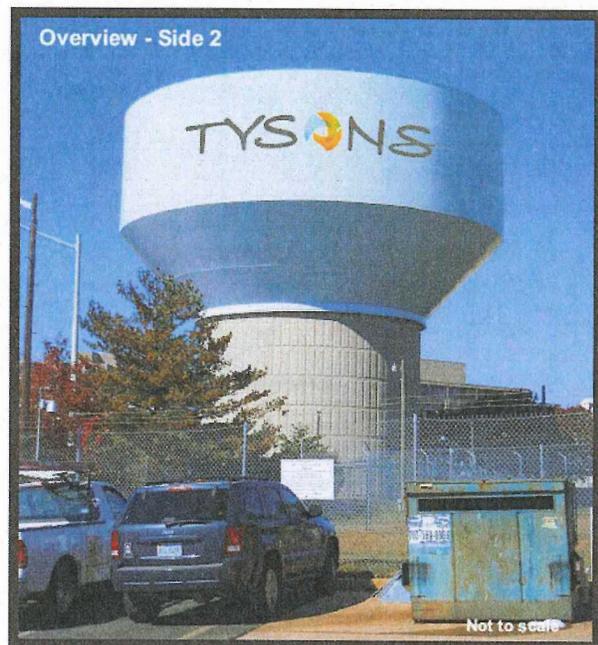
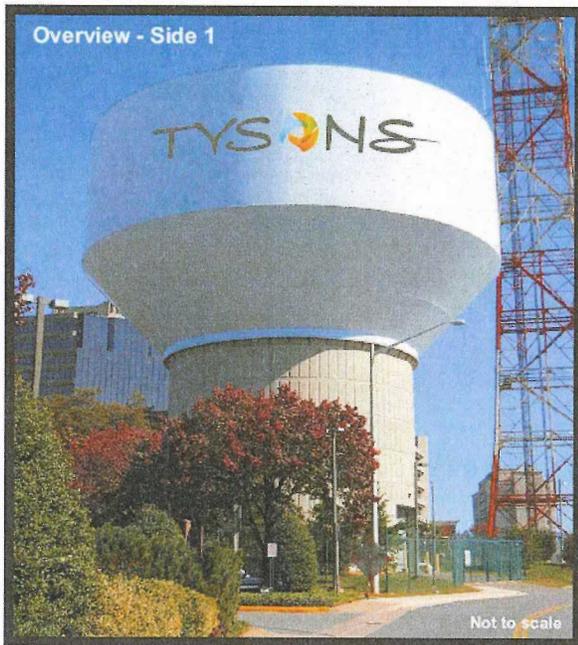
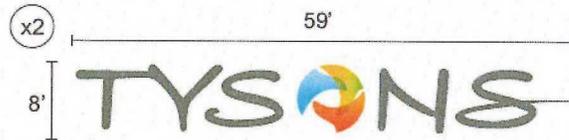


Two long-term vinyl graphics
Dimensions 59' x 8'
Total Area per Sign 472 s.f.
Total Area of Both Signs 944 s.f.
Elevation of Sign ~90'

IV. Site Photographs with Signs

Wassertower Vinyl Graphics

FAST SIGNS.
More than fast. More than signs.™



View looking northeast

View looking southwest

(Proposed placement/orientation shown on page 5)

V. Proposed Sign Orientation

Northeast sign placement



P

Southwest sign placement

Placement may be adjusted during installation.

DESCRIPTION OF THE APPLICATION

The applicant, Tysons Partnership, Inc., requests approval of a Comprehensive Sign Plan (CSP) to permit identification signs for Tysons on an existing water tower located in the northern quadrant of the intersection of Leesburg Pike (Route 7) and Chain Bridge Road (Route 123). The request seeks to attach two decals to the water tower in order to enhance the Tysons identity and sense of place, and to serve as wayfinding signage. The proposed signage is designed to complement the approved wayfinding signage in Virginia Department of Transportation (VDOT) right-of-way, as well as to enhance the Tysons identity. With the establishment of the Planned Tysons Corner Urban District (PTC), the Zoning Ordinance was amended to permit *a plan for off-site directional signs which identify destinations or locations within the district.*

A copy of the CSP is included at the front of this report. Copies of the proposed development conditions and the Statement of Justification are contained in Appendices 1 and 2, respectively.

LOCATION AND CHARACTER

The site is located in the Tysons Central 7 District within the Tysons Urban Center. The water tower is located on the northern quadrant of the intersection of Route 7 and Route 123, adjacent to Pinnacle Drive. The water tower is 97 feet tall and sits at one of the highest elevations in Tysons. The property is zoned C-8 and is also located within the Highway Corridor Overlay District and the Sign Control Overlay District.



Figure 1: Map of surrounding area (Source: Fairfax County GIS)

	Existing Zoning:	Existing Use:	Plan Recommendation:
North:	PTC, C-4	Commercial, Office	Office
East:	R-1	Electric Substation	Public Facility
South:	C-8	Commercial	Retail and Other Commercial Uses
West	PTC	Commercial	Retail and Other Commercial Uses

Figure 2: Table of surrounding uses.

BACKGROUND

The water tower was originally constructed in 1954.

On September 25, 2000, the Board of Supervisors approved SE 00-P-014 in the name of City of Falls Church, Department of Environmental Services to replace the original water tower. Copies of this approval are available with the Zoning Evaluation Division of the Department of Planning and Zoning as well as at the following link:

<http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMMain.aspx?cde=SE&seq=3200155>.

On July 10, 2006, the Board of Supervisors approved SEA 00-P-014 in the name of Robert J. Etris City of Falls Church – Public Utilities Division to permit modification of a development condition regarding landscaping. Copies of this approval are available with the Zoning Evaluation Division of the Department of Planning and Zoning as well as at the following link:

<http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMMain.aspx?cde=SEA&seq=4071873>.

The applicant, the Tysons Partnership, was incorporated in 2011 and is an association of citizen and business organizations working to coordinate strategies for the transformation of Tysons into a place with greater density, a mix of uses, more pedestrian and transit options, and sustainable design and function.

COMPREHENSIVE PLAN PROVISIONS

Plan Area:	II
Planning District:	Tysons Corner Urban Center
Planning Sector:	North Tysons Central 7 Subdistrict
Plan Map:	Public Facility

The Fairfax County Comprehensive Plan, 2013 Edition, Tysons Corner Urban Center, Amended through 4-29-2014, Areawide Recommendations: Urban Design, Pages 94-95, as applied to the application area, states the following:

Development in Tysons should be guided by the following urban design principles, which provide a framework for the urban design guidelines.

Enhance Regional Identity

- *Advance Tysons as the vibrant downtown of Fairfax County.*
- *Transform Tysons into a highly desirable, walkable, transit-oriented, mixed use urban environment.*

Establish a Sense of Place

- *Create unique and walkable districts, neighborhoods, and centers within Tysons.*
- *Encourage design elements that highlight the distinct character of each district, as well as common elements that unify Tysons as an urban center.*
- *Encourage each district to include tree-lined streets, a range of urban parks, and public gathering places.*

Improve Connectivity

- *Increase the efficiency of vehicular and pedestrian movements within Tysons through well-designed transit and a walkable grid of streets and open spaces.*
- *Create pedestrian and bicycle-friendly environments and connections throughout Tysons that are safe, pleasant, and convenient.*
- *Maximize benefits of rail in Tysons by improving connectivity to adjacent communities and to regional activity centers.*

The Fairfax County Comprehensive Plan, 2013 Edition, Tysons Corner Urban Center, Amended through 4-29-2014, District Recommendations, Page 163, as applied to the application area, states the following:

The North Subdistrict is comprised of about 102 acres, and is generally bounded by Leesburg Pike on the west, International Drive on the north and east, and Chain Bridge Road on the south. This area contains the highest natural elevation in the county, which make its skyline visible from great distances. Office use is the predominant land use in the subdistrict. Two hotels are situated at opposite ends of the area, one on the east side and one on the west. In addition, a small number of freestanding retail uses are concentrated in the area adjacent to the Leesburg Pike/Chain Bridge Road interchange, which is also the location of a water tower and a U.S. Army Communications Tower. Since the tower has a strategic

location near the highest point in Fairfax County, the communications tower function is expected to remain, although it is desirable that the tower itself be removed and its functions incorporated onto the top of a new building or buildings.

Base Plan

This area is planned for office with support retail and service uses at intensities up to 1.65 FAR. The exception is the area adjacent to the Leesburg Pike/Chain Bridge Road interchange, which is planned for and developed with retail uses and two existing public facilities (a communication tower and water tower).

COMPREHENSIVE SIGN PLAN

The Comprehensive Sign Plan titled “Tysons Partnership – Building America’s Next Great City,” prepared by Michael Caplin is dated August 4, 2014, revised through December 16, 2014, and contains 7 sheets. The proposed signage reflects the applicant’s desire to enhance the image and identity of Tysons, as well as to aid in wayfinding. The CSP accompanies approved signage in VDOT right-of-way which the Partnership developed to enhance the Tysons sense of place and to contribute to wayfinding. The locations and designs of these signs located in VDOT right-of-way are contained in Appendix 3 of this staff report, consisting of four monument signs, seven freestanding signs, and light pole banner signs.

The Tysons Partnership proposes to attach two long-term vinyl decals to the water tower, as shown in Figure 3. The two signs will measure 59 feet by 8 feet for a total of 472 feet per sign, or 944 square feet of total sign area. The sign elevations are approximately 90 feet high. The design of the sign graphic is the official Tysons logo as developed by the Tysons Partnership with gray letters in modified Bradley Hand font, and a stylized 3-color “O,” which represents the eight neighborhoods of Tysons. One decal is proposed to be installed on the northeast side of the water tower, and the second decal is proposed to be installed on the southwest side of the water tower, as depicted in Figure 4. Figure 5 shows a conceptual depiction of how the proposed signage will look once installed. The water tower is owned and operated by the Fairfax County Water Authority, which has granted its consent to the proposal (Appendix 4).

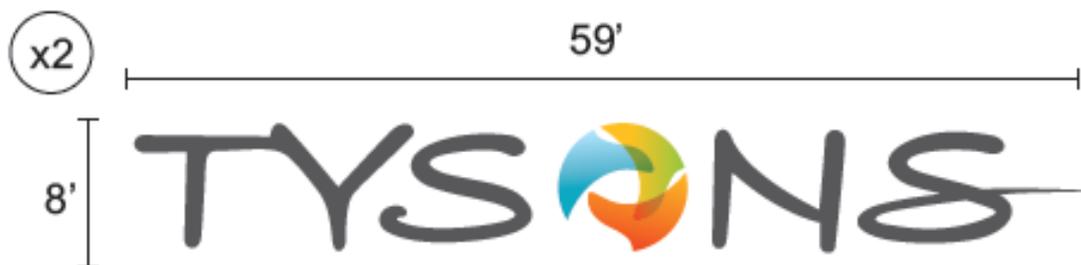


Figure 3: Proposed water tower signage



Figure 4: Sign placement

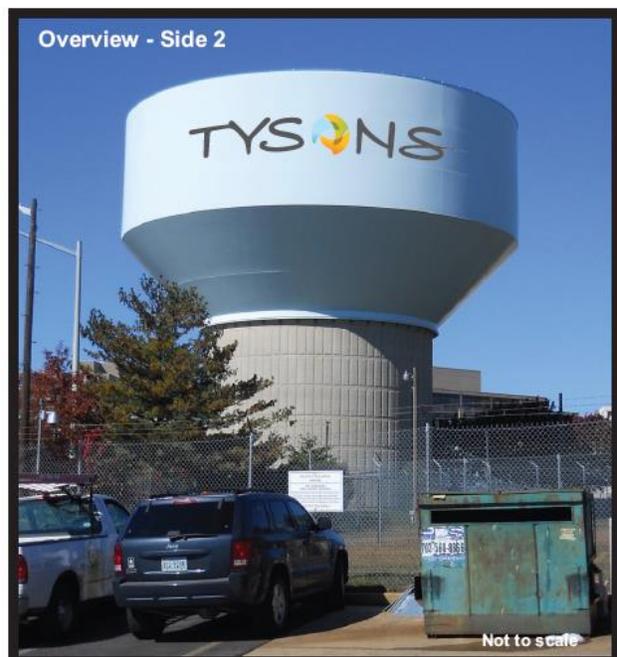
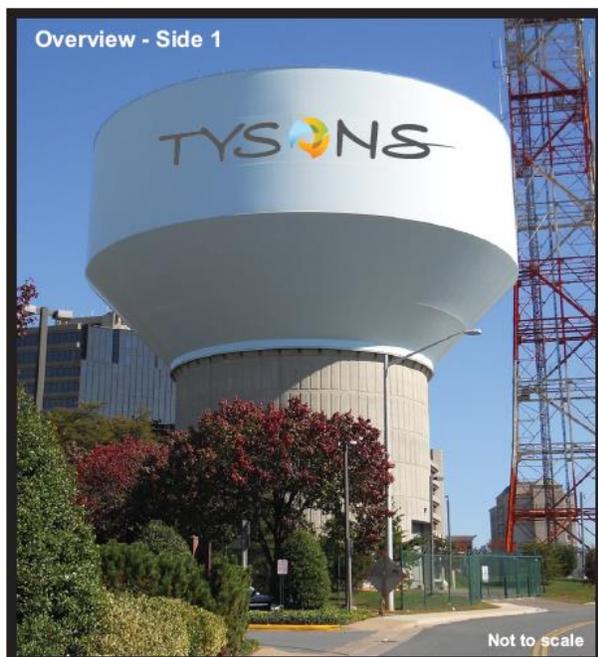


Figure 5: Site photographs with proposed signage

ANALYSIS

Land Use Analysis

The applicant's original submission proposed a total of 1,896 square feet of sign area (948 square feet x 2 signs). In response to staff's concerns about the size of the proposed signs, the applicant decreased the proposed sign area by over 50 percent, for a total sign area of 944 square feet (472 square feet x 2 signs). While staff finds the decreased sign area acceptable, staff would also support an even smaller sign area. In addition, staff continues to recommend the addition of "Welcome to" or other text to support the place-making attributes of the sign.

Staff does not generally support the use of signage on water towers. However, the unique identity of Tysons as the urban center within Fairfax County increases the need to enhance the area's image and to establish a sense of place. Given this unique scenario, staff is not opposed to the proposed signage on the water tower. Staff finds that the applicant's proposal is consistent with the Comprehensive Plan, which seeks to enhance the Tysons regional identity, establish a sense of place within Tysons, and to improve connectivity within Tysons.

Transportation Analysis (Appendix 5)

The Fairfax County Department of Transportation reviewed the application and has no issues with the proposal.

Office of Community Revitalization Analysis (Appendix 6)

The Office of Community Revitalization (OCR) reviewed the application and supports the idea of place-making in Tysons. OCR expressed concern over lifecycle and maintenance of the proposed signage. In response to this comment, the applicant noted that it is the intent of the Tysons Partnership to replace the two decals every five years. With the implementation of the development condition memorializing this commitment, this issue is resolved.

ZONING ORDINANCE PROVISIONS (Appendix 7)

The Zoning Ordinance does not specifically address the amount of signage permitted for a water tower located on commercial property. Par. 8 of Sect. 12-203 specifies that building-mounted signs shall not exceed one and one-half (1 ½) square feet of sign area for each of the first 100 linear feet of building frontage plus one (1) square foot of sign area for each linear foot over 100 linear feet of building frontage. No one sign, however, shall have a sign area in excess of 200 square feet. Using these criteria, the maximum allowable by-right sign area allowed for the water tower would be 82.5 square feet. Unfortunately, a 82.5 square foot sign on the water tower would not be visible and therefore could not adequately serve as an identity enhancer or as wayfinding signage.

Section 12-210 of the Zoning Ordinance allows the Planning Commission to approve a CSP for developments within a "P" District as an alternative to the provisions contained

in Article 12 of the Zoning Ordinance. This provision requires that a CSP show the location, size, height and extent of all signs within the "P" District, or section of the "P" District, as well as the nature of the information being displayed on the signs. Developments must conform to the character and type as recommended by the Comprehensive Plan and the proposed signs should be *in scale and harmonious with the development and be so located and sized as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of architectural design elements*. Paragraph 2 of Section 12-210 allows a CSP to be approved in the Tysons Urban Center even if the designated zoning district is not a "P" District. As previously noted, staff finds the proposal consistent with the Comprehensive Plan. However, staff believes that the signs could be made smaller while still being readable. Staff also recommends that the applicant consider making the signs more civic in appearance through the addition of the words "Welcome to." As is, the signs appear somewhat like the logo of a company, rather than a city.

Overlay District Requirements

Sign Control (SC) (Sect. 7-500)

The Sign Control Overlay District restricts freestanding signs in the intensely developed commercial and industrial areas of the County. The CSP does not propose any freestanding signs.

Highway Corridor (HC) (Sect. 7-600)

A CSP is not subject to the requirements of the Highway Corridor Overlay District.

CONCLUSIONS AND RECOMMENDATIONS

Staff Conclusions

Staff finds that the Comprehensive Sign Plan is consistent with the adopted Comprehensive Plan and conforms to applicable Zoning Ordinance provisions.

Recommendation

Staff recommends approval of CSP 2014-PR-001, 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 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. 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.

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

APPENDICES

1. Proposed Development Conditions
2. Statement of Justification
3. Approved Signage in VDOT ROW
4. Fairfax County Water Authority Consent
5. Transportation Analysis
6. OCR Analysis
7. Applicable Zoning Ordinance Provisions

Proposed Development Conditions

CSP-2014-PR-001

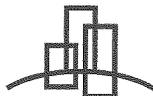
February 17, 2015

If it is the intent of the Planning Commission to approve CSP 2014-PR-001 for a Comprehensive Sign Plan located at Tax Map 29-3 ((1)) 78B, pursuant to Section 12-210 of the Fairfax County Zoning Ordinance, 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 (CSP) is subject to the issuance of sign permits. Any sign permit shall be in substantial conformance with the CSP prepared by Michael Caplin, dated August 4, 2014, as revised through December 16, 2014 and titled "Tysons Partnership – Building America's Next Great City," as qualified by these development conditions. In addition, signs allowed by Sect. 12-103 in the Zoning Ordinance may be permitted, as qualified by these development conditions. Despite the notes that are included on Page 5 of the CSP, only 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. All signs shall be consistent with the color palette, typography, and the use of logos as indicated in the CSP.
4. All signs shall be adequately maintained so as to preserve the present condition of the signs upon installation. The signs shall be replaced every five years.
5. A matrix of signage shall be provided to the Zoning Administrator prior to the issuance of the first sign permit and all subsequent sign permits. The matrix shall include the applicant name, address, sign type, sign height, sign area, Non-Residential Use Permit number (if the Non-RUP has been issued), and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow sufficient tracking of all signage to be provided on site. Each sign permit shall be accompanied by a letter from the property owner, manager, and/or agent of the property, stating that the requested sign has been reviewed for compliance with this approval.

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 sign plan shall not be valid until this has been accomplished.



**WALSH COLUCCI
LUBELEY & WALSH PC**

RECEIVED
Department of Planning & Zoning
AUG 05 2014
Zoning Evaluation Division

Elizabeth D. Baker
Senior Land Use Planner
(703) 528-4700 Ext. 5414
ebaker@thelandlawyers.com

August 5, 2014

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

Re: Comprehensive Sign Plan Application for the Tysons Water Tower
Applicant: Tysons Partnership, Inc.
Fairfax County Tax Maps as 29-3 ((1)) 78B (the "Property")

Dear Ms. Berlin:

Please accept this letter as a statement of justification for an application for a Comprehensive Sign Plan (CSP) for the Tysons Water Tower. The Tysons Water Tower is located in the Tysons Central District of Tysons on property identified in the 2014 Fairfax County Tax Maps as 29-3 ((1)) 78B. The Property is 14,697 square feet in size and is zoned to the C-8 (Highway Commercial) and HC (Highway Corridor) Districts. The Applicant, Tysons Partnership, Inc., proposes to attach two "TYSONS" high quality graphic decals to the Tysons Water Tower, to notify passers-by that they have arrived in America's next great city.

The design of the sign graphics is the official Tysons logo with gray letters in modified Bradley Hand font, and a stylized 3-color "O."

Signs are a necessary means of visual communication for public convenience and are most effective when well designed and strategically placed. The proposed signage reflects the Applicant's desire to enhance the image and identity of the community. Signage on the Tysons Water Tower is the most effective means of identifying to passers-by that they have arrived in Tysons.

The design of this CSP provides illustrations, details, and locations for the two proposed signs. In addition, the Tysons Partnership is in the process of permitting other sign elements in the VDOT right-of-way. These include light-pole banners, welcome signs at key gateway locations and kiosk signs near the Metro Stations. The design of these signs is provided for informational purposes as an attachment to this letter. The proposed water tower signage is consistent in style and design with these other signs. The overall sign program ensures a consistent display of information throughout the area.

ATTORNEYS AT LAW

703 528 4700 ■ WWW.THELANDLAWYERS.COM
2200 CLARENDON BLVD. ■ SUITE 1300 ■ ARLINGTON, VA 22201-3359

LOUDOUN 703 737 3633 ■ WOODBRIDGE 703 680 4664

Page 2

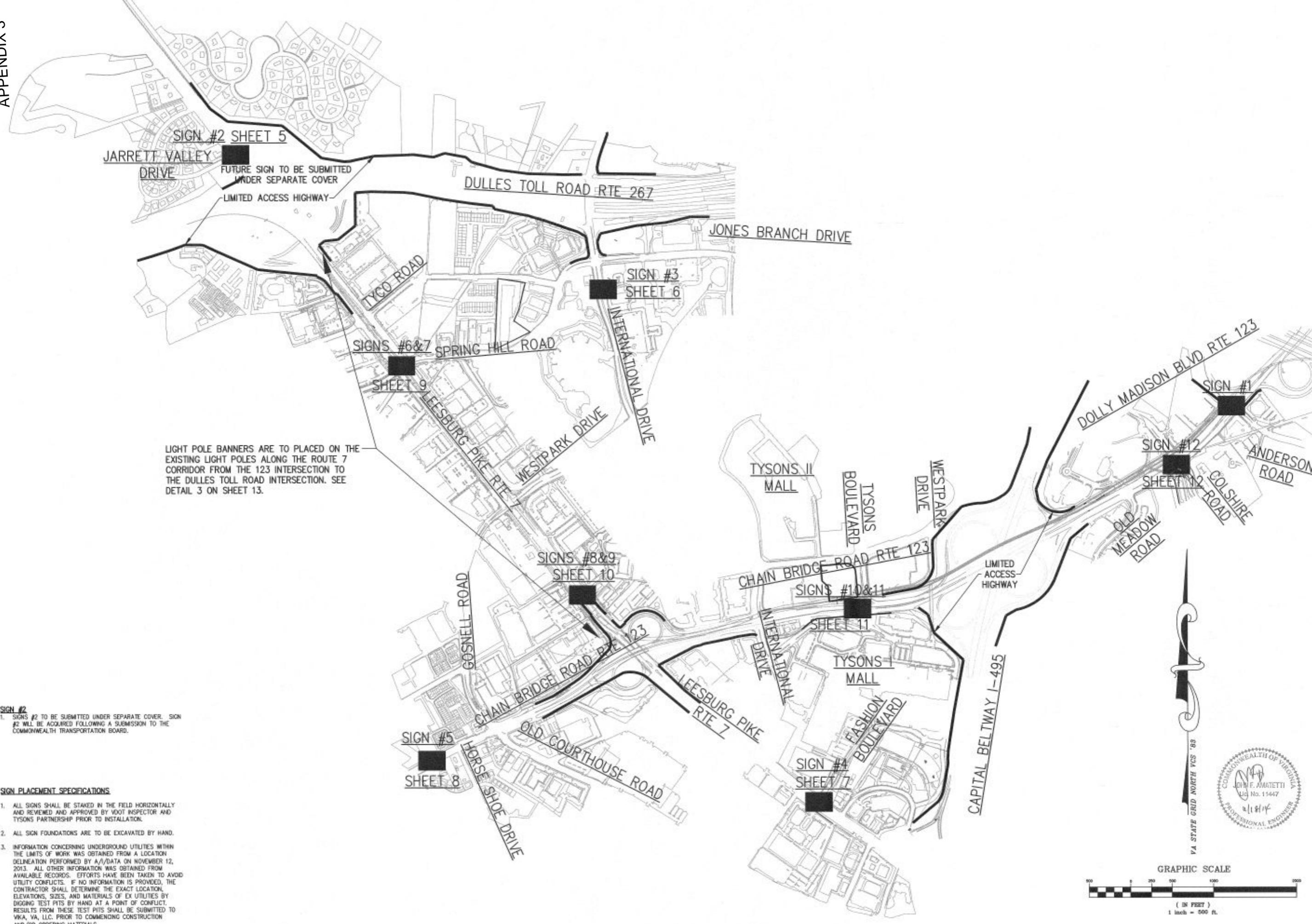
Thank you for your attention to this matter.

Very truly yours,

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

A handwritten signature in cursive script that reads "Elizabeth D. Baker". The signature is written in black ink and is positioned above the printed name.

Elizabeth D. Baker
Senior Land Use Planner

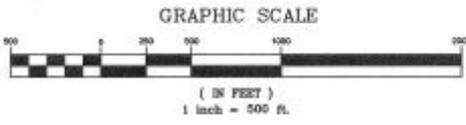


LIGHT POLE BANNERS ARE TO BE PLACED ON THE EXISTING LIGHT POLES ALONG THE ROUTE 7 CORRIDOR FROM THE 123 INTERSECTION TO THE DULLES TOLL ROAD INTERSECTION. SEE DETAIL 3 ON SHEET 13.

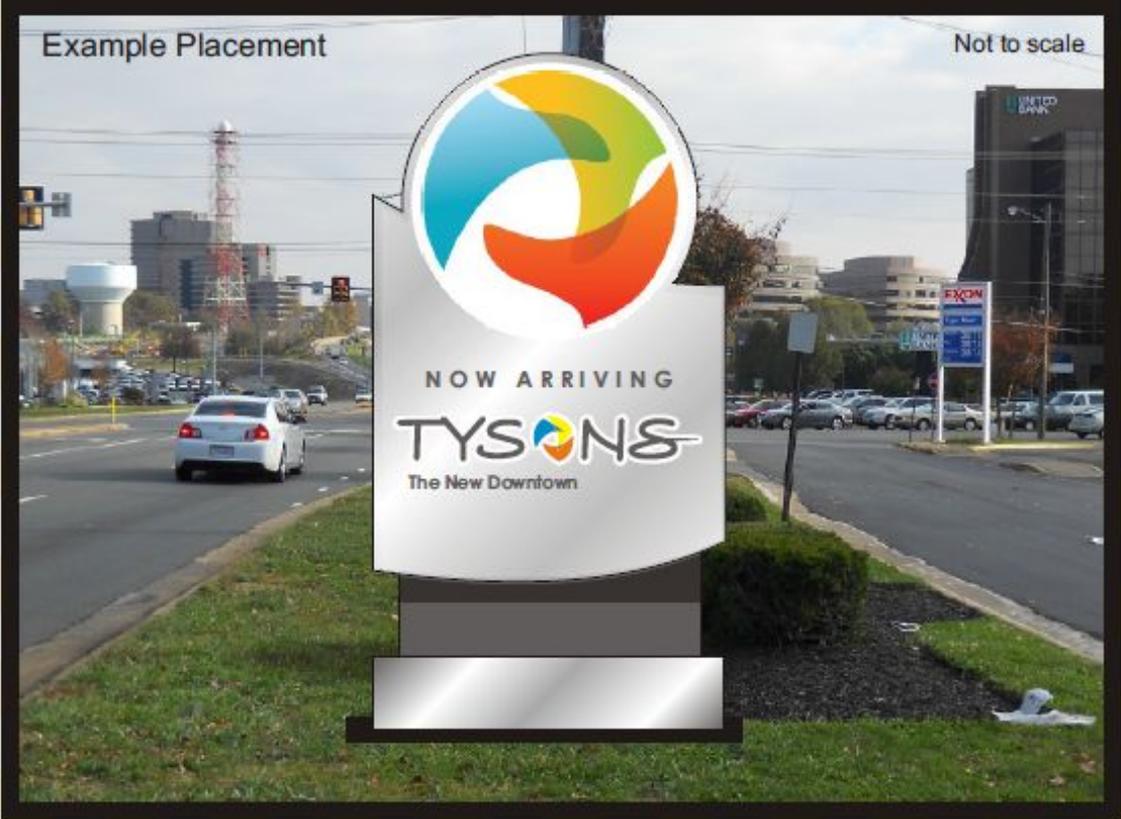
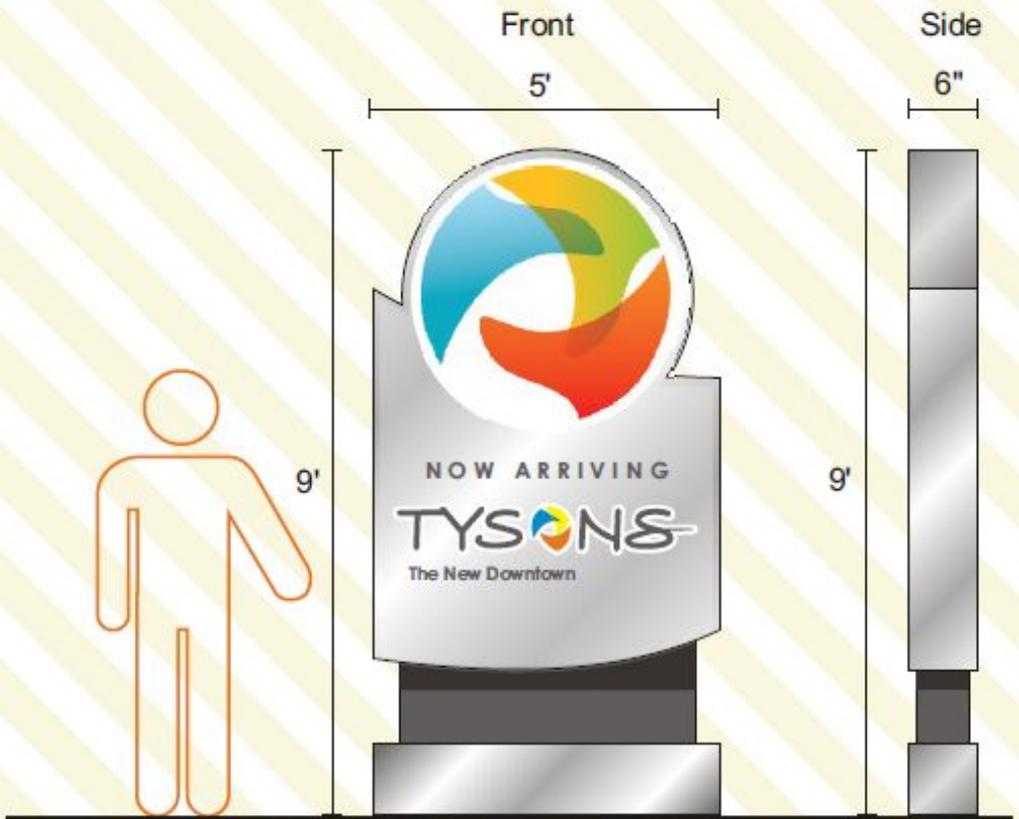
SIGN #2
 1. SIGN #2 TO BE SUBMITTED UNDER SEPARATE COVER. SIGN #2 WILL BE ACQUIRED FOLLOWING A SUBMISSION TO THE COMMONWEALTH TRANSPORTATION BOARD.

SIGN PLACEMENT SPECIFICATIONS

1. ALL SIGNS SHALL BE STAKED IN THE FIELD HORIZONTALLY AND REVIEWED AND APPROVED BY VDOT INSPECTOR AND TYSONS PARTNERSHIP PRIOR TO INSTALLATION.
2. ALL SIGN FOUNDATIONS ARE TO BE EXCAVATED BY HAND.
3. INFORMATION CONCERNING UNDERGROUND UTILITIES WITHIN THE LIMITS OF WORK WAS OBTAINED FROM A LOCATION DELINEATION PERFORMED BY A/E/D/TA ON NOVEMBER 12, 2013. ALL OTHER INFORMATION WAS OBTAINED FROM AVAILABLE RECORDS. EFFORTS HAVE BEEN TAKEN TO AVOID UTILITY CONFLICTS. IF NO INFORMATION IS PROVIDED, THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION, ELEVATIONS, SIZES, AND MATERIALS OF EX UTILITIES BY DIGGING TEST PITS BY HAND AT A POINT OF CONFLICT. RESULTS FROM THESE TEST PITS SHALL BE SUBMITTED TO WKA, VA, LLC. PRIOR TO COMMENCING CONSTRUCTION AND/OR ORDERING MATERIALS.



Non-Illuminated, Double-Faced, Monument Sign



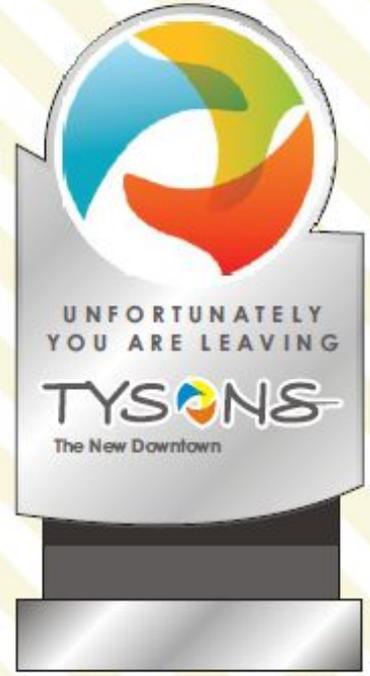
Rear Graphics

Exterior, Double-Faced, Non-Illuminated, Monument Sign

Sign structure to be constructed from aluminum.

Graphics to be applied premium vinyl.

Sign to be permanently installed in place

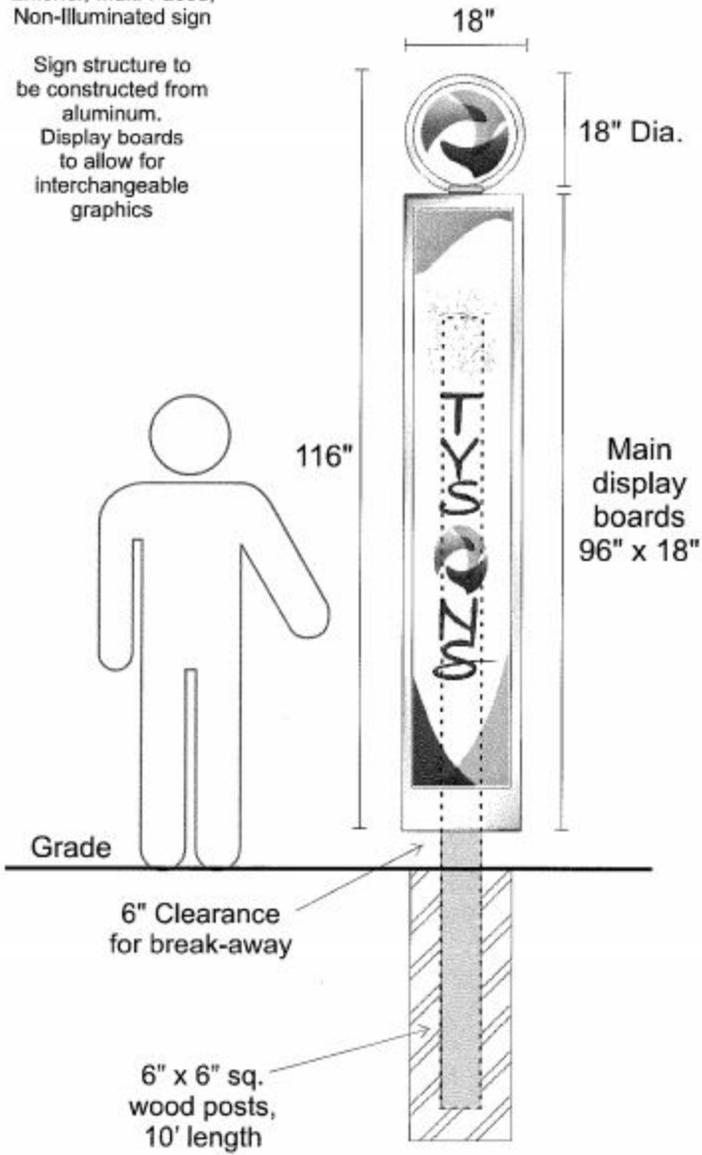


Non-Illuminated, Freestanding Sign

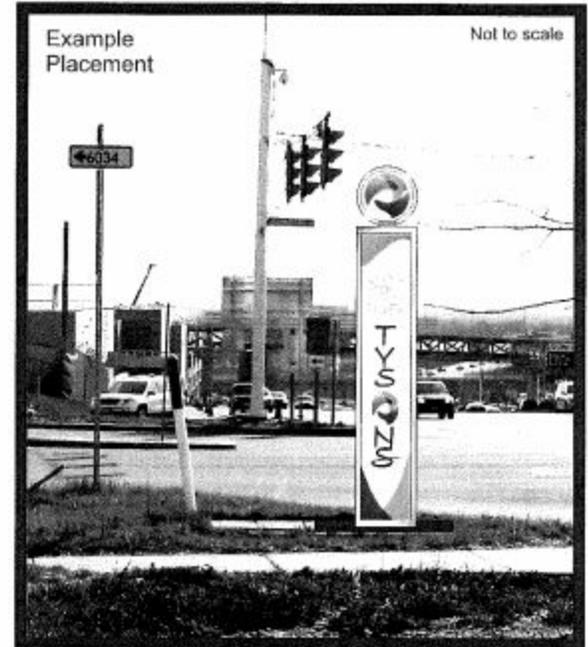
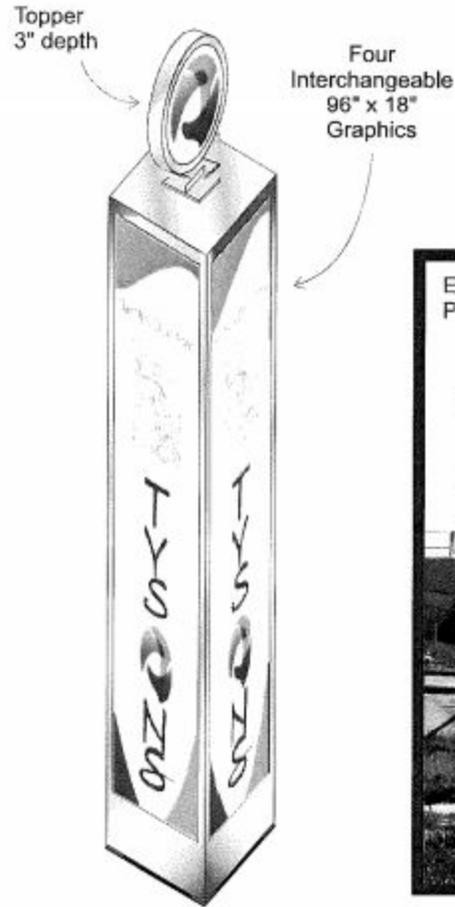
FASTSIGNS
More than fast. More than signs.™

Exterior, Multi-Faced,
Non-Illuminated sign

Sign structure to
be constructed from
aluminum.
Display boards
to allow for
interchangeable
graphics



Angled View



Landscaping to cover
the exposed sign post

**Tyson's Partnership/STC Associates
Environmental Signage**

**Lamp Post Flags - Rectangle 2
v17 -06/24/14**

APPENDIX 3





FAIRFAX COUNTY WATER AUTHORITY
8560 Arlington Boulevard, Fairfax, Virginia 22031
www.fairfaxwater.org

RECEIVED
Department of Planning & Zoning

NOV 13 2014

Zoning Evaluation Division

**PLANNING & ENGINEERING
DIVISION**

Jamie Bain Hedges, P.E.
Director
(703) 289-6325
Fax (703) 289-6382

November 12, 2014

Ms. Barbara Berlin, Director
Fairfax County Department of Planning and Zoning
12055 Government Center Parkway, Suite 801
Fairfax, Virginia 22035-5505

Re: CSP 2014-PR-001
Tysons Water Storage Tank
Tax Map: 29-3

Dear Ms. Berlin:

Please see attached letter dated October 1, 2014 from Fairfax Water.

If you have any questions regarding this information please contact Ross Stilling, P.E., Chief, Site Plan Review at (703) 289-6385.

Sincerely,

A handwritten signature in black ink, appearing to read "Gregory J. Prelewicz". The signature is fluid and cursive.

Gregory J. Prelewicz, P.E.
Manager, Planning Department

Enclosure

Fairfax Water

FAIRFAX COUNTY WATER AUTHORITY
 8570 Executive Park Avenue
 Fairfax, Virginia 22031-2218
 www.fairfaxwater.org

PHILIP W. ALLIN, CHAIRMAN
 LINDA A. SINGER, VICE-CHAIRMAN
 FRANK R. BEGOVICH, SECRETARY
 ARMAND B. WEISS, TREASURER
 BURTON J. RUBIN
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 J. ALAN ROBERSON
 RICHARD DOTSON
 ANTHONY H. GRIFFIN
 JOSEPH CAMMARATA

CHARLES M. MURRAY
 GENERAL MANAGER
 TELEPHONE (703) 289-6011

STEVEN T. EDGEMON
 DEPUTY GENERAL MANAGER
 TELEPHONE (703) 289-6012

FAX (703) 289-6269

October 1, 2014

Mr. Michael Caplin
 Executive Director
 Tysons Partnership

Re: Tysons Logo
 Tysons Water Storage Tank

Dear Mr. Caplin:

Ownership of the Tysons Water Storage Tank (Tank) in the northwest quadrant of the intersections of Route 123 and Route 7 was transferred to Fairfax Water on January 3, 2014.

Fairfax Water consents to the Tysons Partnership's (Partnership) plan to install a "Tysons" decal on the Tank, subject to approval of a formal agreement between Fairfax Water and the Partnership. Fairfax Water would require, among other things, that:

- The Partnership be responsible for all costs associated with designing, producing and installing the sign initially, and for maintaining it in good appearance, including replacement as necessary.
- The Partnership reimburse Fairfax Water for any expenses associated with obtaining any necessary approvals from Fairfax County. The Tank is subject to a Special Exception approval from Fairfax County and we expect that an amendment may be required to incorporate the logo on the tank (as a separate zoning approval from the Partnership's Comprehensive Signage Plan).
- The Partnership obtain at its expense all necessary approvals from Fairfax County or other entities necessary to install the sign.
- From time to time Fairfax Water will need to repaint the tank. Any removal and replacement of the logo to facilitate tank painting will be at the Partnership's expense.

We look forward to working with you on a formal agreement and to the logo's contribution to "The New Downtown."

Sincerely,



Charles M. Murray
 General Manager

cc: Director, Planning and Engineering



County of Fairfax, Virginia

MEMORANDUM

DATE: January 27, 2015

TO: Barbara Berlin, Director
Zoning Evaluation Division, DPZ

FROM: Michael A. Davis, Acting Chief
Site Analysis Section, DOT *JCH for MAD*

FILE: 3-4(CSP 2014-PR-001)

SUBJECT: CSP 2014-PR-001; Tysons Partnership, Inc.
Tax Map: 029-3 ((1)) 78B

This department has reviewed the CSP application. The proposed signs should be located so as not to interfere with sight distance.

MAD/AY
cc: Michael Van Atta



County of Fairfax, Virginia

MEMORANDUM

DATE: January 12, 2015

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

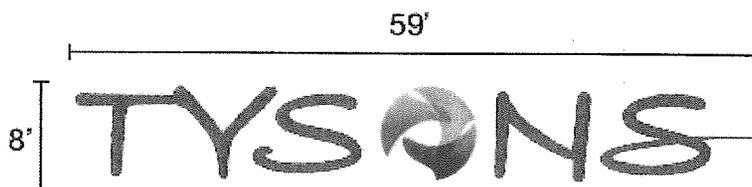
FROM: *Barbara A. Byron*
Barbara A. Byron, Director
Office of Community Revitalization

SUBJECT: Urban Design Comments
CSPA 2014-PR-001 Tysons Partnership

The Office of Community Revitalization (OCR) has reviewed the above referenced Comprehensive Sign Plan Amendment and Revised Statement of Justification dated December 16, 2014. The following analysis and recommendations are offered for consideration regarding this application.

The applicant proposes to add signage to the water tower located to the north of the intersection of Route 7 and Route 123, adjacent to Pinnacle Drive in Tysons.

The applicant's proposed signage is the Tysons Partnership logo, which is the word "Tysons" in Bradley-Hand font and includes a stylized letter O.



Tysons Partnership Logo (proposed signage)

The water tower, although large, blends into the existing skyline due to its blue-gray color. Adding signage to the tower will call more attention to it; this is an opportunity for something unique, and to provide signage that contributes to placemaking.



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

As an alternative to the Partnership's logo alone, OCR would support the addition of "Welcome to" or other text to support the placemaking attributes of the sign.

Any signage added to the tower should be subject to maintenance and replacement development conditions, and OCR staff suggests that a reserve fund be created for its repair and any replacement needs. As this is the first request of this nature, we have concerns with the life cycle of such an installation. The life cycle of vinyl and other application systems can vary greatly based on the weather conditions, the material it is applied to, the quality of the material installed, and the experience of the installer in applying such items.

CC: Mike Van Atta, DPZ
Suzie Zottl, Revitalization Program Manager, OCR
OCR File

SIGNS

- M. Any other use located in structures that have the exterior appearance of a single family detached dwelling may be permitted one (1) sign, either building-mounted or freestanding. Such sign shall not exceed six (6) square feet in area.
- (1) If building-mounted, such sign shall not exceed a height of ten (10) feet above grade.
 - (2) If freestanding, such sign shall not exceed a height of four (4) feet or be located closer than ten (10) feet to any lot line.
- N. Any other use located in structures that do not have the exterior appearance of a single family detached dwelling and uses which are predominantly outdoor uses such as golf courses, marinas and cemeteries may be permitted one (1) building-mounted sign and one (1) freestanding sign. No such sign shall exceed a sign area of twelve (12) square feet and the combined total sign area for a given use shall not exceed twenty (20) square feet.
- (1) If building-mounted, such sign shall not exceed a height of twenty (20) feet above grade.
 - (2) A freestanding sign shall not exceed a height of ten (10) feet or be located closer than ten (10) feet to any lot line.

12-209 Accessory Service Uses

Accessory service uses as permitted by the provisions of Part 2 of Article 10 shall be permitted one (1) building-mounted sign not to exceed fifteen (15) square feet in area for all such uses in a given building. Such signs shall be calculated as part of the sign area permitted for the building by the provisions of this Article.

12-210 Uses in P Districts

The provisions set forth in the preceding Sections shall be applicable to signs accessory to uses in P districts. However, in keeping with the intent to allow flexibility in the design of planned developments, the following options may be applicable to signs in the P districts:

1. As an alternative, signs may be permitted in a P district in accordance with a comprehensive plan of signage subject to the approval of the Planning Commission following a public hearing conducted in accordance with the provisions of Sect. 18-109. The comprehensive plan of signage shall show the location, size, height and extent of all proposed signs within the P district or section thereof, as well as the nature of the information to be displayed on the signs.
2. In addition, within a PRC District or the Tysons Corner Urban Center as designated in the adopted comprehensive plan, a plan for off-site directional signs which identify destinations or locations within the district or center such as commercial centers, residential areas, public uses or community facilities may be approved by the Planning Commission following a public hearing conducted in accordance with Sect. 18-109; provided, however, that written notice to property owners and adjacent property owners

FAIRFAX COUNTY ZONING ORDINANCE

shall not be required. The plan for off-site signs shall show the location, size, height and extent of all signs encompassed within the plan as well as the nature of the information to be displayed on each sign. All such signs shall be located within the PRC District or the Tysons Corner Urban Center, as applicable.

3. Any application submitted pursuant to Par. 1 or 2 above may be made by any property owner, owner of an easement, lessee, contract purchaser or their agent or within the Tysons Corner Urban Center, an application pursuant to Par. 2 above may be made by a public agency or County recognized redevelopment organization or authority. Such application shall be accompanied by a statement setting forth the names of the record owners of the properties upon which such signs are proposed to be located and a fee as set forth in Sect. 18-106. In the event an application pursuant to Par. 2 above is made within the Tysons Corner Urban Center to include property not zoned PTC, such directional signs shall not impact the amount or size of signage otherwise permitted on such property.

When such application requests permission to erect a sign on property owned by someone other than the applicant, then such application shall be accompanied by a written statement signed by the record owners of such properties which indicates their endorsement of the application.

4. The above-cited signage options shall be in accordance with the standards for all planned developments as set forth in Part 1 of Article 16. All proposed signs shall be in scale and harmonious with the development and shall be so located and sized as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of architectural and urban design elements.