



**APPLICATION ACCEPTED:** September 9, 2014  
**PLANNING COMMISSION:** October 21, 2015

# County of Fairfax, Virginia

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**October 7, 2015**

**STAFF REPORT**

**CSPA B-846-02**



## **HUNTER MILL DISTRICT**

<b>APPLICANT:</b>	KBSIII Reston Square, LLC
<b>ZONING:</b>	PRC (Planned Residential Community);
<b>PARCEL:</b>	17-4 ((31)) O1
<b>ACREAGE:</b>	1.95 acres
<b>PLAN MAP:</b>	Residential Planned Community
<b>PROPOSAL:</b>	Amendment to the previously approved Comprehensive Sign Plan associated with CSP B-846-02 to permit changes in building mounted signage

### **STAFF RECOMMENDATIONS:**

Staff recommends approval of CSPA B-846-02 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.

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.

Sharon Williams

The approval of this Comprehensive Sign Plan Amendment 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.

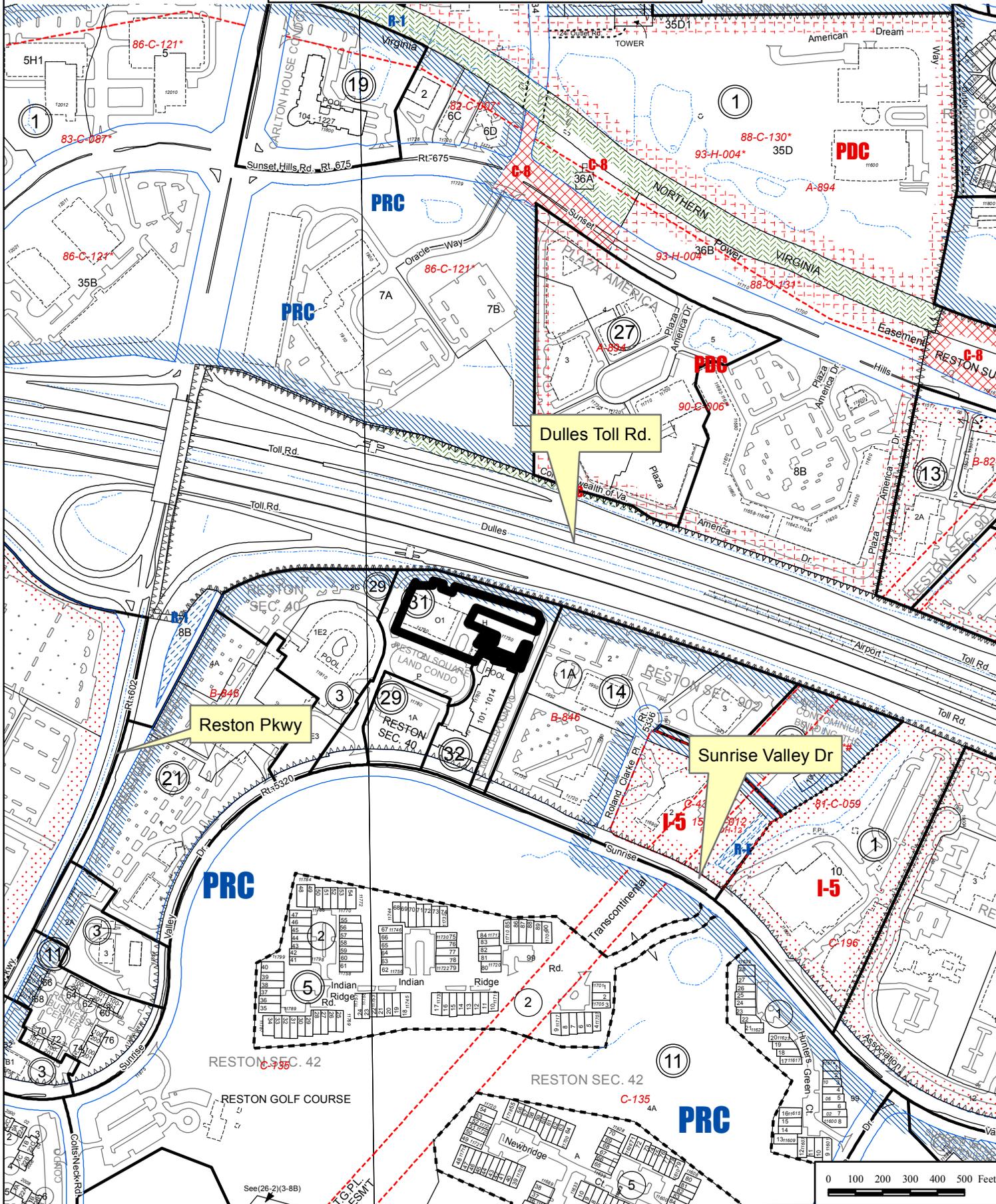


Americans with Disabilities Act (ADA): Reasonable accommodation is available upon 48 hours advance notice. For additional information on ADA call (703) 324-1334 or TTY 711 (Virginia Relay Center).

# Comprehensive Sign Plan Amendment

CSPA -B-846-02

KBSIII RESTON SQUARE, LLC





**Reston Heights**  
**Comprehensive Sign Plan Amendment**  
**November 17, 2014**

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# Introduction

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Reston Heights is located immediately north of Sunrise Valley Drive and east of Reston Parkway along the Dulles Toll Road. The larger mixed-use project is subject to Comprehensive Sign Plan CSP B-846-02, which provides for a variety of signage across the development. This Comprehensive Sign Plan Amendment seeks to amend the original approval for the parcel containing the office building and identified as Tax Map 17-4 ((31)) O1. All other signage in Reston Heights remains as approved in CSP B-846-02.

# General Notes

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1. The design and location of all signs shall be reviewed and approved by the property owner, and written approval of the property owner shall accompany all sign permit applications.
2. Individual tenant signs may incorporate various colors, typography, and logos, consistent with the individual tenant's corporate identification, provided the overall signs are consistent with the color palette, typography and the use of logos shown in the CSPA.
1. All signs may be illuminated. Lighting may be external illumination including ground mounted up-lights, sign mounted down-lights, neon, or internal illumination. Lighting of signs shall not be blinding, fluctuating or moving. Illumination of signs shall be in conformance with the performance standards for glare as set forth in Part 9 of Article 14 of the Zoning Ordinance. All sign lighting shall be reviewed and approved by the property owner.
2. Illustrations in this Comprehensive Sign Plan Amendment are intended to indicate the general design and character of the signs proposed. All signs are subject to modification at time of final design and engineering, and approval by the property owner.
3. Notwithstanding the number of signs shown in this Comprehensive Sign Plan Amendment, the applicant shall have no obligation to construct every sign shown.

# Site Plan

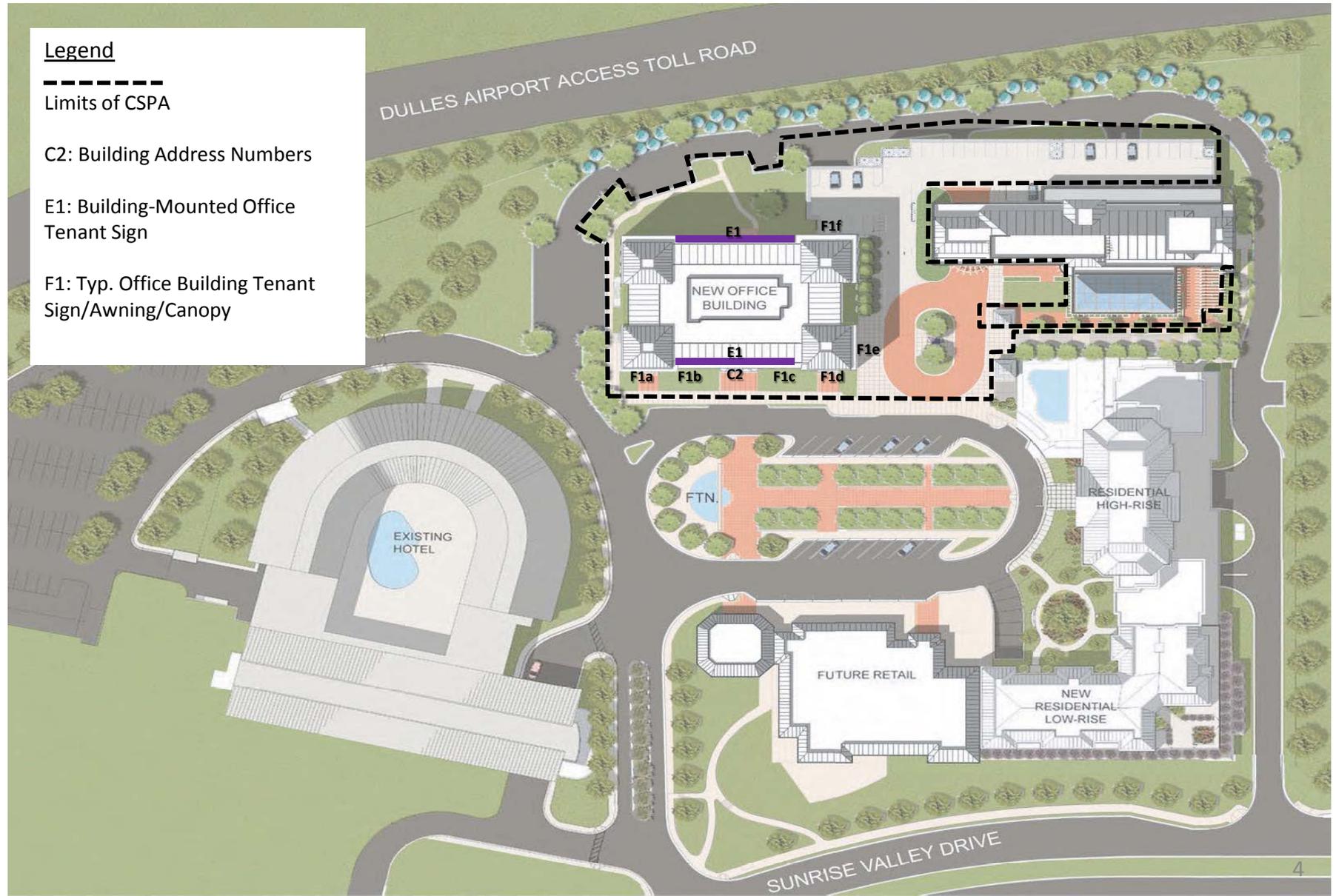
## Legend

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Limits of CSPA

C2: Building Address Numbers

E1: Building-Mounted Office  
Tenant Sign

F1: Typ. Office Building Tenant  
Sign/Awning/Canopy



## Sign Type C2: Building Address Sign

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One Building Address Sign will be provided for the building. Address numbers shall be a minimum of 6" in height and shall match the standard typography used elsewhere in Reston Heights.



## Sign Type E1: Office Building Tenant Permanent Signs

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A maximum of two signs may be installed per façade within the sign placement area shown on the elevations, with the total signage not to exceed 132.75 square feet per side. Sample sign designs are shown below.



# Sign Type F1: Retail Tenant Permanent Signs

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Retail signs shall identify and advertise the individual enterprise served. Retail signs will be individually designed to express the character of the retail business, products sold, or services offered. They may include the individual logo, typography, and colors of the retail enterprise. Sign designs shall complement the architectural design of the building, and shall be subject to review by the property owner.

Awning graphics and window signs with no text are permitted subject to review by the property owner, and shall not count toward the individual tenant's maximum allowable signage area.

The specific locations of building mounted signs are at the discretion of the owner. Second floor tenants may be allowed signage on buildings they are not occupying, in accordance with size and locations shown on retail elevations.

Retail building mounted signs may be flush or flat mounted to the building, or projected provided that the sign does not extend into any minimum required yard, nor is closer than 2 feet to any street line. Projecting signs if used shall not obstruct any pedestrian way. Signs shall be flat mounted or three-dimensional.

# South Elevation

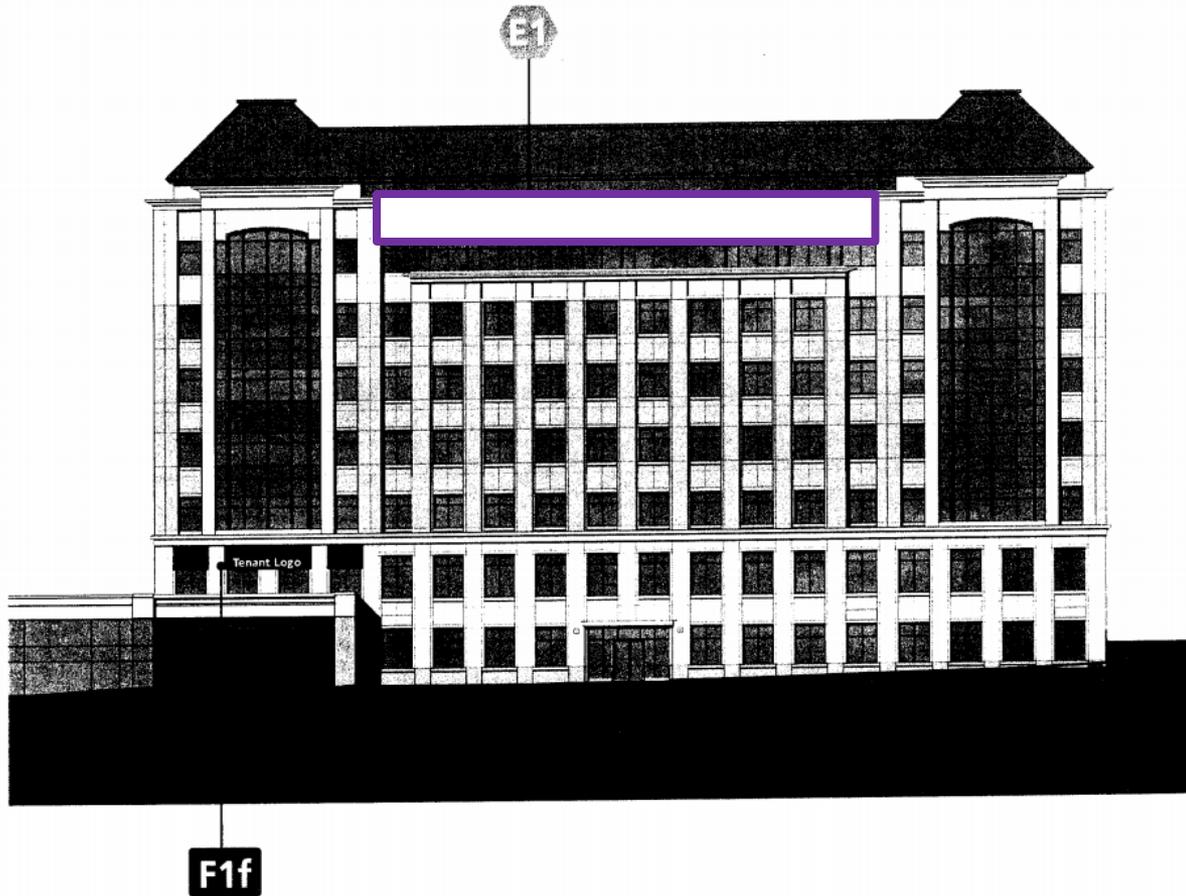
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Sign Placement Area for Sign Type E1, approximately 100' x 7'  
Up to two signs with total signage not to exceed 132.75 square feet

# North Elevation

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Sign Placement Area for Sign Type E1, approximately 100' x 7'  
Up to two signs with total signage not to exceed 132.75 square feet

# Sign Matrix

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Sign Type	Location	Type/ Description	Quantity	Maximum Width, Height, Thickness	Height Above Grade	Total SF Proposed
C2	South	Building Mounted	1	2'8" x 9" x 4"	10'	2
F1a	South	Building Mounted	1	17' x 3' x 5"	10'	51
F1b	South	Building Mounted	1	17' x 3' x 5"	10'	51
F1c	South	Building Mounted	1	17' x 3' x 5"	10'	51
F1d	South	Building Mounted	1	17' x 3' x 5"	10'	51
F1e	South	Building Mounted	1	17' x 3' x 5"	10'	51
F1f	North	Building Mounted	1	17' x 3' x 5"	10'	51
E1	South	Building Mounted	Up to 2	29'6" x 4'6" x 9"	90'	132.75
E1	North	Building Mounted	Up to 2	29'6" x 4'6" x 9"	90'	132.75

## DESCRIPTION OF THE APPLICATION

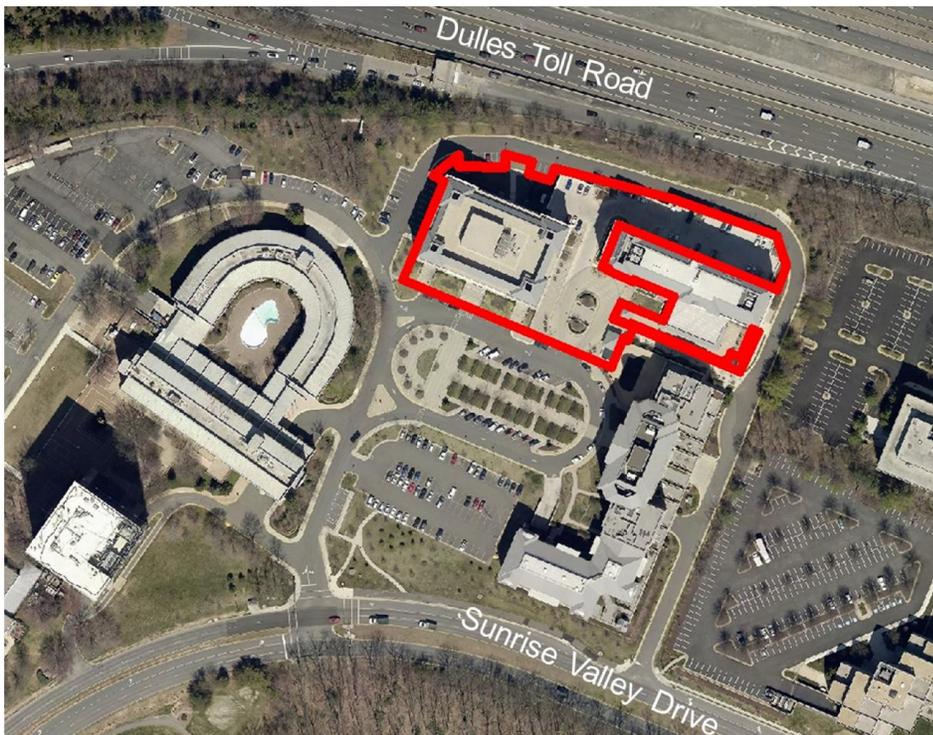
The applicant, KBSIII Reston Square, LLC, requests approval of an amendment to the Comprehensive Sign Plan for the Reston Heights mixed use development. Section 12-210 of the Zoning Ordinance allows the Planning Commission to approve, and subsequently to amend, a comprehensive sign plan for Planned District developments as an alternative to the sign provisions contained in Article 12 of the Zoning Ordinance.

The purpose of this Comprehensive Sign Plan Amendment (CSPA) is to modify the allocation of building mounted signs on the Reston Square office building. The applicant proposes to substitute a specific sign with a sign placement area to allow two signs instead of one sign which would allow the applicant to be more responsive to changing tenants. The application does not propose any increase in size for any individual sign or the aggregate area per building façade.

The proposed development conditions and the applicant's statement of justification are contained in Appendices 1 and 2, respectively. A copy of the CSPA is contained at the front of the staff report.

## LOCATION AND CHARACTER

The property is located between the Dulles Toll Road and Sunrise Valley Drive, east of Reston Parkway. The 1.95 acre site is zoned PRC (Planned Residential Community District). The figure below illustrates the location of the subject property and the surrounding uses. A summary of the surrounding land use, zoning and Comprehensive Plan recommendations is provided in the following table.



**Figure 1: Aerial photograph of CSPA application area**

Surrounding Area Description			
Direction	Use	Zoning	Plan Map
North	Commercial across Dulles Toll Road	PDC	Mixed-Use between 0.5 and 0.7 FAR
South	Commercial	PRC	Residential Planned Community
East	Commercial	PRC	Residential Planned Community
West	Commercial	PRC	Residential Planned Community

## BACKGROUND

On March 12, 1969 the Board of Supervisors approved RZ B-846 to rezone the site from RE-2 to the then RPC District. The RPC District was reclassified as the PRC District with the adoption of the current Zoning Ordinance in 1978.

On January 26, 1998 the Board of Supervisors approved concurrent Proffer Condition Amendment (PCA) B-846 and Development Plan Amendment (DPA)-846 applications for the redevelopment of the existing Reston Sheraton Hotel Property as a mixed use development that included office, hotel, multiple family and support retail uses. One of the commitments included filing a Comprehensive Sign Plan for review and approval of the Planning Commission. 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/ZAPSMain.aspx?cde=PCA&seq=3002934>

On January 13, 2009 CSP B-846 was deferred indefinitely. Since that date, no additional action to prosecute the application occurred. On December 2, 2010 the Zoning Administrator declared CSP B-846 dismissed due to a failure to prosecute the application.

On October 29, 2009 the Planning Commission approved CSP B-846-02 subject to development conditions. 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/ZAPSMain.aspx?cde=CSP&seq=4121549>

## COMPREHENSIVE PLAN PROVISIONS

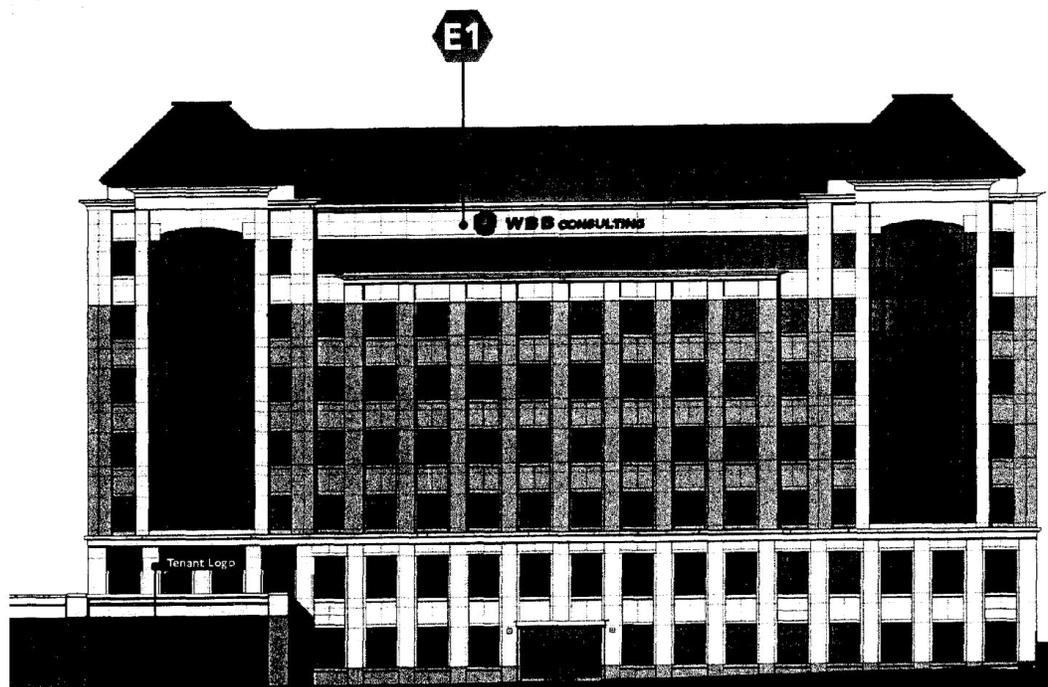
<b>Plan Area:</b>	Area III
<b>Planning District:</b>	Upper Potomac Planning District
<b>Planning Sector:</b>	Reston Community Planning Sector (UP5)
<b>Special Study Area:</b>	Reston Town Center Transit Station Area, Reston Heights District

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## COMPREHENSIVE SIGN PLAN AMENDMENT (Copy at front of staff report)

This Comprehensive Sign Plan Amendment titled “Reston Heights” prepared by Cooley, LLP is dated November 17, 2014, and contains 9 sheets. The plan provides illustrations, locations, descriptions, and styles of the proposed signage.

This amendment to the previous Comprehensive Sign Plan has been filed due to the addition of a tenant within the Reston Square office building. This revised plan reflects changes to the Office Building Tenant Permanent Signs (E1) specified in CSP B-846-02, serving to replace the single “E1” sign shown on each elevation with a designated sign placement area. Up to two signs may be placed within the sign placement area, provided that the aggregate amount of signage on either façade does not exceed the currently approved maximum of 132.75 square feet. The changes will allow the applicant to be more responsive to changing tenants while staying within the overall size limits established in the original CSP approval.



*Figure 2. Source: CSP Exhibit – Original Sign Type E1*

Figure 2 is the approved signage for the building at 132.75 square feet; currently the “WBB” stands alone on the north façade of the building. Approval of this CSPA will allow the applicant to move the existing “WBB” sign on the north façade of the building to the right side of the building and install an “SES” sign on the left side of the building. The two signs would not exceed 132.75 square feet. The “E1” sign placement area would be applicable to both the north and the south façade of the building. The proposed sign placement is shown below. The applicant proposes no changes to the ground floor retail signs and address signs as previously approved.

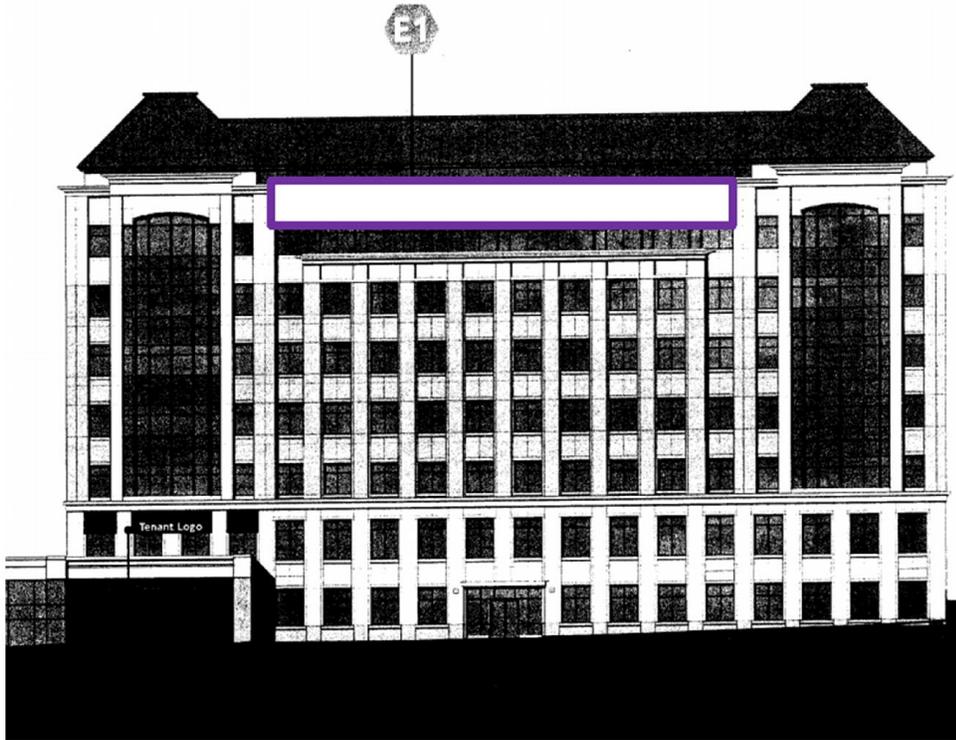


Figure 3. Source: CSPA Exhibit – Sign Type E1

The table below displays the proposed maximum sign quantities and areas and the previously approved maximums for the office building.

	Previous Approval	Current Application
<b>Building Address Numbers</b>	Max. of 10’ in height and 1 sign	Max. of 10’ in height and 1 sign
<b>Building-Mounted Office Tenant Signs</b>	Max. of 265.5 sq. ft and 2 signs; 1 sign each for the north and south side of the building	Max. of 265.5 sq. ft and 4 signs; 2 signs each for the north and south side of the building
<b>Retail Tenant Signs</b>	Max. of 306 sq. ft. and 6 signs	Max. of 306 sq. ft. and 6 signs

**ANALYSIS**

**Zoning Analysis (Appendix 3)**

In accordance with Section 12-101 of the Zoning Ordinance the purpose and intent of the sign ordinance is to “regulate all exterior signs and interior signs placed for exterior observance so as to protect property values, to protect the character of the various communities in the County, to facilitate the creation of a convenient, attractive and harmonious community, to protect against danger in travel and transportation, to improve and protect the public health, safety, convenience and general welfare, and to

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further he stated purpose and intent of the Ordinance. It is further intended that all signs within a given development be coordinated with the architecture of the principal use in such a manner that the overall appearance is harmonious in color, form and proportion, and that the signs shall be structurally sound so as to ensure the safety of the general public.”

Section 12-210 of the Zoning Ordinance allows flexibility in the design of planned developments by allowing signs to be approved by the Planning Commission in accordance with a comprehensive plan of signage. Section 12-210 (4) specifies that all proposed signs 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.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Staff Conclusions**

Staff concludes that the proposed sign placement area and additional signs are appropriately sized, located, and designed for the application property. Staff believes the applicant's proposal provides for a coordinated signage plan for the Reston Square office building. Staff finds that the application is consistent with the adopted Comprehensive Plan and conforms to applicable Zoning Ordinance provisions.

### **Recommendation**

Staff recommends approval of CSPA B-846-02, 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.

CSPA B-846-02

## **APPENDICES**

1. Proposed Development Conditions
2. Statement of Justification
3. Applicable Zoning Ordinance Provisions

## **Proposed Development Conditions**

### **CSPA B-846-02**

**September 29, 2015**

If it is the intent of the Planning Commission to approve CSPA B-846-02 for a Comprehensive Sign Plan Amendment located at Tax Map 17-4 ((31)) O1 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. These conditions supersede all previous conditions associated with CSP B-846-02.

1. This Comprehensive Signage Plan Amendment (CSPA) is granted for and runs with the land indicated in this application and is not transferable to other land.
2. This Comprehensive Sign Plan Amendment, titled "Reston Heights" and prepared by Cooley, LLP dated November 17, 2014, is approved for only those signs shown on the CSPA. Modifications to tenant signs allowed by the CSPA shall not include any increase in sign area or number above that shown on the CSPA. Minor deviations in sign location, design and area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Sign Plan Amendment.
3. A matrix for 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 submitting party's name, address, tenant type, sign type, sign height, sign area, Non-Residential Use Permit number (if issued) and/ or any other pertinent information deemed necessary by the Zoning Administrator in order to allow sufficient tracking of all signage provided on site. Each sign permit shall be accompanied by an acknowledgement 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.
4. Any required approval of the Reston Association Design Review Board (DRB) shall be obtained prior to the issuance of the first sign permit for a sign not already approved by the Design Review Board. A copy of DRB approval shall be included with any sign permit application.
5. Illumination of signs shall be in conformance with the performance standards for glare as set forth in Par. 9 of Article 14 of the Zoning Ordinance.

6. Any existing signs that are inconsistent with this comprehensive sign plan shall be removed prior to the issuance of any sign permits pursuant to this Comprehensive sign plan.
7. Irregardless of the sign plan, the F1f sign can be located on either the north face of the building or the eastern face of the building.

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 except those for which permits are not required pursuant to Article 12. The applicant shall be responsible for obtaining the required Sign Permits through established procedures, and no sign shall be installed until this has been accomplished.



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**WALSH COLUCCI  
LUBELEY & WALSH PC**

June 19, 2015

RECEIVED  
Department of Planning & Zoning  
JUN 19 2015  
Zoning Evaluation Division

**Via Hand Delivery**

Barbara C. Berlin, Director  
Fairfax County DPZ/ZED  
12055 Government Center Parkway, Suite 801  
Fairfax, Virginia 22035

Re: Statement of Justification  
Comprehensive Sign Plan Amendment CSPA-B-846-02 (the "Application")  
TM 17-4 ((31)) O1 (the "Application Property")

Dear Ms. Berlin:

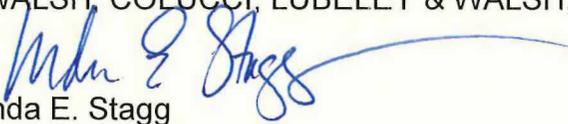
Walsh Colucci represents KBSIII Reston Square, LLC ("KBS"), who are the owners of the Application Property. The Application was filed and processed by others who represented the previous Application Property's owners, RSQ9 Owner, LLC. It is our understanding that, upon purchase of the Application Property by KBS, the previous agent was unable to continue processing the Application due to a business conflict. For these reasons, Walsh Colucci has submitted an application form that is revised to reflect our firm as Agent and KBS as the owner of the Application Property.

No revisions to the requested Application are proposed, other than the change in the Application Property's ownership and the Application's Agent. Please refer to the Statement of Justification and other materials previously submitted and included in the Staff Report dated November 25, 2014 for a description of the proposed changes to the Application Property's building mounted signage.

Please do not hesitate to contact me should you have any questions about the Application. I look forward to working with you and your staff on this matter.

Very truly yours,

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

  
Inda E. Stagg  
Senior Land Use Planner

cc: Lynne J. Strobel  
Stephen J. Close

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AUG 26 2014

Zoning Evaluation Division

Reston Square Office Building  
Comprehensive Sign Plan Amendment  
CSPA \_\_\_\_\_Statement of Justification  
August 25, 2014**Introduction**

RSQ9 Owner, LLC (the "Applicant") is the owner of the office building at Reston Square, identified as Fairfax County Tax Map Number 17-4 ((31)) O1 (the "Property"). The Property is located between the Dulles Toll Road and Sunrise Valley Drive, east of Reston Parkway, in the larger mixed-use development known as Reston Heights. The Property is zoned PRC.

On October 29, 2009, the Planning Commission approved comprehensive sign plan CSP B-846-02 for building-mounted and freestanding signs for the office, hotel, residential, and retail uses at Reston Heights, including the office building at the Property. The Applicant requests a Comprehensive Sign Plan Amendment (CSPA) to modify the allocation of approved sign area and the number and placement of signs on the office building.

**Signage Proposed**

The approved CSP designates building-mounted office tenant signs as Sign Type E1. Both the site plan and elevations show one Sign E1 on each of the north and south façades of the office building, placed at the center of the building face. Each of the two signs may be up to 132.75 square feet. In 2012, the originally-installed sign on the north façade, which read "WBB Consulting" and included a logo, was replaced with a smaller sign of only 52 square feet reading "WBB." There is no Sign E1 installed on the south façade.

To increase flexibility in the number and location of signs, without increasing the approved overall size of signage, the Applicant proposes replacing the single "E1" shown on each elevation with a box designating the sign placement area. Up to two signs may be placed within the zone, so long as the aggregate size of signage on either façade does not exceed the currently-approved maximum of 132.75 square feet.

Approval of this CSPA will allow the Applicant to relocate the existing WBB sign on the north façade to the right side of the building and install a 35 square foot sign reading "SES" on the left side of the building, as shown in the attached Exhibit A. No changes are proposed to the other building-mounted signs for the office building (types C and F) as shown in the approved CSP. A matrix of approved and installed signs under the existing CSP is attached as Exhibit B.

**Conclusion**

The substitution of a sign placement zone for a point-specific location will allow the Applicant to be more responsive to changing tenants while staying within the overall size limits established in the original CSP approval. This CSPA does not propose an increase in size for any individual sign or the aggregate area per building face, but simply allows the approved square footage to be allocated to two signs instead of one.

## ARTICLE 12

### PART 1 12-100 GENERAL PROVISIONS

#### 12-101 Purpose and Intent

The purpose of this Article is to regulate all exterior signs and interior signs placed for exterior observance so as to protect property values, to protect the character of the various communities in the County, to facilitate the creation of a convenience and general welfare, and to further the stated purpose and intent of this Ordinance. Any sign erected on a lot or on a building for the purpose of identification or for advertising a use conducted therein or thereon shall be an accessory use to the principal use.

It is further intended that all signs within a given development be coordinated with the architecture of the principal use in such a manner that the overall appearance is harmonious in color, form and proportion, and that the signs shall be structurally sound so as to ensure the safety of the general public.

#### 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. 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.