



***Special Use Permit # 2018-0059***  
***300 South Pickett Street***  
***The Trade Center Shopping Village Signage***

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<b>Application</b>	<b>General Data</b>	
Request: Public hearing and consideration of a request for a special use permit for additional square footage for a sign and for signage above a roofline.	<b>Planning Commission Hearing:</b>	September 4, 2018
	<b>City Council Hearing:</b>	September 15, 2018
<b>Address:</b> 300 South Pickett Street	<b>Zone:</b>	CDD-8/ Trade Center
<b>Applicant:</b> The Trade Center, LLC represented by M. Catherine Puskar, Attorney	<b>Small Area Plan:</b>	Eisenhower West

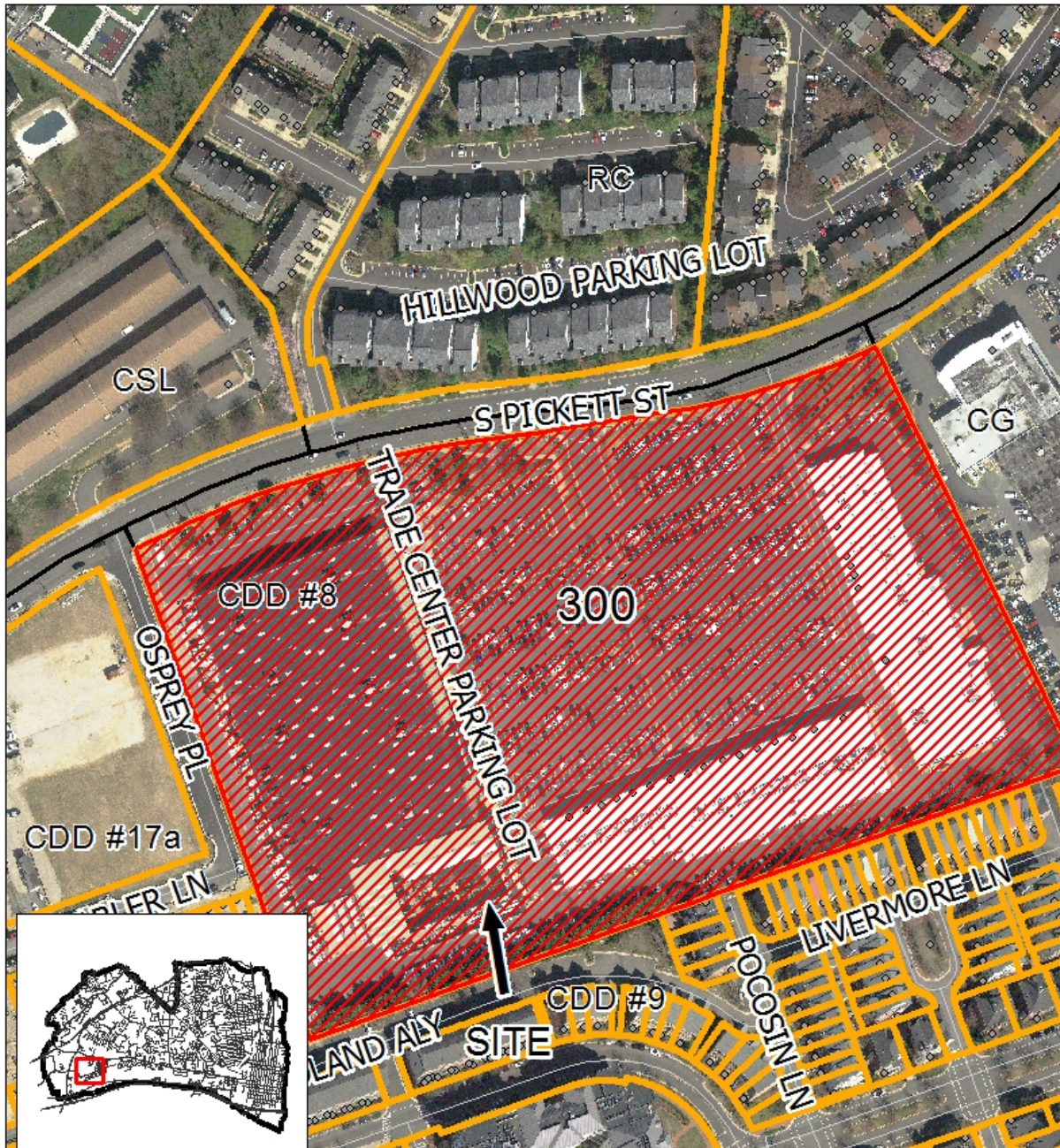
**Staff Recommendation: Approval** subject to compliance with all applicable codes and ordinances and the recommended permit conditions found in Section III of this report.

**Staff Reviewers:** Marlo Ford, marlo.ford@alexandriava.gov

**PLANNING COMMISSION ACTION, SEPTEMBER 4, 2018:** On a motion made by Vice Chairman Macek and seconded by Commissioner Wasowski, the Planning Commission voted to recommend approval of Special Use Permit #2018-0059 subject to revisions to Conditions 3, 4 and 5 and to compliance with all applicable codes, ordinances, and staff recommendations. The motion carried on a vote of 6-0, with Commissioner McMahon absent.

Reason: The Planning Commission agreed with staff analysis.

The case was removed from the consent calendar. Vice Chairman Macek expressed support for applicant and recognized the proposed amendments, relating to the constitutional limitations and zoning ordinance compliance, of Conditions 3, 4 and 5, as stated in the staff memorandum of August 31, 2018.



**Special Use Permit #2018-0059**  
**300 South Pickett Street**



0 87.5 175 350 Feet



## I. DISCUSSION

The applicant, The Trade Center LLC d/b/a West End represented by M Catherine Puskar, Esq., requests Special Use Permit approval for additional square footage for a sign and for signage above a roofline.

### SITE DESCRIPTION

The subject property consists of a 15-acre site known as the “Trade Center”. The site contains three separate buildings with buildings consisting of 186, 524 square feet of area used for retail, auto service use as well as a post office.

It has approximately 1029.18 linear feet facing S. Pickett Street (north property line), 1054.20 linear feet adjacent to Cameron Station (south property line), 669.76 linear feet on the west side property line; and 600.57 linear feet on the east side property line.



*Figure 1: Aerial view of shopping center site*

To the north of the shopping center is the Hillwood Community Apartments (SIT87-045); to the south of the property is Cameron Station; the east side of the property is the Mercedes Benz dealership (SUP2001-0112) and to the west the new development Cameron Park (DSUP2016-0011).

### BACKGROUND

The “Trade Center” was approved under Special Use Permit #2505 and Site Plan #91-017. The approval was for a Home Depot Retail Center which consisted of 155,534 gross square feet of retail space, a 7,000 gross square feet auto repair business and a 24,000 square feet post office. The site was to contain 857 parking spaces and 41 spaces that were to be used for the post office (which has since closed) and nine loading spaces. A subsequent Transportation Management Plan was approved under Special Use Permit #2506.

The original Special Use Permit (SUP2506-B) was amended two times for the following issues:

- (1) On June 12, 1993, an additional 4,3000 square feet of mezzanine office space; and
- (2) On September 18, 1993 to change the hours of operation for the Home Depot retail space.

On January 22, 1994, City Council approved an amendment to the Special Use Permit (SUP2505-C) to relocate the “Home Depot” identification sign with a modification to permit the sign within the required 50-foot highway setback for South Pickett Street.

A Minor Amendment Revision was approved for Site Plan #91-017 and Special Use Permit 2505-C to revise the storage at the rear of the Home Depot building, add fencing, landscaping and relocate the drive aisle.

There has been one zoning enforcement issue (ZEN2013-00025) since 2013 and that was the installation of clothing drop off boxes in required parking spaces. That case was closed on April 19, 2013 after facilities had been removed.

In 2016, buildings A and B received approval under building permit BLD2016-00230 to change the existing façade, creating a new look for the shopping center height differentiation along the roofline. On March 28, 2018, staff rejected an application for a sign permit (SGN2017-00173) that was proposed for the renovated and decorative façade.



***Figure 2: Previous shopping center façade***



***Figures 3 and 4: New façade and proposed location of new sign at shopping center as outlined in Figure 3.***

## PROPOSAL

The applicant requests a waiver of the sign requirements by Special Use Permit per Section 9-103 (D) of the Zoning Ordinance. The proposal to add a 97 square foot “place identification sign” where the new name of the shopping center will be located exceeds the signage requirement. Portions of the new sign will sit above and below the roofline of the existing building. Therefore, the proposal also requires review of a sign above a roofline. The portion of the sign that sits below the roof line measures approximately 1.00 by 16.7 for a total of 16.7 square feet.

As the application of the regulation has been one square foot of signage per one foot of linear wall for each business frontage, the existing 34.91 square foot sign, identifying Salon Centric, (SGN2016-00111) accounts for the maximum area allowed by the 35.00 feet business frontage. The addition of the proposed sign, therefore, exceeds the maximum allowed in this area.



**Figure 4: Proposed New Signage**



**Figure 5: Proposed Sign Dimension**

## PARKING

The proposal for additional signage would result in no change in the existing parking.

Based on the approved 1991 Site Plan (SIT 91-017) the subject property has 898 parking spaces which is the required parking for the subject property.

## ZONING/MASTER PLAN DESIGNATION

As the applicant's proposal does not comply with Section 9-104(C)(2), prohibiting roof signs and with Section 9-202(A)(iii)(6) stating that, "[T]he total area of all signs displayed on a building wall which faces a street, alley or parking area shall not exceed one square foot for each foot of building width facing the street, alley or parking area," an SUP is required to permit a waiver of the sign requirements pursuant to Section 9-103 (D). Roofline is defined in Section 9-102 (II) as "the highest points of the building or structure." Section 9-103(D)(2) provides the criteria for reviewing signage through an SUP that does not comply with the sign ordinance regulations. Section 9-103(D)(2) provides the criteria for reviewing signage through an SUP that does not comply with the sign ordinance regulations.

The property is located with the CDD #8. Section 5-600 allows a mix of retail and residential uses with limited office. The subject property is located within the Eisenhower West Small Area Plan which designates the site for uses consistent with the CDD #8 zone. The proposed sign at the subject property would not affect the use.

## **II. STAFF ANALYSIS**

Staff supports the applicant's request to add additional signage which is also above the roofline on the decorative façade as indicated on the proposal. Section 9-104 (D) indicates that a waiver of requirements can be obtained based on the following criteria:

**a. The proposed signage has an exceptional design or approach that cannot be accomplished within the existing regulations.**

As the design is specific to the needs of the applicant to rebrand and market its shopping center, the approach is one that could not be accomplished within the existing regulations.

**b. The proposed signage will not have an adverse impact on the nearby neighborhood.**

The impact of the new sign is negligible for both neighbors in the Hillwood community as the location of the propose sign is more than 400 feet away from the property line facing South Pickett Street and approximately 150 feet from the rear property line adjacent to Cameron Station. The sign will have LED illumination; however, it will be below the highest portion of the ornamental façade and not facing the neighbors of Cameron Station and far enough away from the residential units in the Hillwood home facing South Pickett Street that it will not cause any adverse effects.

**c. The signs comply with the applicable standards for approval of a special use permit**

**set forth in section 11-504.**

The proposed sign would not adversely affect the health or safety of the residents within the neighborhood or detrimental to the public welfare. Because there is no change in the footprint or the use of the subject property, the shopping center will continue to conform to the master plan of the city. The sign will be located where there will be no affects to signs that control traffic and will not have an adverse effect on any adjacent properties. The proposed sign would not dominate the immediate vicinity or interfere with the development and use of neighboring properties.

Staff has received no comments from either of the adjacent residential communities or neighboring commercial businesses.

Subject to the conditions stated in Section III of this report, staff recommends approval of the Special Use Permit request.

### III. RECOMMENDED CONDITIONS

Staff recommends **approval** subject to compliance with all applicable codes and ordinances and the following conditions:

1. The Special Use Permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. (P&Z)
2. Illumination from the sign shall not impose glare onto adjacent residential properties per Section 13-1-3 of the City Code. (P&Z)
3. **CONDITION AMENDED BY PLANNING COMMISSION:** Only one shopping center identification sign controlled by the owner/operator of the shopping center ~~shall be allowed~~ on the façade shall be allowed. ~~(P&Z)~~ (PC)
4. **CONDITION AMENDED BY PLANNING COMMISSION:** All signage allocated for the commercial business tenants at the shopping center shall not exceed one square foot of signage for each linear foot of business frontage. ~~(P&Z)~~ (PC)
5. **CONDITION AMENDED BY PLANNING COMMISSION:** All allocated signage for the commercial business tenants at the shopping center shall be installed within the outline of the existing façade below the roofline of the building. ~~(P&Z)~~ (PC)
6. The illuminated sign shall consist of channel letters that use individual light boxed shaped like discrete letters or symbols. A lightbox configuration consisting of a light fixture which is inside a rectangular box with the front surface consisting of a translucent pane on which information is displayed is not permitted. (P&Z)
7. The Director of Planning and Zoning shall review the Special Use Permit one year after c approval and shall docket the matter for consideration by the Planning Commission and City Council if (a) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; (b) the Director has received a request from any person to docket the permit for review as a result of a complaint that rises to the level of a violation; or (c) the Director has determined that there are problems with the operation of the use and that new or revised conditions are needed. (P&Z)

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**Staff Note:** In accordance with section 11-506(c) of the zoning ordinance, construction or operation shall be commenced and diligently and substantially pursued within 18 months of the date of granting of a special use permit by City Council or the special use permit shall become void.



#### **IV. CITY DEPARTMENT COMMENTS**

Legend: C - code requirement R - recommendation S - suggestion F - finding

Transportation & Environmental Services:

No comments or concerns

Code Enforcement:

No comments received

Fire:

No comments received

Health:

No comments received

Parks and Recreation:

No comments or concerns

Police Department:

No comments received

STAFF: Anthony LaColla, AICP, Division Chief, Land Use Regulatory Services,  
Department of Planning and Zoning;  
Marlo Ford, AICP, Urban Planner



## APPLICATION

# SPECIAL USE PERMIT

**SPECIAL USE PERMIT #** \_\_\_\_\_

**PROPERTY LOCATION:** 300 S Picket Street

**TAX MAP REFERENCE:** 058.03-03-03 **ZONE:** CDD #8

**APPLICANT:**

Name: The Trade Center LLC d/b/a West End

Address: c/o Rappaport Management Co., 8405 Greensboro Drive, 8th floor, Mclean, VA 22102

**PROPOSED USE:** Waiver of sign requirements by SUP per section 9-103 (D)

☐ **THE UNDERSIGNED**, hereby applies for a Special Use Permit in accordance with the provisions of Article XI, Section 4-11-500 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

☐ **THE UNDERSIGNED**, having obtained permission from the property owner, hereby grants permission to the City of Alexandria staff and Commission Members to visit, inspect, and photograph the building premises, land etc., connected with the application.

☐ **THE UNDERSIGNED**, having obtained permission from the property owner, hereby grants permission to the City of Alexandria to post placard notice on the property for which this application is requested, pursuant to Article IV, Section 4-1404(D)(7) of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

☐ **THE UNDERSIGNED**, hereby attests that all of the information herein provided and specifically including all surveys, drawings, etc., required to be furnished by the applicant are true, correct and accurate to the best of their knowledge and belief. The applicant is hereby notified that any written materials, drawings or illustrations submitted in support of this application and any specific oral representations made to the Director of Planning and Zoning on this application will be binding on the applicant unless those materials or representations are clearly stated to be non-binding or illustrative of general plans and intentions, subject to substantial revision, pursuant to Article XI, Section 11-207(A)(10), of the 1992 Zoning Ordinance of the City of Alexandria, Virginia.

M. Catharine Puskar, attorney

Print Name of Applicant or Agent

2200 Clarendon Blvd, Suite 1300

Mailing/Street Address

Arlington, VA

City and State

22201

Zip Code

McPuskar

Signature

6/13/18

Date

703-528-4700

Telephone #

703-525-3197

Fax #

cpuskar@thelandlawyers

Email address

**ACTION-PLANNING COMMISSION:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**ACTION-CITY COUNCIL:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

SUP # \_\_\_\_\_

### PROPERTY OWNER'S AUTHORIZATION

As the property owner of Please see attached., I hereby  
(Property Address)  
grant the applicant authorization to apply for the \_\_\_\_\_ use as  
(use)  
described in this application.

Name: \_\_\_\_\_

Please Print

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

- 1.** Floor Plan and Plot Plan. As a part of this application, the applicant is required to submit a floor plan and plot or site plan with the parking layout of the proposed use. The SUP application checklist lists the requirements of the floor and site plans. The Planning Director may waive requirements for plan submission upon receipt of a written request which adequately justifies a waiver.

☒ **Required floor plan and plot/site plan attached.**

☐ **Requesting a waiver. See attached written request.**

- 2.** The applicant is the (check one):

☒ Owner

☐ Contract Purchaser

☐ Lessee or

☐ Other: \_\_\_\_\_ of the subject property.

State the name, address and percent of ownership of any person or entity owning an interest in the applicant or owner, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent.

Please see attached.

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**Trade Center LLC**

c/o Rappaport Management Co.  
8405 Greensboro Drive, 8<sup>th</sup> Floor  
McLean, VA 22102

22.06%	Julie M. Guiffre
22.06%	Teresa Guiffre Fannon
22.06%	Susan Guiffre Hebbel
5.64%	2016 Joseph M. Guiffre TGF Trust [Beneficiary is Teresa Guiffre Fannon]
5.64%	2016 NEVA Ann Guiffre TGF Trust [Beneficiary is Teresa Guiffre Fannon]
5.64%	2016 Joseph M. Guiffre JMG Trust [Beneficiary is Julie M. Guiffre]
5.64%	2016 NEVA Ann Guiffre JMG Trust [Beneficiary is Julie M. Guiffre]
5.64%	2016 Joseph M. Guiffre SGH Trust [Beneficiary is Susan Guiffre Hebbel]
5.64%	2016 NEVA Ann Guiffre SGH Trust [Beneficiary is Susan Guiffre Hebbel]



The Trade Center LLC d/b/a West End  
c/o Rappaport Management Co.  
8405 Greensboro Drive  
8<sup>th</sup> Floor  
McLean, VA 22102

Karl Moritz  
301 King Street  
City Hall, Room 2100  
Alexandria, Virginia 22314

Re: Consent/Authorization to File Application for a Special Use Permit  
300 S Pickett Street, Tax Map ID 058.03-03-03 (the "Property")

Dear Mr. Moritz:

As owner of the above-referenced Property, The Trade Center LLC hereby consents to the filing of an application for a Special Use Permit for additional signage on the Property and any related requests.

The Trade Center LLC hereby authorizes Walsh, Colucci, Lubeley & Walsh, P.C. to act as agent on its behalf for the filing and representation of a Special Use Permit on the Property and any related requests.

Very truly yours,

The Trade Center LLC



By: Larry M. Spott, Executive Vice President

Rappaport, Its Agent

Date: 6.08.18

## OWNERSHIP AND DISCLOSURE STATEMENT

Use additional sheets if necessary

1. Applicant. State the name, address and percent of ownership of any person or entity owning an interest in the applicant, unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
<sup>1.</sup> Trade Center LLC	See attached	
<sup>2.</sup> d/b/a West End Village		
<sup>3.</sup>		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 300 S Pickett Street (address), unless the entity is a corporation or partnership, in which case identify each owner of more than three percent. The term ownership interest shall include any legal or equitable interest held at the time of the application in the real property which is the subject of the application.

Name	Address	Percent of Ownership
<sup>1.</sup> Trade Center LLC	See attached.	
<sup>2.</sup> d/b/a West End Village		
<sup>3.</sup>		

3. Business or Financial Relationships. Each person or entity indicated above in sections 1 and 2, with an ownership interest in the applicant or in the subject property are required to disclose any business or financial relationship, as defined by Section 11-350 of the Zoning Ordinance, existing at the time of this application, or within the 12-month period prior to the submission of this application with any member of the Alexandria City Council, Planning Commission, Board of Zoning Appeals or either Boards of Architectural Review. **All fields must be filled out completely. Do not leave blank. (If there are no relationships please indicate each person or entity and "None" in the corresponding fields).**

For a list of current council, commission and board members, as well as the definition of business and financial relationship, [click here](#).

Name of person or entity	Relationship as defined by Section 11-350 of the Zoning Ordinance	Member of the Approving Body (i.e. City Council, Planning Commission, etc.)
<sup>1.</sup> Teresa Guiffre Fannon	None	None
<sup>2.</sup> Julie M. Guiffre	None	None
<sup>3.</sup> Susan Guiffre Hebbel	None	None

NOTE: Business or financial relationships of the type described in Sec. 11-350 that arise after the filing of this application and before each public hearing must be disclosed prior to the public hearings.

As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

6/13/18  
Date

M Catherine Puskas  
Printed Name

M C Puskas  
Signature

SUP # \_\_\_\_\_

☐ **Yes.** Provide proof of current City business license

**N/A**

**3. The applicant shall describe below the nature of the request **in detail** so that the Planning Commission and City Council can understand the nature of the operation and the use. The description should fully discuss the nature of the activity. (Attach additional sheets if necessary.)**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Narrative Description  
300 S Pickett Street; TM #058.03-03-03 (“West End Village” or “the Shopping Center”)  
The Trade Center LLC d/b/a West End (the “Applicant”)

The Applicant requests a waiver of sign requirements by Special Use Permit (“SUP”) per section 9-103 (D) of the Zoning Ordinance. In response to recent development in the area and anticipated new development to come as part of the Landmark Van Dorn and West Eisenhower Small Area Plans, the Applicant has made a significant investment to upgrade, rebrand, and build upon the many successful tenants in the Shopping Center by adding new, desirable tenants in vacant spaces. As part of the rebranding of “The Trade Center” to “West End Village”, the Applicant is requesting an additional building mounted sign to reflect the new name. Please see attached for a site plan identifying the placement of the sign and the proposed design of the sign.

The Zoning Ordinance stipulates that a waiver of sign requirements by SUP must comply with the following standards:

1. The special use permit applicant shall demonstrate that the proposed signage would correspond with the intent of this Article IX.

*The proposed signage is consistent with the intent of Article IX to permit signage that is appropriate in size, color, illumination, materials, location and height to ensure the protection of property values, the character of the neighborhood and the creation of a convenient, attractive and harmonious community. The sign will be located on the main building wall of the Shopping Center on what is currently a blank expanse of façade above the individual tenant signage. The sign size, color, illumination, material and height are consistent with the requirements of Article IX. However, additional sign area is needed to permit identification of the Shopping Center while allowing tenants to maintain maximum signage for their space at one square foot per linear foot of frontage in confirmation with the Zoning Ordinance.*

2. City Council finds that:

- a. The proposed signage has an exceptional design or approach that cannot be accomplished within the existing regulations;

*The proposed design is elegant and is a critical component to the rebranding of the recently renovated Shopping Center. Its location on a blank façade facing the main entrance to the Shopping Center above the individual retail tenants is appropriate and will help improve the overall appearance of West End Village. The additional signage cannot be accomplished within the existing regulations while also permitting retail tenants to take advantage of the maximum permitted signage necessary to adequately identify their individual businesses.*



- b. The proposed signage will not have an adverse impact on the nearby neighborhood;

*The proposed signage is on the front façade of the Shopping Center away from Cameron Station. The front façade of the Shopping Center is also set back beyond the public parking field adjacent to South Pickett Street, thereby ensuring no negative impact on nearby neighbors across South Pickett Street.*

- c. The signs comply with the applicable standards for approval of a special use permit set forth in Section 11-504.

*All applicable standards set forth in Section 11-504 have been met.*

The Applicant is responding to new and anticipated development in the West End by renovating and rebranding the Shopping Center and seeking to improve the shopping experience. This well-designed, building mounted sign will help inspire a sense of place and will help maintain a thriving retail area as the West End grows.

**USE CHARACTERISTICS**

**4.** The proposed special use permit request is for (*check one*):

- ☐ a new use requiring a special use permit,  
☐ an expansion or change to an existing use without a special use permit,  
☐ an expansion or change to an existing use with a special use permit,  
☒ other. Please describe: waiver of sign requirements by SUP per section 9-103 (D)

**5.** Please describe the capacity of the proposed use:

A. How many patrons, clients, pupils and other such users do you expect?  
 Specify time period (i.e., day, hour, or shift).

N/A

B. How many employees, staff and other personnel do you expect?  
 Specify time period (i.e., day, hour, or shift).

N/A

**6.** Please describe the proposed hours and days of operation of the proposed use:

Day:

N/A

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Hours:

N/A

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**7.** Please describe any potential noise emanating from the proposed use.

A. Describe the noise levels anticipated from all mechanical equipment and patrons.

N/A

B. How will the noise be controlled?

N/A

- 8.** Describe any potential odors emanating from the proposed use and plans to control them:

N/A

- 9.** Please provide information regarding trash and litter generated by the use.

- A. What type of trash and garbage will be generated by the use? (i.e. office paper, food wrappers)

N/A

- B. How much trash and garbage will be generated by the use? (i.e. # of bags or pounds per day or per week)

N/A

- C. How often will trash be collected?

N/A

- D. How will you prevent littering on the property, streets and nearby properties?

N/A

- 10.** Will any hazardous materials, as defined by the state or federal government, be handled, stored, or generated on the property?

[ ] Yes.

[✓] No.

If yes, provide the name, monthly quantity, and specific disposal method below:

N/A

SUP # \_\_\_\_\_

- 11.** Will any organic compounds, for example paint, ink, lacquer thinner, or cleaning or degreasing solvent, be handled, stored, or generated on the property?

☐ Yes. ☒ No.

If yes, provide the name, monthly quantity, and specific disposal method below:

N/A

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- 12.** What methods are proposed to ensure the safety of nearby residents, employees and patrons?

N/A

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## ALCOHOL SALES

**13.**

- A. Will the proposed use include the sale of beer, wine, or mixed drinks?

☐ Yes ☒ No

If yes, describe existing (if applicable) and proposed alcohol sales below, including if the ABC license will include on-premises and/or off-premises sales.

N/A

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**PARKING AND ACCESS REQUIREMENTS**

- 14.** A. How many parking spaces of each type are provided for the proposed use:

\_\_\_\_\_ Standard spaces  
 \_\_\_\_\_ Compact spaces  
 \_\_\_\_\_ Handicapped accessible spaces.  
N/A Other.

## Planning and Zoning Staff Only

Required number of spaces for use per Zoning Ordinance Section 8-200A \_\_\_\_\_

Does the application meet the requirement?

☐ Yes ☐ No

- B. Where is required parking located? (*check one*)

☐ on-site☐ off-site

If the required parking will be located off-site, where will it be located?

N/A

**PLEASE NOTE:** Pursuant to Section 8-200 (C) of the Zoning Ordinance, commercial and industrial uses may provide off-site parking within 500 feet of the proposed use, provided that the off-site parking is located on land zoned for commercial or industrial uses. All other uses must provide parking on-site, except that off-street parking may be provided within 300 feet of the use with a special use permit.

- C. If a reduction in the required parking is requested, pursuant to Section 8-100 (A) (4) or (5) of the Zoning Ordinance, complete the PARKING REDUCTION SUPPLEMENTAL APPLICATION.

☐ **Parking reduction requested; see attached supplemental form**

- 15.** Please provide information regarding loading and unloading facilities for the use:

- A. How many loading spaces are available for the use? N/A

## Planning and Zoning Staff Only

Required number of loading spaces for use per Zoning Ordinance Section 8-200 \_\_\_\_\_

Does the application meet the requirement?

☐ Yes ☐ No

- B. Where are off-street loading facilities located? N/A
- C. During what hours of the day do you expect loading/unloading operations to occur?  
N/A
- D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?  
N/A
- 16.** Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

N/A

## SITE CHARACTERISTICS

- 17.** Will the proposed uses be located in an existing building? ☒ Yes ☐ No
- Do you propose to construct an addition to the building? ☐ Yes ☒ No
- How large will the addition be? \_\_\_\_\_ square feet.

- 18.** What will the total area occupied by the proposed use be?

\_\_\_\_\_ sq. ft. (existing) + \_\_\_\_\_ sq. ft. (addition if any) = \_\_\_\_\_ sq. ft. (total)

- 19.** The proposed use is located in: *(check one)*

☐ a stand alone building

☐ a house located in a residential zone

☐ a warehouse

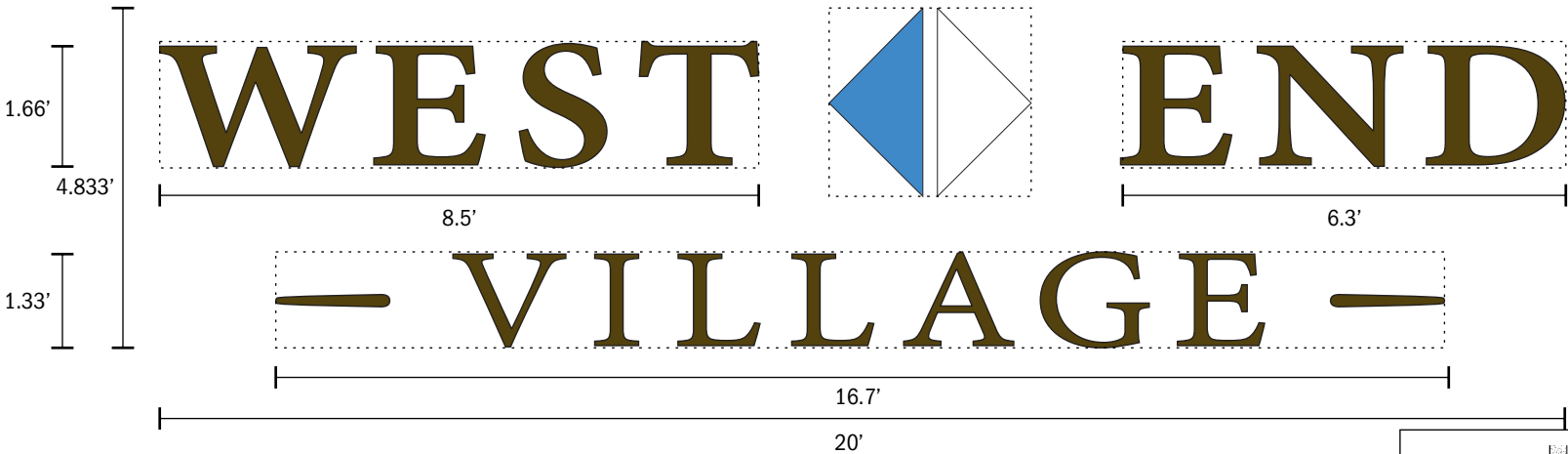
☒ a shopping center. Please provide name of the center: The West End Village

☐ an office building. Please provide name of the building: \_\_\_\_\_

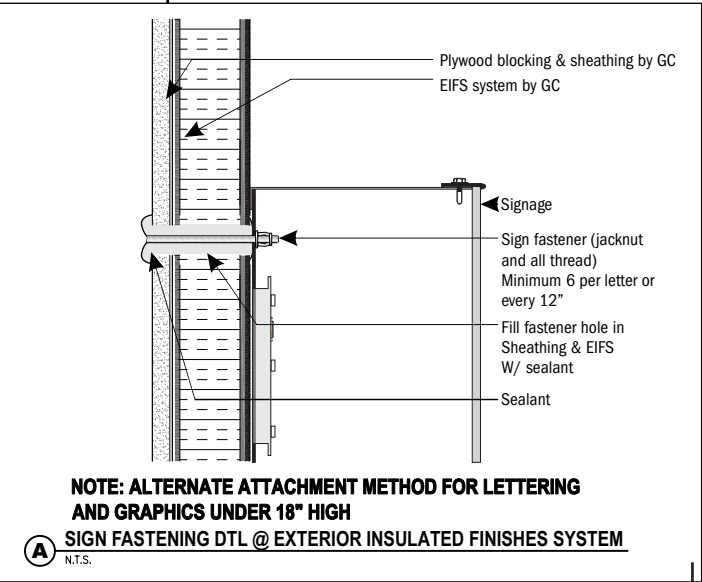
☐ other. Please describe: \_\_\_\_\_

**End of Application**

300 S. Pickett St.  
Alexandria, VA 22304



57 Square Ft.  
**ELEVATION DETAIL**  
SCALE: 3/8" = 1'



**FACE ILLUMINATED L.E.D. CHANNEL LETTERS  
FLUSH MOUNTED**

**\* PAPER PATTERN TO BE SUPPLIED FOR INSTALLATION**

1	Return Material:	.040" aluminum
	Return Finish:	Black
	Return Depth:	5"
2	Face Material:	3/16" thick acrylic
	Face Finish:	White
	Graphics:	Applied painted day/night vinyl TBD and blue vinyl Paint color TBD Bronze
3	Letter Back Material:	Standard aluminum
	Letter Back Finish:	white
4	L.E.D. Color:	White
	L.E.D. Type:	US-LED (Point)
5	L.E.D. Connection:	18/3 Class 2 Plenum Wire (#25303B)
6	Trim Cap:	1" Black
7	Power Supply:	12v power supply, w/ weather proof UL approved casing
8	1/4" dia. Drain Holes:	
9	Spacer Material:	Aluminum sleeves (to avoid crushing facade)
	Spacer Finish:	See detail on last page
10	Install Method:	See detail on last page
11	LiquidTite:	
12	Mounting Surface:	EIFS, plywood backer & metal studs
	Service Switch:	Exact location TBD on site during install
	Location	

"This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and / or other applicable local codes. This includes proper grounding and bonding of the sign"

Scale: NTS

**EXTERIOR APPLICATION**



**ELEVATION DETAIL**  
SCALE: 1/8" = 1'

**ELECTRICAL INSTALL NOTES:**  
Main power to be connected after Landlord supplied circuit control device. Control device to activate all signs on project at same time. Main power to come from tenant space.

**GENERAL NOTES:**  
All fasteners and sign enclosures to be constructed of materials new and free from defects. Fasteners to be installed per manufacturers published instructions.  
All fasteners to be stainless steel.



A VISUAL  
SOLUTIONS  
COMPANY.

7440 Fort Smallwood Road  
Baltimore, Maryland 21226  
800.854.0568

PROJECT TITLE: West End			
ORDER TITLE: West End Village			
CITY/STATE Alexandria, VA		PHONE NUMBER X	
DRAWING DATE 6/13/18	SALES REP JT	PROJECT MGR. X	
REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
	3/15/17		

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SIGN TYPE: CHANNEL LETTERS		
DWG. TYPE: CONCEPT		
PROJECT NO. 72316	TASK NO. X	QTY. 1
DWG. NO. 4043JO		SHEET 1 of 2



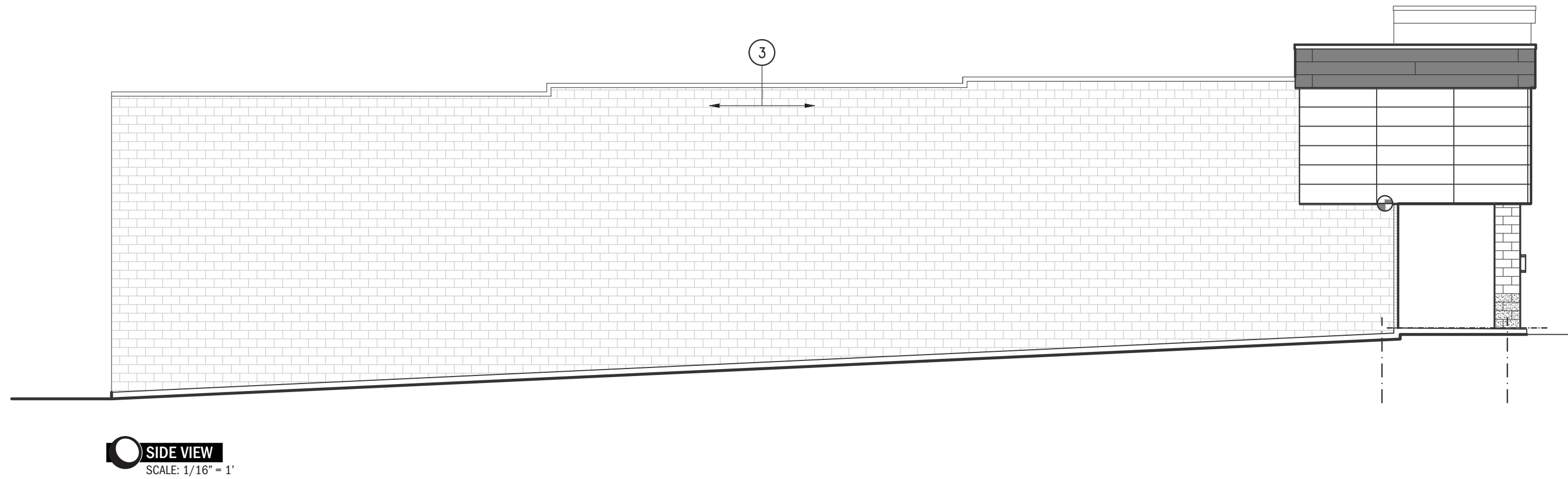
A VISUAL  
SOLUTIONS  
COMPANY.  
7440 Fort Smallwood Road  
Baltimore, Maryland 21226  
800.854.0568

PROJECT TITLE: West End			
ORDER TITLE: West End Village			
CITY/STATE: Alexandria, VA	PHONE NUMBER: X	PROJECT MGR. X	
DRAWING DATE: 6/13/18	SALES REP: JT	REVISION HISTORY	
NO.	DATE	PREV DWG	DESCRIPTION
3	15/17		

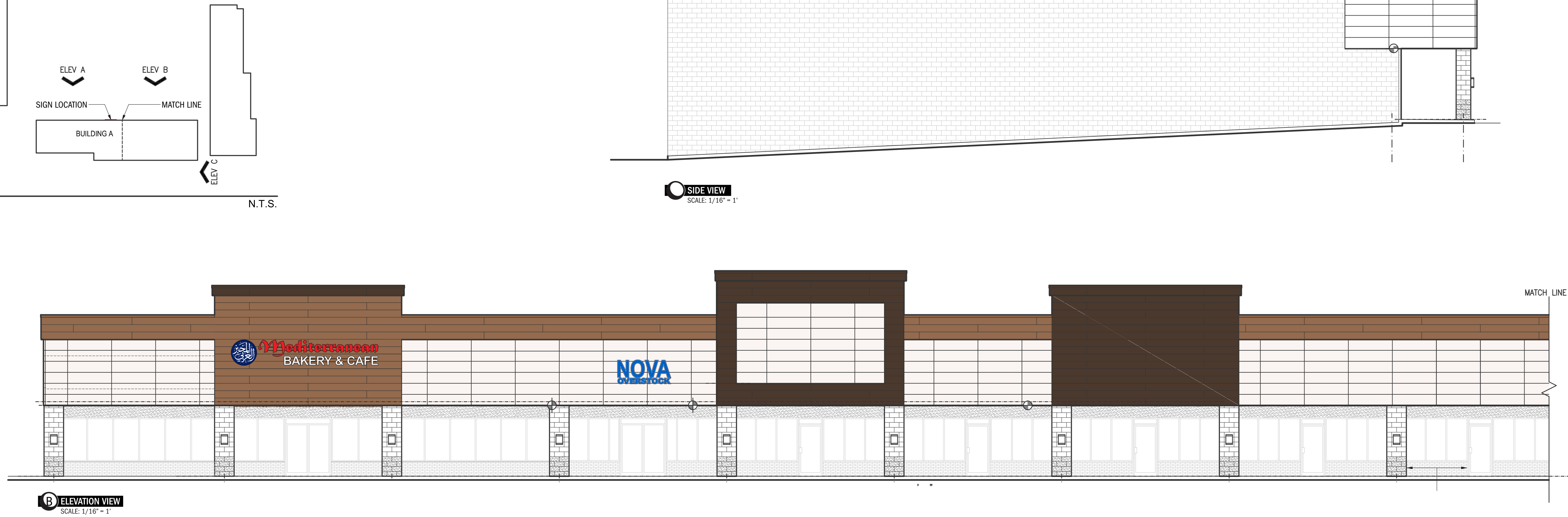
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SIGN TYPE:  
CHANNEL LETTERS

DWG. TYPE: CONCEPT		
PROJECT NO.	TASK NO.	QTY.
72316	X	1
DWG. NO.		SHEET
4043JO		2 of 2



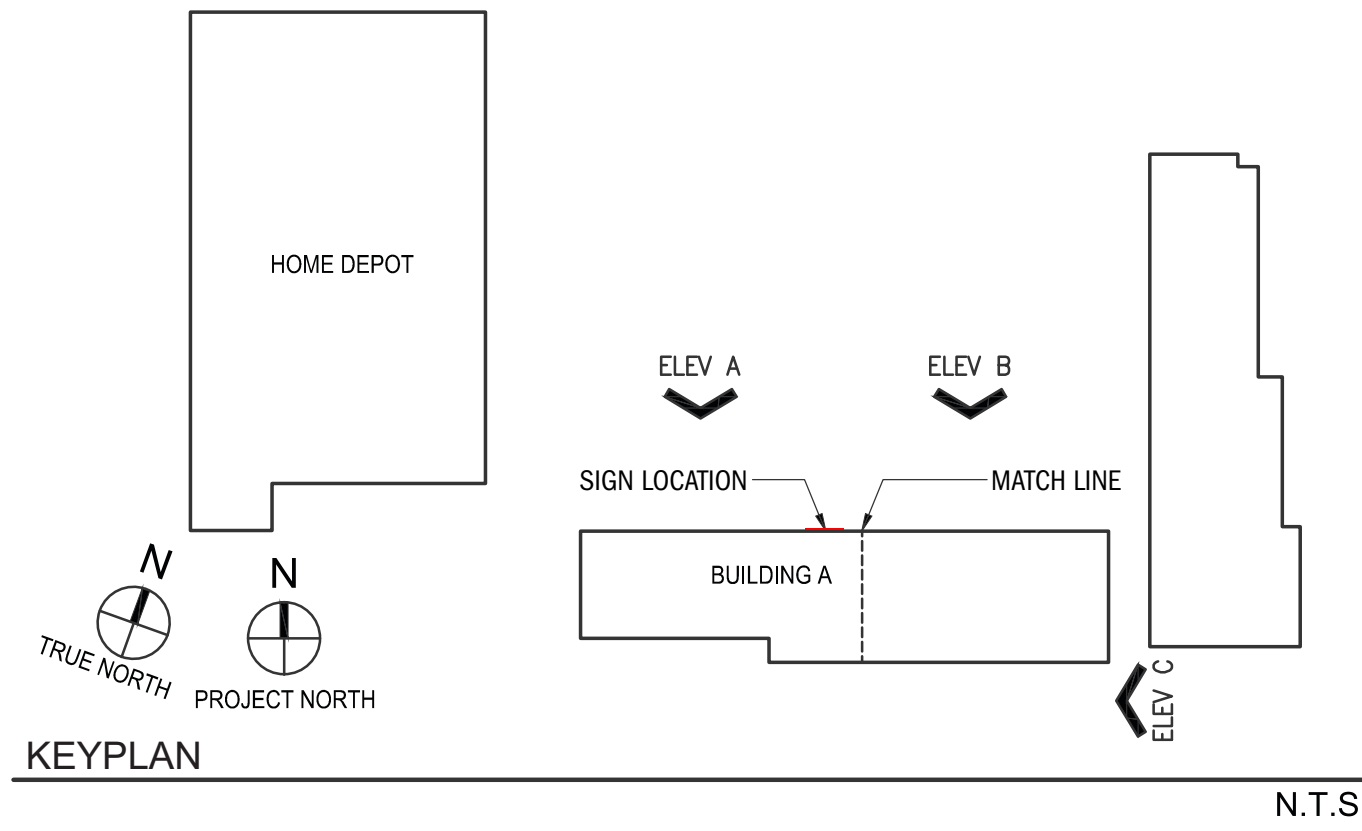
**SIDE VIEW**  
SCALE: 1/16" = 1'



**ELEVATION VIEW B**  
SCALE: 1/16" = 1'



**ELEVATION VIEW A**  
SCALE: 1/16" = 1'



**KEYPLAN**

# City of Alexandria, Virginia

## MEMORANDUM

DATE: AUGUST 31, 2018

TO: CHAIRWOMAN LYMAN AND MEMBERS OF THE PLANNING COMMISSION

FROM: KARL MORITZ, DIRECTOR, PLANNING AND ZONING

SUBJECT: DOCKET ITEM #6 – SPECIAL USE PERMIT #2018-0059 300 S. PICKETT ST.

---

**ISSUE:** Amendments to staff recommended conditions

**RECOMMENDATION:** Revise several conditions in order to not regulate sign content and the location of allowed signs.

**DISCUSSION:**

After the publishing of the staff report for this special use permit, members of Planning and Zoning staff and the City Attorney's Office provided an additional review of conditions and make the following recommendations for changes in order to remain in compliance with constitutional limitations and zoning ordinance regulations:

1. Amend Conditions 3 and 4 to ensure those conditions do not regulate content but rather the size of the proposed signs.

*Only one sign controlled by the owner/operator of the shopping center shall be allowed on the façade. (P&Z).*

*All signage allocated for the commercial business tenants at the shopping center shall not exceed one square foot of signage for each linear foot of business frontage.*

2. Amend Condition 5 to provide additional clarification that all commercial business tenant signage shall be installed below the roofline of the building.

*All signage allocated for the commercial business tenants at the shopping center shall be installed within the outline of the existing façade below the roofline of the building.*

Staff continues to recommend approval of the special use permit.

## Anh Vu

---

**From:** Marlo Ford  
**Sent:** Thursday, August 30, 2018 11:42 AM  
**To:** Anh Vu  
**Cc:** Ann Horowitz; Tony LaColla  
**Subject:** FW: SUP #2018-0059

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

FYI from Cathy Puskar.

**From:** Puskar, M. Catharine <cpuskar@thelandlawyers.com>  
**Sent:** Wednesday, August 29, 2018 2:10 PM  
**To:** Tony LaColla <Anthony.LaColla@alexandriava.gov>; Ann Horowitz <ann.horowitz@alexandriava.gov>; Marlo Ford <Marlo.Ford@alexandriava.gov>  
**Subject:** FW: SUP #2018-0059

FYI...

**From:** Dustin Tipling <[dtipling@gmail.com](mailto:dtipling@gmail.com)>  
**Sent:** Wednesday, August 29, 2018 2:01 PM  
**To:** Puskar, M. Catharine <[cpuskar@thelandlawyers.com](mailto:cpuskar@thelandlawyers.com)>  
**Subject:** Re: SUP #2018-0059

Thank you! That's a great idea/sign. I hoping they get a great tenant in the large unoccupied space by City Kitchen.

If you need support, we support the better signage.

Dustin

On Wed, Aug 29, 2018 at 10:49 AM Puskar, M. Catharine <[cpuskar@thelandlawyers.com](mailto:cpuskar@thelandlawyers.com)> wrote:

Thanks for the email. Please see docket item #6 in the link below for the staff report and our application. Let me know if you have any questions.

Cathy

[http://legistar.granicus.com/alexandria/meetings/2018/9/1902\\_A\\_Planning\\_Commission\\_18-09-04\\_Docket.pdf](http://legistar.granicus.com/alexandria/meetings/2018/9/1902_A_Planning_Commission_18-09-04_Docket.pdf)

**From:** Dustin Tipling <[dtipling@gmail.com](mailto:dtipling@gmail.com)>  
**Sent:** Tuesday, August 28, 2018 8:17 PM  
**To:** Puskar, M. Catharine <[cpuskar@thelandladyvers.com](mailto:cpuskar@thelandladyvers.com)>  
**Subject:** SUP #2018-0059

**Warning** - External email; exercise caution.

Ms. Puskar,

I received your written notice about the sign change for The Trade Center Shopping Village signage. However, the application is not on Alexandria's permit website. Can you provide a copy of the permit?

I'm just curious where and what the sign will be.

Thank you!

Dustin Tipling

391 Cameron Station Blvd

Alexandria VA

Dustin Tipling  
[dtipling@gmail.com](mailto:dtipling@gmail.com)

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Dustin Tipling  
[dtipling@gmail.com](mailto:dtipling@gmail.com)