

DOCKET ITEM #9
Special Use Permit #2020-00043
3601 Potomac Avenue – North Potomac Yard
Phase 1 Coordinated Sign Plan

Application	General Data	
Public hearing and consideration of a request for a Special Use Permit for a Coordinated Sign Plan for Phase 1 redevelopment of North Potomac Yard.	Planning Commission Hearing:	December 1, 2020
	City Council Hearing:	December 12, 2020
Address: 93601 Potomac Avenue	Zone:	CDD #19/ Coordinated Development District #19
Applicant: CPYR Theater, LLC	Small Area Plan:	North Potomac Yard

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

Staff Reviewers:

Sara Brandt-Vorel, Urban Planner III, Sara.BrandtVorel@alexandriava.gov
Dirk Geratz, Principal Planner, Dirk.Geratz@alexandriava.gov
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Tony LaColla, Division Chief, Land Use Regulatory Services
Anthony.LaColla@alexandriava.gov



PROJECT LOCATION MAP

I. DISCUSSION

The applicant, CPYR Theater, LLC, requests Special Use Permit approval for a Coordinated Sign Plan for signage in Phase 1 Redevelopment of North Potomac Yard.

SITE DESCRIPTION

The subject site is in the northeastern part of the City of Alexandria within the boundaries of the North Potomac Yard Small Area Plan and CDD #19. The proposed boundaries for the Coordinated Sign Plan are consistent with the Phase 1 redevelopment of North Potomac Yard, which consists of 19 acres, bounded by Potomac Avenue to the west, Four Mile Run to the north, the CSX Rail Lines to the east and stormwater retention ponds in the south. Portions of the site are less than 500 feet from the George Washington Memorial Parkway and are within the boundaries of the City's Old and Historic District. Within those boundaries, any structures, permanent fixtures, and signage may require review and approval by the Board of Architectural Review. A portion of the northernmost end of North Potomac Yard, adjacent to Four Mile Run, falls within the boundaries of a designated Resource Protection Area. The site currently consists of the Regal Potomac Yard Movie Theater and surface parking lots.

At the conclusion of redevelopment, the site will contain 13 parcels (as approved per SUB #2020-0004 and SUB #2019-00021), with nine buildings which host a mix of academic, office, residential and retail uses. Nearby site amenities will include the northern extension of Potomac Yard Park, the new Potomac Yard Metrorail Station North Pavilion entrance, and publicly accessible open spaces.

The site is surrounded by a mix of retail and residential uses; with large format retail, such as grocery stores and automobile sales to the north and northwest. A mix of low- to mid-density residential is located to the southwest and south, including five- to eight-story multi-family buildings.

BACKGROUND

The full redevelopment of Phase 1 of North Potomac Yard envisions a vibrant, mixed-use destination with office, residential, retail, and academic uses within walking distance of a new Potomac Yard Metrorail Station. Since 2010, the City has worked with the community and property owners to establish a shared vision for North Potomac Yard and to implement the Master Plan, zoning and required development approvals that would implement the vision.

In May and June 2010, City Council adopted the North Potomac Yard Small Area Plan and CDD Concept Plan, respectively, which built upon a two-year process to develop a community vision for North Potomac Yard. The plan developed a framework to increase density, promote sustainability, create a network of parks, and provide innovative architecture, while protecting adjacent neighborhoods. In June 2017, City Council approved an updated North Potomac Yard Small Area Plan which finalized the location of the Potomac Yard Metrorail Station. In November 2018, Amazon announced their new headquarter location in National Landing and

simultaneously, Virginia Tech and the Commonwealth announced a partnership with the City of Alexandria to locate a new Innovation Campus in North Potomac Yard, in walking distance of the new Potomac Yard Metro Station.

To facilitate the inclusion of a new university campus in North Potomac Yard, the City and applicant have worked over the past year to update applicable zoning documents and request development approvals to allow for the Virginia Tech campus to proceed. In March 2020, City Council approved strategic updates to the North Potomac Yard Small Area plan to facilitate Virginia Tech's proposed university location and approved new Design Guidelines. In June 2020, City Council approved updates to the CDD Concept Plan and conditions to finalize the zoning to permit an academic use and reflect regulatory updates to the conditions. In addition, an infrastructure site plan and pump station use were approved. In October 2020, City Council approved a series of Development Special Use Permits and Subdivision which permit the construction of each of the proposed buildings in Phase 1 of North Potomac Yard. The Coordinated Sign Plan would then be applied to each of the buildings as individual tenants seek building permits in the future.

APPLICANT PROPOSAL

The Coordinated Sign Plan request from CPYR Theater, LLC is a continuation of their development requests to implement the full redevelopment of Phase 1 of North Potomac Yard. This document, if approved, would provide clear and consistent guidance on the quality, design, and materials for individual tenant signs, along with clear informational and wayfinding signs across the site. Per Section 9-103(C) the applicant requests a Coordinated Sign Special Use Permit to establish consistent signage across 19-acres of redevelopment, known as Phase 1. Through the Coordinated Sign Special Use Permit, the applicant seeks to increase the number, type, area of signage and hours of operation for signs to be appropriate with the density, scale and activity expected in North Potomac Yard. If approved, the Coordinated Sign Plan could be applied to all properties and businesses within the boundaries of Phase 1 of North Potomac Yard.

The applicant's Coordinated Sign Plan establishes signage guidelines for three categories of signs expected in North Potomac Yard:

1. **Building Signage:** Range of potential signage for each building, including sign types such as building top signage; signage for the main entrance of the building, including primary and secondary tenants; secondary building entrance signs; parking; loading and bus stop designs.
2. **Retail Signage:** Range of potential signage (types, location, materials and permitted square footages) for signage typical of ground-floor commercial tenants, such as retail and restaurants. Key categories include entrance signs, projecting signs and window signs.
3. **Site Signage:** Range of potential signage to provide informational and directional signs around the public realm and Potomac Yard Park. Key categories include wayfinding signs for vehicles and pedestrians; park signage; trail markers and pedestrian signage kiosks. Where existing City Standards exist for signage within

Public Parks and wayfinding, the applicant has adopted those standards in North Potomac Yard to ensure consistency across the City.

As the redevelopment of Phase 1 may take several years to complete, the applicant has included parameters for interim signage to ensure consistent and clear wayfinding and information is provided as the site changes over time.

If not subject to a Coordinated Sign Plan, a Coordinated Development District (CDD), would be guided by Section 9-202(A) of the Zoning Ordinance. Starting with the signage permitted in Section 9-202(A), the applicant requests the following additional signage in Phase 1 of North Potomac Yard as part of their Coordinated Sign Plan.

- The applicant requests up to two, illuminated building top signs, which may be located above 35 feet above grade, along the top of buildings (Please note, Building 10, which contains two towers would be permitted two signs per tower, for a total of four signs); this exceeds the Zoning Ordinance's prescribed maximum of one illuminated sign located higher than 35 feet above grade per Section 9-104.B.10 for CDD Zones. This also amends the permitted location of these signs in relation to distance from Interstate 95 and along the border of the Old and Historic District.
- The applicant requests 1.5 square feet of signage per linear foot of frontage, with up to two square feet of signage per linear foot of frontage for exceptional signage design (per the discretion of the Director of Planning and Zoning) for Building and Retail signage; this exceeds the Zoning Ordinance's prescribed maximum of one square foot per linear foot of frontage per Section 9-202.A.iii.6.a for CDD Zones.
- The applicant requests permission to install optional blade signs as the primary building entrance signage for multi-family and non-residential buildings. The blade signs would be a maximum of 90 square feet per side, have a maximum projection of four-feet from the face of the building, and start a minimum of 12-feet above the sidewalk; this exceeds the Zoning Ordinance's prescribed maximum of 24 square feet for non-residential uses per Section 9-202.A.iii.9.a for CDD Zones and the Zoning Ordinance's prescribed mounting and installation height minimums of 20 feet above grade per Sections 9-202.A.iii.7.b and 9-202.A.iii.8.b for CDD Zones.
- The applicant requests permission to install parking signs with a digital signage component which would provide real time information on the parking garage capacity to drivers; this type of digital signage is prohibited in the City per Section 9-104.b in all zones in the City.
- The applicant requests permission to allow each ground-floor tenant to install a projecting sign with a maximum of 12 square feet per sign; this exceeds the Zoning Ordinance's maximum of 16 square feet per building per Section 9-202.A.iii.8.a for CDD Zones.

- The applicant requests window signage up to 25 percent of the glazed area of each window; this exceeds the Zoning Ordinance’s prescribed maximum of 20 percent per glazed window area per Section 9-202.B for CDD Zones.
- The applicant requests permission to install Pedestrian Map Kiosks at key public gathering locations across the Innovation District. The signs may reach up to eleven feet in height and may contain interactive or digital maps (with limited advertisements) and auditory functions limited to providing information to those who are hard of hearing; this exceeds the maximum height of six feet for freestanding signs per Section 9-202.A.iii.5.a for CDD Zones and digital signage is prohibited in the City per Section 9-104.b in all zones in the City.

During the development of the Coordinated Sign Plan for Phase 1 of North Potomac Yard, the applicant team identified two types of signage which are prohibited in the Sign Ordinance but desired within the Innovation District:

- **Digital Display:** Digital displays of varying sizes which could be affixed to building facades, like a digital billboard, which could be programmed to display visual art, information on the innovation district, advertising, and community-driven content.
- **Banners:** changeable exterior banners to be affixed to light poles and would provide information relating to the branding of the area and information on potential events or attractions.

For the requested digital display and banners, staff identified the opportunity to undertake a review of these sign typologies to develop a citywide policy regarding the appropriate parameters and conditions of use. This will ensure a careful analysis of the potential benefits and nuisances of sign typologies and the ability to craft a citywide policy or update to the sign ordinance to guide the future implementation of those sign types across the city. Once a policy has been adopted, the Coordinated Sign Plan could be amended to incorporate those sign typologies. Conditions 3c and 3d are included to allow the applicant to amend the Coordinated Sign Plan pending, per the established parameters of future policies regarding digital displays and banners.

ZONING/MASTER PLAN DESIGNATION

Zoning:

Section 9-103(C) of the Zoning Ordinance permits a Coordinated Sign Plan with special use permit approval for sites within specific zones or over a minimum size. The applicant must develop a Coordinated Sign Plan for consideration by City Council which establishes the time, manner, and placement of signs and establishes the design parameters for all proposed signs. City Council may then approve the Coordinated Sign Plan if the proposal, “provides the same or greater benefits to the public as the sign regulations otherwise applicable.”

Phase 1 Redevelopment of North Potomac Yard, the boundaries of the Coordinated Sign Plan, is zoned CDD#19 and entirely within the boundaries of the North Potomac Yard Small Area Plan. The North Potomac Yard Small Area Plan directs applicants to refer to the North Potomac Yard

Design Guidelines for storefront signage and that wayfinding signage should be consistent with the City’s Wayfinding Design Guidelines. Conditions of approval within CDD #19 provide guidance for signage, including:

- **Condition 37:** encourages advanced signage for parking garage occupancy information;
- **Condition 93:** prohibits signage above 25 feet along building faces which face the George Washington Memorial Parkway; and
- **Condition 103:** requires the creation of a Coordinated Sign Plan and that parking signage is consistent with City Standards.

Small Area Plan - North Potomac Yard Innovation District: Design Excellence Criteria

In March 2020, City Council approved updated Design Guidelines for North Potomac Yard, referred to as the “Design Excellence Standards” which provide guidance on the design, materials, and quality of signage in North Potomac Yard. Criteria Five of the Design Excellence Standards states:

“Building Signage is Unique and Identifiable. Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition. Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design. Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.”

The applicant’s proposed Coordinated Sign Plan incorporates the design parameters established in the Design Excellence Criteria and creates a framework for individual buildings and retailers to develop signage which meets the criteria in terms of materials, size, lighting, locations and operational considerations.

Old and Historic District Alexandria:

Portions of the Coordinated Sign Plan fall within the boundaries of the Old and Historic District, specifically the portion of the sign plan which is east of New Street B and primarily consists of signage for the Park and signage for the Metrorail Station. Previous City Wayfinding Signage Plans were approved by the Board of Architectural Review, so any signage within the boundaries of the Old and Historic District which is consistent with previously approved wayfinding does not require a separate review. During the Final Site Plan for Potomac Yard Park, when the final location and design of signs are reviewed, staff will confirm signage within the Old and Historic District complies with approved wayfinding signs. Should a sign design not comply, it will be required to seek approval from the Board of Architectural Review and is a condition of approval of the Coordinated Sign Plan.

II. STAFF ANALYSIS

Staff supports the applicant’s request for a Coordinated Sign Special Use Permit to provide a cohesive and consistent approach to signage and wayfinding in Phase 1 of North Potomac Yard redevelopment. The proposed sign plan provides a framework that will ensure a consistent application of dynamic, high-quality, and visually interesting signage in the neighborhood that will help establish a strong sense of place. An analysis of this request is guided by Section 9-

103(C) of the Zoning Ordinance which indicates that a Coordinated Sign Special Use Permit may be permitted if the proposed signage provides the same or greater benefits to the public as the sign regulations otherwise applicable.

Given the recent development approvals in Phase 1 for North Potomac Yard redevelopment, the applicant's proposed sign plan offers a flexible design envelope which provides a range of diverse users' adequate signage to promote their uses and provide clear information. The plan provides a balance between large tenants, such as office building users or multi-family residential buildings to small, independently owned retailers and personal service providers to ensure that permitted signage is appropriately scaled across the range of tenants. The plan offers parameters on the type and amount of signage while establishing clear baselines on the expected quality and materials for each individual sign. Overall, this will encourage unique signage which is tailored to each tenant while establishing a consistent level of quality for the signs.

Staff has reviewed the scale of the signage and finds the scale appropriate for a mixed-use, urban style development and is consistent with the scale of signage found in other, mixed-use developments in the region. Staff worked with the applicant team to identify a ratio of signage that is proportional to building faces, with distinctions between narrow and wider building faces. Staff finds the signage is appropriate for the scale of the buildings and will provide clear visual information for the expected mix of pedestrians, cyclists and vehicles who will pass through the neighborhood.

Staff finds the clear set of wayfinding signs, consistent with established City guides for parks and vehicles, will ensure a seamless experience between the public and private realms and integrate Phase 1 redevelopment within the context of the City's overarching wayfinding program. Unique wayfinding kiosks and limited uses of digital signage have been appropriately located to provide clear information for visitors and residents and will begin to express the unique technological identity of the "Innovation District" in North Potomac Yard.

Staff has also reviewed the proposal to ensure that the Coordinated Sign Plan will not adversely impact the surrounding areas, all of the signs have been designed to insure there is no visual impact as seen from the George Washington Memorial Parkway. As such, building top signs are prohibited from facing the Parkway.

Staff has developed Condition 3 to provide the applicant with flexibility for staff to administratively review additional signage for locations within the Phase 1 redevelopment. Condition 3 establishes parameters for additional signage which is consistent with the established design of the applicant's on-site signage. Condition 4 limits potential auditory impacts from digital signage to a narrow application of providing information to those who are hard of hearing and sets maximum decibel levels.

III. COMMUNITY

The Coordinated Sign Plan was reviewed and discussed by the Potomac Yard Design Advisory Committee, (PYDAC); a committee tasked with reviewing development proposals in North

Potomac Yard for compliance with the appropriate Design Standards. The Committee reviewed the Coordinated Sign Plan on July 16, 2020 and again on November 11, 2020 and found the Coordinated Sign Plan created a framework for signage which meets the intent of the Design Excellence Standards to ensure unique and identifiable signage in the Innovation District.

The two PYDAC meetings were virtual public meetings hosted on a Zoom meeting platform with members of the applicant team and staff present. City calendars and eNews notifications were used to provide information on upcoming meetings and how to access each meeting electronically. At each meeting, online engagement was encouraged through conversation with panelists and community members were invited to ask questions during the on-line meeting. After each virtual community meeting, a copy of the meeting video was posted on City websites and available for individuals to watch. The applicant team also provided an email address to solicit feedback from those who were unable to attend or ask questions during the live event.

IV. CONCLUSION

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

V. RECOMMENDED CONDITIONS

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

1. The type and approximate location of signage shall be consistent with the Coordinated Sign Plan dated October 19, 2020, and as amended. Sign permits in North Potomac Yard may be administratively reviewed by staff to the satisfaction of the Director of Planning and Zoning to ensure the final design of signage is consistent with the intent of the coordinated sign plan. (P&Z)
2. The final location of “Site Signage”, including Vehicular Wayfinding -City, Park Signage, Alexandria Trail Markers, Pedestrian Map Kiosk and other signs to be located within Potomac Yard Park and the public rights-of-way shall be coordinated with City Staff, including the Departments of Recreation, Parks and Cultural Activities, Transportation and Environmental Services and Planning and Zoning, as applicable. (P&Z)(T&ES)(RPCA)
3. Additional signage may be administratively reviewed and approved by the Director of the Department of Planning and Zoning, if:
 - a. The intent of the proposed signage design is consistent with coordinated sign plan, including the quality of materials, overall design, and scale.
 - b. Interim signage, such as parking and transportation related, shall be reviewed for consistency with the coordinated sign plan and City regulations, including the quality of materials, overall design, and scale.

- c. Banner site signage shall be permitted subject to the City’s adoption of policies or requirements governing such signs and provided such signs are in conformance with the policies or requirements then in effect. An administrative amendment to the coordinated sign plan may be filed to incorporate the new banner site signage.
 - d. Digital display building signage may be permitted with approval of a Coordinated Sign Plan SUP amendment, subject to the City’s adoption of policies or requirements governing such signs.(P&Z)
4. Digital signage shall not have an auditory component unless it is to provide necessary information to those who are visually impaired. Advertisements are not considered necessary information.
- a. Any auditory components generated by the digital signage at the pedestrian map kiosks shall be less than 55 dBA at a distance of 20 feet from the sign. (T&ES)(P&Z)
5. Internally illuminated box signs are prohibited. (P&Z)
6. Applicant shall be responsible to repairs to the adjacent city right-of-way if damaged during sign installation. (TE&S)
7. No permanent structure may be constructed over any existing private and/or public utility easements. It is the responsibility of the applicant to identify any and all existing easements on all plans submitted for approvals. (T&ES)
8. Within 90 days of City Council approval (by March 12, 2021), provide the following updates to the Coordinated Sign Plan Document, SUP #2020-00043:
- a. Update the “Building Top” Signage section of the Coordinated Sign Plan with the content included as Attachment 1, Building Top Signs dated November 17,2020.
 - b. Page 33: Update the Site Signage | Park Signage section to include an example of a mile marker sign, consistent with those installed along Holmes Run.
 - c. Update pages 4 through 7 to indicate the approximate location of mile marker signage which is to be installed along the multi-use trail in Potomac Yard Park every 10th of a mile to provide identifiable locations for police and emergency response. (Police)(RPCA)
 - d. Page 7: work with staff to revise the location of sign A-02 so that it is closer to the Metrorail Station and has increased visibility.
 - e. Page 33: Update the page to replace the example of Sign “A- Local Gateway Sign” with the Citywide Wayfinding D13 series, as identified in Chapter 9 of the Department of Recreation, Parks and Cultural Activities’ Wayfinding Design Guidelines Manual. (Police)(RPCA)(T&ES)(P&Z)

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. To align the timing of the implementation of the Coordinated Sign Plan with expected development timeframes in North Potomac Yard Phase 1, the period of validity shall be increased from 18 months to 48 months¹ to align with the first anticipated certificate of occupancy in the fall of 2024.

VI. CITY DEPARTMENT COMMENTS

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

Department of Recreation, Parks and Cultural Activities:

F-1 The City may amend the signage in Potomac Yard Park as necessary per City Code Section 6-1-8.

Archaeology:

F-1 Hire a professional consultant to work with staff and the landscape designers to incorporate and interpret elements of the historical character and archaeological findings into the design of the open space and to prepare interpretive elements, which shall be erected as part of the development project. The final site plan shall for the Potomac Yard Park (DSUP #2020-10025) shall indicate themes and locations of interpretive elements. Prior to release of the final site plan for Potomac Yard Park, the consultant shall provide text and graphics for the signage subject to approval by the Office of Historic Alexandria/Alexandria Archaeology and the Directors of P&Z and/or RP&CA.* (Arch)(P&Z)(RP&CA)

F-2 Acceptance of Potomac Yard Park by the City of Alexandria shall not occur until interpretive elements have been constructed, interpretive markers have been erected, and the final archaeological report has been received and approved by the City Archaeologist.*** (Archaeology)

Transportation & Environmental Services:

R-1 Final location of freestanding signs to be reviewed and approved by T&ES. The location of signs shall be shown on a Site Plan to determine required vision clearance, no obstruction to site distances and no impediments to easements or other encumbrances.

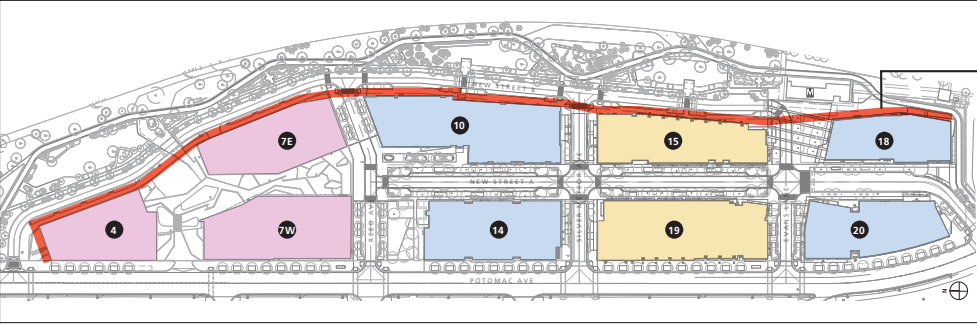
Code Enforcement:

C-1 Permits are required for the installation of these signs.

¹ The SUP approval time of validity may be extended per the conditions of approval based on City Council guidance for land use approvals based on the COVID-19 pandemic.

VII. ATTACHMENTS

Attachment 1: Updated Building Top Signs, dated November 17, 2020.



Building-Top Signs not allowed on frontages indicated by red line (signage not allowed above 25 FT per CDD conditions)

Key Plan

Individual letters / logo shapes



Composed of individual dimensional letters and logo shape

Illumination



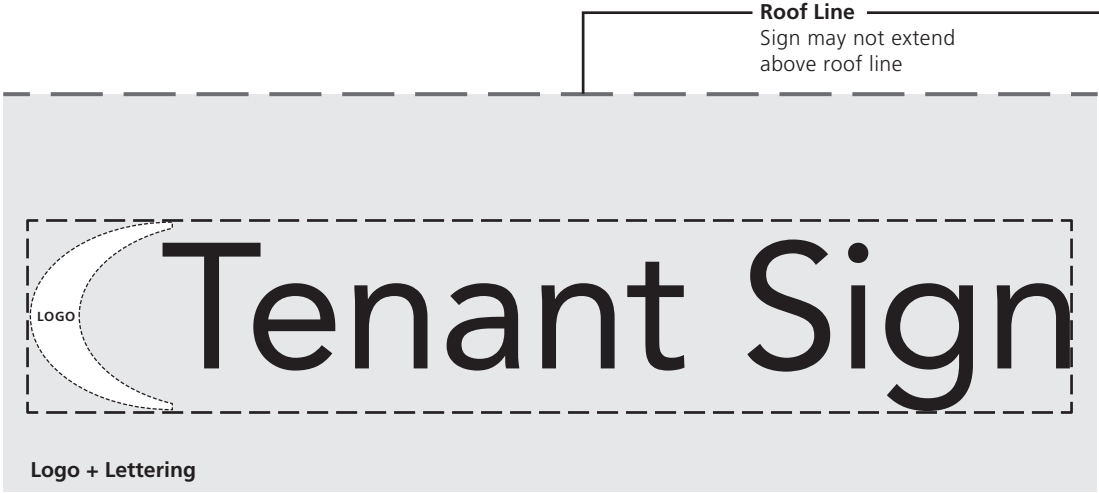
Internally illuminated letters/logo



Halo illuminated letters

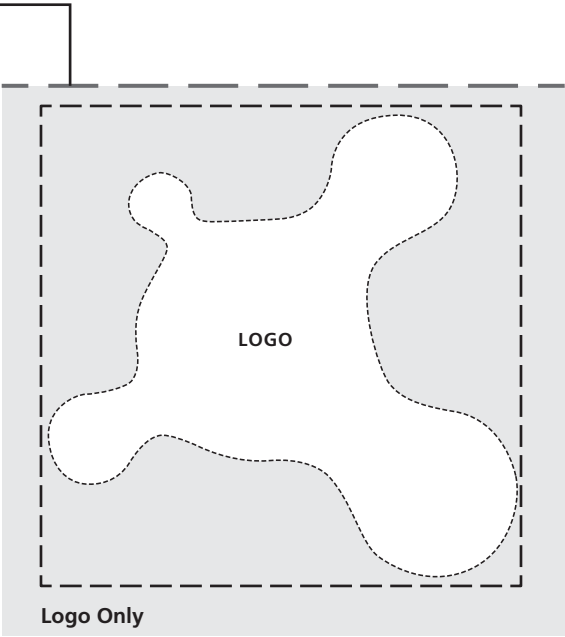
Building Signage | Building-Top

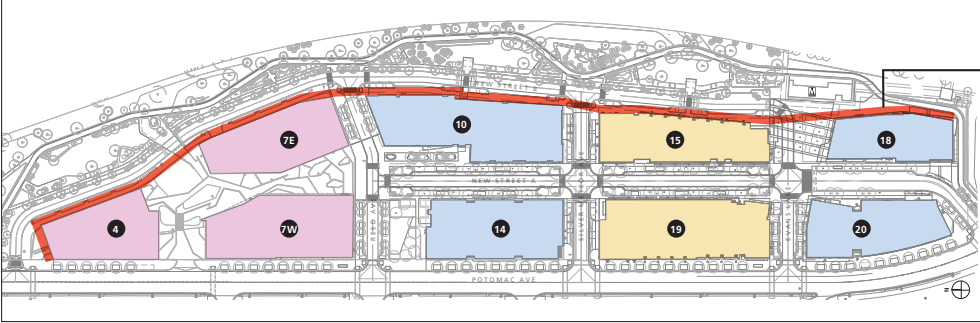
- Quantity: maximum of 2 per building, except for Building 10 which is allowed 2 per tower, for a total of 4 signs
- Allowed for office, academic, or residential building uses
- Building-Top Signs may be located on any elevation except the north elevation of building 4 and the east elevations of buildings 4, 7E, 10, 15, 18.
- Final locations to be determined. Each building applicant shall develop a specific design and provide a detailed submittal for review and approval.
- Height Above Grade: below the roof line; the sign may not be mounted to the roof and no part of the sign shall extend above the roof. The sign may not be mounted to the mechanical penthouse unless the mechanical penthouse is integrated within the building facade.
- Sign shall be composed of individual letters/logos on minimal support rails. The support rails shall be painted out to match the surrounding building material. Panel backgrounds are not allowed.
- Illumination: letters/logos may be illuminated with internal illumination, halo illumination or external spot lighting. 24-hour illumination



Scale: 1/8" = 1' - 0"

Note: illustrations are diagrammatic; final designs to be determined





Key Plan

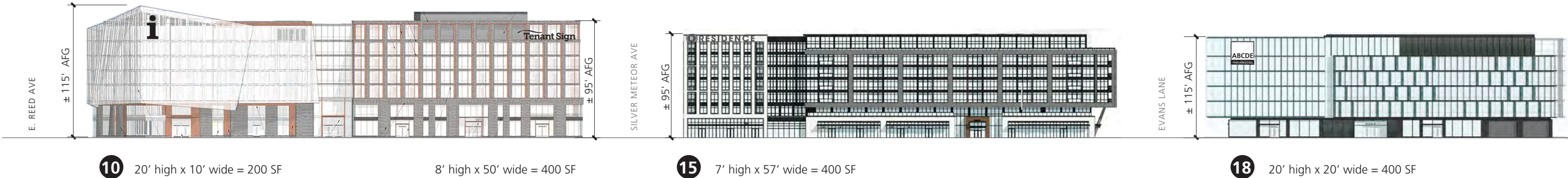
Building-Top Signs not allowed on frontages indicated by red line (signage not allowed above 25 FT per CDD conditions)

Building Signage | Building-Top Size Examples

For building frontages 125 FT and above:

- 8 FT overall height maximum, 400 SF maximum
- If less than 275 SF at 8 FT high, height may increase to 20 FT high maximum, as long as the SF remains less than the 400 SF maxium

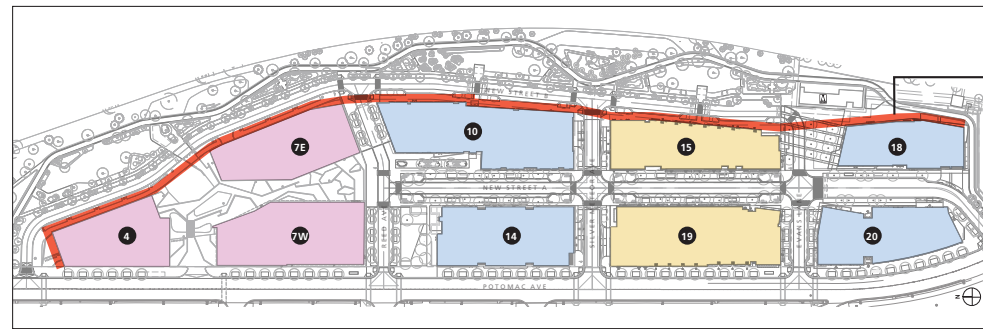
Final design and locations to be determined. Each building applicant shall develop a specific design and provide a detailed submittal for review and approval.



West Elevation A



West Elevation B



Key Plan

Building-Top Signs not allowed on frontages indicated by red line (signage not allowed above 25 FT per CDD conditions)

Building Signage | Building-Top Size Examples

For building frontages below 125 FT:

- 6 FT overall height maximum, 300 SF maximum
- If less than 225 SF at 6 FT high, height may increase to 15 FT high maximum, as long as the SF remains less than the 300 SF maximum

Final design and locations to be determined. Each building applicant shall develop a specific design and provide a detailed submittal for review and approval.



14 5'-9" high x 51'-9" wide = 300 SF

North Elevation



19 5'-0" high x 60' long = 300 SF

South Elevation



20 6' high x 50' wide = 300 SF

North Elevation



14 15' high x 20' wide = 300 SF

North Elevation



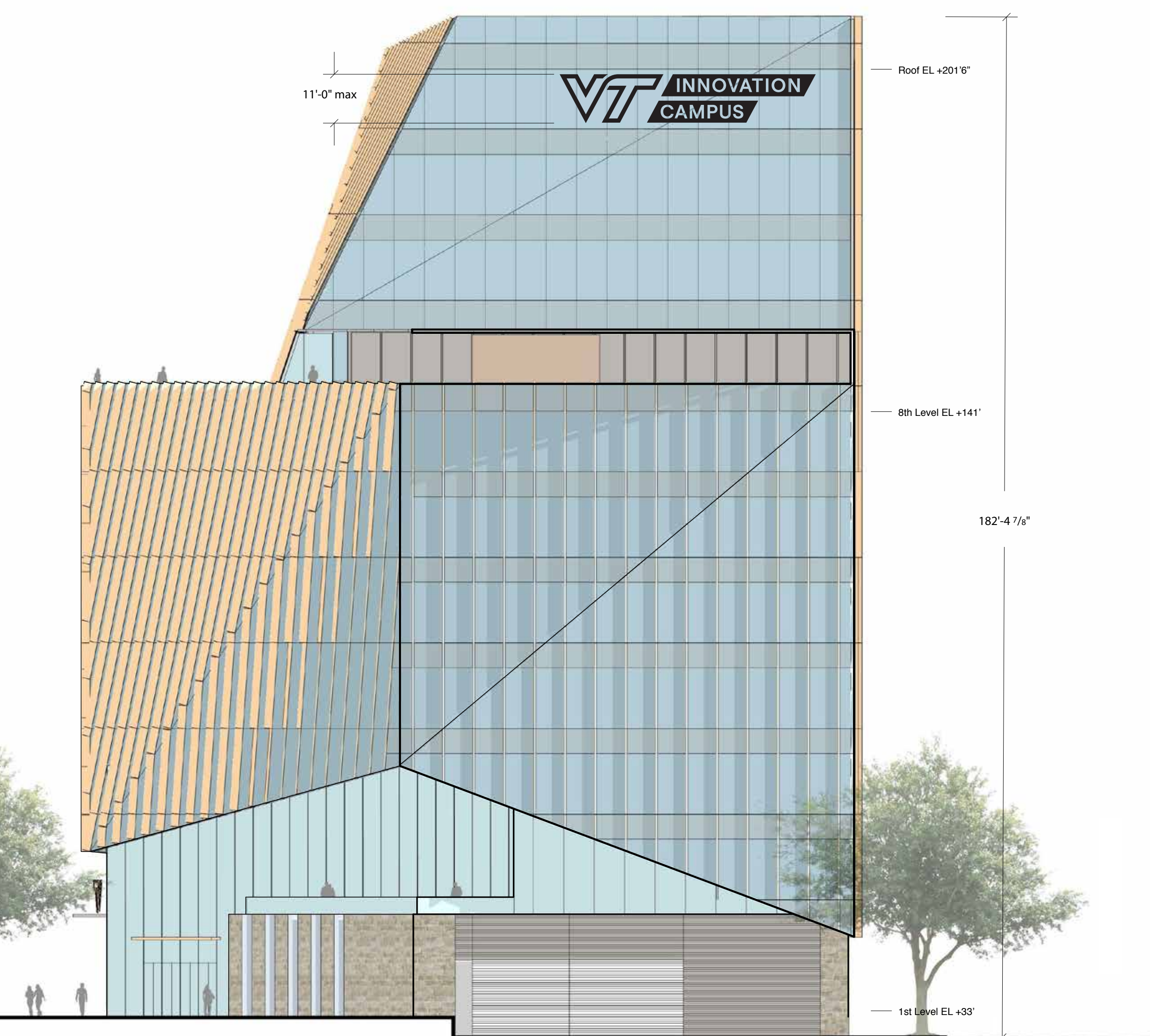
19 10' high x 30' wide = 300 SF

South Elevation



20 15' high x 14' - 3" wide = 214 SF

North Elevation



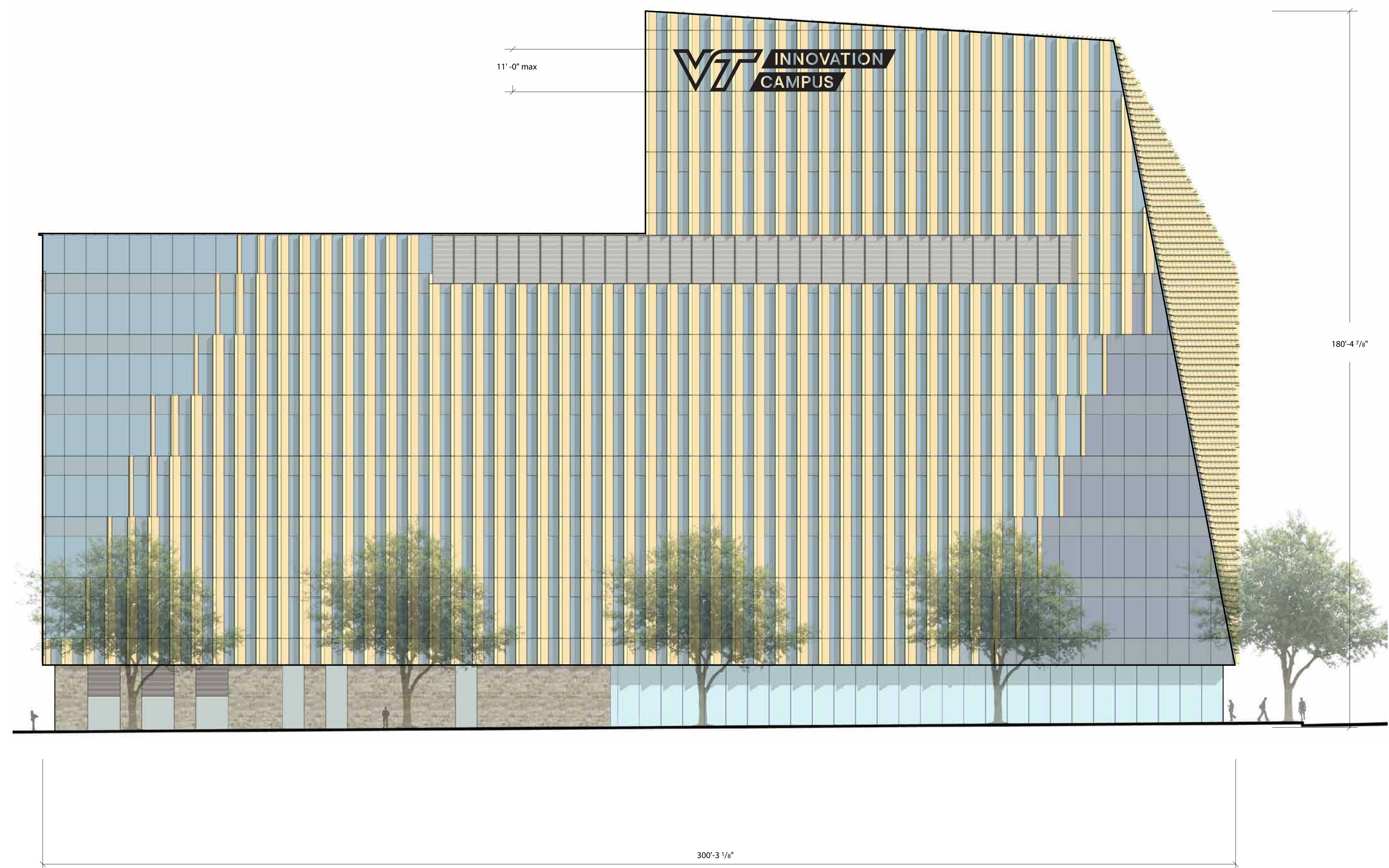
Building Signage | Building-Top

Short Side:

VT Building 7W North Elevation

11'0" height maximum & 400 SF maximum

108' above ground level minimum height



Building Signage | Building-Top

Long Side:

VT Building 7W West Elevation

11'0" height maximum & 600 SF maximum

108' above ground level minimum height



APPLICATION

SPECIAL USE PERMIT

SPECIAL USE PERMIT # _____

PROPERTY LOCATION: _____

TAX MAP REFERENCE: _____ **ZONE:** _____

APPLICANT:

Name: _____

Address: _____

PROPOSED USE: _____

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.

Print Name of Applicant or Agent

McGaskar

Signature

Date

Mailing/Street Address

Telephone #

Fax #

City and State

Zip Code

Email address

PROPERTY OWNER'S AUTHORIZATION

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

Name: _____ Phone: _____

Please Print

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.

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
1. CPYR Theater, LLC	277 Park Avenue 36th Floor New York, NY 10172	See attached.
2.		
3.		

2. Property. State the name, address and percent of ownership of any person or entity owning an interest in the property located at 3601 Potomac Ave (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
1. CPYR Theater, LLC	277 Park Avenue 36th Floor New York, NY 10172	See attached.
2.		
3.		

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 indicated 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.)
1. CPYR Theater, LLC	None	None
2.		
3.		

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.

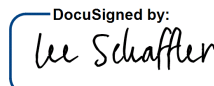
As the applicant or the applicant's authorized agent, I hereby attest to the best of my ability that the information provided above is true and correct.

5/5/2020

Lee Schaffler

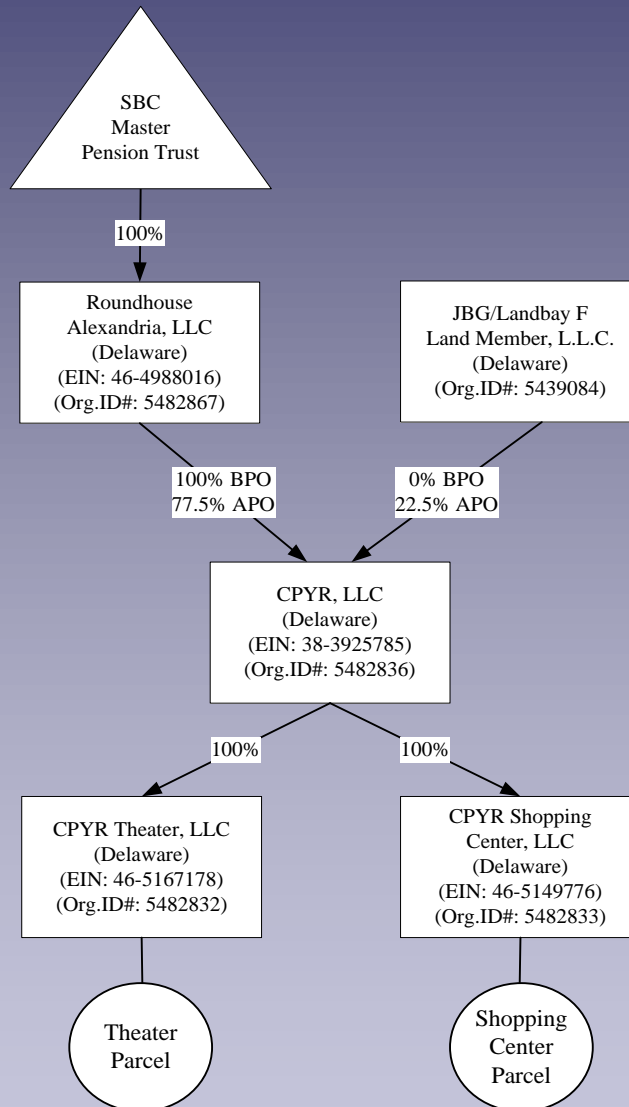
Date

Printed Name

DocuSigned by:

 23954AE1D8D940B...

Signature

Organizational Chart – Ownership of CPYR Shopping Center, LLC (as of the time of the loan from Massachusetts Mutual)



CPYR Theater, LLC

277 Park Avenue
36th Floor
New York, NY 10172

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

Re: Consent and Authorization to File a Development Special Use Permit
Application, a Subdivision Application, an Encroachment Application, and Any
Associated Applications
3601 Potomac Avenue
Tax Map ID: 016.02-01-03 (the "Property")

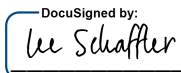
Dear Mr. Moritz:

CPYR Theater, LLC ("CPYR"), the owner of the above-referenced Property, hereby consents to the filing of a Development Special Use Permit Application, a Subdivision Application, an Encroachment Application, and any related applications or requests on the Property. This consent is granted subject to lender approval, and subject to CPYR review and approval of conditions that impact its Property associated with the applications.

CPYR Theater, LLC hereby authorizes Walsh, Colucci, Lubeley & Walsh, P.C. to act as agent on its behalf for the filing and representation of a Development Special Use Permit Application, a Subdivision Application, an Encroachment Application, and any related applications or requests on the Property.

Very truly yours,

CPYR THEATER, LLC

By:  23954AE1D8D940B...

Its: Executive Director

Date: 5/5/2020

Statement of Justification
North Potomac Yard Phase I – Coordinated Sign Program
June 9, 2020

CPYR Theater, LLC (the “Applicant”) requests a Coordinated Sign Program (CSP) Special Use Permit in connection with Phase I of the North Potomac Yard redevelopment. Phase I will result in the creation of the Innovation District, an integrated mixed-use development that will include a variety of residential, office, academic, retail and restaurant uses.

Consistent with the *North Potomac Yard Design Excellence Prerequisites and Criteria*, the proposed CSP provides future tenants with flexibility to create their own unique and identifiable signage, while establishing parameters and standards to maintain a district-wide approach to signage. The CSP allows for a variety of sign types and styles, and includes guidelines to ensure that signs are integrated into the architectural elements and streetscape throughout the Innovation District. In addition to establishing a sign strategy for the future buildings and their tenants, the CSP provides a framework for site signage that encompasses signs such as vehicular and pedestrian wayfinding signs, identification signs for the future park and open spaces throughout the District, historic interpretive signs that reflect the history of Potomac Yard, and other utilitarian signs.

The guidelines established by the CSP are intended to allow creativity and enhance the visual experience throughout the District, while providing clear, concise information and direction. The CSP is therefore consistent with the *North Potomac Yard Design Excellence Prerequisites and Criteria*.

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: _____

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).

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

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

Day:

Hours:

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

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

B. How will the noise be controlled?

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

- 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)

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

- C. How often will trash be collected?

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

- 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:

- 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:

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

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.

PARKING AND ACCESS REQUIREMENTS - N/A for CSP

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

_____ Standard spaces
_____ Compact spaces
_____ Handicapped accessible spaces.
_____ Other.

<p>Planning and Zoning Staff Only</p> <p>Required number of spaces for use per Zoning Ordinance Section 8-200A _____</p> <p>Does the application meet the requirement? [] Yes [] No</p>

- 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?

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? _____

<p>Planning and Zoning Staff Only</p> <p>Required number of loading spaces for use per Zoning Ordinance Section 8-200 _____</p> <p>Does the application meet the requirement? [] Yes [] No</p>
--

- B. Where are off-street loading facilities located? _____

- C. During what hours of the day do you expect loading/unloading operations to occur?

- D. How frequently are loading/unloading operations expected to occur, per day or per week, as appropriate?

- 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?
- _____

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? **N/A**
- _____ 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: _____
- ☐ an office building. Please provide name of the building: _____
- ☐ other. Please describe: _____

End of Application



APPLICATION - SUPPLEMENTAL

SIGNS

1. How many signs exist on the property?
2. Please provide the size of each existing sign(s), including, length, width and square footage of the sign face, and the height of the sign above grade.
3. Provide the length of frontage for every street that the subject property touches.
4. How many businesses are located on the property?
5. How many signs are proposed?
6. Provide the size of each proposed sign(s), including, length, width and square footage of the sign face, and the height of the sign above grade.
7. How will the sign(s) be illuminated?

Attach a sign image drawn to scale of the sign you propose. Include color and placement on the building or site.