

**FINAL**

Hoffman Coordinated Sign Program  
Adopted by City Council June 13, 1998

Docket Item # 26  
SPECIAL USE PERMIT #97-0163  
HOFFMAN SITE

Planning Commission Meeting  
June 2, 1998

**ISSUE:** Consideration of a request for a special use permit for a coordinated sign program for the Hoffman Site.

**APPLICANT:** Hoffman Management Inc.  
by J. Howard Middleton, Jr., attorney

**LOCATION:** 2400 Eisenhower Avenue

**ZONE:** CDD-2/Coordinated Development District, Eisenhower Avenue

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**CITY COUNCIL ACTION, JUNE 13, 1998:** Approved the recommendation of the Planning Commission and approved the request, subject to compliance with all applicable codes, ordinances and staff recommendations, with the amended Condition #8.

**PLANNING COMMISSION ACTION JUNE 2, 1998:** On a motion by Mr. Dunn, seconded by Mr. Komoroske, the Planning Commission voted to recommend approval of the proposal, subject to all applicable codes and ordinances and the staff recommendations, with an amendment to condition #8. The motion carried on a vote of 7 to 0.

**Reason:** The Planning Commission agreed with the staff recommendation, but lowered the size of the large freestanding sign at the request of the applicant.

**Speakers:**

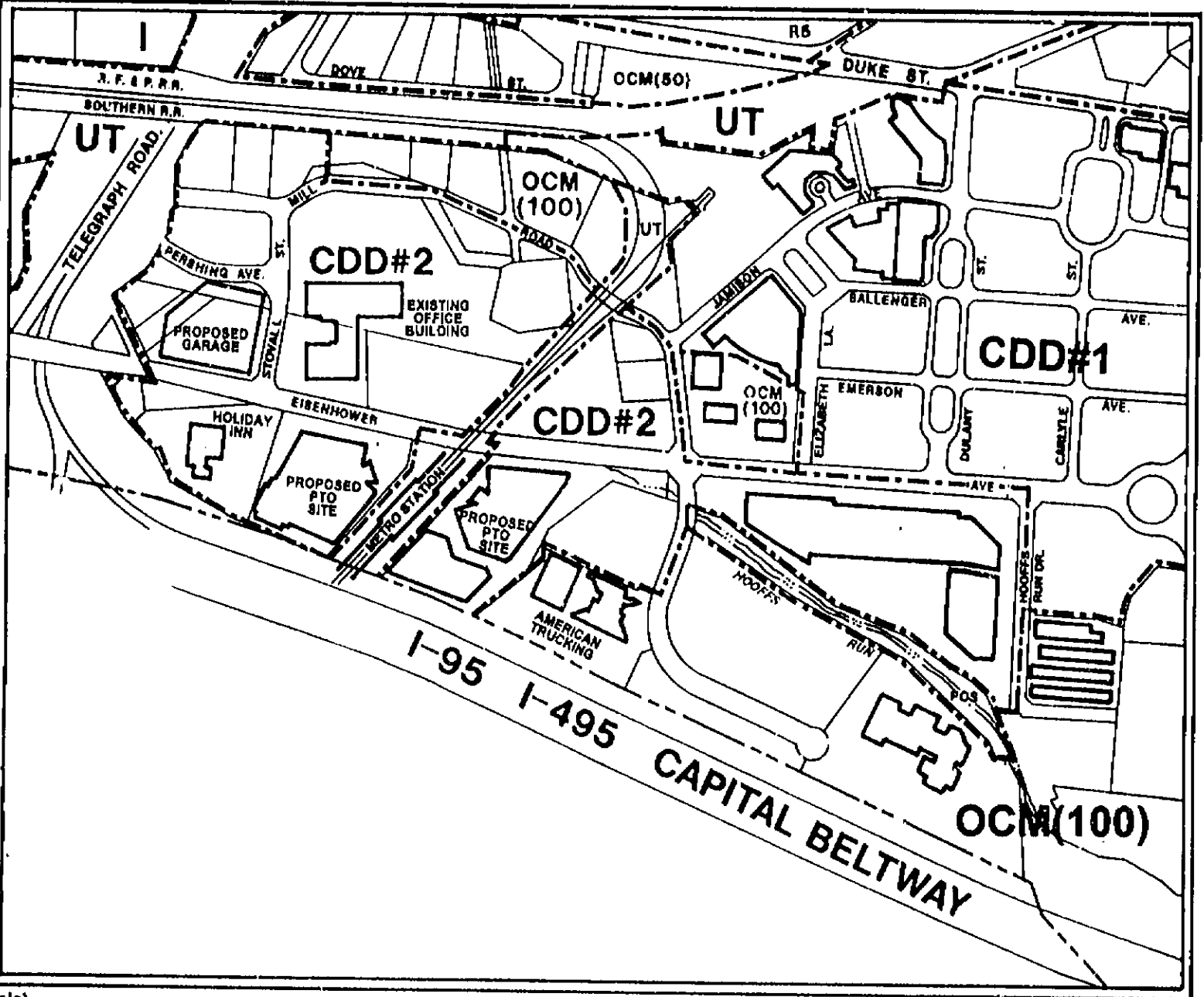
Howard Middleton, representing the applicant.

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6/2/98



(Not to Scale)



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**STAFF RECOMMENDATION:**

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

1. All signs/posts installed on public rights-of-way providing public street information and all traffic controls placed at intersections of public streets must conform in size, color, and reflectivity with the City's standards in "The Uniform Manual on Traffic Control Devices" and must be approved by the Director of T&ES. (T&ES)
2. All fire lane and easement signs shall comply with the attached guidelines (City of Alexandria Fire/EMS Department: Water and Fire Requirements for Site Plans and New Construction) to the satisfaction of the Director of Code Enforcement. (Code Enforcement)
3. Banners shall be permitted within the project area as proposed on light poles and on the theater building. The design of such banners must be coordinated, with the final design and permitted location approved by the Director of Planning & Zoning. (P&Z)
4. Only those signs shown on the map in the applicant's application shall be permitted, except that additional wall signs may be approved by the Director of P&Z if they meet zoning. (P&Z)
5. A ratio of 1.5 square foot of sign for each 1.0 foot of building length shall be permitted for retail shops and restaurants only. (P&Z)
6. Hanging signs not exceeding four square feet may be installed at each business, in addition to the maximum building signage area allowed. (P&Z)
7. The design, location and size of the large free standing signs shall be revised to the approval of the Director of Planning. The Director may approve interim free standing signs directing travelers to the cinema and to parking facilities. The Directors of P&Z and T&ES may waive the vision clearance requirement for those freestanding signs if they determine that such waiver is appropriate. (P&Z)
8. One large freestanding sign, no greater than 45 feet in height, shall be permitted in the general location of the existing 54-foot sign along the Beltway. The size and design of the sign shall generally be as shown on the submitted materials. Letters and numbers shall be a minimum of one foot in height. This sign shall be permitted to be relocated to the face of the parking garage approved between the Trademark Building and the Beltway at such time as such parking garage is constructed. (P&Z) (Planning Commission)

**BACKGROUND:**

The applicant, Hoffinan Management, Inc., is requesting special use permit approval for a coordinated sign program for the Hoffinan site, which includes the proposed town center and PTO complex located between Eisenhower Avenue, Mill Road, the Metro tracks and Telegraph Road. The town center will be a mixed-use project with a theater, retail shops and restaurants, two additional office buildings and a hotel. The applicant is proposing a coordinated sign program under Section 9-105 (F) of the zoning ordinance as an alternative to the otherwise applicable zoning restrictions for signs. A coordinated sign program allows the applicant to exceed the size and number limitations in the zoning ordinance, provided that the sign program provides the same or greater benefits.

The applicant is proposing a number of different sign types, including freestanding signs (both pole mounted and ground mounted), wall signs and hanging signs, as well as a coordinated street sign system. All of the signs, regardless of type, utilize a specific design vocabulary which the applicant intends to tie the site together visually. The different sign types are summarized below:

**Freestanding signs (2 types, 9 locations)**

- *Temporary Pylon Sign.* This sign is a pole mounted that is 60' high and 16' wide. The sign will identify the major tenants in the Hoffinan Center and will be located immediately adjacent to the Capital Beltway. The sign area is approximately 130 square feet. The sign location is shown as temporary on the applicants attached map. Once the proposed PTO parking garage is constructed behind the sign the sign will be located on the wall of the garage. See page 6.
- *Freestanding Informational/Directional Sign - Ground Mounted (8 locations).* These signs will be located on the ground and measure 13' wide and nearly 8' high. This is a V-shaped sign with two panels that list the tenants within the project. The sign area is 180 square feet. See page 7.

The map submitted by the applicant shows the location of nine freestanding signs throughout the project, most at major vehicular intersections. The temporary sign will eventually become a permanent wall sign. The remaining eight freestanding signs shown on the map will be the ground mounted freestanding informational/directional sign.

**Building Mounted Signs**

The building mounted signs include wall signs for the theater, office buildings, retail and restaurant uses. The applicant is proposing four wall signs for the theater. The sign on the front wall will be 180 square feet. The signs located on the two sides and the rear will measure 45 square feet each. The applicant is also proposing banners on the front facade of the building with have the theater logo.

All of the office buildings, parking garages, and retail shops and restaurants will have wall signs. The applicant has proposed an increased linear area to sign area ratio, 1.5, for the restaurants and retail shops. The remainder of the wall signs will be computed at a 1:1 ratio.

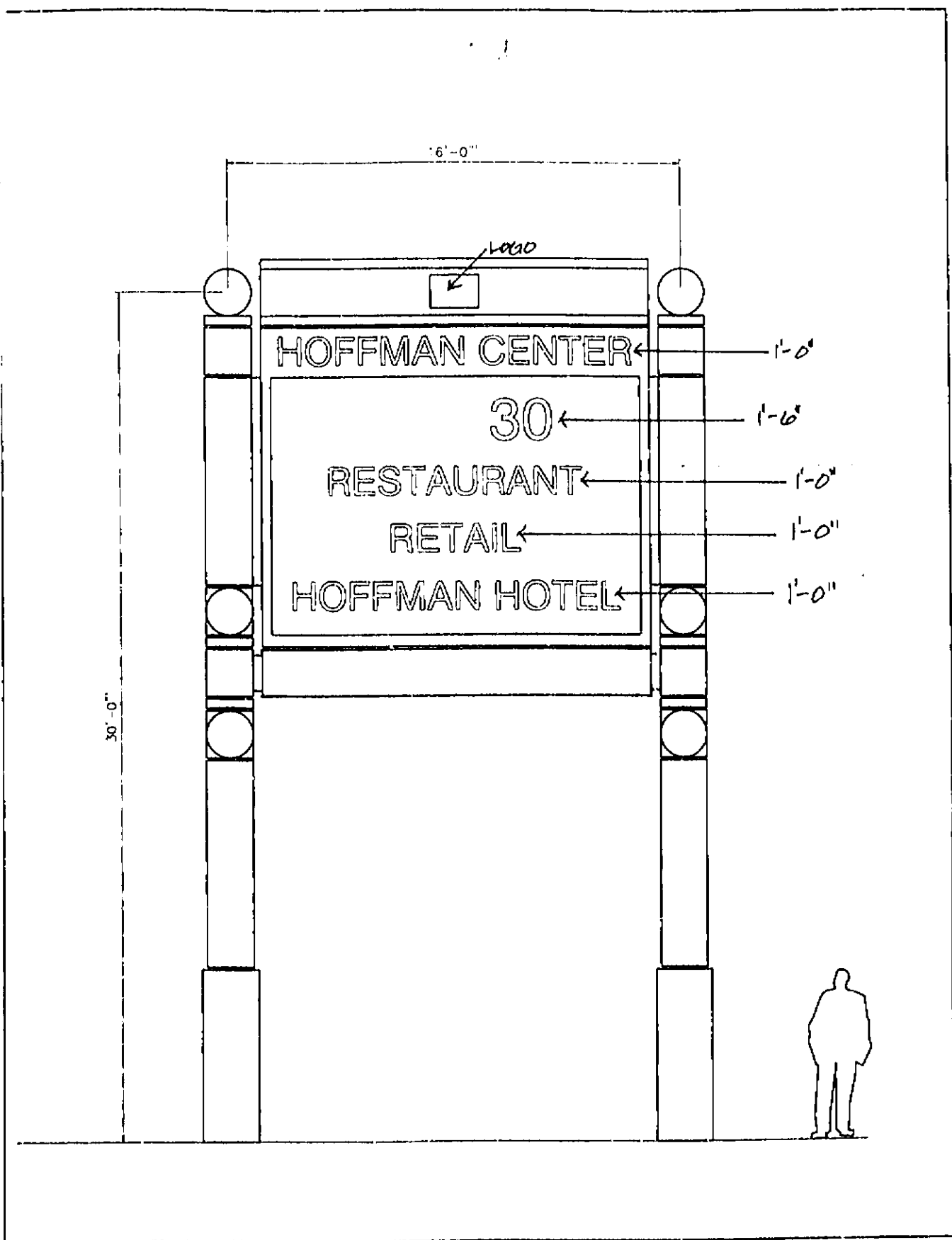
**Miscellaneous Signs**

- **Hanging Sign.** The proposed hanging signs would be located at the restaurants and the retail outlets and would measure 2' by 2'.
- **Banners.** Hoffman Center logo banners would be located throughout the site on the lightposts. Banners with the theater logo would be located on the front facade of the theater.

**Street Sign System**

- **Street Signs.** The street signs proposed by the applicant would be of varying height, depending on the sign. There would be freestanding signs, as well as wall signs in this group.

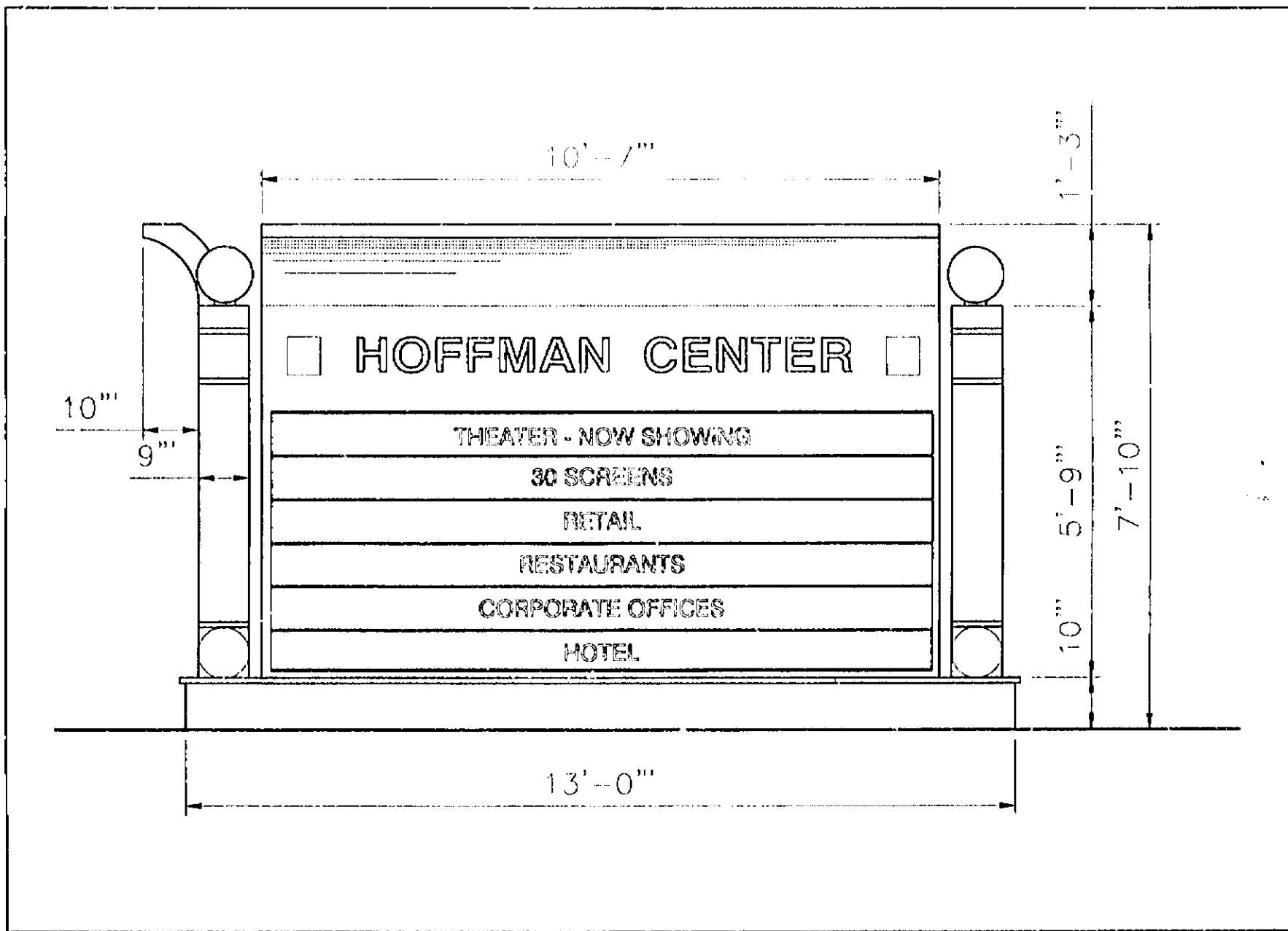
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HOFFMAN CENTER SIGNAGE  
TEMPORARY PYLON SIGN

DAVIS, CARTER, SCOTT  
ELEVATION

05.22.98



**HOFFMAN CENTER SIGNAGE**

FREESTANDING INFORMATIONAL/DIRECTIONAL SIGN ELEVATION

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**DAVIS, CARTER, SCOTT**

1/2" = 1'-0"

**STAFF ANALYSIS:**

Staff supports the application for a coordinated sign program at the Hoffman site. Staff believes that although additional signage is permitted under this program, it provides a level of consistency and character which is often lacking in many large, multi-tenant projects.

Typically, the amount of signage permitted is based on a ratio of 1 square foot to one linear foot of building elevation. The applicant is requesting an increased ratio for retail shops and restaurants in the project to 1.5 square feet to every linear foot of frontage. Staff supports the increase in signage for the retail shops and restaurants. The signs will not be particularly visible from the public streets outside the project and may help visibility within the site. The amount requested is no more than currently existing at Bradlee Shopping Center. The wall signs requested for the theater comply with zoning requirements.

The proposed banners would provide additional signage throughout the development in excess of that typically permitted. The zoning ordinance does not permit banners, except across a street or alley with special authorization from the City manager or City Council on a temporary basis. Since the number and exact location of the Hoffman Center banners is not known at this time, Staff recommends that the size, location and content of such banners be approved on an individual basis by the Director. Staff believes any theater banners should also be approved by the Director.

The keyed freestanding sign map shows 8 ground mounted directional/information signs and a 30' pole mounted sign facing the Capitol Beltway. As proposed, the 8 direction/information signs are almost eight feet in height and twenty-six feet in length (two thirteen foot v-shaped sides).

Staff has several concerns about the size, shape and location of those signs and was inclined to recommend deferral of this application. The applicant, however, believes that it is essential that the application be processed so that signs directing patrons to the cinema be approved as a condition of securing the 30 screen cinema, and is willing to accept a condition that the directional/information signs be revised to the approval of the Director of Planning. This could involve some interim signs leading travelers to the cinema complex until more of the Hoffman project is developed.

In the Carlyle project, decisions about the design of signs are handled by the Design Review Board. Since there is no such mechanism for the Hoffman project, delegation to the Director of Planning appears to be the most feasible alternative. The Police Department requests that the free standing signs should be build on poles so that the area behind the sign is visible. Staff believes that there may be acceptable alternatives and will work with the Police Department to try to take security into account



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Both T&ES and Code Enforcement have expressed some concern about the proposed street signs. Some of the signs, including the fire lane and easement signs and all signs on the public right-of-way, must conform to City standards. On private streets, it is the T&ES's preference that City standard signs are also used because they provide visual recognition and are easy to replace should that be necessary. Staff recommends that the final design of all street signs within the project be approved by the Directors of T&ES and Code Enforcement.

STAFF: Sheldon Lynn, Director, Department of Planning and Zoning;  
Kimberley Johnson, Chief, Development.

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REPORT ATTACHMENTS

CITY DEPARTMENT COMMENTS

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

Transportation & Environmental Services:

- S-1 Where possible, it is suggested that the City's sign standards be used on private property because is public recognition of such signs and such signs will be easy to replace.
- F-1 Proposed large signs located at intersections should conform to vision clearance requirements.

Code Enforcement:

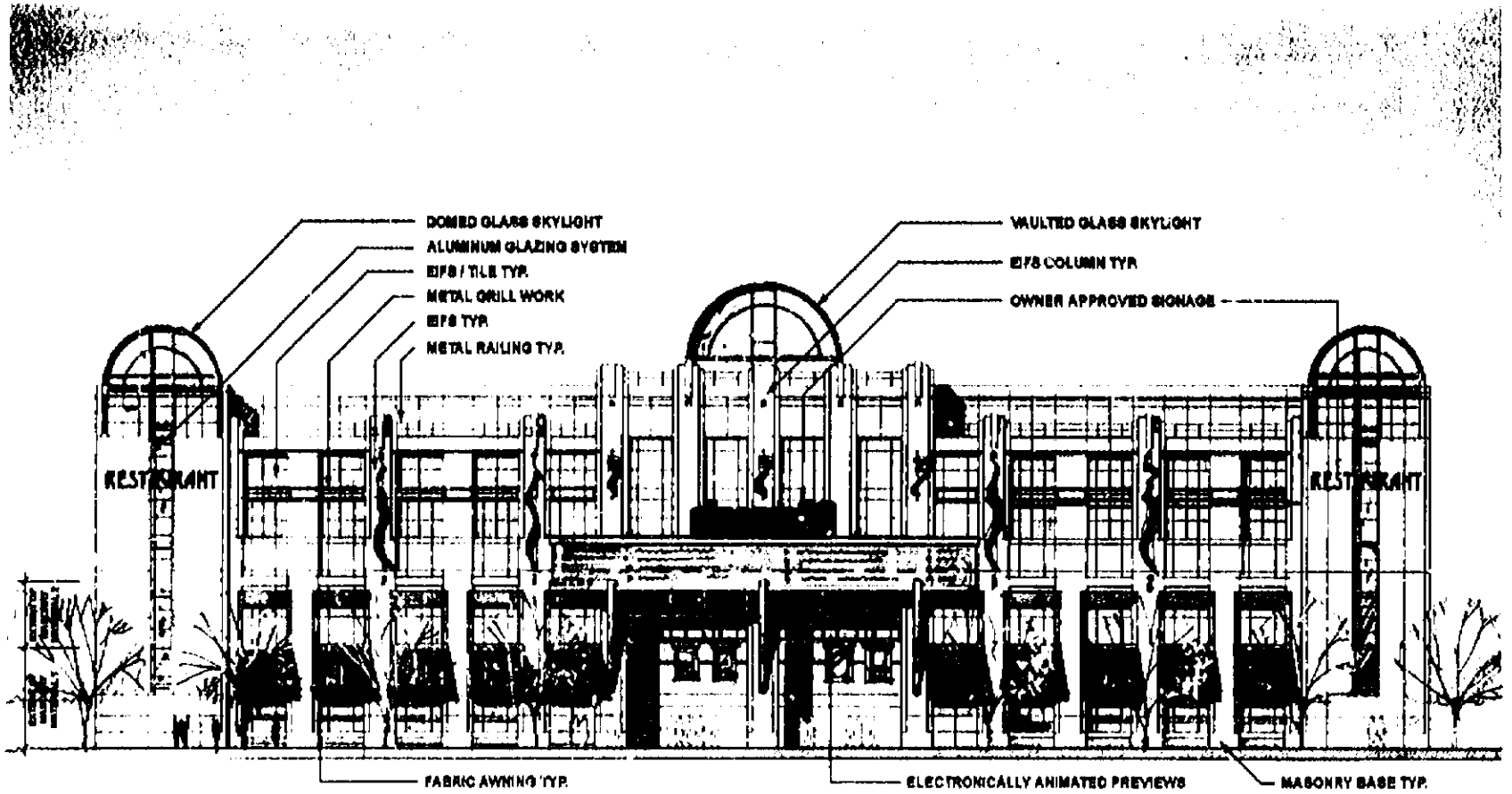
- C-1 Building and/or electrical permits are required for sign installations.

Police Department:

(Staff has not made the police recommendation a condition of the SUP, see the justification under Staff Analysis).

- R-1 The freestanding informational/directional sign, freestanding hotel sign and hotel sign should be built on poles. This will allow people visual observation. The size of the proposed signs lends itself to criminal activity by reducing natural surveillance.

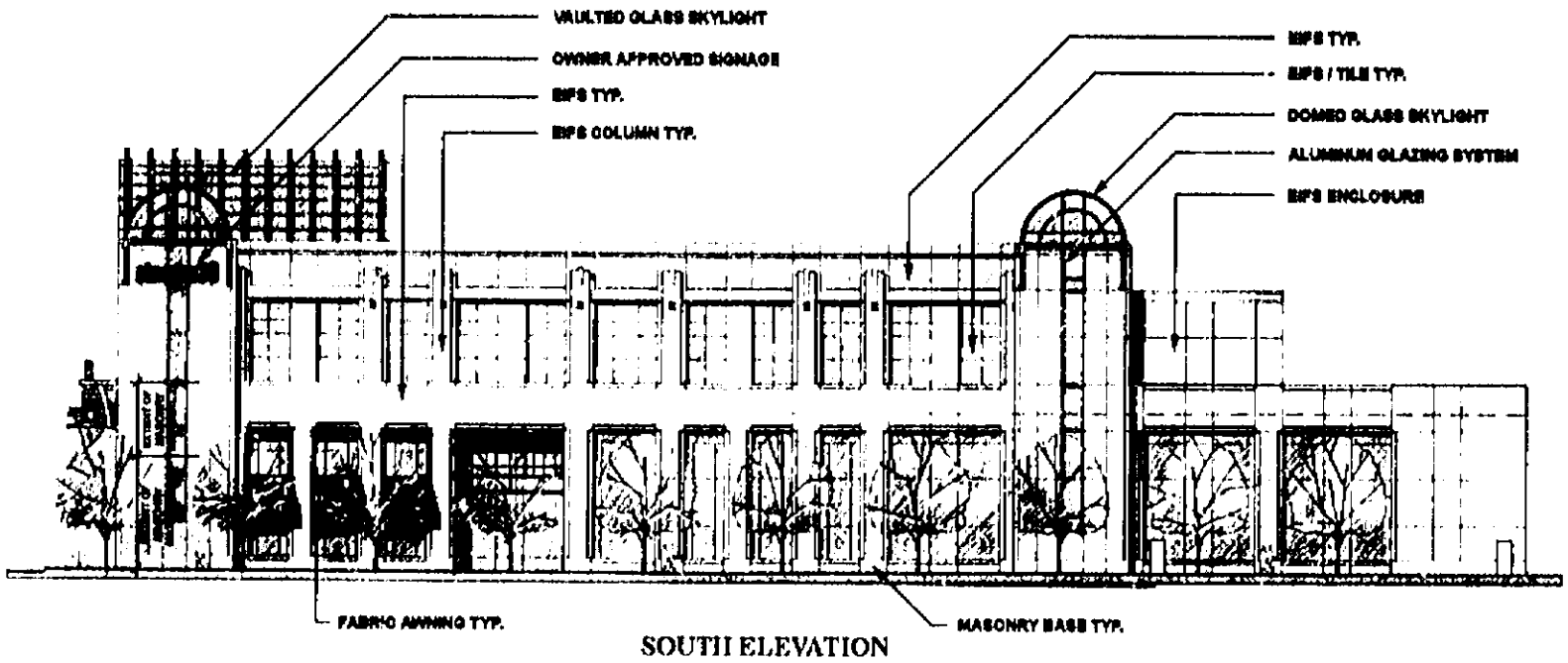
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WEST ELEVATION

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Hoffman Management, Inc.

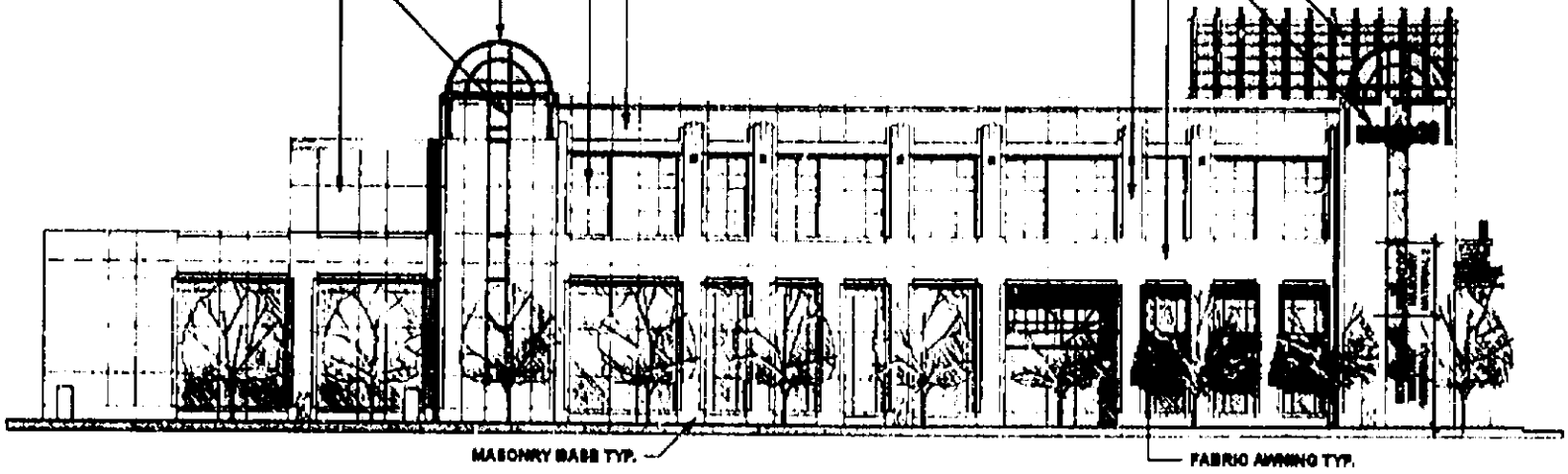
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EPS TYP.  
EPS / TILE TYP.  
DOMED GLASS SKYLIGHT  
ALUMINUM GLAZING SYSTEM  
EPS ENCLOSURE

VAULTED GLASS SKYLIGHT  
OWNER APPROVED SIGNAGE  
EPS TYP.  
EPS COLUMN TYP.



MASONRY BASE TYP.

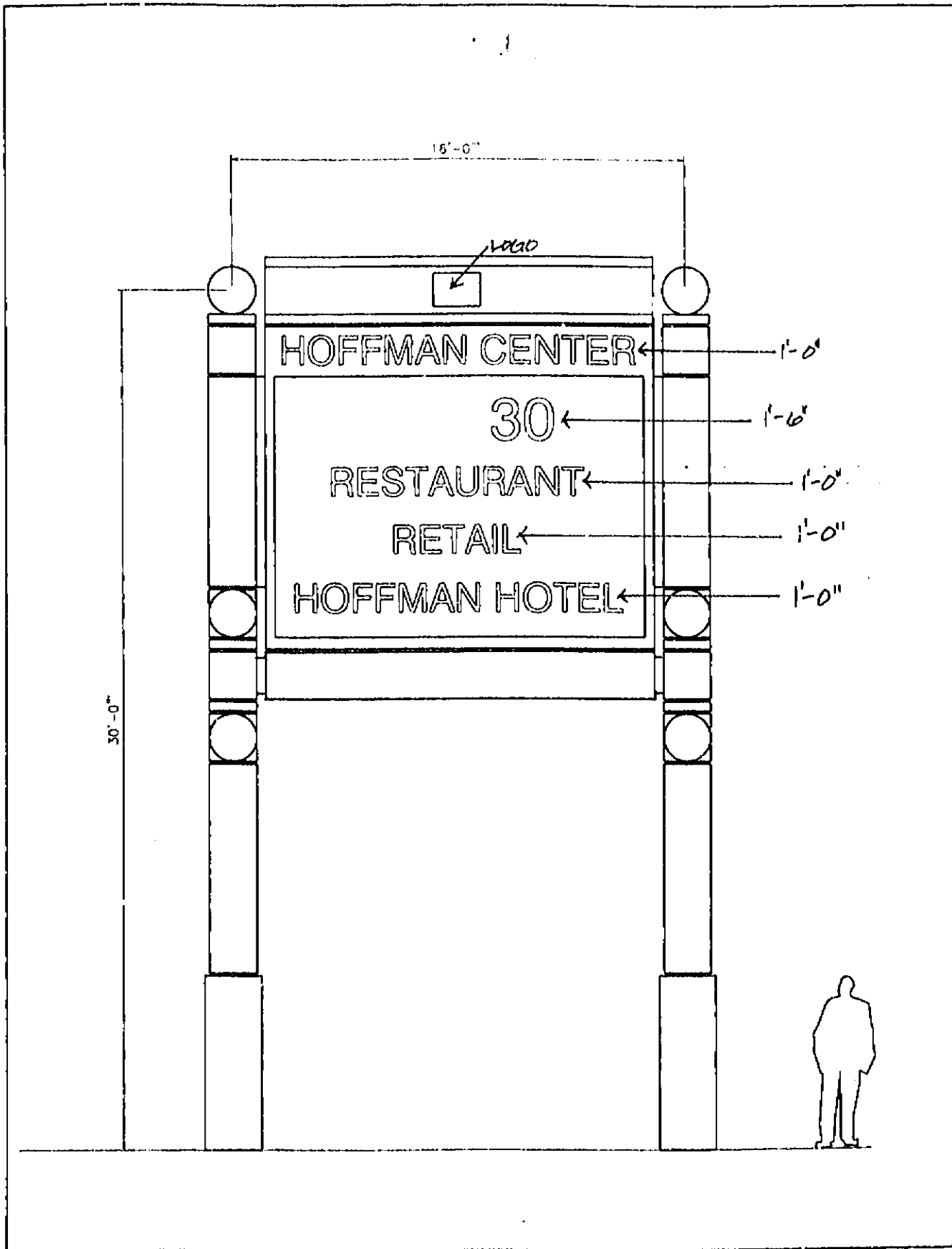
NORTH ELEVATION

FABRIC AWNING TYP.

H Hoffman Management, Inc.

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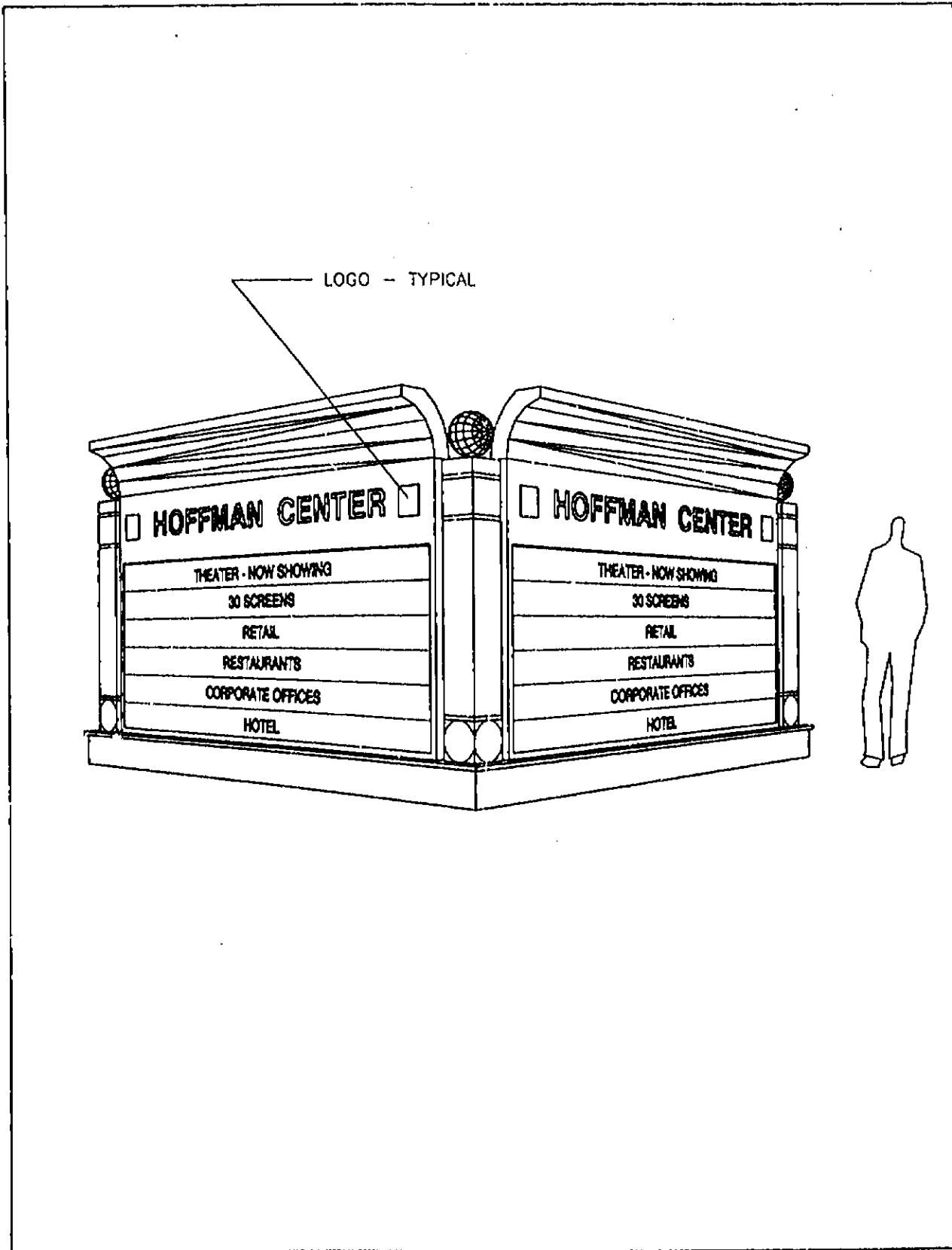
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HOFFMAN CENTER SIGNAGE  
TEMPORARY PYLON SIGN

DAVIS, CARTER, SCOTT  
ELEVATION

05.07.98

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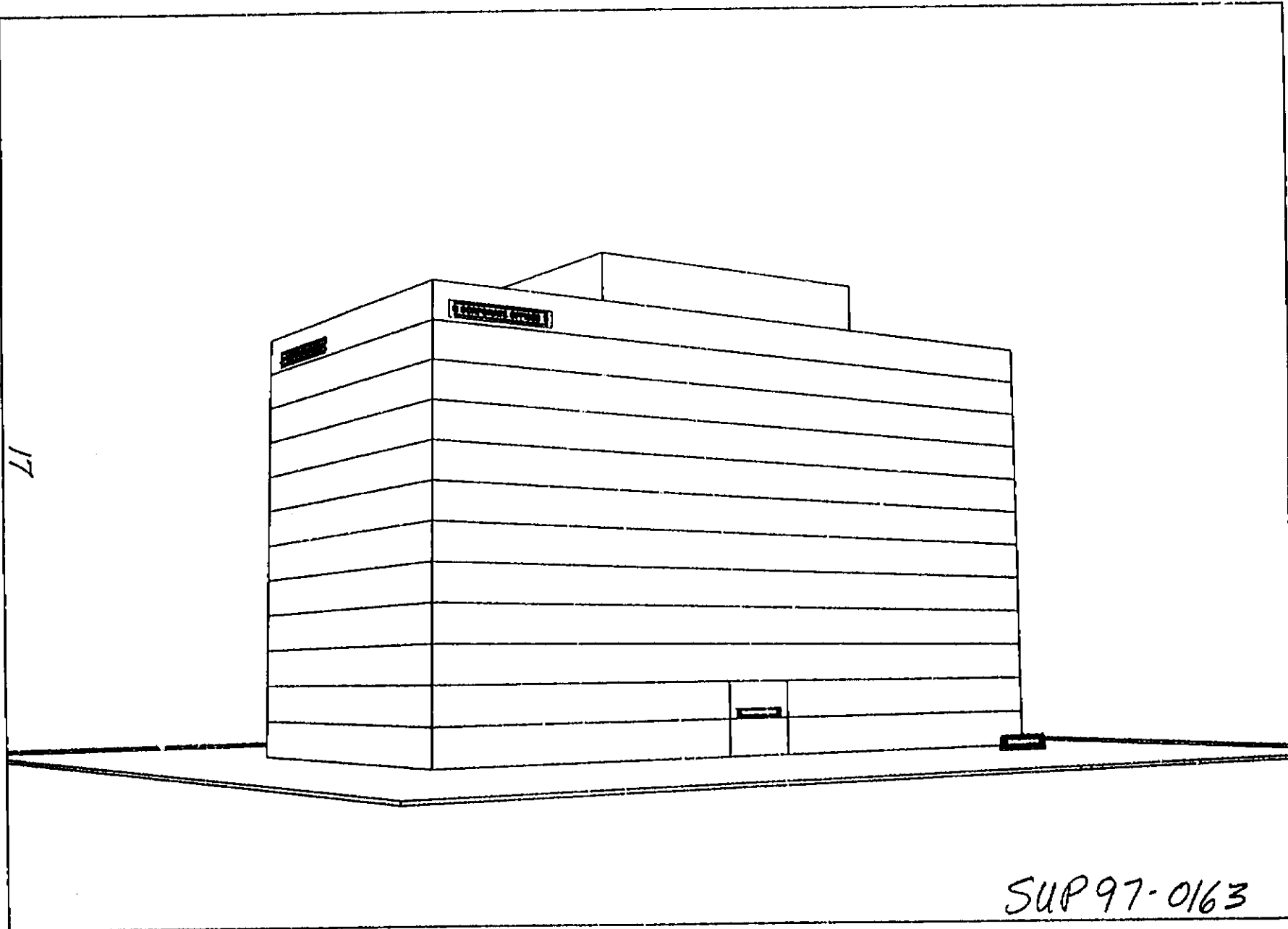


**HOFFMAN CENTER SIGNAGE**  
FREESTANDING INFORMATIONAL/DIRECTIONAL SIGN

**DAVIS, CARTER, SCOTT**  
PERSPECTIVE

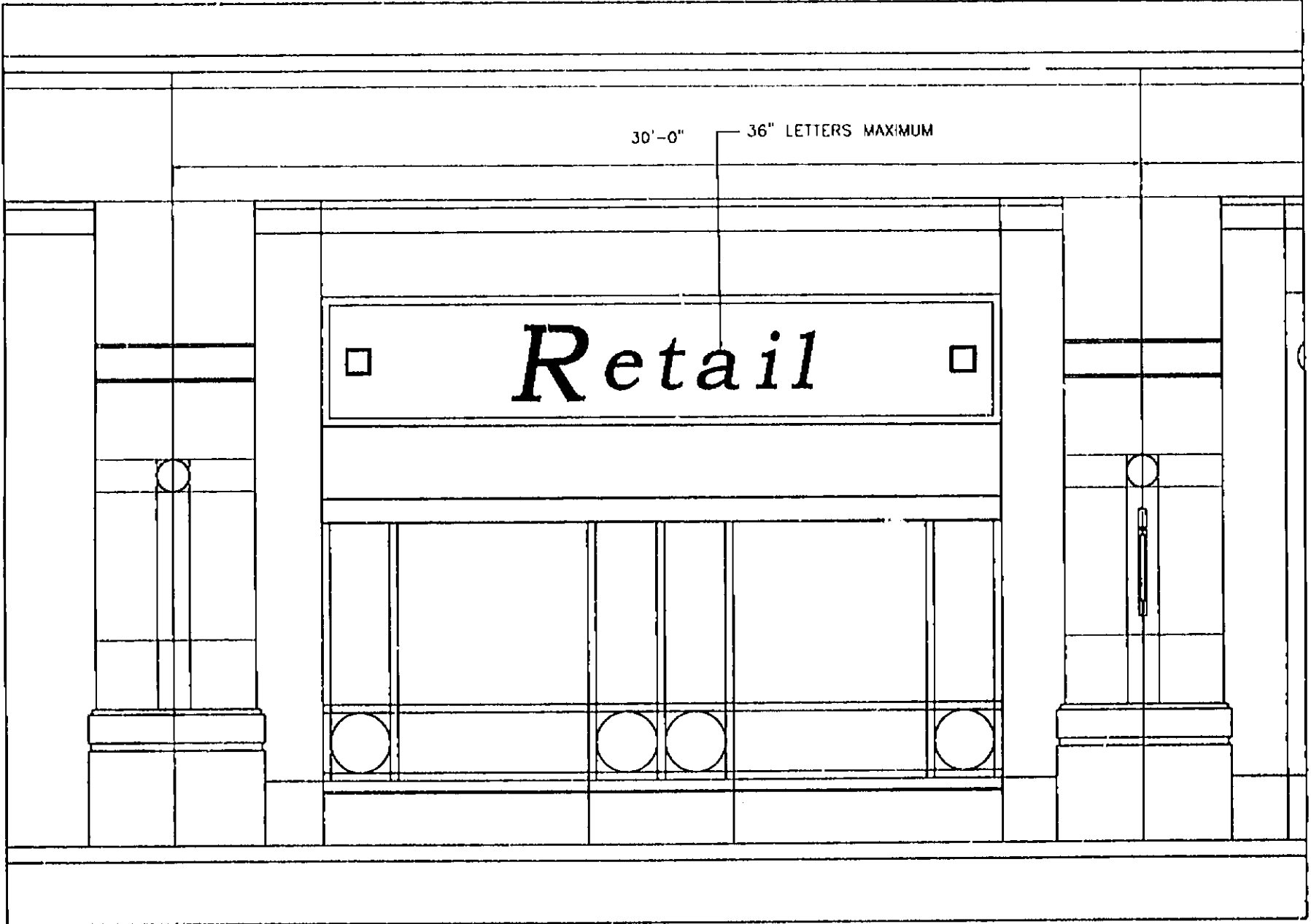


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**HOFFMAN CENTER SIGNAGE**  
BUILDING SIGNAGE LOCATIONS

**DAVIS, CARTER, SCOTT**  
PERSPECTIVE



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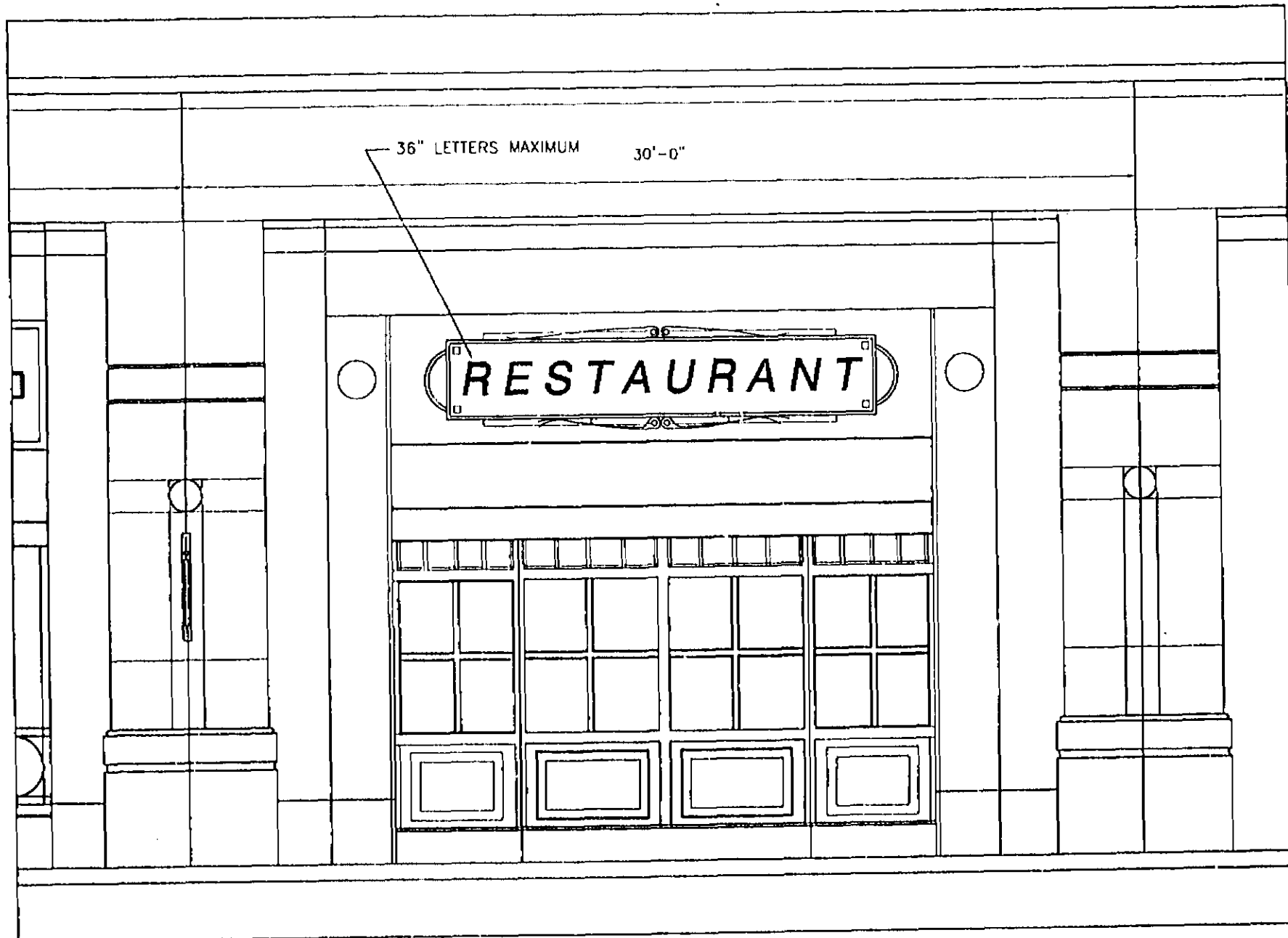
**HOFFMAN CENTER SIGNAGE**  
BUILDING SIGNAGE

REQUEST 1.5 SQ. FT. OF SIGNAGE  
PER LINEAR FOOT OF BUILDING FRONTAGE

**DAVIS, CARTER, SCOTT**  
1/4"=1'-0"

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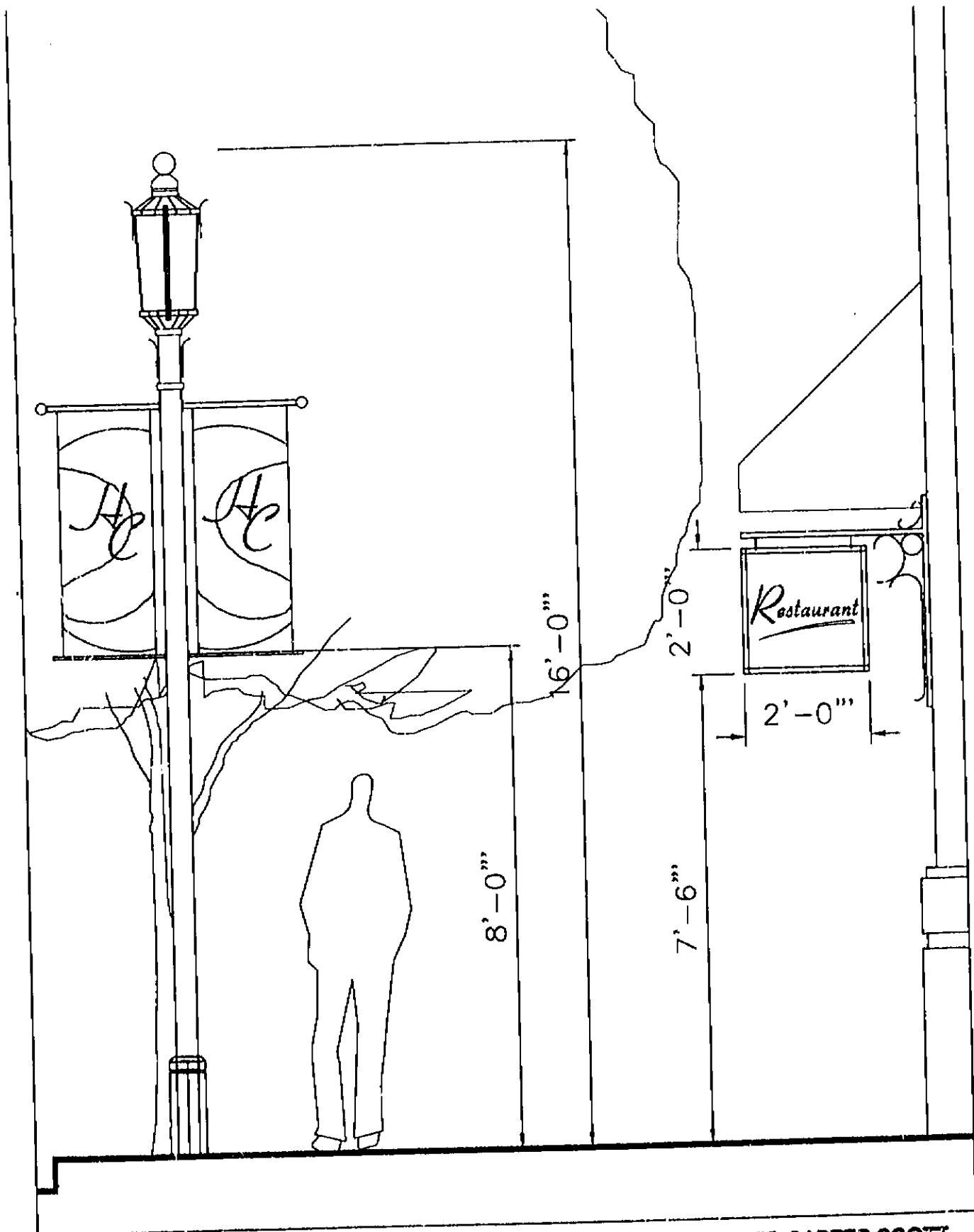


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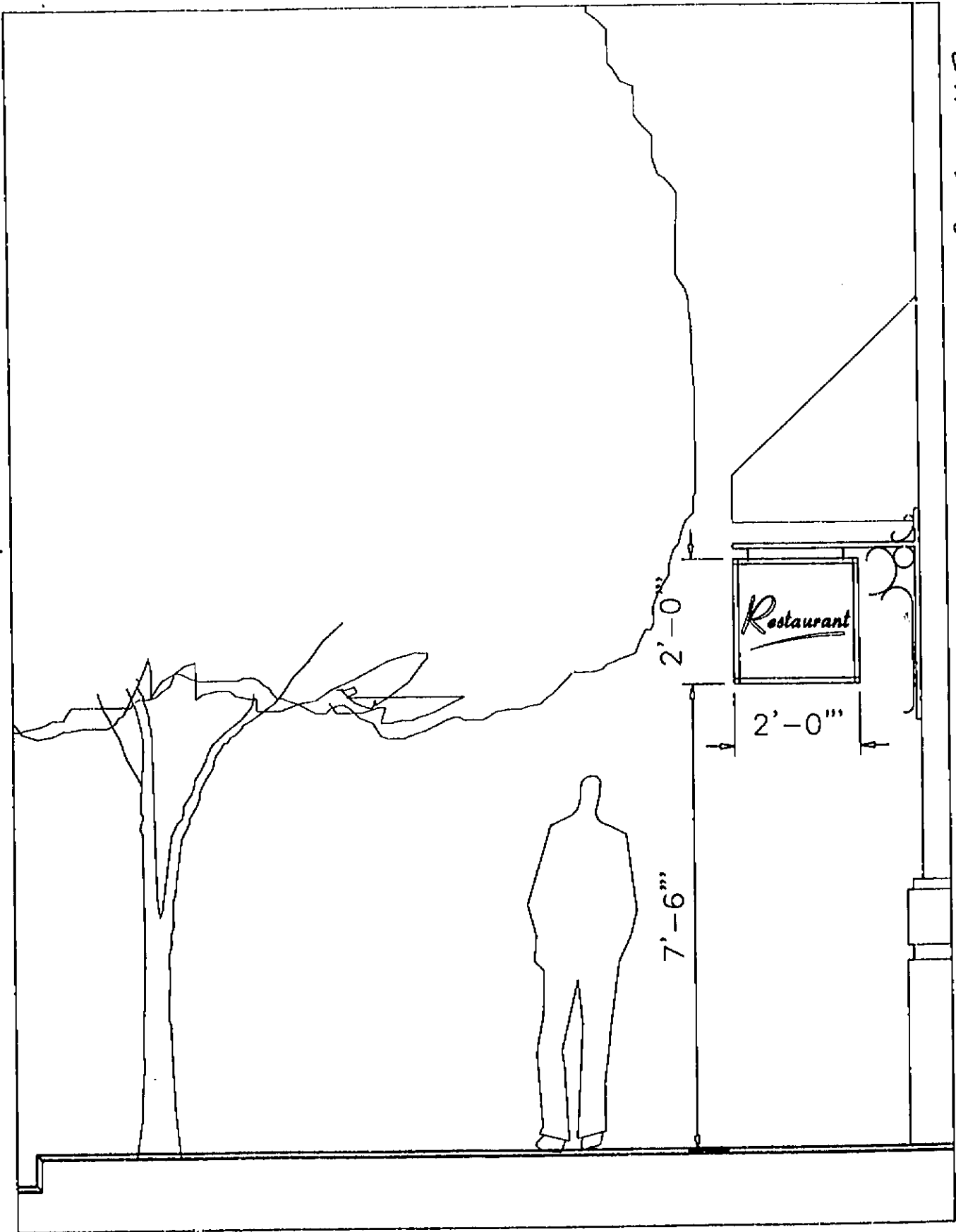
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**HOFFMAN CENTER SIGNAGE**  
 BLADE SIGN, STREET LIGHTING & BANNERS

**DAVIS, CARTER, SCOTT**  
 PERSPECTIVE



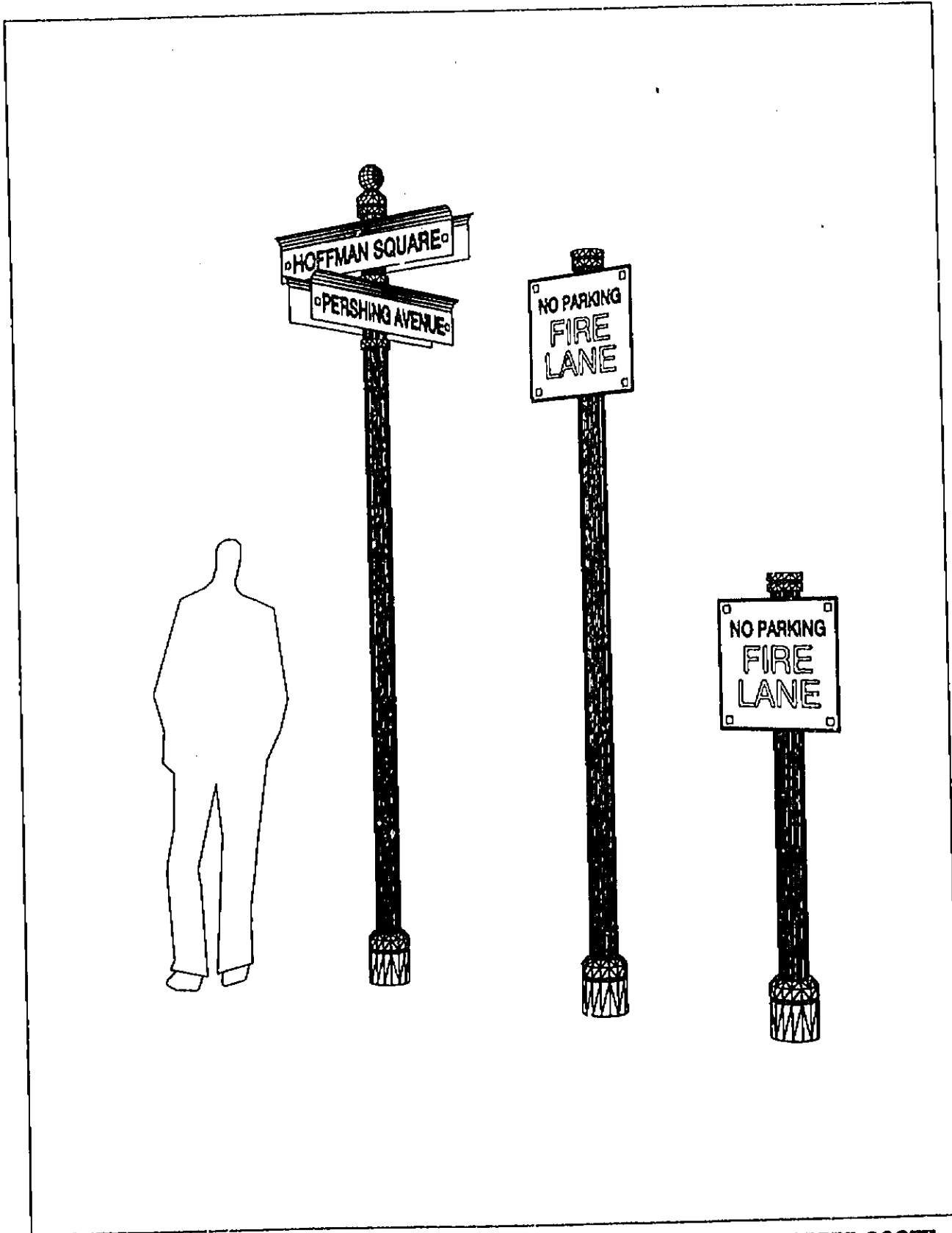
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HOFFMAN CENTER SIGNAGE  
BLADE SIGN, STREET LIGHTING & BANNERS

DAVIS, CARTER, SCOTT  
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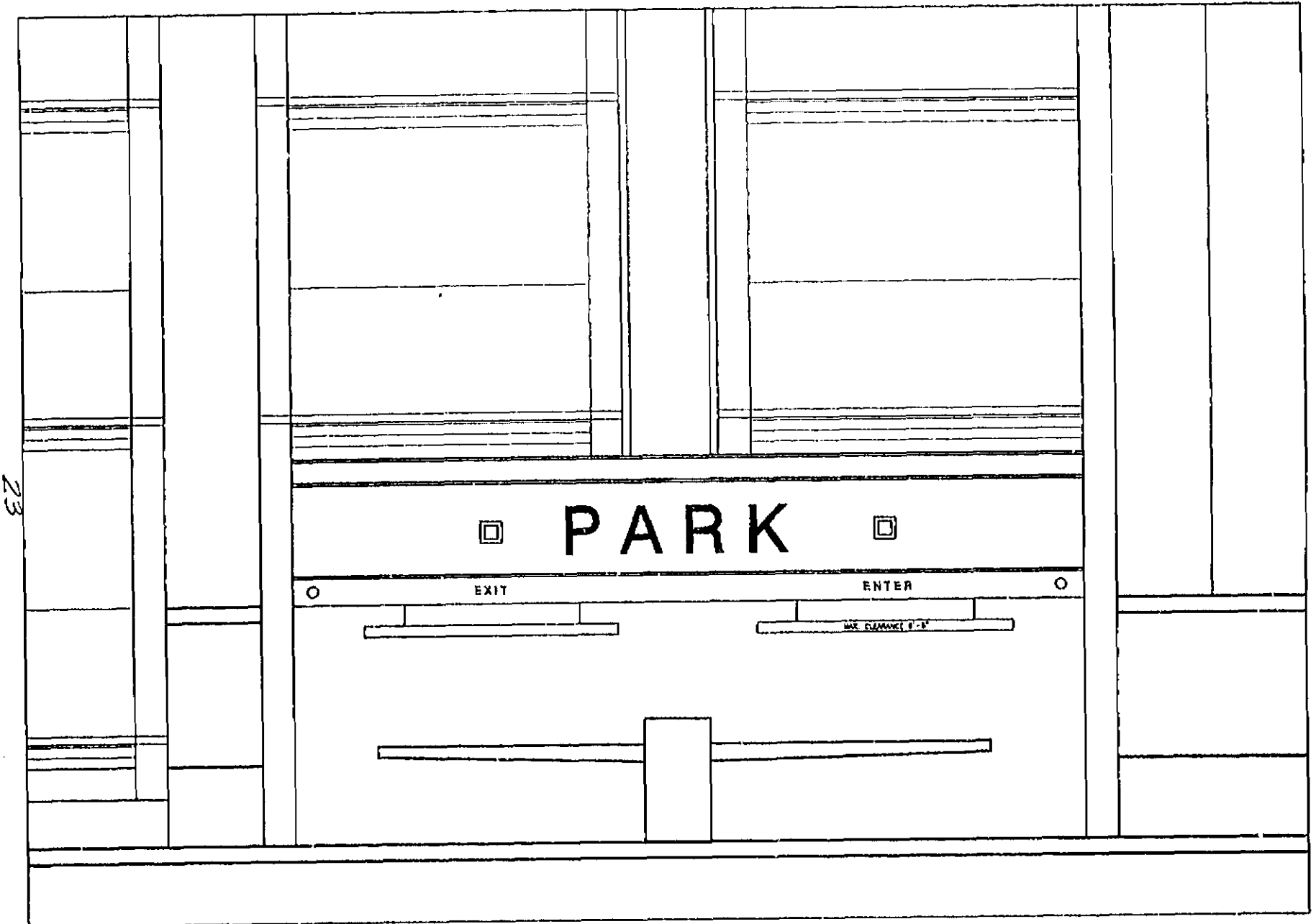
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HOFFMAN CENTER SIGNAGE  
STREET SIGNS

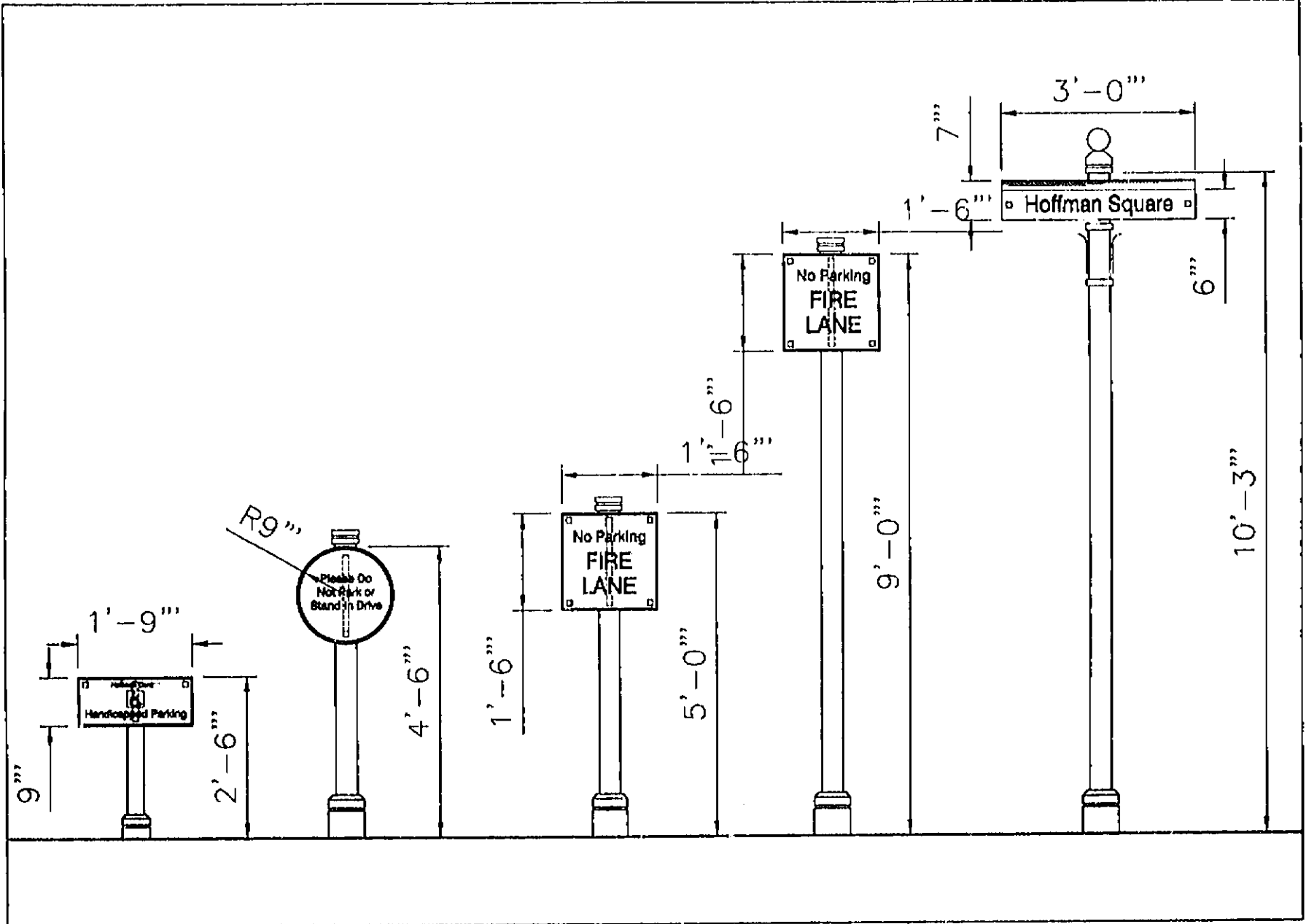
DAVIS, CARTER, SCOTT  
PERSPECTIVE

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HOFFMAN CENTER SIGNAGE  
PARKING STRUCTURE SIGN

DAVIS, CARTER, SCOTT  
SUP 97-0163 <sup>1/4"</sup>=1'-0"



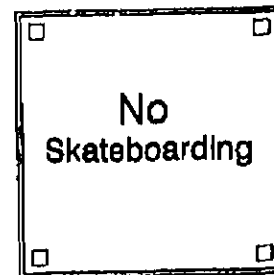
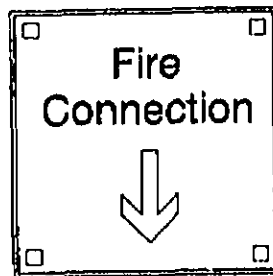
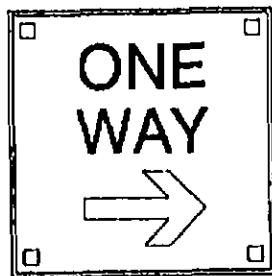
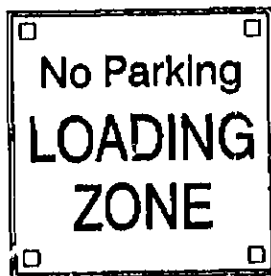
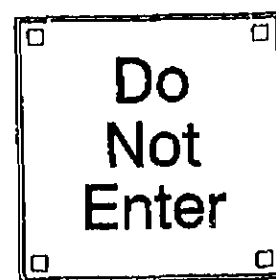
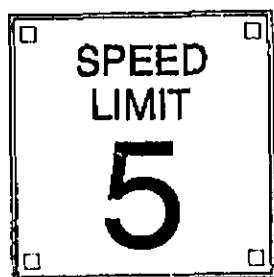
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HOFFMAN CENTER SIGNAGE  
STREET SIGNS

DAVIS, CARTER, SCOTT  
1/2" = 1'-0"

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HOFFMAN CENTER SIGNAGE  
STREET SIGNS

DAVIS, CARTER, SCOTT  
1"=1'-0"

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HOFFMAN CENTER SIGNAGE  
STREET SIGNS

DAVIS, CARTER, SCOTT  
1"=1'-0"  
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