



## **McLean Citizens Association Resolution**

### **Tysons LW Hotel Associates, L.P. (CSP 2011-PR-011-03) Tax Map 30-3 ((28)) D3**

**July 1, 2020**

**Whereas**, on or about March 11, 2020, Tysons LW Hotel Associates, L.P. (“Applicant”) originally filed an application (CSP 2011-PR-011-03) seeking approval of a Comprehensive Sign Plan (“Original Sign Plan”) for exterior signs on a mixed use, seven-story building, (the “Building”) and comprised primarily of the Archer Hotel (“Hotel Space”) with accessory ground floor retail space (“Retail Space”) and restaurant space (“Restaurant Space”); and

**Whereas**, the Building, located at 7599 Colshire Drive, Tysons, Virginia 22102, is a part of the Scotts Run Station South development and has been rezoned to be a part of the Planned Tysons Urban District (RZ 2011-PR-011); and

**Whereas**, on or about May 21, 2020, the Applicant submitted a Revised Sign Plan (“Revised Sign Plan”), which among other thing, (i) increased the number of proposed signs to the Building from 10 to 14 and the total proposed sign area from 1,011 square feet to 1,054 square feet; and

**Whereas**, pursuant to Article 12 of the Fairfax County Zoning Ordinance (“Sign Ordinance”), Applicant is only permitted to install five exterior signs on the Building with a total signage area of 790.5 square feet; and

**Whereas**, with respect to the Hotel Space, the Revised Sign Plan (i) states that the Hotel Space has linear street frontage along each of Colshire Drive and Chain Bridge Road which would permit 314 square feet of signage under the Sign Ordinance, and (ii) proposes, for the Hotel Space, installation of seven signs for a total of 746 square feet of signage area, as follows:

Sign Designation in Revised Sign Plan	Proposed Sign Square Footage	Sign Class	Building Frontage Location
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A	168	Class 1	Colshire Drive
B	90	Class 2	Colshire Drive
C	60	Class 3	Colshire Drive
H	168	Class 1	Chain Bridge Road
J	168	Class 1	Southwest Building side facing the Metro Kiss & Ride parking Lot (“K&R Lot Side”)
L	90	Class 3	Northwest Building side facing an alley (“Alley Side”)
M, N or O	2	Address	Colshire Drive

**Whereas**, with respect to the Retail Space, the Revised Sign Plan (i) states that the Retail Space has linear street frontage along Colshire Drive which would permit 142 square feet of signage under the Sign Ordinance, and (ii) proposes, for the Retail Space, installation of three signs with 202 square foot of signage area, as follows:

Sign Designation in Revised Sign Plan	Proposed Sign Square Footage	Sign Class	Building Frontage Location
F	100	Class 5	Colshire Drive
G	100	Class 5	K&R Lot Side
M, N or O	2	Address	Colshire Drive

**Whereas**, with respect to the Restaurant Space, the Revised Sign Plan (i) states the Restaurant Space has linear street frontage along each of Colshire Drive and Chain Bridge Road which would permit 301 square feet of signage under the Sign Ordinance, and (ii) proposes, for the Retail Space, installation of four signs with 106 square foot, as follows:

Sign Designation in Revised Sign Plan	Proposed Sign Square Footage	Sign Class	Building Frontage Location
D	40	Class 4	Colshire Drive
E	40	Class 4	Chain Bridge Road
K	24	BS-1	Alley Side
M, N or O	2	Address	Chain Bridge Road

**Whereas**, the Applicant is seeking approval for signage for all sides of the Building, admitting that the Sign Ordinance only permits Applicant to install five exterior signs on the Building with a total signage area of 790.5 square feet, but proposing it should have the right to install fourteen signs (almost a 300% increase above the Sign Ordinance allowance) and 1,054 square feet of signage area (approximately a 30% increase above the Sign Ordinance allowance); and

**Whereas**, the Applicant states in its Application that it seeks approval for such large deviations from the Sign Ordinance to enhance the identity, visual identification and image of the Hotel Space, the Retail Space and the Restaurant Space; and

**Whereas**, the Applicant states in its Application that these requested large deviations for more and larger signs utilize the Sign Ordinance as merely a guideline; and

**Whereas**, Section 12.104 of the Sign Ordinances makes clear that the Sign Ordinance is not a mere guideline, but rather all signs must comply with the Sign Ordinance, and

**Whereas**, Section 12.304 of the Sign Ordinance requires that deviations from the limitations set forth in the Sign Ordinance require an applicant to explain how the deviations are justified for the specific location and the specific use for which the applicant is seeking approval, and

**Whereas**, for purposes of a Section 12.304 location analysis, the Building is surrounded on three sides by office or commercial buildings, and is not adjacent to or facing any residential communities; and

**Whereas**, that deviations from the Sign Ordinance, especially such large deviations from the Sign Ordinance as are sought in this Application, should not be granted, except where proposed deviations are essential to support a particular use and location; and, at the same time, are compatible with overall community appearance considerations;

**Whereas**, the Applicant has not otherwise provided sufficient justification for such large deviations from the Sign Ordinance as are sought in this Application, other than essentially a rationale for all signage and that more and larger signs are better to more easily identify the contemplated hotel and restaurant uses; and

**Whereas**, community appearance considerations include avoiding a cluster or row of illuminated signs at the entrance to Colshire Drive and Route 123.

**Now therefore be it resolved**, that the McLean Citizens Association (“MCA”) does not support the Tysons LW Hotel Associates, L.P. CSP 2011-PR-011-03, but instead requests a changed or re-submitted application which will reduce the proposed excessive deviations from the Sign Ordinance, including consideration by the applicant of each of the following, or a combination of some or all of the following changes to the application:

- a) Remove one sign for the Hotel Space designated as Sign A in the Revised Sign Plan, thereby maintaining three signs on Colshire Drive for the Hotel Use and reducing the signage area for the Hotel Use by 168 square feet;
- b) Remove the two signs located on the Alley Side designated as Signs K and L, thereby reducing the signage area by 114 square feet (90 of which applies to the Hotel Space); and
- c) Remove (or reduce in size) the two signs located on the K&R Side designated as Signs G and J, thereby reducing the signage area by 268 square feet noting in particular the desirability from an overall community appearance consideration of

eliminating Signs G and J, two 168 square feet signs facing the McLean Metro Station.

*Approved by the MCA Board of Directors*

*July 1, 2020*

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McLean Citizens Association, P.O. Box 273, McLean, Virginia 22101

Cc: Dalia Palchik, Providence District Supervisor  
John Foust, Dranesville District Supervisor  
Phillip A. Niedzielski-Eichner, Providence District Planning Commissioner  
John Ulfelder, Dranesville Planning Commissioner  
Clerk, to the Board of Supervisors  
Clerk, Fairfax County Planning Commission  
Mike Wing, Providence District Supervisor's Staff  
Ben Wiles, Dranesville District Supervisor's Staff  
Director, Fairfax County Department of Planning and Development  
Alexis Robinson, Fairfax County Department of Planning and Development  
Lynn J. Strobel, Walsh Colucci Lubeley & Walsh PC