

**SITE PLAN REVIEW COMMITTEE
MEETING AGENDA**

DATE: Monday, March 2, 2020
TIME: 7:00-9:00 p.m.
PLACE: Ellen Bozman Government Center
2100 Clarendon Boulevard, Ground Floor
Cherry/Dogwood Conference Rooms
Arlington, VA 22201

SPRC STAFF COORDINATOR: Courtney Badger, 703-228-3525

Item: WETA (SP #106-3) **7:00-9:00 p.m.**
3939 Campbell Avenue (RPC # 29-023-005)
Planning Commission and County Board meetings to be determined.
Peter Schulz (CPHD Staff)

The Site Plan Review Committee (SPRC) is comprised of Planning Commission members, representatives from other relevant commissions and several appointed citizens. The SPRC reviews all site plans and major site plan amendments requests, which are submitted to the County Board and the Planning Commission for consideration. The major responsibilities of the SPRC are the following:

1. Review site plan or major site plan amendment requests in detail.
2. Advise the Planning Commission by recommending the appropriate action in regard to a specific plan and any conditions, which it might determine to be necessary or appropriate.
3. Provide a forum by which interested citizens, civic associations and neighborhood conservation committees can review and comment on a particular plan, or the effects that the proposed project might have on the neighborhood.

In order to save copying costs, staff has selectively chosen the reduced drawings to be included in this package. The complete full size drawings are available for on the project webpage:
<https://projects.arlingtonva.us/projects/3939-campbell-ave/>.

For more information on the Arlington County Planning Commission, go to their web site
<http://commissions.arlingtonva.us/planning-commission/>

For more information on the Site Plan public review process, go to the Arlington County Planning Division's web site on Private Development
<http://projects.arlingtonva.us/private-development/>

To view the current Site Plan Review Committee schedule, go to the web site
<http://commissions.arlingtonva.us/planning-commission/sprc/>

ITEM 1
WETA (SP #106-3)
3939 Campbell Avenue (RPC # 29-023-005)
Devanshi Patel, SPRC Chair
Elizabeth Gearin, SPRC Co-Chair

SPRC Agenda: March 2, 2020

- 1) Informational Presentations
 - a. Background (Staff)
 - i. Land use and zoning
 1. Relationship of site plan request to GLUP and other Comprehensive Plan elements, relevant adopted plans, policies and guidelines
 2. Relationship of project to existing zoning
 - a. Special site designations (PDSP)
 - b. Requested bonus density
 - c. Requested modification of use regulations
 - b. Overview of site plan proposal (Applicant)
- 2) Architecture of Addition
 - a. Materials
 - b. Relationship to existing building
- 3) Transportation
 - a. Automobile and bicycle parking
 - i. Storage and locker facilities
 - b. Shuttle
- 4) Environmental Sustainability
 - a. Sustainable building design
 - b. Green Roof
 - c. Open Space
- 5) Construction issues
 - a. Phasing
 - b. Vehicle staging, parking, routing
 - c. Community liaison
- 6) Next Steps (staff)

Applicant Information:**Applicant**

WETA
3939 Campbell Ave
Arlington, VA 22206
Jason Daisey
703-998-2600
jdaisey@weta.org

Attorney

Bean Kinney & Korman
2311 Wilson Blvd., Ste. 500.
Arlington VA 22201
Matt Roberts, Esq.
(703) 525-4000
mroberts@beankinney.com

Architect

STUDIOS Architecture
1625 M ST NW
WDC 20036
Ashton Allan
202-736-5900
aallan@studios.com

Engineer

Wiles Mensch
11860 Sunrise Valley Dr., Ste 200
Reston VA 20191
Marcelo Lopez
703-391-7600
mlopez@wilesmensch.com

Landscape Architect

Wiles Mensch
11860 Sunrise Valley Dr., Ste
200
Reston VA 20191
Craig Atkins
703-391-7600
catkins@wilesmensch.com

Traffic Consultant

Wells and Associates
11220 Assett Loop, Ste 202
Manassas VA 20109
Kevin Fellin
703-365-9262
krfellin@wellsandassociates.
m

BACKGROUND: The subject site is the headquarters of WETA-TV. The current building is six (6) stories with 85,898 square feet of entirely office gross floor area, with an above-grade parking garage for 298 vehicles. The site plan for the existing building was approved by the County Board in 1987 (and amended in 1994, 1997, 2001 and 2003) and the building was constructed in 1989. In 2001, the County Board approved a site plan amendment to convert all ground floor retail use to office use. The existing building is entirely devoted to, and is proposed to remain devoted to, office use for WETA-TV.

The subject site is a part of the [Shirlington Phased Development Site Plan \(PDSP\)](#), and is in the portion of the PDSP that was approved by the County Board in 1982. As a result, the site is not subject to the *Shirlington Design Book*, that was adopted with the westward expansion of the Shirlington PDSP approved by the Board in 2000.

The applicant proposed to construct a four-story addition between the building and the parking garage. The proposed addition will be 17,150 square feet and is designed to accommodate the studios for *PBS Newshour*, which are currently located on 27th Street South in Green Valley. The Green Valley site is in the future expansion area for Jennie Dean Park and are proposed to be demolished when the new studios are complete. Up to 130 employees will also relocate from Green Valley to Shirlington.

The proposed expansion of WETA's Shirlington headquarters to accommodate a new studio is consistent with a scenario set forth in a signed [letter of intent](#) (LOI), involving Arlington County's real estate and economic development incentives for WETA. Due to the background and terms of the LOI, this amendment request is being considered separately from the

Shirlington Special GLUP Study Plus study area. Furthermore, the proposed site plan amendment for WETA does not require a change to the General Land Use Plan nor require a change to the site's "C-O-1.5" zoning category.



Figure 1--Courtesy applicant

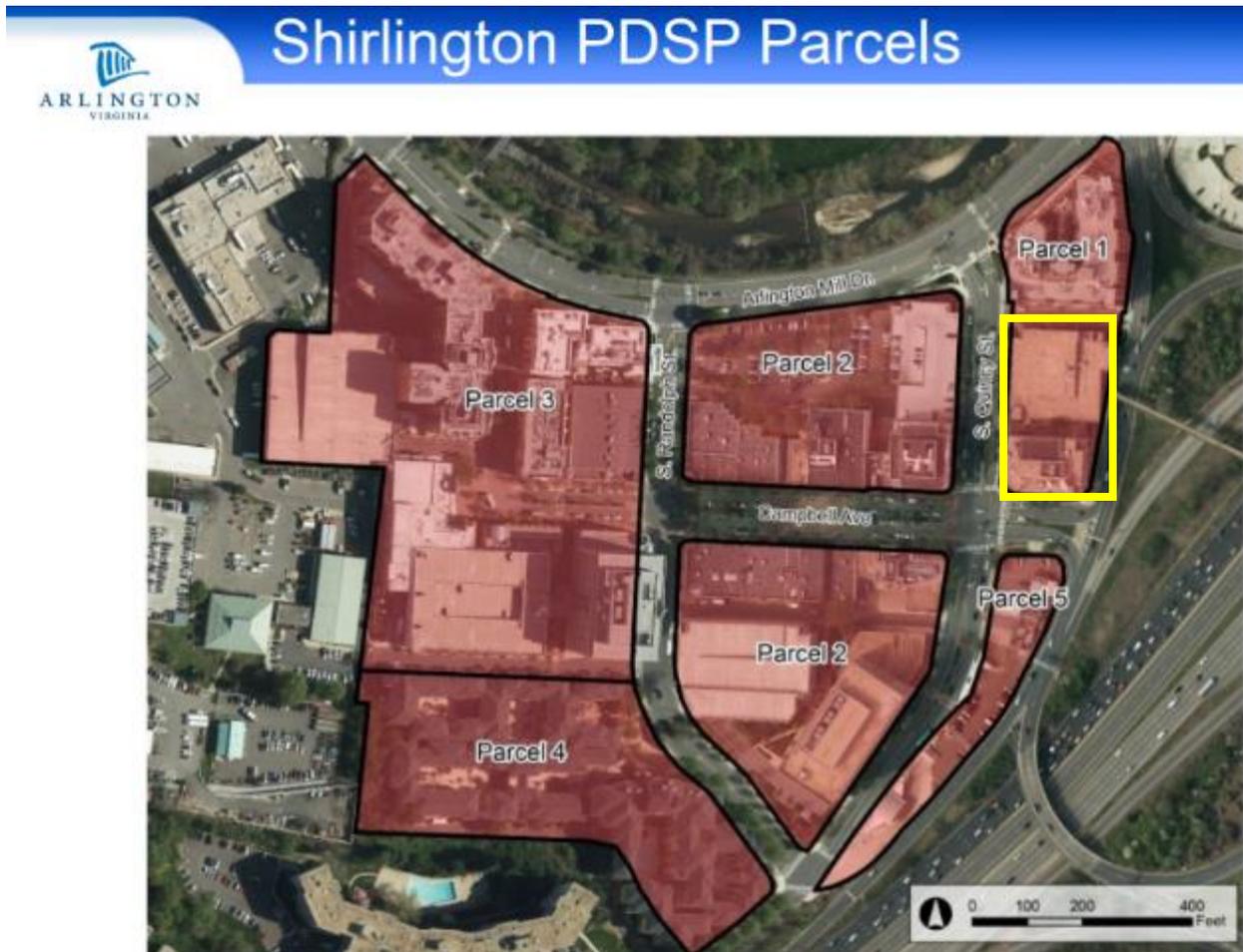


Figure 2

The following provides additional information about the site and location:

Site: The site is approximately 59,000 square feet and is located on the north side of Campbell Avenue, Shirlington Circle on the east, South Quincy Street on the west, and the IO Piazza apartments on the north.

Zoning: “C-O-1.5”, Mixed-Use District.

General Land Use Plan Designation: “Low” Office-Apartment-Hotel. (up to 1.5 F.A.R. office use, up to 72 units/acre apartment density, and up to 110 units/acre hotel density).

Neighborhood: The subject site is in the Shirlington Civic Association area.

DISCUSSION: The applicant proposes to construct a four-story ~17,000 square foot addition to the existing WETA headquarters building. The applicant is requesting bonus density for the addition under Arlington County Zoning Ordinance Section 15.5.9.D. The existing physical

layout parking garage will not be affected, and the total number, location, and sizes of parking spaces will remain. The applicant is only proposing a modification to the required office parking ratio, due to the addition of office gross floor area to the existing building.

Proposed Development: The following table provides the development potential and the preliminary statistical summary for the requested site plan amendment:

Site Area:	DENSITY ALLOWED/TYPICAL USE	MAXIMUM DEVELOPMENT
“C-O-1.5” By-Right	One-family dwellings: one Unit per 6,000 s.f. of lot area; All Other uses: 0.6 FAR	One-family dwellings: 9 units All other uses: 35,156 s.f. of GFA
“C-O-1.5” Site Plan	Uses assigned by Shirlington PDSP	Multi-family: 0 units Office: 85,895 s.f. of GFA

SP #106-3, WETA	
SITE AREA	58,594 s.f. (1.3 acres)
Density	
Existing GFA	88,045 s.f.
Proposed Office GFA	105,195 s.f.
Proposed Retail GFA	N/A
Proposed Exclusions	<i>None</i>
Proposed bonus density (included in above calculations)	17,150 s.f.
Total Proposed Gross GFA	105,195 s.f.
Max. Permitted Base Office Density allocated by PDSP	85,895 s.f.
Building Height	
Average Site Elevation Above Sea Level	65.3 feet
Main Roof Elevation Above Average Site Elevation (addition only)	124'
Penthouse Roof Elevation Above Average Site Elevation (addition only)	130'
Main Roof Elevation Above Sea Level (addition only)	59'
Penthouse Roof Elevation Above Sea Level (addition only)	65'
Penthouse Height (addition only)	6 feet (est.)
Number of Stories (addition only)	4 stories
Max. Permitted Bldg. Height by existing site plan approval	6 stories
Parking	

SP #106-3, WETA	
Office Spaces ¹	298
Standard Spaces	177
Compact Spaces	112
Handicapped spaces	9
Total Number of Spaces	298
Proposed Parking Ratio	1 sp/346 s.f. of GFA
Existing and proposed Compact Ratio	37.6%
“C-O-1.5” Required Office Parking Ratio	1 sp/ 250 sq. ft. of GFA on the first floor; Plus 1 per 300 sq. ft. of floor area located in the basement or on the 2nd through 5th floors, plus 1 per 400 sq. ft. of floor area located above the fifth floor
“C-O-1.5” Required Office Parking	345 spaces
Maximum permitted compact ratio	15%
Green Building	
LEED	35 points

Adopted Plans and Policies: The following regulations, plans, and guiding documents are applicable to development on this site (in order of most general guidance to the most specific):

- *General Land Use Plan (GLUP)*;
- “C-O-1.5” Zoning Ordinance Regulations.
- Shirlington Phased Development Site Plan

GLUP: The entire Shirlington PDSP, including this site, is designated for “Low” Office-Apartment-Hotel, which permits a mix of office, retail, residential and hotel uses.

Zoning: The “C-O-1.5” zoning district covers the entire Shirlington PDSP. The zoning permits mixed uses, including office uses at a density of up to 1.5 FAR. Under a Phased Development Site plan, maximum permitted density is calculated over the entire area covered by the PDSP, and not on individual sites. Therefore, individual sites may exceed the maximum permitted FAR.

Shirlington Phased Development Site Plan: The approved Shirlington PDSP allocates density and uses throughout the PDSP area. The PDSP allocates to the site 85,895 square feet of gross floor area for office uses, which is approximately the size of the exiting WETA building.²

Density and Uses: The existing office building is 85,895 square feet and is entirely devoted to

¹ The applicant is only requesting a modification to the office parking ratio, due to the addition of office Gross Floor Area to the existing building. The applicant is not proposing any modifications to the existing parking layout, which was approved by previous County Board actions.

² A recent survey of the building by the applicant indicates that the total constructed Gross Floor Area of the building is slightly larger than that approved by the County Board in 1987 and accounted for in the density allocation in the adopted Shirlington PDSP. The reason for this discrepancy is not known.

office use. Because the Shirlington PDSP has reached its maximum density permitted under the C-O-1.5 zoning regulations, the applicant is requesting bonus density for the proposed addition through Arlington County Zoning Ordinance Section 15.5.9.D:

“On sites where the County Board has determined there are other public priorities identified in the Arlington County Comprehensive Plan or other adopted County Board plans and policies, the County Board may permit additional density above the amount specified for site plan development in the zoning district regulations.”



Figure 3--S. Quincy Street facade, courtesy applicant

Building Architecture: The proposed 4-story addition will be placed between the existing above ground parking garage and the existing building. The materials will largely match the color, material, and fenestration of the existing building. The predominant material will be terra cotta. The new television studio will be located on the ground floor; however, the ground floor will provide transparent windows. The applicant is currently exploring options to activate the area with, among other possibilities, a video screen.

Transportation: The site, on South Quincy Street near Campbell Avenue, is in the neighborhood known as Shirlington, at the southern tip of Arlington County. The project location is approximately 0.1 mile from the Shirlington transit center, where almost all transit service for Shirlington is located.

Streets and Sidewalks: South Quincy Street is identified in the Arlington County Master Transportation Plan (MTP) as a ‘Type A’ arterial street. This street typology is defined as having two to four travel lanes (plus turn lane or lanes), no median, a travel speed of 20-25 mph, frequent transit service, bike lane (or shared lane), on-street parking, and 10-16 ft. sidewalks, including a 6-foot street furniture zone or tree pits.

Notwithstanding the definition of this street type, South Quincy Street in this vicinity has two 11' travel lanes (one northbound and one southbound), an 8' parking lane on each side of the street, a 5' bike lane in each direction, and a 16' center median, with a southbound center left turn lane at Campbell Avenue. The streetscape on the east (project) side of South Quincy Street includes a 13' sidewalk and 5' tree pits.

Additionally, within the site itself, there is a galleria or arcade of sorts: walking up five or six steps from the Quincy Street sidewalk, one encounters a covered sidewalk alongside the WETA property, external to the building. While there are windows, there are no shops or restaurants in the building to otherwise entice anyone to walk on this gallery level.

The applicant is proposing no changes to the streets or sidewalks surrounding the site.

Trip Generation:

The following two (2) key study intersections were selected based on their immediate vicinity to the WETA headquarters building:

- South Arlington Mill Drive/South Quincy Street
- Campbell Avenue/South Quincy Street

Since the Production Center's broadcast of the PBS Newshour ends at the end of the PM peak period (7 PM) with employees departing sometime thereafter, the evaluated trip generation as applied to the peak hour on the adjacent street is as follows:

- 59 weekday AM peak hour trips (49 inbound, 10 outbound)
- 0 weekday PM peak hour trips (0 inbound, 0 outbound)

Site Access and Circulation. Vehicular access to the future WETA Production Center will be directly oriented to WETA's headquarters parking garage located on the north side of the headquarters building.

The regional direction of approach to the WETA Production Center was assumed as follows:

- 30%: To/from the North Arlington area via South Shirlington Road
- 30%: To/from the District of Columbia via I-395 (north)
- 30%: To/from the City of Alexandria via Route 7 (east)/I-395 (south)/North Quaker Lane
- 8%: To/from the west via South Arlington Mill Drive/South Four Mile Drive/Route 7 (west)
- 2%: To/from the south via South Quincy Street/31 Street South

Level of Service and Queuing:

Level of Service Results. The future intersection level of service results are described below.

Intersection #1 - South Arlington Mill Drive/South Quincy Street: All the traffic movements at this unsignalized study intersection would continue to operate at acceptable LOS "C" or better during the weekday AM and PM peak hours consistent with existing conditions.

Intersection #2 - Campbell Avenue/South Quincy Street: Overall the traffic movements at this signalized study intersection would continue to operate at an acceptable LOS "B" during the weekday AM and PM peak hours consistent with existing conditions.

Queuing Results. Consistent with existing conditions the future queues do not exceed the available turn lane storage at the two (2) study intersections.

Transit Service

The WETA headquarters building is in proximity (± 700 ft.) to the Shirlington Transit Center that currently serves the following nine (9) bus lines:

MetroBus:

Lincolnia-North Fairlington Line (7A, F, Y)

Park Center-Pentagon Line (7C)

Barcroft-South Fairlington Line (22A)

McLean-Crystal City Line (23A, B, T)

Arlington Transit (ART):

Rock Spring-Ballston-Shirlington Line (72)

Wakefield H.S.-Carlin Springs Rd-Ballston Line (75)

Shirlington-Lyon Park-Court House Line (77)

Pentagon Metro-Army Navy Drive-Shirlington Line (87)

Alexandria Transit Company – DASH

Mark Center/Potomac Yard (AT9)

Pedestrian Facilities

Placed as it is within the confines of the pedestrian enclave of Shirlington, the WETA site can take advantage of numerous pedestrian facilities in the immediate vicinity. Additionally, various pedestrian facilities are currently available for non-auto modes of travel including the Four Mile Run Trail, I-395 pedestrian bridge, sidewalks, and marked crosswalks. Sidewalks also provide immediate and convenient access to the nearby amenities of Shirlington. Specifically, marked crosswalks are present at the following locations:

- South Arlington Mill Drive/South Quincy Street (south and east legs)
- South Quincy Street/Alley Street (east leg)
- South Quincy Street/Campbell Avenue (all legs, signal controlled)
- South Arlington Mill Drive/Campbell Avenue (north, east, and west, signal controlled)
- South Randolph Street/Campbell Avenue (all legs)

Four Mile Run Trail. The Four Mile Run Trail runs along the north side of South Arlington Mill Drive in the vicinity of the WETA headquarters building. The Four Mile Run Trail is an approximate seven (7) mile paved bicycle/pedestrian facility that connects Falls Church to Washington National Airport. The Four Mile Run Trail currently provides WETA employees an easily accessible alternative to driving and/or public transportation and connects to the Washington and Old Dominion Railroad Trail (W&OD) (45-mile east-west trail) and the Mount Vernon Trail (17-mile north-south trail).

Bicycle Facilities

According to Arlington County's bicycle map, the following bicycle facilities are located within immediate proximity to the WETA headquarters building:

Bike lanes are provided on both sides of South Quincy Street

Capital Bikeshare Stations are located at the following locations:

- West side of South Quincy Street generally across from the Shirlington Transit Center
- South Arlington Mill Drive/Campbell Avenue intersection
- South side of Four Mile Run Drive where the W&OD Trail intersects with South Shirlington Road

The Shirlington Transit Center provides covered bicycle racks.

The nearby Four Mile Run Trail and W&OD Trail provide paved regional off-street bicycle connections throughout the County and beyond.

The applicant has 24 bicycle parking spaces in its existing garage (18 class I spaces and 6 class III spaces). It will renovate the garage to improve and relocate the spaces, but not increase the number of bicycle parking spaces. However, the minimum number of bicycle parking spaces is still being met.

Parking and Loading:

The parking garage contains 298 spaces, where 228 spaces are unreserved, 38 are reserved for WETA, and 32 spaces are reserved for the adjacent residential building to the north (Io Piazza). The WETA garage has a single driveway on its north side giving directly onto a two-way alley, an approximate 240-foot long east-west roadway between South Quincy Street and South Shirlington Road. The WETA headquarters parking garage located immediately to the north of the WETA headquarters building was evaluated as summarized below:

In October 2019, the applicant's consultant performed an occupancy analysis of the WETA-allocated spaces within the parking garage and found an occupancy rate of approximately 56% during the peak period (11:30 am), leaving approximately 113 vacant WETA spaces. At the same time, a travel demand survey was conducted, showing that approximately 86% of employees drive to work.

Based upon the planned relocation of approximately 100 WETA Production Center employees and consideration of current travel modes, there would be sufficient parking for the projected 100 relocated Production Center employees. If only 10 percent of the Production Center employees arrive by a non-Single Occupant Vehicle (SOV) mode, then there would be a parking demand of approximately 90 spaces that would be accommodated by the 113 vacant spaces measured during the peak demand period. Enhancing current transportation demand management programs for all WETA employees (headquarters and the Production Center) would further reduce current parking demands in the WETA garage.

Modification of Use Regulations:

Modification for Additional density: The applicant is requesting additional density of 17,150 square feet, the size of the proposed addition, above what is allocated and available to the site in

the Shirlington Phased Development Site Plan and the “C-O-1.5” zoning regulations. The applicant is basing the request on ACZO Section 15.5.9.D (excerpted above). As justification the application is stating that the proposed additional density will enable WETA to sell to the County its existing studios on 27th Street and ultimately relocate its studio operations to its expanded Shirlington headquarters, which will then enable the expansion and construction of Phase II of Jennie Dean park, as called for in the County Board’s approved [Four Mile Run Valley Area Plan](#) and [Jennie Dean Park Master Plan](#). Furthermore, the retention of WETA and the *PBS Newshour* studios in Arlington is an economic development priority for the County.

Modification of required parking ratio: The applicant requests a Zoning modification for the office parking ratio from one (1) space per 353 square feet of office gross floor area to one (1) space for every 346 square feet. No changes are proposed to the existing 298 parking spaces on site; the modification is requested because of the increase in the office gross floor area due to the addition. In the current site plan, the applicant is required to reserve 49 parking spaces on the entry level of the garage and 43 spaces on the second level and ramp to be used by the general public for personal automobiles, vans and small trucks, after 5:00 p.m. and until 2:30 a.m. on weekdays, and from 8:00 a.m. until to 2:30 a.m. on Saturdays, Sundays and Federal Holidays. The remaining spaces on the first and second levels are under under the full control of the Owner. WETA is also required to provide between 26 spaces for visitors to the IO Piazza site plan next door³. The applicant is not proposing to change the existing site plan conditions., and there are more than sufficient parking spaces to accommodate WETA’s needs and the requirements of the site plan conditions.

Site Plan Mitigation Includes:

The following Points of Discussion are identified by staff:

Architecture: Ground level garage exhaust vents.

Media Inquiries: Gina Wimpey (703-228-3252)

Applicant contacts: Matt Roberts mroberts@beankinney.com

SPRC Neighborhood Members:

Shirlington Civic Association

Planning Commissioners Assigned:

Devanshi Patel	Chair	
Elizabeth Gearin	Co-Chair	egearin@egearin.com

Staff Members:

Peter Schulz	CPHD Current Planning	(703) 228-0067	pschulz@arlingtonva.us
Dennis Sellin	DES Transportation	(703) 228-3000	dsellin@arlingtonva.us

³ Enshrined in Condition #49.A of the IO Piazza site plan approved in October 2003, and not in the site plan conditions for the WETA building.