
STAFF COMMENTS FOR PLANNING COMMISSION

MEETING DATE: December 7, 2016

SUBJECT: **SIGN-12513-2016**

TITLE: **Leidos Monument Sign**

REQUEST: **Monument Sign Letter Height Approval**

ADDRESS: 700 North Frederick Avenue

ZONE: MXD (Mixed Use Development)

APPLICANT: Frank Cavanagh

CONTRACTOR: Ark Sign Services

Occupant: Leidos Innovations Corporation

STAFF LIAISON: Caroline Seiden, Planner

Enclosures:

Staff Comments and Location Map
Exhibits

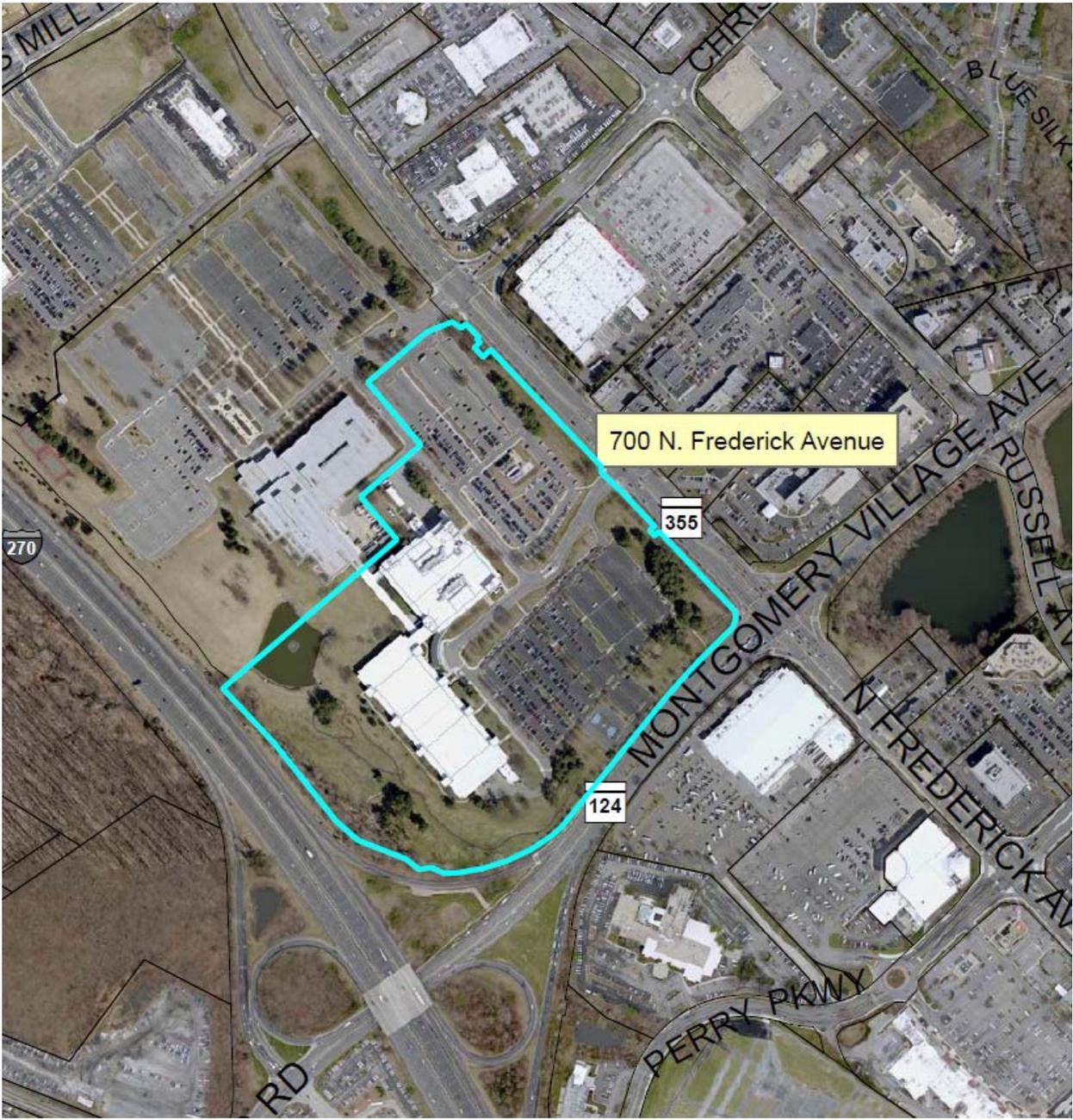
Exhibit 1: Sign Permit Application

Exhibit 2: Sign Location Plan

Exhibit 3: Proposed Sign

Exhibit 4: Owner Authorization

Exhibit 5: Applicant Letter Requesting Letter Height Adjustment



Location Map

STAFF COMMENTS

I. BACKGROUND:

A sign permit application has been submitted (SIGN-12513-2016) requesting the approval of a monument sign. The subject property is zoned MXD (Mixed Use Development) and is located at 700 North Frederick Avenue, formerly Lockheed Martin Information and Global Systems. Earlier this year, Lockheed Martin completed a merger of this business segment with Leidos Innovations Corporation and the business unit will now be operated under the Leidos name, thus triggering a request for new signage.

II. SCOPE OF REVIEW:

The application comes before the Planning Commission because the proposed monument sign contains letter heights in excess of twelve (12) inches. The Planning Commission may grant a sign adjustment for letter heights in excess of twelve (12) inches, pursuant to § 24-213A(f), which states:

“Sign adjustments: Where a literal application of this ordinance, due to special circumstances, would result in an unusual hardship in an individual case, an adjustment may be granted by the planning commission provided that such adjustment would not cause a detriment to the health, safety and welfare of the public, upon a finding that:”

- (1) There exist exceptional conditions pertaining to the property where the sign is to be located as a result of its size, shape, or topography, which are not applicable to other lands or structures in the area; and*
- (2) The applicant would be deprived of rights that are commonly enjoyed by others similarly situated; and*
- (3) Granting the adjustment would not confer on the applicant any significant privileges that are denied to others similarly situated; and*
- (4) Neither the special circumstances nor unusual hardship is the result of action by the applicant; and*
- (5) The requested adjustment is the minimum adjustment necessary to allow the applicant to enjoy the rights commonly enjoyed by others similarly situated; and*
- (6) Granting of the adjustment would not violate more than one standard of this ordinance; and Granting the adjustment would not result in allowing a sign that interferes with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic.*

III. SIGN ANALYSIS AND FINDINGS:

Site Characteristics

The subject property is approximately 43.95 acres and has been improved with two office buildings totaling 550,360 square feet with associated parking lots and amenities. The property is located on the southwest corner of North Frederick Avenue and Montgomery Village Avenue and can be accessed only from a controlled intersection on North Frederick Avenue at the location of the proposed sign.

Surrounding Land Use and Zoning

The Property is accessed at a signalized intersection along North Frederick Avenue and is bound by North Frederick Avenue to the northeast, Montgomery Village Avenue to the southeast, I-270 to the southwest, and the IBM property to the northwest. Properties adjacent to the site are located in the C-2 (General Commercial) Zone to the south and northeast and I-3 (Industrial Office Park) Zone to the north.

Sign Analysis

The applicant is proposing to replace one existing monument sign with a sign of similar dimensions. The proposed monument sign is 41.82 square feet and will be installed in the same location as the current monument sign, on the northwest side of the main vehicle entrance to the Leidos campus. The sign complies with all the code requirements with respect to height, width, square footage and lighting.



The proposed monument sign does, however, contain letter heights of up to 17.81 inches.



The Planning Commission may grant a sign adjustment for letter heights in excess of twelve (12) inches and the applicant has submitted a request for a sign adjustment in accordance §24-213A(f) (Exhibit #5). Given the overall scale and simplicity of the sign, the lack of any vehicular interference, the number of monument signs in the vicinity with similar letter heights, and the fact that overall size of the sign is in conformance with the sign ordinance, staff recommends that the Planning Commission approve the proposed letter height. Additionally, staff believes that the Leidos logo is sufficiently abstract that it does not require any additional planning commission approval that is associated with Section 24-212(j) of the zoning ordinance regarding icon signs.

Summary of Findings

Staff finds the proposed signage is in conformance with the zoning ordinance and surrounding properties. The property currently is comprised of large office complex, and the proposed signage is properly scaled and will not adversely affect the character of the property.

IV. CONCLUSION:

Staff recommends that the Planning Commission **BASED ON THE EXHIBITS SUBMITTED AND THE STAFF REPORT, FINDINGS AND RECOMMENDATION, GRANT SIGN-12513-2016 SIGN PERMIT FINDING IT IN CONFORMANCE WITH §§24-212(m) and 24-213A(f) OF THE CITY'S ZONING ORDINANCE, WITH ONE (1) CONDITION:**

- 1) Applicant to revise the address numbers from five (5) inches to seven (7) inches in height.

SIGN-12513-2016
10/19/16

P&CA

PLANNING AND CODE ADMINISTRATION

City of Gaithersburg · 31 South Summit Avenue · Gaithersburg, Maryland 20877 · Telephone: (301) 258-6330 · Fax: (301) 258-6336
plancode@gaitersburgmd.gov · www.gaitersburgmd.gov

SIGN PERMIT APPLICATION

All information must be complete to initiate processing of application

1) SUBJECT PROPERTY

Street Address 700 N Frederick Ave Gaithersburg, MD 20879
Suite Number(s) _____

2) PROPERTY OWNER *(property owner's signed permission letter must be submitted with this application)*

Name Loral Federal Systems Co
Street Address C/O Lockheed Martin Corp PO Box 61511 Suite No. _____
City King of Prussia State PA Zip Code 19406
Telephone Numbers: Work _____ Cell _____ E-Mail _____

3) APPLICANT

Name Kaemyn Pizarro / Frank Cavanagh Title _____
Street Address 3622 East Street Suite No. _____
City Hyattsville State MD Zip Code 20785
Telephone Numbers: Work 3013841300 Cell _____ E-Mail fcavanagh@arksigns.com

4) SIGN CONTRACTOR

Business Name Ark Sign Services MD Business License No. 16034941
Primary Contact Frank
Street Address 3622 East Street Suite No. _____
City Hyattsville State MD Zip Code 20785
Telephone Numbers: Work 301-384-1300 Cell _____ E-Mail fcavanagh@arksigns.com

5) ELECTRICAL CONTRACTOR

Business Name Ark Sign Services
Primary Contact Jeff LaBrier City License No. ELEC-15831-2012
Street Address 3622 East Street Suite No. _____
City Hyattsville State MD Zip Code 20785
Telephone Numbers: Work 301-384-1300 Cell _____ E-Mail jlabbrier@arksigns.com

6) OCCUPANT/TENANT/DOING BUSINESS AS

Business Name Leidos
Primary Contact _____
Street Address 700 Frederick Ave Suite No. _____
City Gaithersburg State MD Zip Code _____
Telephone Numbers: Work _____ Cell _____ E-Mail _____

Planning Commission
SIGN-12513-2016
Exhibit #1

7) PERMIT TYPE (please select one)

TEMPORARY

- Banner
- Real Estate
- Pole Banner
- Special Event
- Construction

PERMANENT

- A-Frame
- Directional
- Canopy
- Building
- Monument
- Re-Face
- Electronic
- Pole Banner

ELECTRIC ? ILLUMINATED ?

Amps 10 Externally Internally

8) PROJECT DETAILS (complete all that apply)

(Enter Height and Width in Inches)

a. Square footage of sign: (Height) 4.93 X (Width) 11.16 = 55 Sq. Ft*

*Total square footage will be rounded to the nearest square foot

b. Square footage of building facade holding sign: (Height) 40 X (Width) 775 = 31,000 Sq. Ft

c. Square footage of individual tenant band: (Height) _____ X (Width) _____ = _____ Sq. Ft

d. Height above grade 4.93

e. Facade holding sign faces public street Sign faces public entrance Sign has footing

f. Exact wording of sign leidos
Translation (if applicable) _____

g. Exact placement of sign NW side of main vehical entrance off N Frederick Ave Setback 40'

h. Number of Faces 2

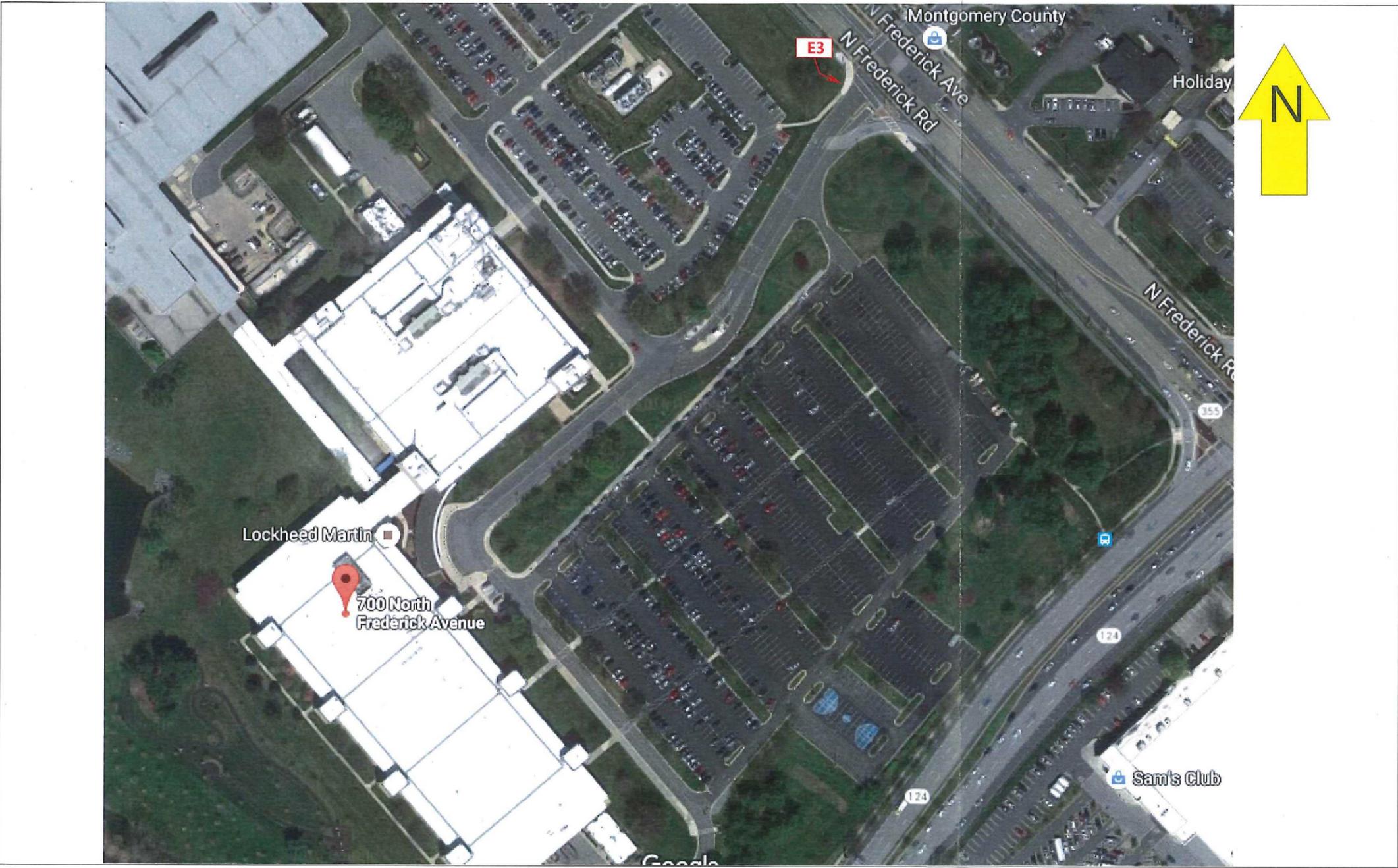
i. Color(s) of sign purple, white, violet

j. Materials Alum, acrylic

Applicant's Signature  Date 10/19/16

9) SUBMISSION REQUIREMENTS

- a. Three copies of sign drawing indicating dimensions, shape, materials, and description of the face with lighting detail.
- b. One copy of the site plan showing the location of the sign on the property/building.
- c. Landscape plan for monument signs.



E3 DF Monument

Planning Commission
SIGN-12513-2016
Exhibit #2

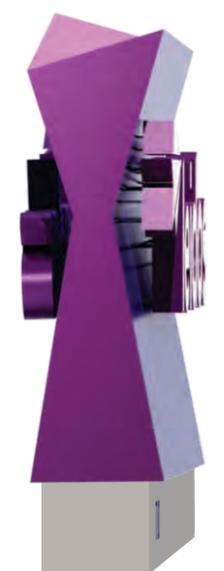
Unique ID: 221	Location: Gaithersburg MD	Address: 700 Frederik Ave.	Date Created: 07.12.16	Revision Date: --/--	
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Signage Rebrand Strategy

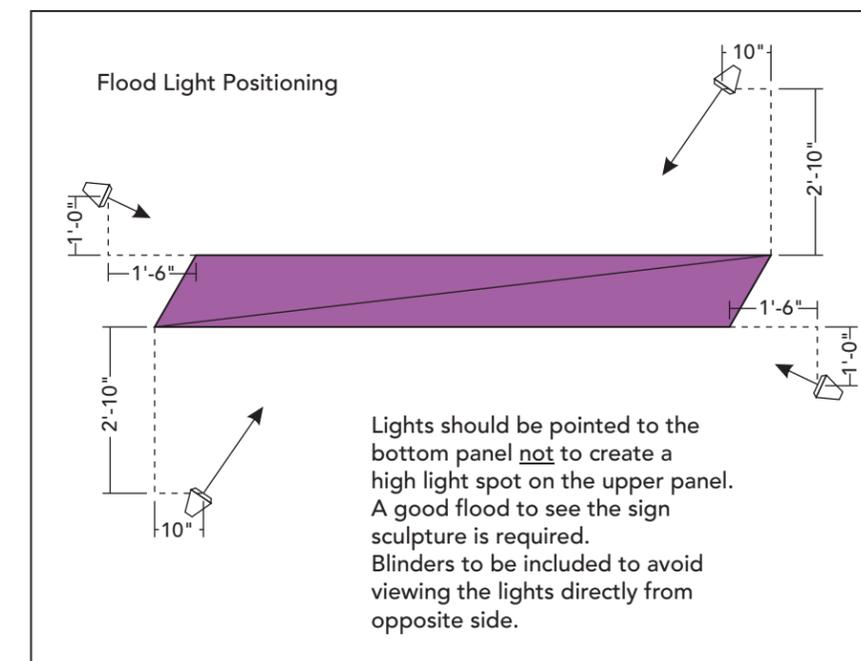
Remove existing monument, keeping the concrete base.
 Install new d/f illuminated monument on existing base.
 Address copy to be first surface printed vinyl, to match PMS 275C Leidos Violet, and justified with street side.
 Electrical will need to be ran with electrician.
 Note: Tech survey required to verify if existing concrete pad could be used for the new monument



L-MON-X



Side Elevation View



Planning Commission
 SIGN-12513-2016
 Exhibit #3

Scale: 1:20

Unique ID: 221	Location: Gaithersburg MD	Address: 700 Frederick Ave.	Date Created: 07.12.16	Revision Date: 10.31.16	prioritysign
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VIA HAND DELIVERY

August 24, 2016

City of Gaithersburg
31 South Summit Avenue
Gaithersburg, Maryland 20877
Attention: Planning & Code Administration (P&CA)

Leidos Innovations Corporation -
Corporate Real Estate Leasing
11955 Freedom Drive
Reston, VA 20190

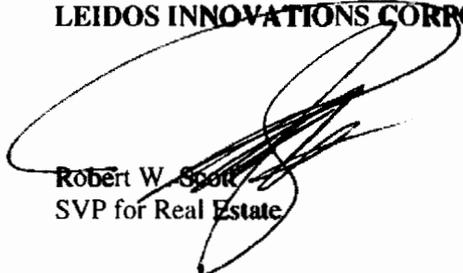
RE: Owners Authorization Letter
OWNER: Leidos Innovations Corporation, f/k/a Abacus Innovations Corporation
APPLICANT/SIGN
CONTRACTOR: Ark Sign Services
PROPERTY: 700 N. Frederick Ave., Gaithersburg, MD

We hereby certify that Leidos Innovations Corporation, f/k/a Abacus Innovations Corporation, is owner of the above described Property. We are respectfully requesting processing and approval of all permits related to exterior signage for the Building. We hereby authorize the Applicant/Sign Contractor listed below to act on our behalf during the processing and presentation of this request. They shall be the principal contact with the City of Gaithersburg in processing this application.

Applicant/Sign Contractor: Ark Sign Services, Frank Cavanagh, Phone: 301-384-1300, fcavanagh@arksigns.com.

Please feel free to contact Arthur King, JLL Senior Project Manager, Phone: 212-831-0898, arthur.king@am.jll.com with any questions or concerns. Thank you for your attention to this matter.

Yours truly,
LEIDOS INNOVATIONS CORPORATION



Robert W. Scott
SVP for Real Estate

Planning Commission
SIGN-12513-2016
Exhibit #4



November 15, 2016

Planning Commission
City of Gaithersburg
Planning and Code Administration
31 S. Summit Avenue, Gaithersburg, MD 20877

Request for Sign Adjustment (Permit # SIGN-12003-2016)

To whom it may concern,

I am writing to formally request approval of a proposed monument sign at 700 North Frederick. Leidos has recently acquired this location from Lockheed Martin. This location is a main location for Leidos. The sign requested fits within all code requirements for both height and square footage.

We are however over on one item, which is the letter height. Per your guidelines Section 24-212 (m)(5) and the section of the code that provides for the adjustment: Section 24-213A(f). the allowance is a 12" height max. We are requesting an adjustment/ exception to this based on the Leidos logo. The logo is unique in that it is all lower case letters. Our request is to allow the letters shown in the snapshot below:



The increase to the size above allows for the name to be easily read by passersby. As the sign is stood off the street further back than typical signage the slightly larger text is ideal. The actual height we are requesting is 17 12/16".

Given the overall scale and simplicity of the sign, the location of the sign and the number of similar letter heights on monuments in close proximity, we believe the sign adjustment a fair request to allow Leidos to enjoy the rights commonly allowed by others

I have also included on the second page a full before and after photo. As you will see the overall footprint of the sign size is the same. Please review and advise if you support this exception to the current height restriction.



Let me know your thoughts on this request and please do not hesitate to reach out to me should you have any questions.

Thank you,

Mari Sheedlo
National Program Manager
Priority Sign Inc.
O 920.694.1073
M 920.627.7579