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**WALSH COLUCCI  
LUBELEY EMRICH  
& WALSH PC**

November 7, 2011

**Via Hand Delivery**

Norma Cozart  
Zoning Administrator  
Arlington County, Zoning Office  
2100 Clarendon Boulevard, 10th Floor  
Arlington, VA 22201

Re: Minor Site Plan Amendment (SP #105-8)  
Premises: Pentagon Row  
Applicant: Street Retail, Inc.

Dear Ms. Cozart:

The above referenced application is scheduled for a public hearing at the County Board's December 10, 2011 meeting. Since filing the application, the Applicant has been working in coordination with planning staff and community representatives to share and articulate its vision for the plaza at Pentagon Row. To that end, I am enclosing 11 copies of a revised conceptual design for the plaza.

The Applicant's desire to modify the plaza design at Pentagon Row is compelled by two main factors: (1) an expanded ice rink; and (2) the more general desire to update and refresh the plaza. The Applicant's efforts in both respects have been informed by planning staff and community input.

With respect to the ice rink, we found broad support for the proposal to expand the size of the rink from 57' x 80' (existing) to 57' x 120' (proposed). Extending the length of the rink by a total of 40 feet will provided for a better skating and community experience for this popular winter activity. Maintaining the existing width of the rink allows pedestrian circulation in the plaza to function much as it does today during the winter months.

The site plan limits rink operation to the hours of 9:00 AM to 11:00 PM Fridays, Saturdays, Federal Holidays and days preceding Federal Holidays; and from 9:00 AM to 10:00 PM on other days. The site plan also limits operations to the months of November through March. The Applicant does not propose any changes to the hours of operation; however, the Applicant would like to expand the window of "winter" months to include October through March that the rink may operate, weather permitting.

The proposed rink expansion raised questions as to its effect on the balance of the plaza. This evaluation led the Applicant to reconsider the entire plaza design. In so doing, the Applicant recognized the need to maintain the functional attributes of the plaza that make it a successful place today while improving on the components of the plaza that are – at this point in time – in need of refurbishing.

This updated concept is best described by reference to the enclosed plans. Highlights include the following:

1. The plaza refurbishing concept plan provides for a central green space during the summer months and an ice rink in the winter. The Applicant believes that this green turf area will be a substantial improvement over the existing hard paver area that, although functional, results in a concrete island effect in the middle of the plaza. The green is bisected by a central pedestrian walkway that will animate both sides of the green while continuing to allow circulation through the central portion of the plaza during the summer months. The Applicant has proposed that the green turf area be a synthetic material. This will allow the green to survive the ice rink during the winter months. For the summer months it will provide a more durable surface (that is not susceptible to being trampled), promoting a full mix of uses and functions, including both light active recreation as well as more passive activities (such as a picnic lawn for the summer concert series). The proposed design increases the area of the recreational "green space" by approximately 67%. The green planting areas of the existing plan work as natural grass because they are not at grade and are limited in extent and in function. The proposed grade-level green is substantially larger in both scale and function and requires a different strategy from a maintenance and usability perspective.
2. The concept provides for two new retail/café structures, one at either end of the plaza. The structures would consist of a maximum of 1,000 square feet each (for a total of 2,000 square feet). They would be highly transparent and serve to further activate the plaza with additional opportunity for outdoor café seating. These structures are not designed at this point in time as the design effort will be highly dependent on the specific tenant. The enclosed plans include examples of the type of structure envisioned for these locations. From an approval perspective, we envision this similar to retail storefront site plan conditions that allow for architectural variety with requirements for certain building materials and percentages of transparency. Although they are stand alone structures, these features are substantially unlike large scale buildings for which more detailed architecture is typically provided at this time.
3. The concept maintains and enhances many of the existing features of the plaza that make it function well today. The western end of the plaza near Joyce Street

continues to be framed by a water feature and landscaping. The east-west corridors continue to be framed by café seating and low seating walls that promote informal gathering. The south side of the plaza continues to include the pergola feature, although the structure would be substantially enhanced by this proposal. The east side of the plaza also remains well defined by the landscaping, seating walls and a new fire pit feature.

In sum, and as depicted on the plans, the Applicant's proposal will substantially improve the plaza by enhancing the features that make it successful today. We look forward to further coordination with staff and the community on this proposal. As always, if you have any questions please do not hesitate to give me a call.

Very truly yours,

WALSH, COLUCCI, LUBELEY, EMRICH & WALSH, P.C.

A handwritten signature in black ink, appearing to read "Tim Sampson by M. Rappolt".

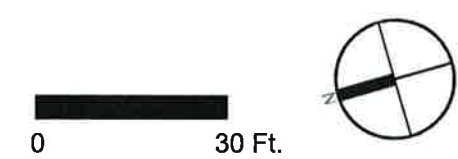
Timothy S. Sampson

cc: Natalie Sun – Planning Staff (by hand delivery with 3 plan copies)  
Michael Dowell – AHCA (by email)  
Kathy Landis – AHCA (by email)  
John Tschiderer – Federal Realty (by email)  
Rick Cataffa - Federal Realty (by email)  
Deirdre Johnson - Federal Realty (by email)  
Joe Luce – Advisors, LLC (by email)  
Megan Shilling Rappolt – WCLEW (by email)



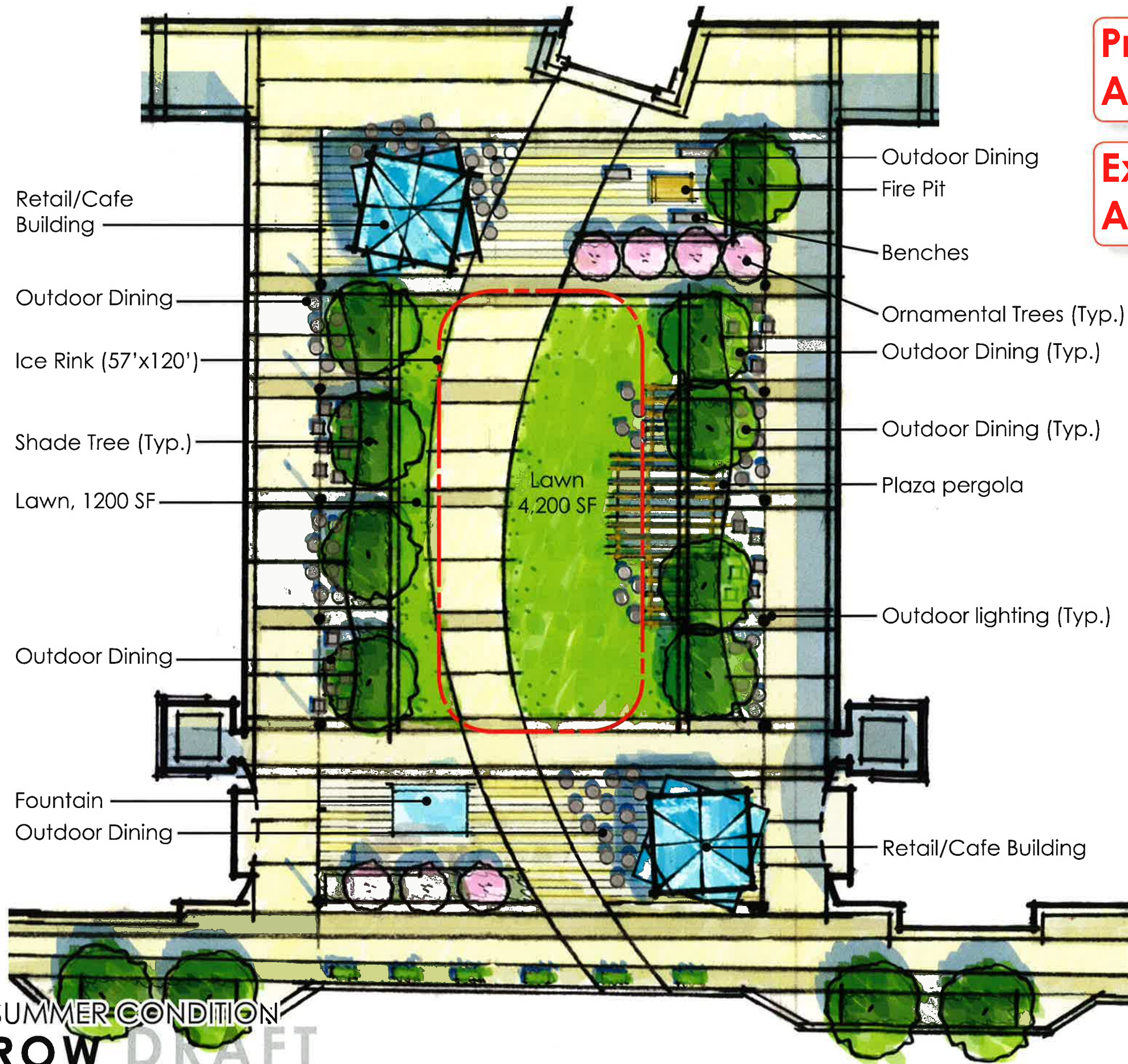
**Existing Lawn  
Area: 3,225 SF**

- Shade Tree
- Lawn
- Ice Rink (57'x80')
- Pergola
- Outdoor Dining
- Fountain
- Lawn
- Proposed Ice Rink (57'x120')
- Outdoor Dining
- Pergola with cover



EXISTING SITE PLAN  
**PENTAGON ROW** DRAFT





**Proposed Lawn**  
**Area: 5,400 SF**

**Existing Lawn**  
**Area: 3,225 SF**

0 30 Ft.

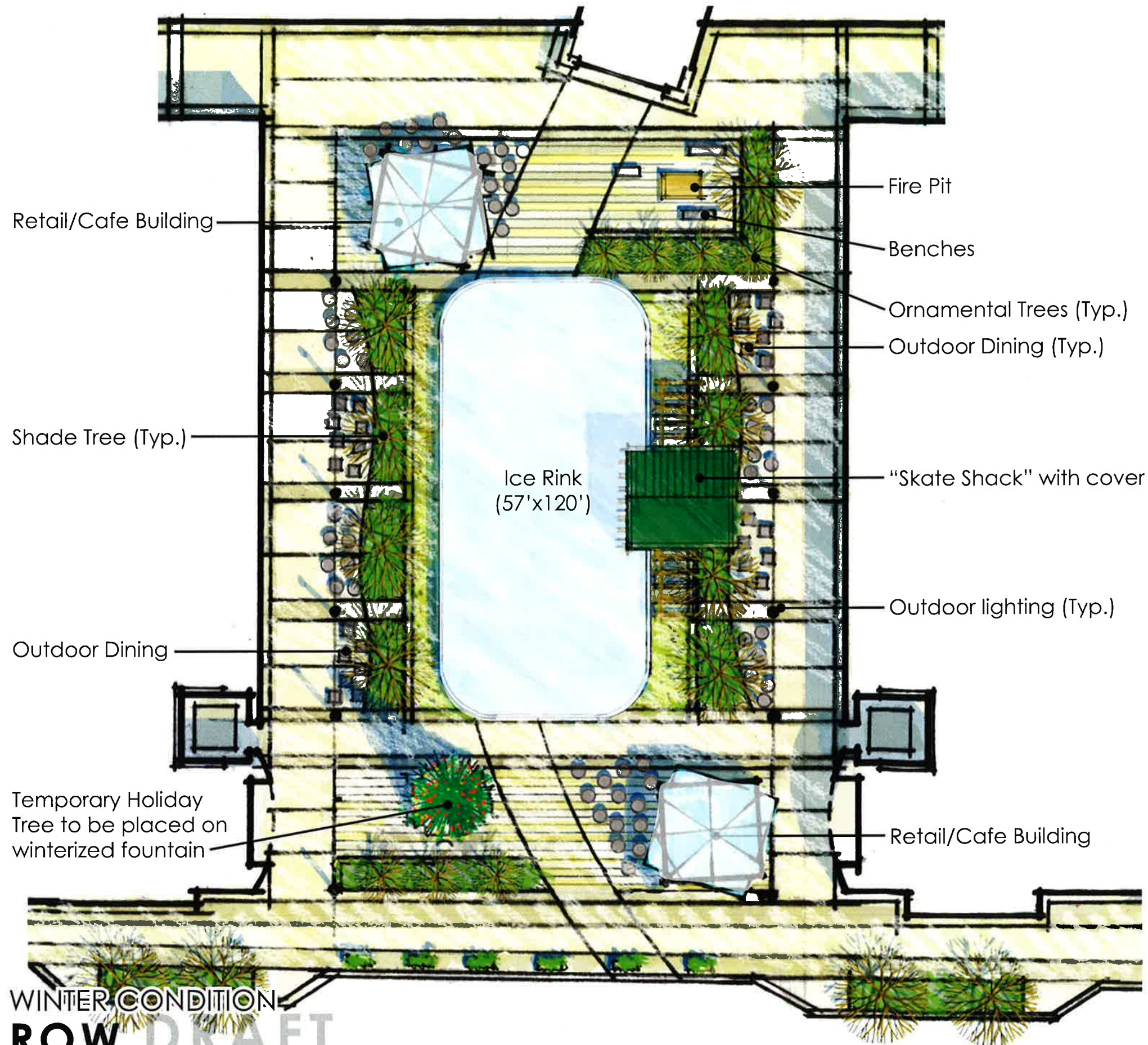


# CONCEPT SITE PLAN- SUMMER CONDITION PENTAGON ROW DRAFT

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0 30 Ft.



# CONCEPT SITE PLAN- WINTER CONDITION PENTAGON ROW DRAFT

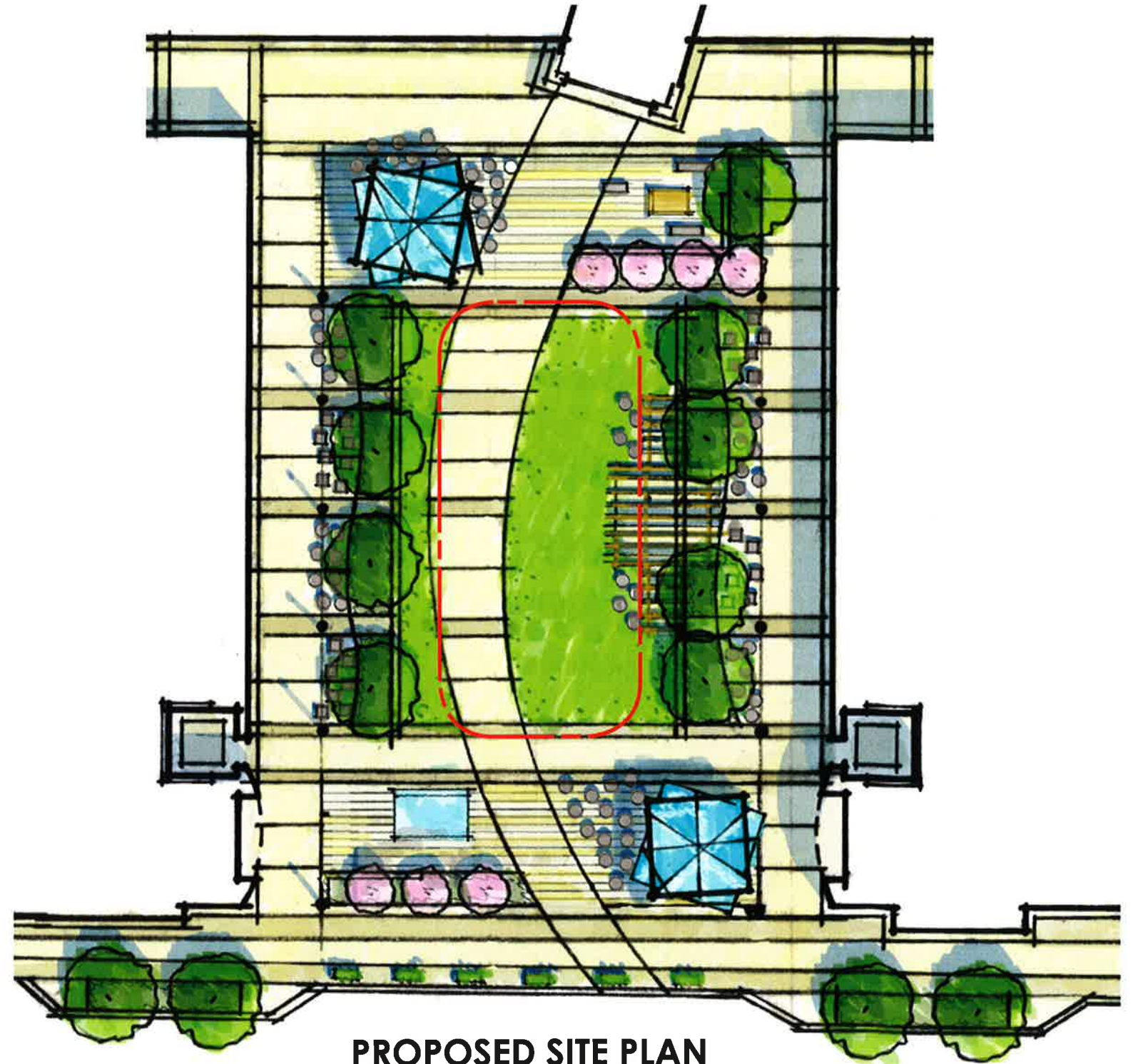
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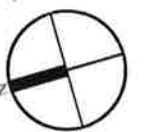




**EXISTING SITE PLAN**  
Lawn Area: 3,225 SF



**PROPOSED SITE PLAN**  
Lawn Area: 5,400SF







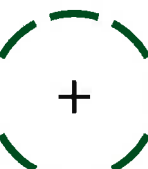






EXISTING SITE & PROPOSED SITE PLAN  
**PENTAGON ROW DRAFT**

ARLINGTON, VIRGINIA



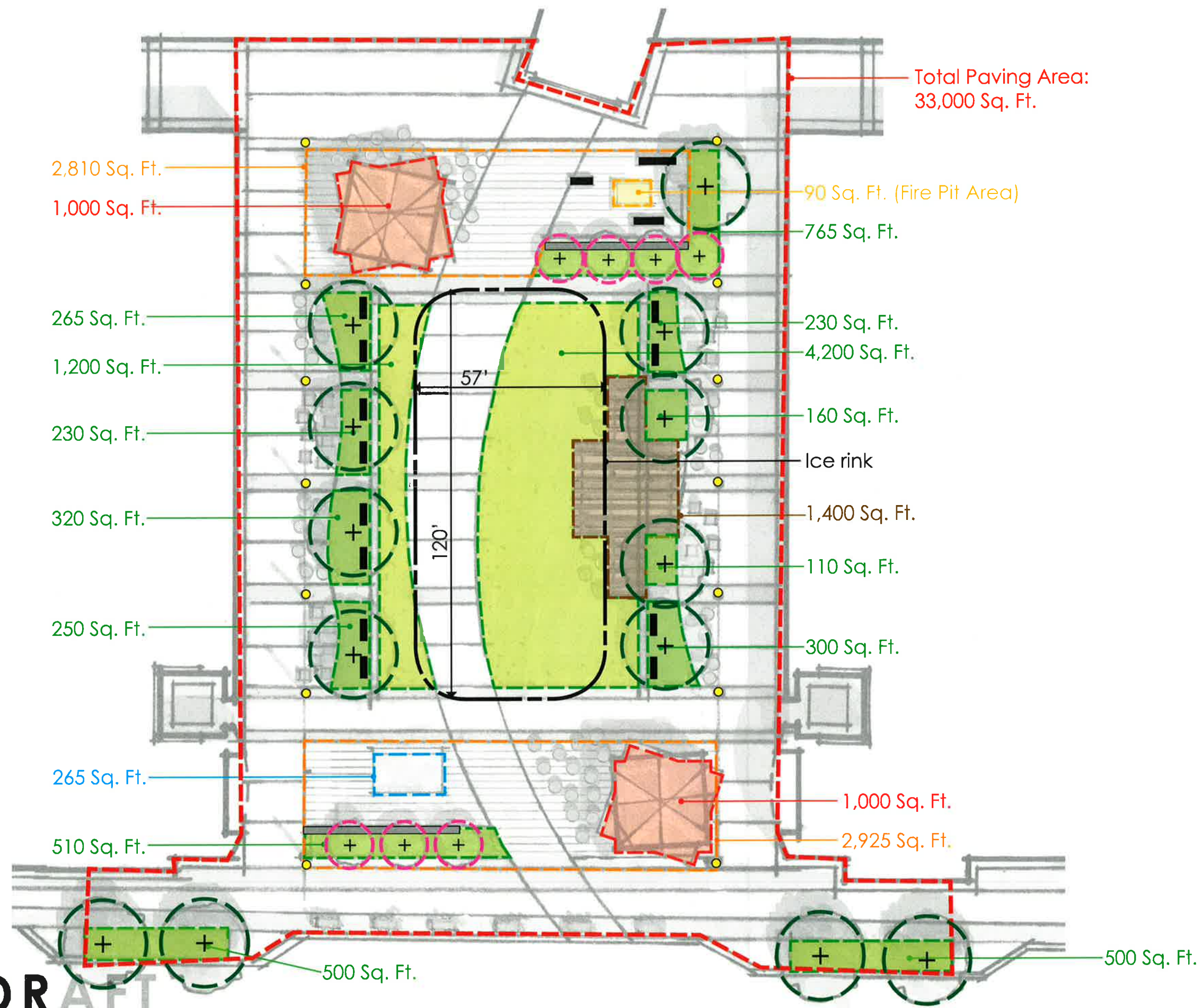
# GRAPHIC LEGEND

-  Lawn  
Total SF: 5,400
-  Retail/Cafe Building  
Total SF: 2,000
-  Pergola  
Total SF: 1,400
-  Planting Area  
Total SF: 4,140
-  Water Feature  
Total SF: 265
-  Special Paving  
Total SF: 5,735
-  Shade Tree  
Total: 13
-  Ornamental Tree  
Total: 7
-  Light Fixture  
Total: 14
-  Bench  
Total: 15
-  Seatwall  
Total: 110 LF



## CONCEPT SITE PLAN PENTAGON ROW DR

ARLINGTON, VIRGINIA







PRECEDENT IMAGES- RETAIL KIOSKS  
**PENTAGON ROW** DRAFT  
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# PRECEDENT IMAGES- SYNTHETIC TURF PENTAGON ROW DRAFT

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