

DATE: March 27, 2026

TO: Tony LaColla, AICP, Division Chief
Land Use + Preservation, Department of Planning and Zoning

FROM: Rachel Drescher, Principal Planner
Department of Planning and Zoning

SUBJECT: Special Use Permit #2026-00007
Administrative Review for Additional Signage
Site Use: Place of worship
Applicant: Waterfront Church
Location: 3000 Potomac Avenue
Zone: CDD#10

Request

Special Use Permit #2026-00007 is a request to exceed the maximum sign area for window signs at 3000 Potomac Avenue. Zoning Ordinance Section 9-201(B) restricts window signs to 20 percent of the glazing area of a window. The applicant, who is situated on a corner lot, proposes to exceed this percentage limit on both frontages. The proposed signage would occupy between 27 and 78 percent of the glazing area on three out of five of the windows along Dogue Street and between 38 and 53 percent of the glazing area on six out of eight of the windows along East Glebe Road. The applicant proposes a total of 255 square feet of signage facing East Glebe Road and 94.94 square feet of signage facing Dogue Street. The signage will be adhered directly to the interior side of the first-floor windows and will not be illuminated. No permanent wall signage is proposed to be mounted on the exterior of the applicant’s tenant space.

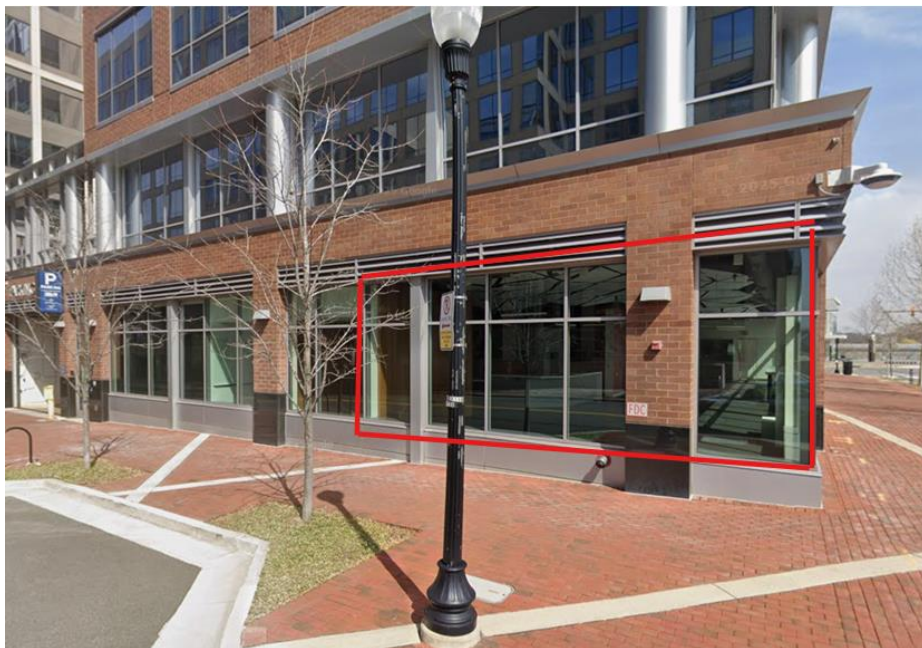


Figure 1 – Window sign placement along Dogue Avenue



Figure 2- Window sign placement along East Glebe Road

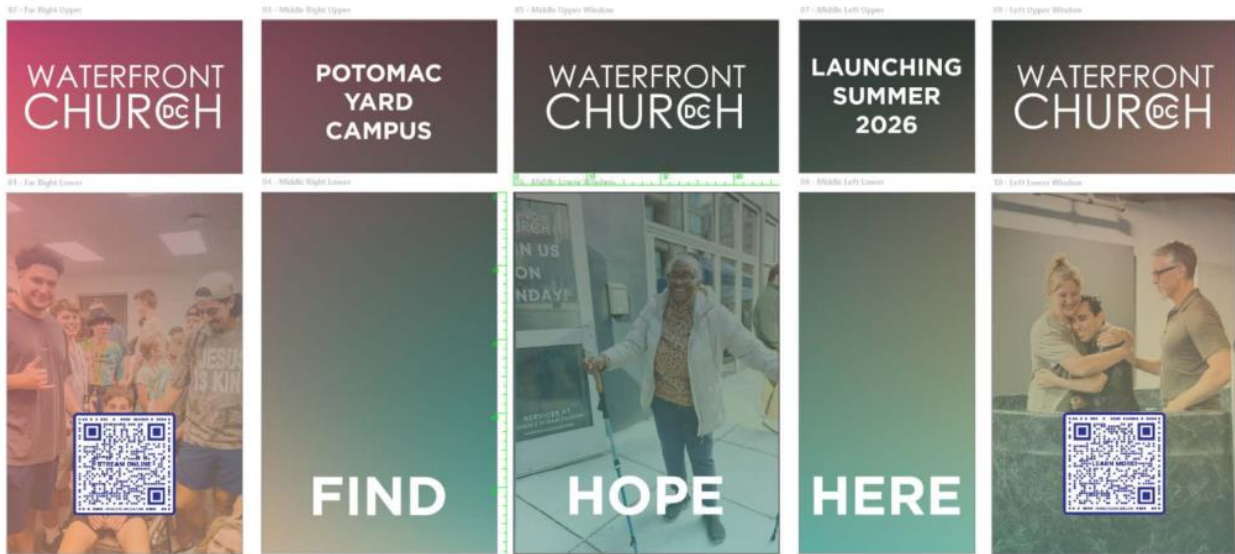


Figure 3: Proposed window signage along Dogue Street

Community Outreach

Public notice was provided through eNews, via the City’s website, and by posting a placard on the site. In addition, an e-mail was sent to Potomac Yard Civic Association with information about the current application. Staff received one comment regarding the ownership listed in the application, for which staff provided clarifying information. There were no concerns regarding the signs.

Staff Action

Staff supports the increase in window signage as proposed on the Dogue Street side and up to 243.50 square feet on the East Glebe Road side, as this is the maximum amount of wall signage that is permitted to comply with the sign area ratio. The sign area ratio for the use allows two square feet of signage for every one foot of building wall width per Zoning Ordinance Section 11-513(P)(4). According to City records, the width of the building wall facing East Glebe Road is 121.75 feet, allowing up to 243.50 square feet of signage. The width of the building wall facing Dogue Street is 69 feet, allowing up to 138 square feet of signage. Staff has spoken with the applicant, who has agreed to reduce the signage on the East Glebe Road side by 11.50 square feet. Given the signage will comply with the sign area ratio, staff does not anticipate any

impacts. Staff has included condition #2 that the signage shall comply with the 1:2 sign area ratio and condition #3 that the signage must be consistent with the proposal submitted on February 25, 2025 for the application.

Staff hereby approves this special use permit request.

ADMINISTRATIVE ACTION - DEPARTMENT OF PLANNING AND ZONING:

Date: March 27, 2026

Action: Approve


Tony LaColla, AICP, Division Chief

- Attachments: 1) Special Use Permit Conditions
2) City Department Comments
3) Statement of Consent

CONDITIONS OF SPECIAL USE PERMIT #2026-00007

The applicant is responsible for ensuring that the following conditions are adhered to at all times. Violation of any of the conditions may result in fines and/or referral to public hearing by the Planning Commission and City Council.

1. The Special Use Permit shall be granted to the applicant only or to any corporation in which the applicant has a controlling interest. (P&Z)
2. The total sign area shall not exceed 1:2 sign area ratio. (P&Z)
3. The size and placement of the signage on the windows shall be consistent with the plans submitted on February 25, 2026. (P&Z)
4. The Director of Planning and Zoning shall review the Special Use Permit after it has been operational for one year, and shall docket the matter for consideration by the Planning Commission and City Council if (a) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; (b) the Director has received a request from any person to docket the permit for review as the result of a complaint that rises to the level of a violation of the permit conditions, or (c) the Director has determined that there are problems with the operation of the use and that new or revised conditions are needed. (P&Z)

CITY DEPARTMENT COMMENTS

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

Transportation & Environmental Services:

No comments.

Code Enforcement:

No comments.

Health Department:

No comments.

Parks and Recreation:

No comments.

Police Department:

No comments received.

STATEMENT OF CONSENT

The undersigned hereby agrees and consents to the attached conditions of this Special Use Permit #2026-0007. The undersigned also hereby agrees to obtain all applicable licenses and permits required for the proposed signs at 3000 Potomac Avenue.

Garrett Tanner
Applicant - Signature

3/27/2026
Date

Garrett Tanner
Applicant - Printed

3/27/2026
Date