



## ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA

Town Council Chambers  
765 Lynn Street, Herndon, VA 20170

Wednesday, December 4, 2024 | 7:30 PM

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- 1. Call to Order**
- 2. New Business**
  - a. Discussion - 575 Herndon Parkway Development Plan
- 3. Comments**
  - a. Comments from the Staff Members
  - b. Comments from the Board Members
- 4. Adjournment**

**Agenda Item:** Discussion - 575 Herndon Parkway Development Plan

**Meeting Date:** December 4, 2024

**Category:** New Business

**Prepared by:** Bryce Perry, Deputy Director of Community Development

**Description:**

This item constitutes a continuation of the formal ARB assessment of the architectural components of an active rezoning application. HTOC Development Plan #24-01 proposes to change the property zoning at 575 Herndon Parkway to allow for redevelopment with a stick-over podium mixed use building. The building would have multi-family residential, retail, and office uses. The existing improvements on the property would be demolished. As part of the review process of this application, the ARB is tasked with providing a preliminary analysis of the architecture and reporting that analysis in a memo to the Planning Commission. The project would return to the ARB as an official case following the approval of the rezoning application and the site plan for the project. The ARB reviewed the conceptual design of this project at its October 2024 work session and provided substantial feedback. The applicant has provided an exhibit with revised architectural renderings and a narrative explaining the approach to the revisions. The staff memo from the earlier review has been provided again as a reference to the earlier comments made.

**Background:**

The proposed project design has been altered substantially since the board's last review in response to the feedback received by the board and staff. The massing of the building has been further broken up, more open space has been created, and the facade treatments have been simplified and organized into more distinct smaller compositions. At a high level, the issues raised by staff have been addressed. The revisions offer a design much more closely aligned with the applicable HTOC design guidelines. The staff comments listed below, much like the earlier comments, are provided with the understanding that this review remains preliminary and intended as a verification that the architecture is on the right track without any major issues. The more in-depth analysis that is completed when the full application is submitted may yield additional comments for the board's consideration.

**Staff Comments:**

- Fibercement paneling remains relied upon as a primary cladding material. The light-colored building at the SW corner is entirely composed of this material. While a reduction in this reliance is recommended, where it is used, it should be managed to

ensure appropriate scale and articulation is achieved. Paneling can create larger forms and flatter surfaces, both of which can become problematic in the overall design. The size of the panels, the arrangement of the panels, the presence and dimensions of reveals within the panels, and the finish of the panels are all detailed variables that should be closely reviewed by the board. Specific to the building at the SW corner as an example, it's unclear how the horizontal joints for the full height vertical siding would be handled and whether the vertical reveals are strictly joint lines or articulated protrusions from the face of the wall. Also, the darker paneling seems to have a textured surface, which may be a good way to differentiate between paneling. However, if the intent is to strictly have smooth painted paneling, the building would not have the texture, scale, and design quality expected for the HTOC.

- The garage doors on the east elevation should be designed to fit well within the architecture of the building and have decorative characteristics. They should be standard roll-up doors.

- The design shows a few wall mural/TDB that are rendered as vegetated walls. These areas are important architectural hyphens and may have impacts on the success of the design across the entire elevation. The intended conceptual design for these areas should be provided to the board for its preliminary review.

- The storefronts are designed with full-height glass storefront systems. While this is a departure from more traditional storefront designs, it presents a good opportunity to have a strong visual connection between the interior and exterior spaces. For that to be successful, however, the glass must be transparent. Staff would not support this approach with reflective glazing.

- The middle composition of the north elevation requires further attention. This is the project's most public facing elevation with frontage along Herndon Parkway. Staff continues to support the design approach of having walk-outs units and facade treatments on the first four floors meant to mimic townhouses, however, the effectiveness of that technique was reduced without a step back for the upper three levels. A heavier and more articulated cornice separating the lower levels from the top levels may help to alleviate this concern. Consideration should also be given to redesigning the exterior treatments at the upper levels to create a completely distinct and subtle composition that is visually subservient to the "townhouses" on the lower levels but also clearly different in form and scale. The alternating narrow dark bays and wider white bays relate to neither the townhouses below nor the forms of the compositions elsewhere on the building. Staff is also concerned with the sole use of fibercement paneling for the upper level, which as earlier stated can present an overly flat and stark appearance.

**Fiscal Impact:**

N/A

**Staff Recommendation/Next Steps:**

This is a discussion item, there is no formal action by the board. However, staff urges the board, in its discussion of the item, to express why they may or may not provide a supportive report to the Planning Commission and to provide clear guidance to the applicant for the specific areas where further attention should be given to the various

elements of the project design.

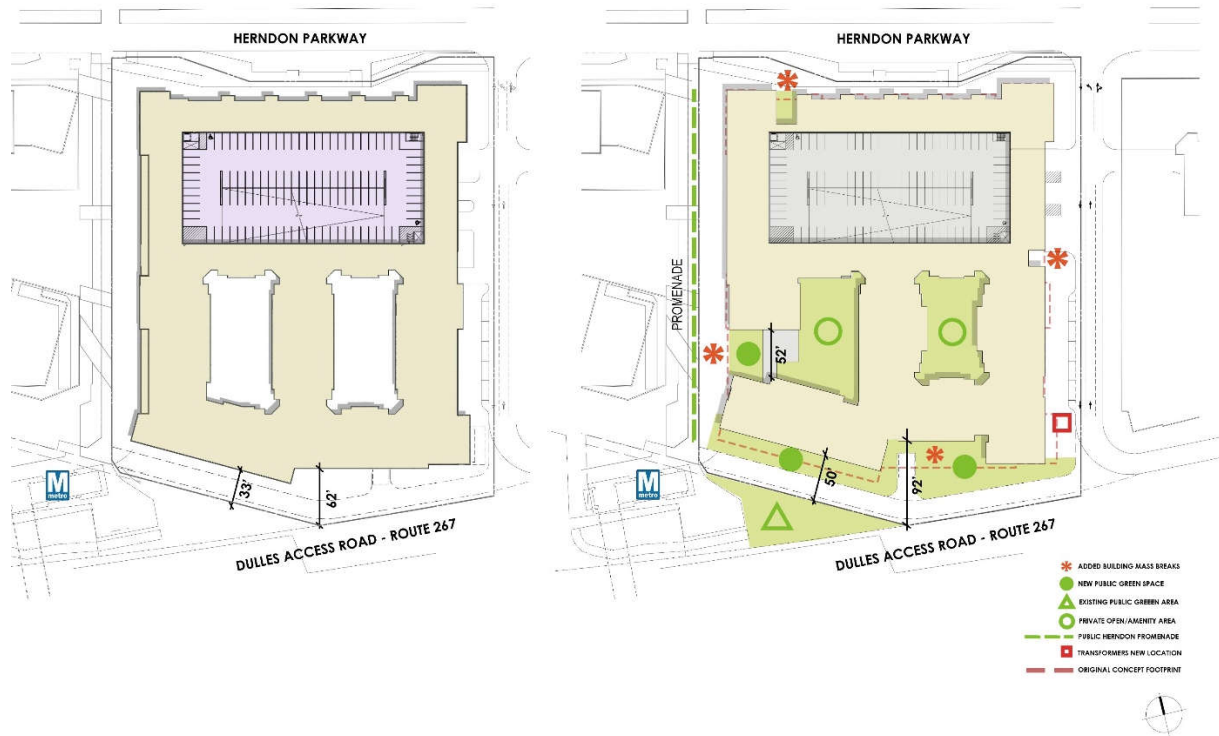
**Attachments:**

1. 575 Herndon Parkway - Narrative
2. 575 Herndon Parkway - Revised Drawings
3. 575 Herndon Parkway - October Memo

**Bristol Herndon Parkway LLC**  
**575 Herndon Parkway**  
**Architectural Review Board**  
**Design Narrative Revisions**

*This narrative is provided as an attachment to accompany the "Design Presentation" package submitted on November 12<sup>th</sup>, 2024.*

**575HP** applicant team has redesigned architectural facades to address main concerns received by the Architectural Review Board and Staff comments.



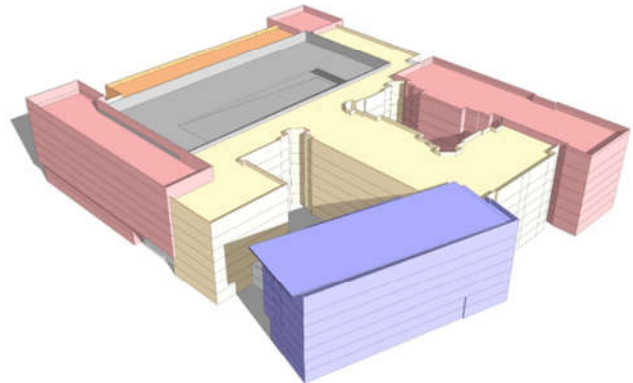
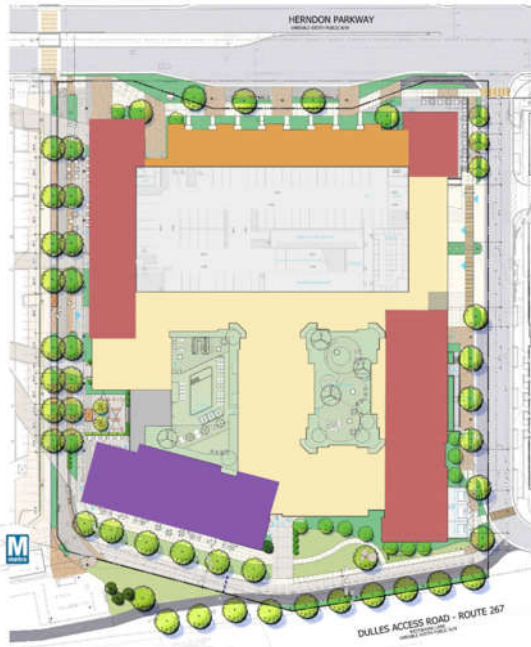
**1 – GREEN SPACE / OPENNESS BUILT INTO FAÇADE**

To increase the availability of active, occupiable green space, the building footprint was reduced and recessed along the southern end to create a public park that promotes community engagement and public use. Additionally, the Promenade-facing side of the building was segmented and recessed to form a pocket park, featuring seating areas designed to serve both commercial/retail users and the public, centered around a fire hearth element. These new building breaks also provide an opportunity to differentiate various architectural compositions. At grade level, the redesigned Promenade and Metro arrival plaza will feature artful elements and focal points to enhance public interaction and engagement.

**2 – FAÇADE SIMPLIFICATION & FOUR DISTINCT ARCHITECTURAL COMPOSITIONS**

The architectural design has been streamlined and organized into four distinct façade compositions to improve scale management. This updated approach preserves select modern

elements from the original design while incorporating more traditional compositions, prominently featuring brick as the main cladding system. The blend of architectural styles aims to set the building apart from typical regional designs, establishing a unique and varied aesthetic.



### 3 – EXTERIOR MATERIALS

The new design reduces the use of architectural panels, replacing them with four textured-rich shades of brick—white, tan, brown, and red—to create a more cohesive aesthetic and reflect the Herndon Town color schemes. Architectural stone accents have also been added at key locations, including the main residential entrance, the amenity spaces overlooking the new pocket park, and the building base on the south and east elevations. Fiber cement panels in various styles—such as board and batten, large panel systems, and wood grain finishes—will continue to be used as accents or within compositions to achieve a more modern aesthetic.

### 4 – VERTICAL COMPOSITION

The new design includes increased vertical compositions of architectural elements, such as windows, balconies, and recessed areas, to break up the building's horizontal expanse and add visual interest. Deep vertical breaks were introduced to accentuate the division of façade treatments and add to the openness of the building massing. North and East building breaks offer an opportunity for large art murals.



**dc**s  
DESIGN

DAVIS  
CARTER  
SCOTT Ltd

**575 HERNDON PARKWAY**  
*Design Presentation*

November 12, 2024

# PROJECT TEAM

OWNER / APPLICANT

**BRISTOL HERNDON PARKWAY, LLC**

ARCHITECT

**d|c|s** DESIGN

AGENT

**WOODFIELD**  
DEVELOPMENT

ENGINEER AND TRANSPORTATION

**VIA**

ATTORNEY

**McGuireWoods**

LANDSCAPE ARCHITECT

**STUDIO39**

# HERNDON CHARACTER



700 Elden St. Town of Herndon, VA



700 Elden St. Town of Herndon, VA



*Existing historic buildings in downtown Herndon*



Metro Square Condominium Complex- Town of Herndon, VA



*Precedent mixed-use building*

Some existing historic buildings in downtown Herndon

# PROPOSED NEIGHBORING DEVELOPMENTS

555 Herndon Parkway, Town of Herndon, Virginia



# PROPOSED NEIGHBORING DEVELOPMENTS

Mixed-Use Option, Parkview Town of Herndon, Virginia



○ VIEW OF THE SOUTHEAST CORNER AT METRO LANDING



○ VIEW OF THE NORTHEAST CORNER ALONG THE PROMENADE



○ VIEW OF THE NORTH ELEVATION ALONG HERNDON PARKWAY



○ VIEW OF THE NORTHWEST CORNER AT WORLDGATE DRIVE

# PROPOSED NEARBY DEVELOPMENTS

Fairbrook Special Exception, Town of Herndon, Virginia



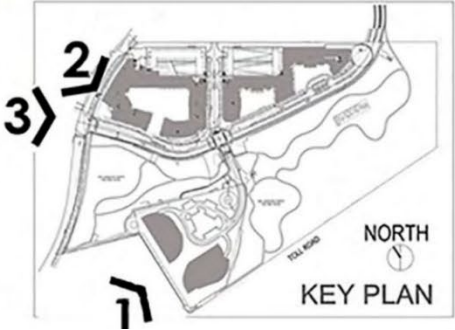
1 OFFICE TOWERS



2 GATEWAY PLAZA



3 VIEW FROM HERNDON PARKWAY



# PROPOSED NEARBY DEVELOPMENTS

Fairbrook Special Exception, Town of Herndon, Virginia



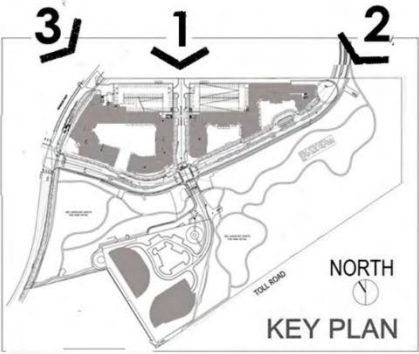
1 VIEW THROUGH PRIVATE ROAD A



2 VIEW FROM NORTH EAST CORNER



3 VIEW FROM NORTH WEST CORNER



# 575 HERNDON PARKWAY



# SITE LOCATION

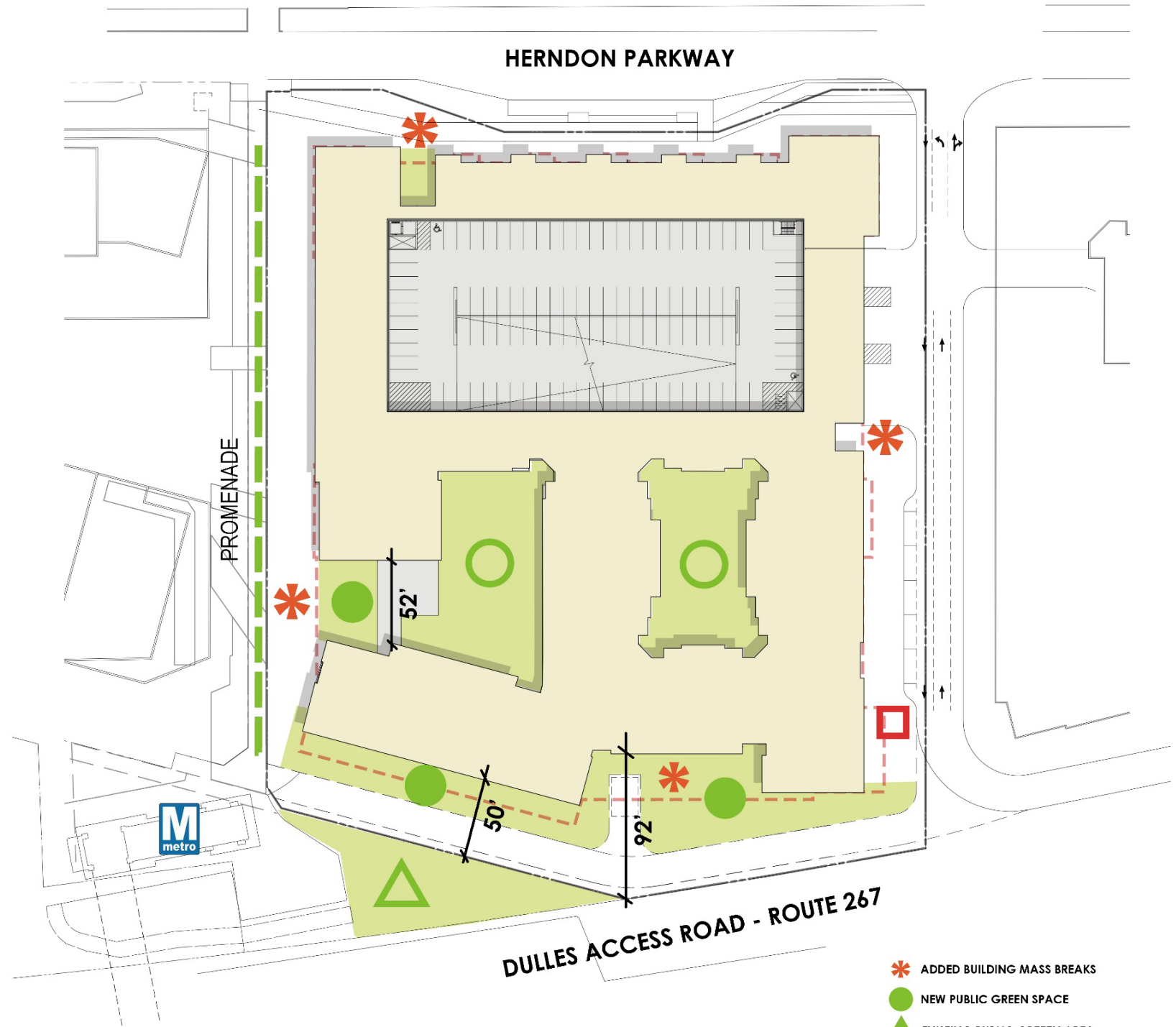
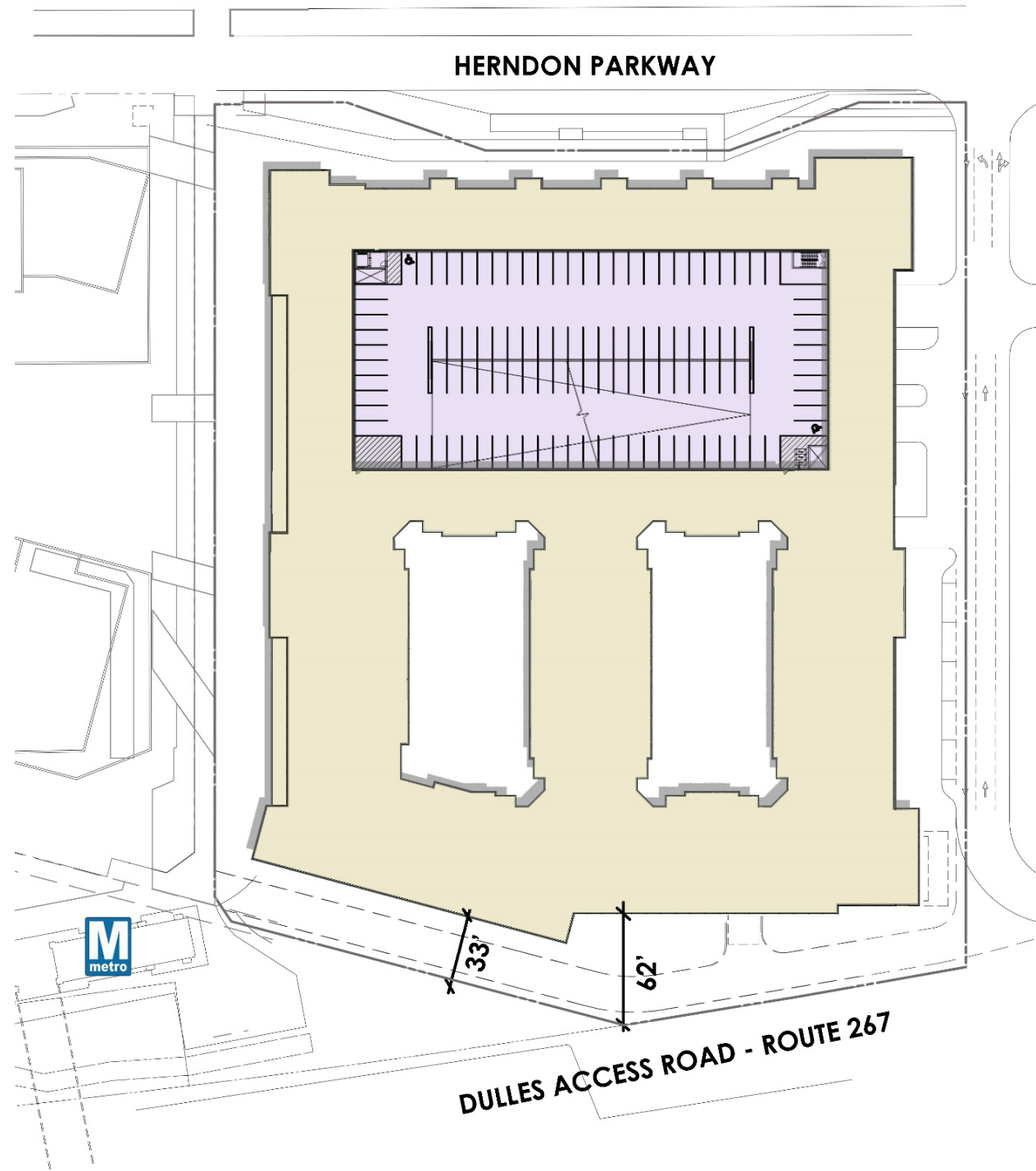


# EXISTING CONDITION

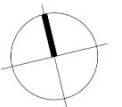


# ORIGINAL CONCEPT

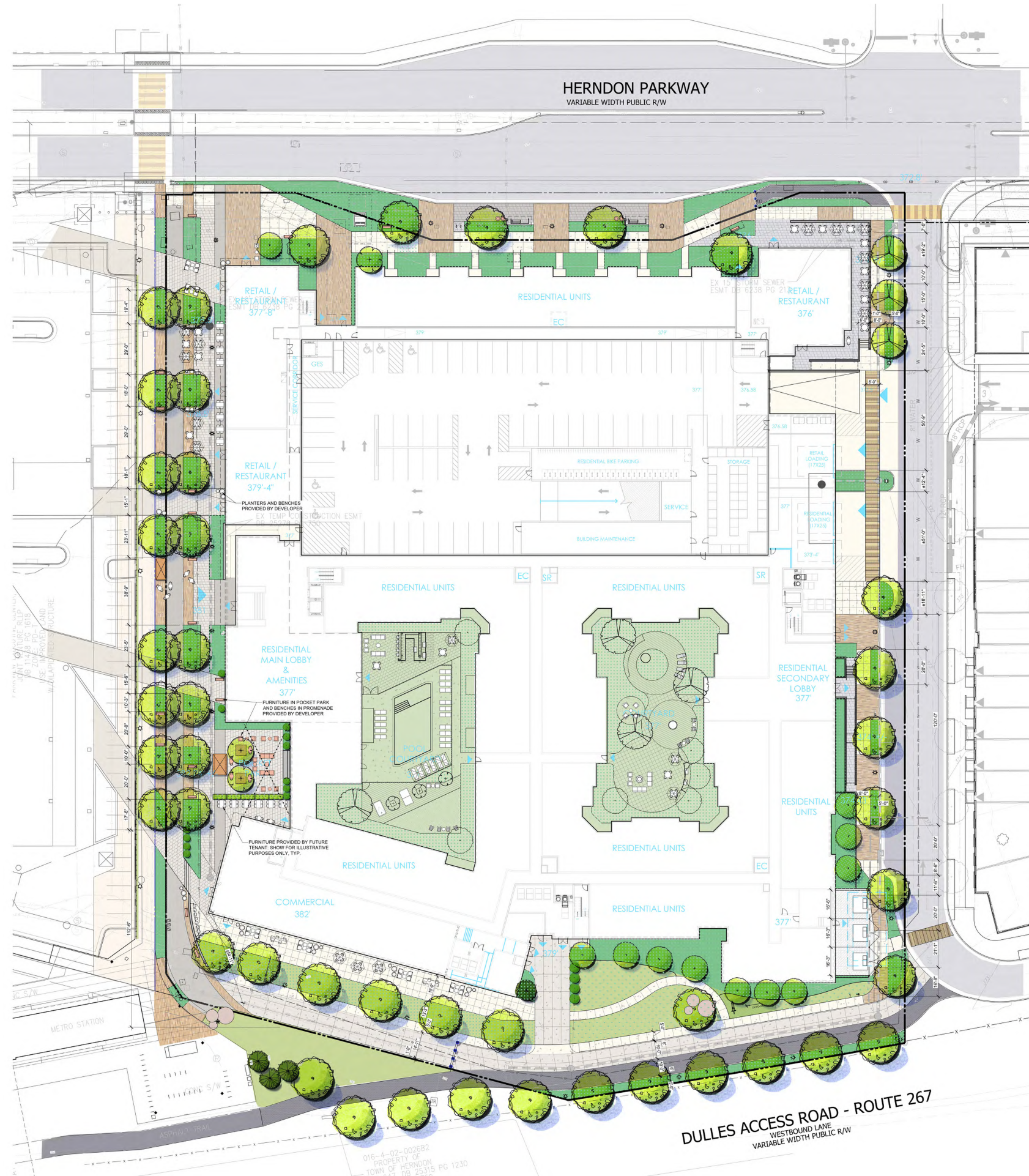
# UPDATED CONCEPT



- \* ADDED BUILDING MASS BREAKS
- NEW PUBLIC GREEN SPACE
- ▲ EXISTING PUBLIC GREEN AREA
- PRIVATE OPEN/AMENITY AREA
- - - PUBLIC HERNDON PROMENADE
- TRANSFORMERS NEW LOCATION
- - - ORIGINAL CONCEPT FOOTPRINT



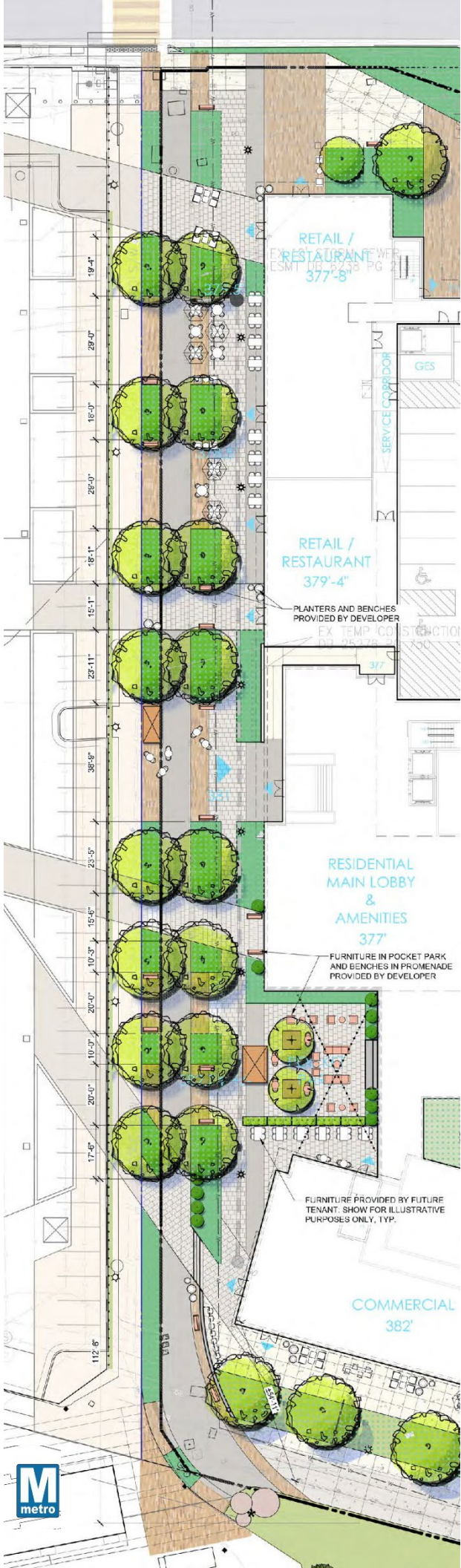
# UPDATED ILLUSTRATIVE SITE PLAN



PROMENADE LANDSCAPE	
TOTAL PROMENADE AREA	17,895 SF
TOTAL LANDSCAPE AREA PROVIDED	4,188 SF
PERCENTAGE OF LANDSCAPE IN PROMENADE	23.4%

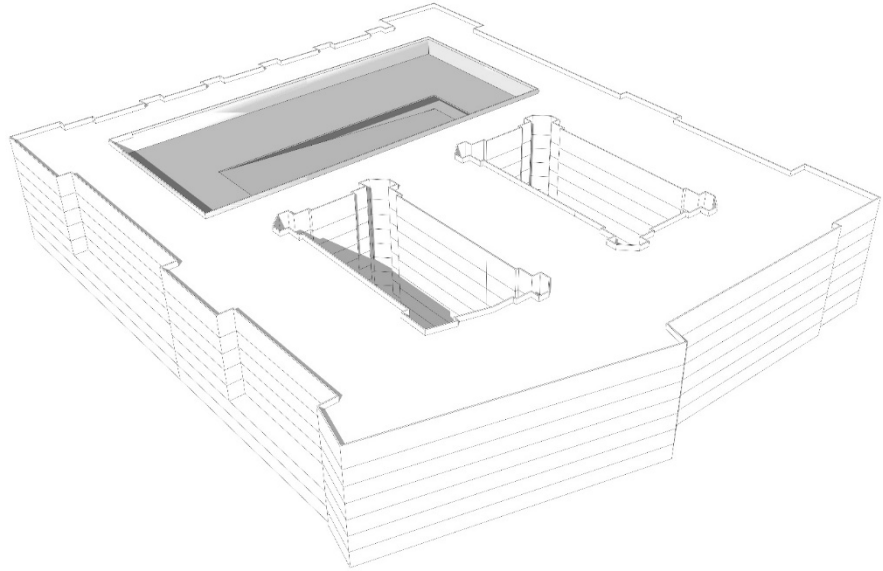
016-4-02-0026B2  
PROPERTY OF  
TOWN OF HERNDON  
118 25315 PG 1230

Proposed Promenade

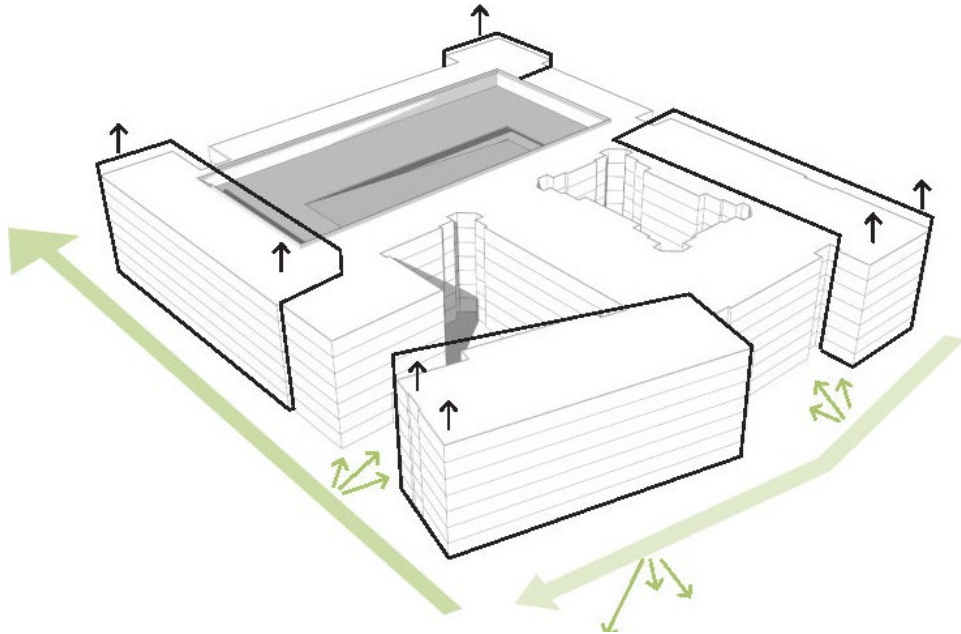


Perspective view of Herndon Promenade - HTOC Urban Design and Architectural Guidelines

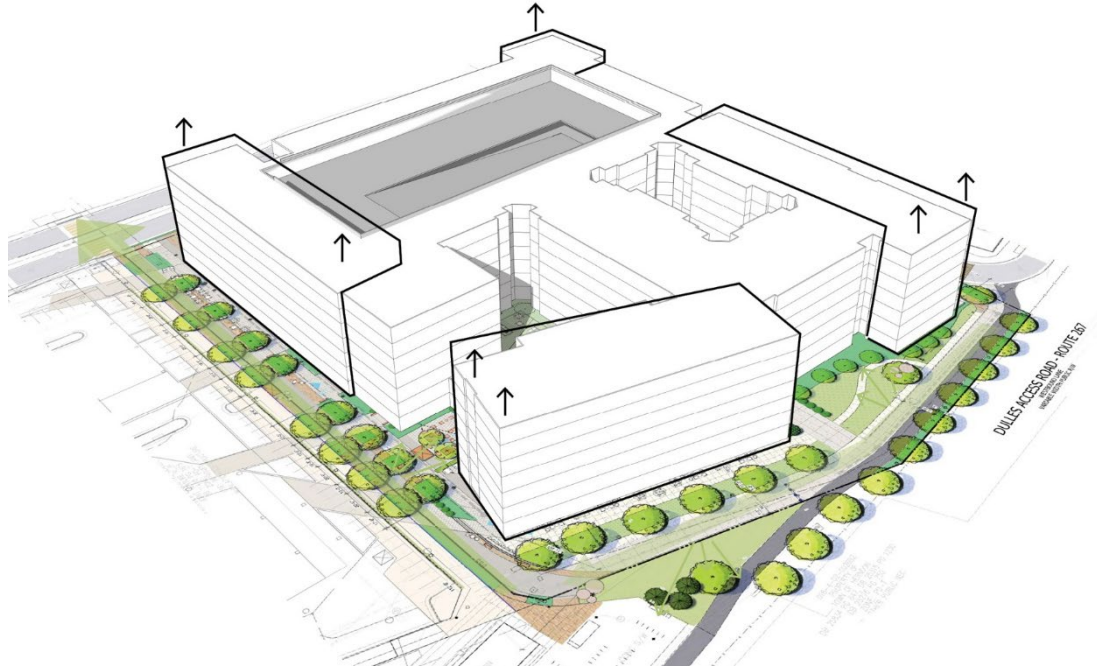
# MASSING & FAÇADE STRATEGY



Original Concept Massing

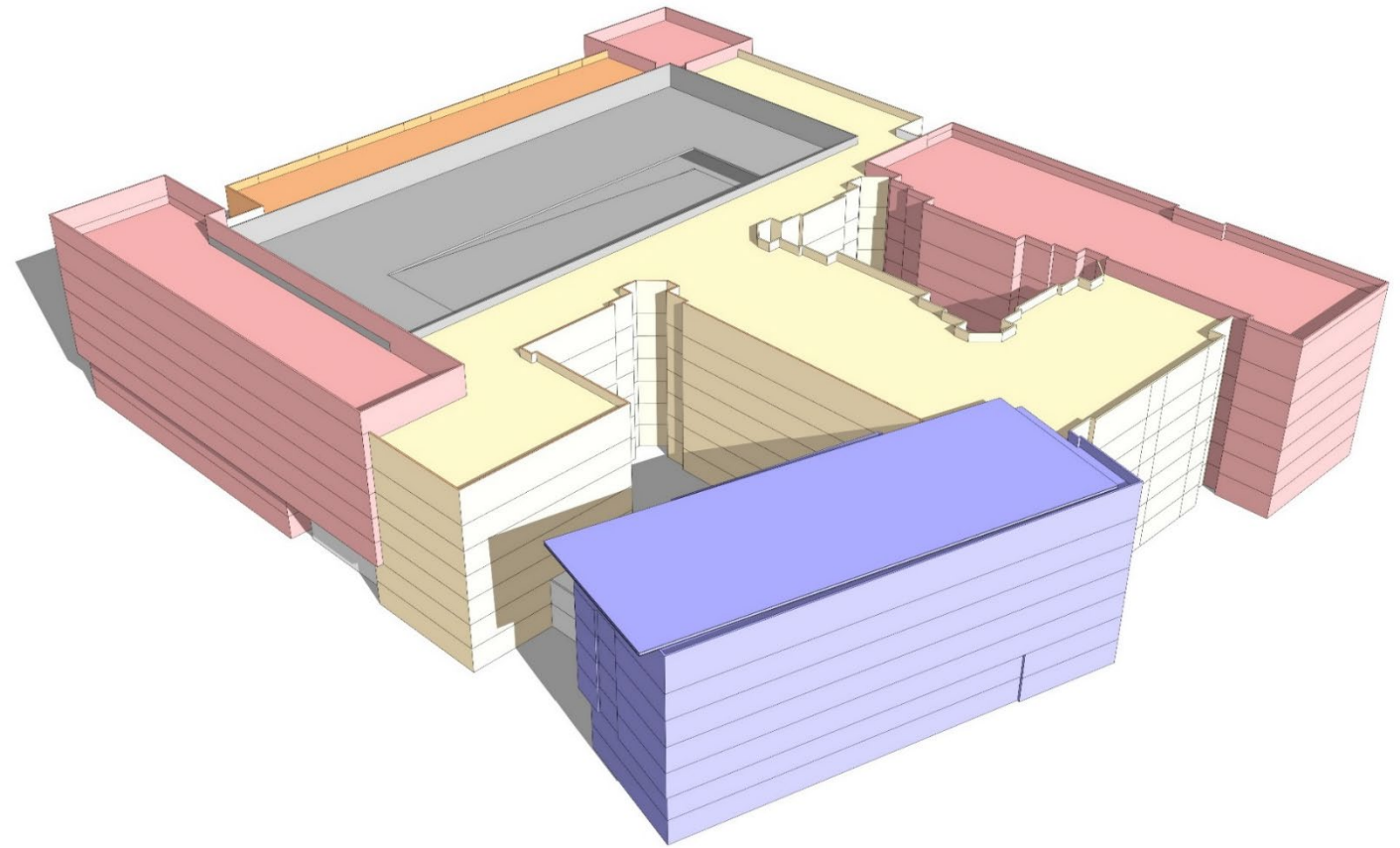
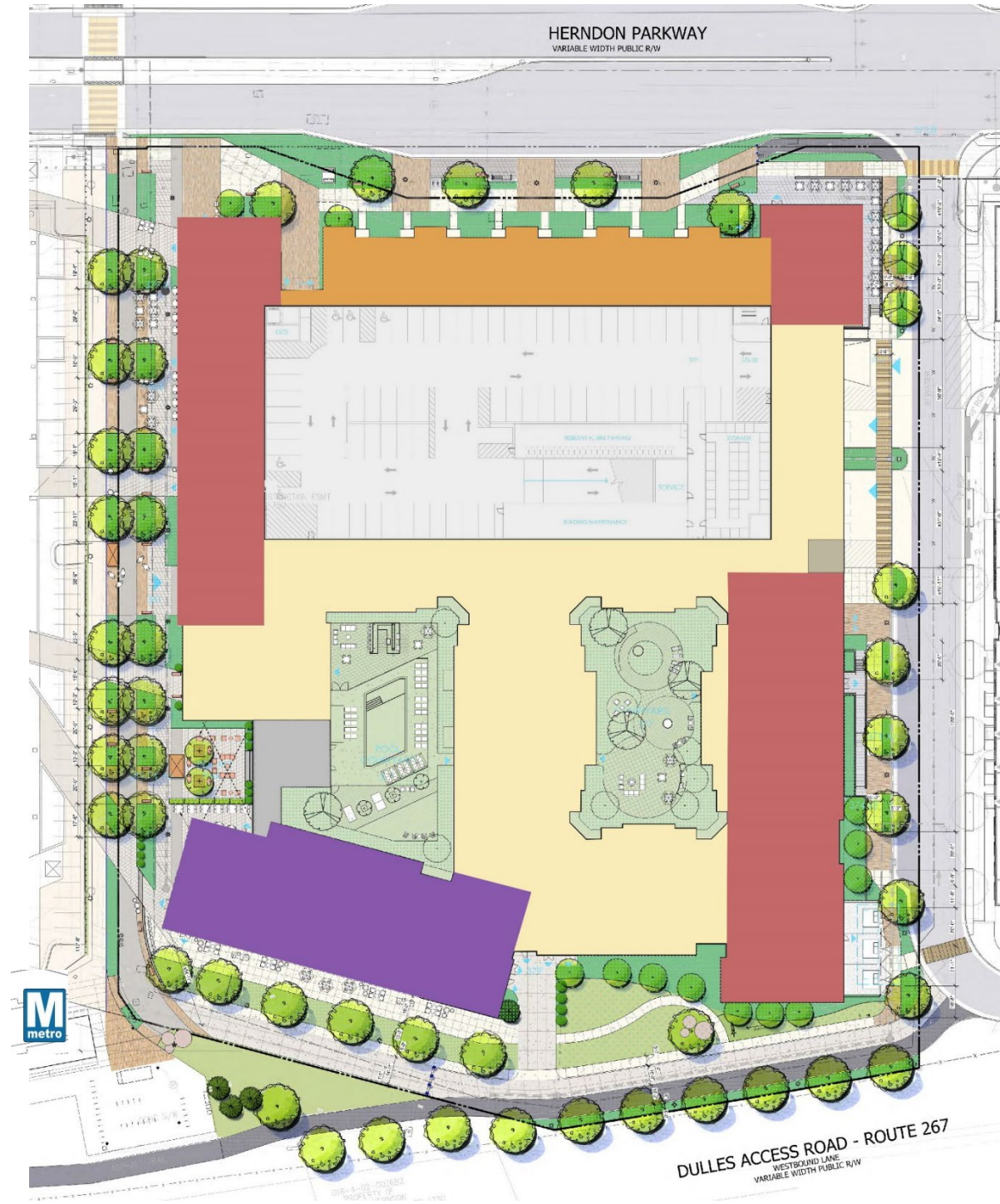


Updated Form and Integration

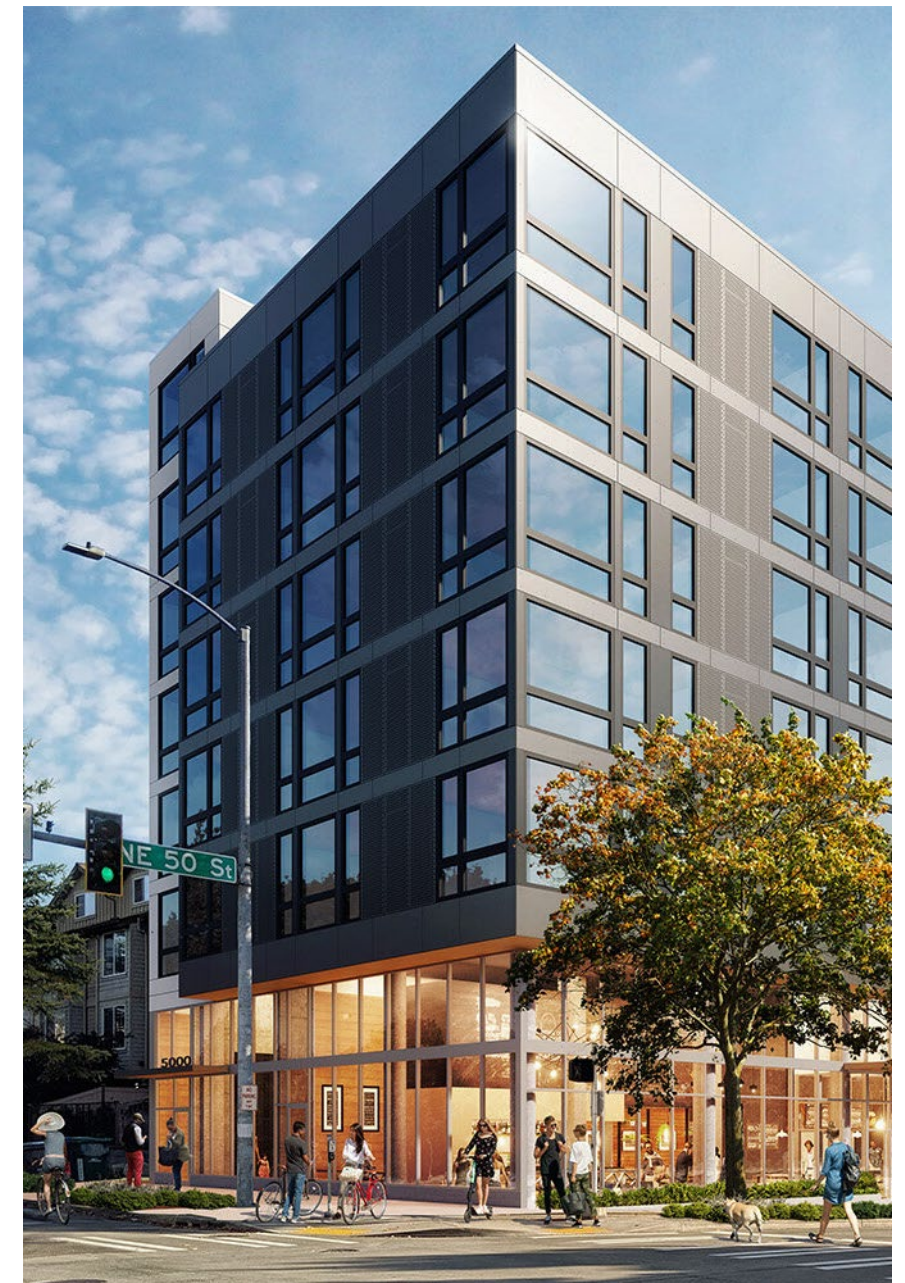
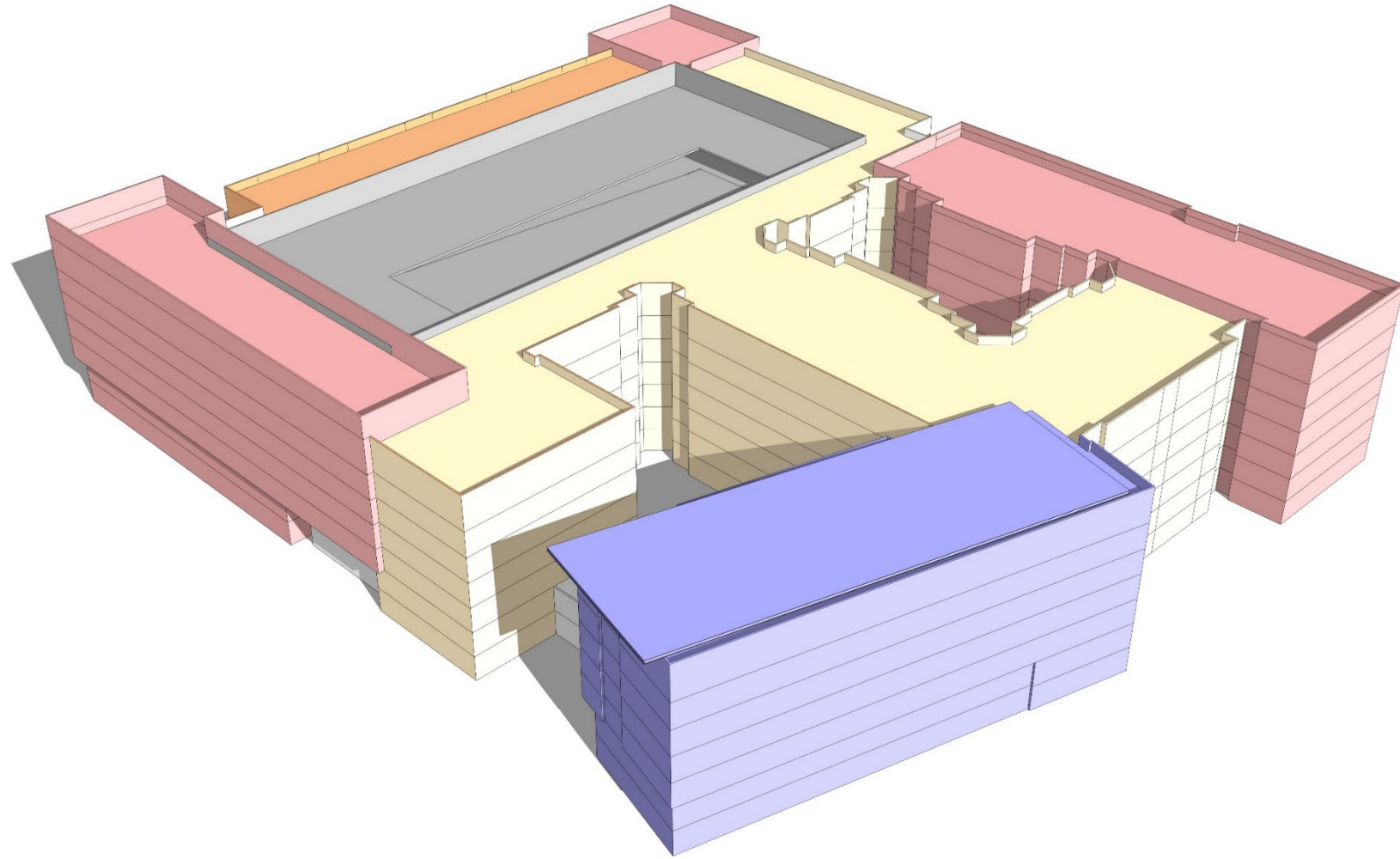


Updated Form on Site Plan

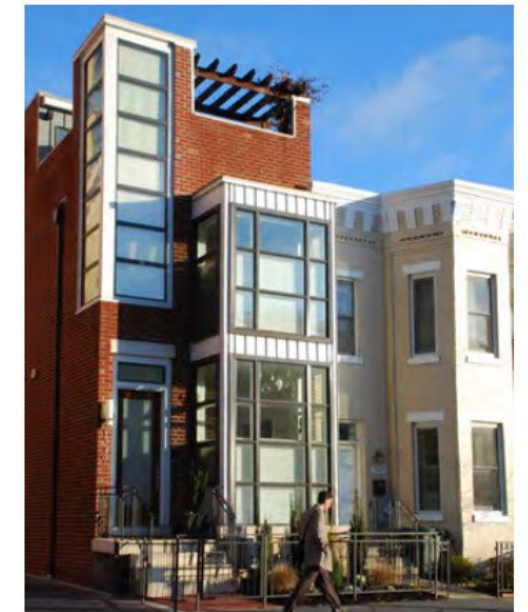
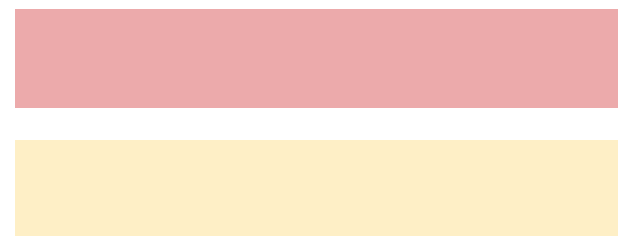
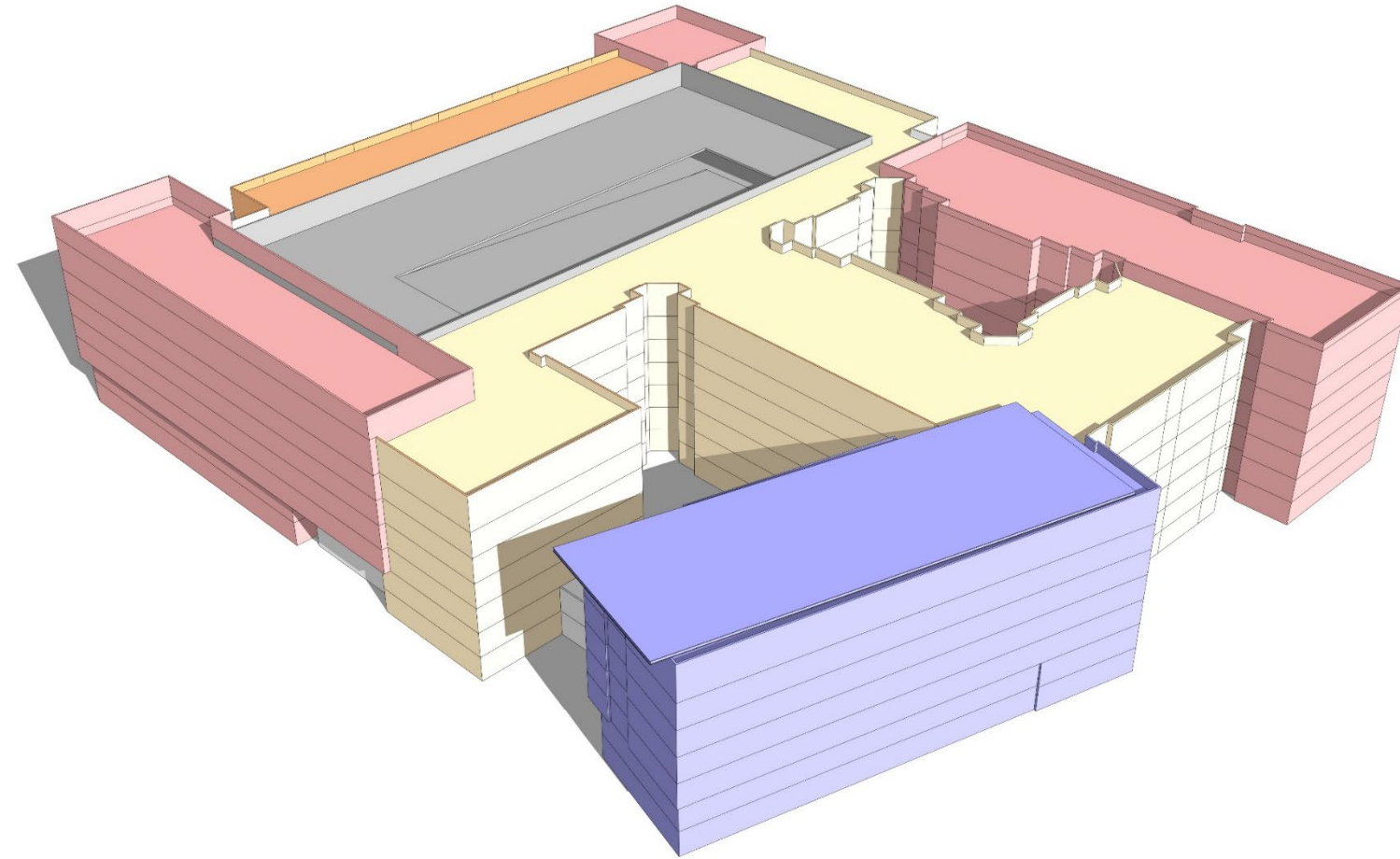
# FAÇADE STRATEGY



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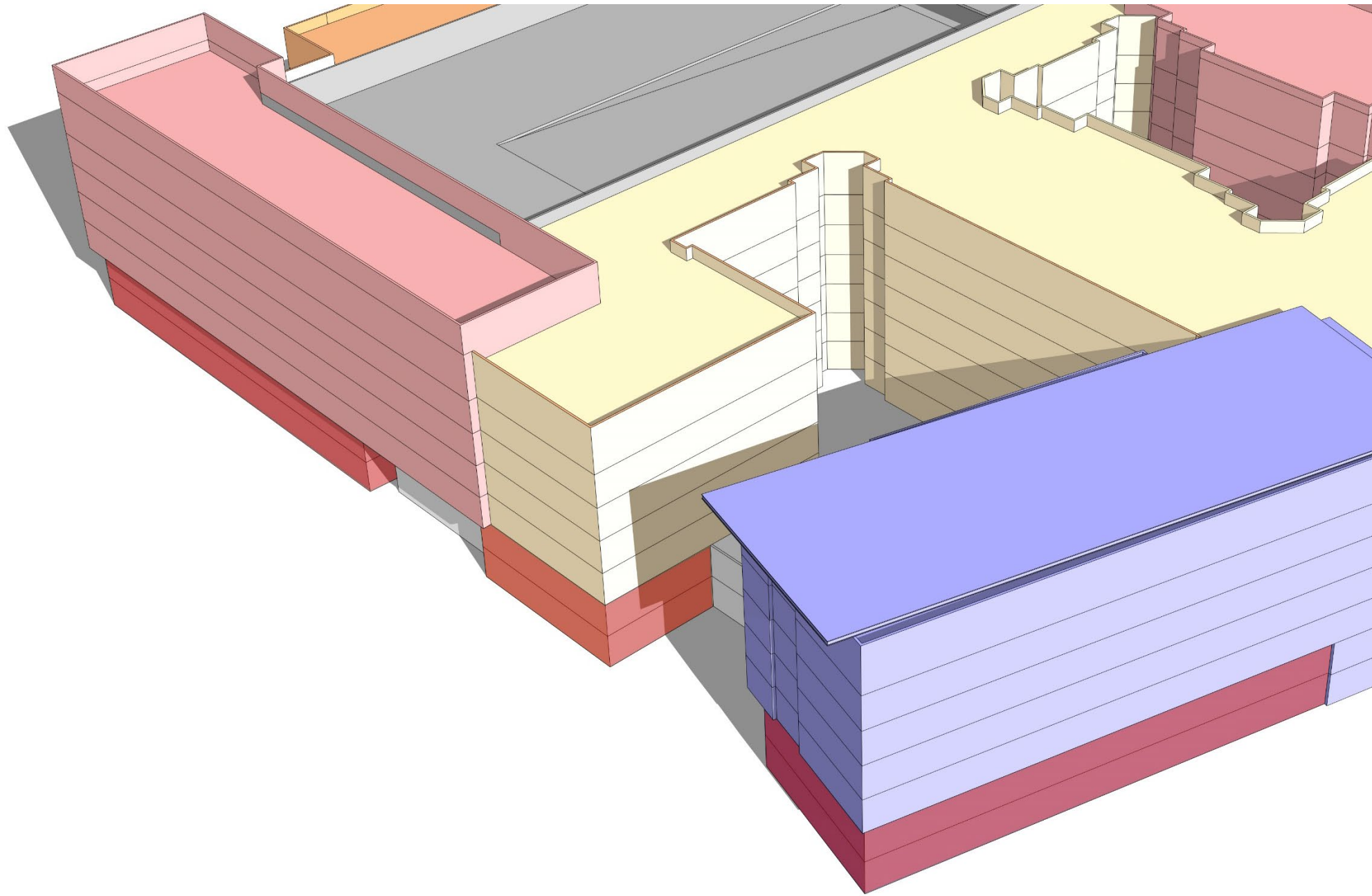


# FAÇADE STRATEGY



Building Forms and Recommended Composition- HTOC Urban Design and Architectural Guidelines

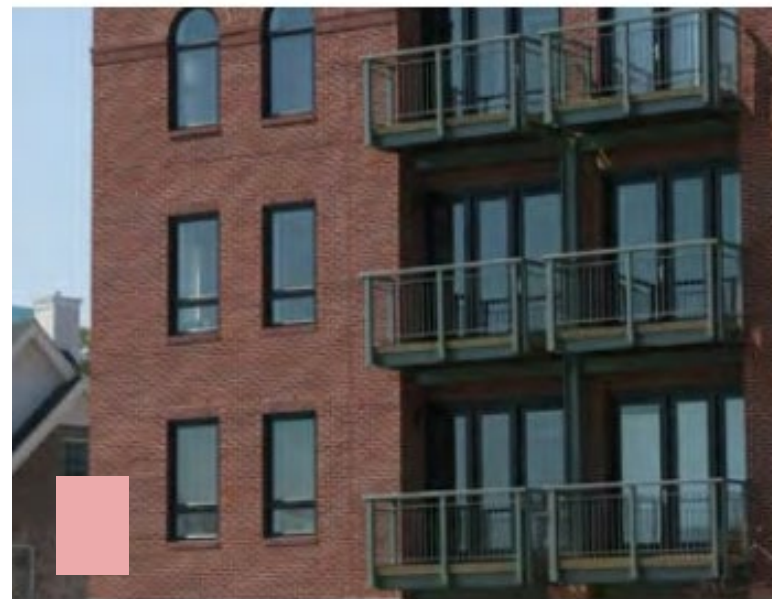
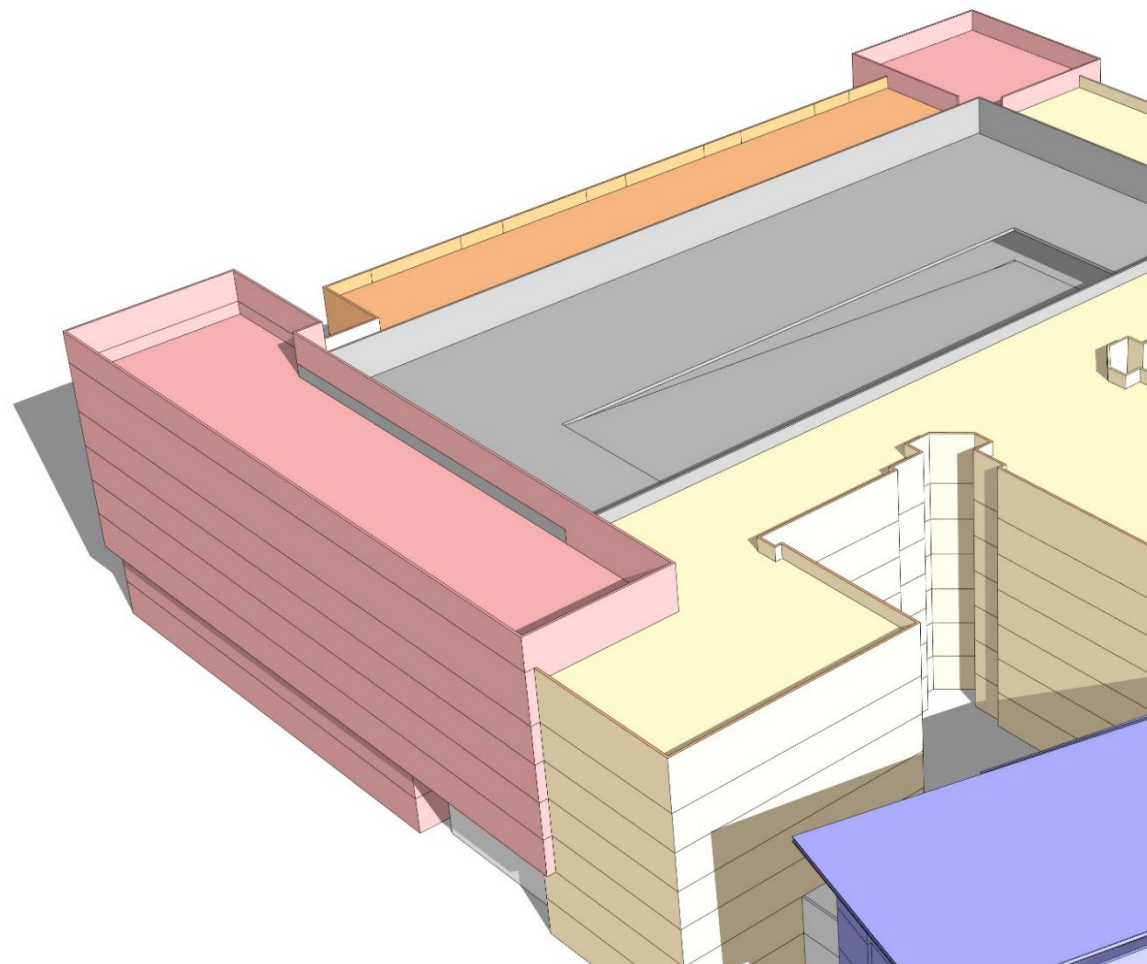
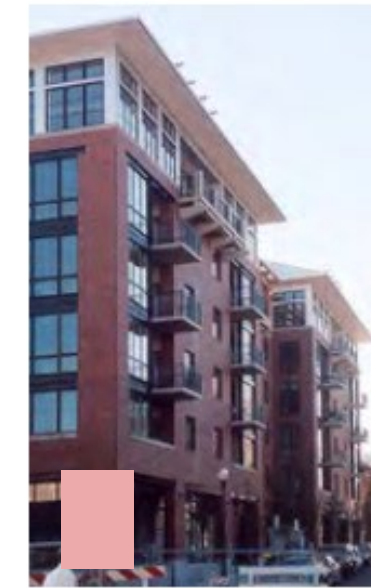
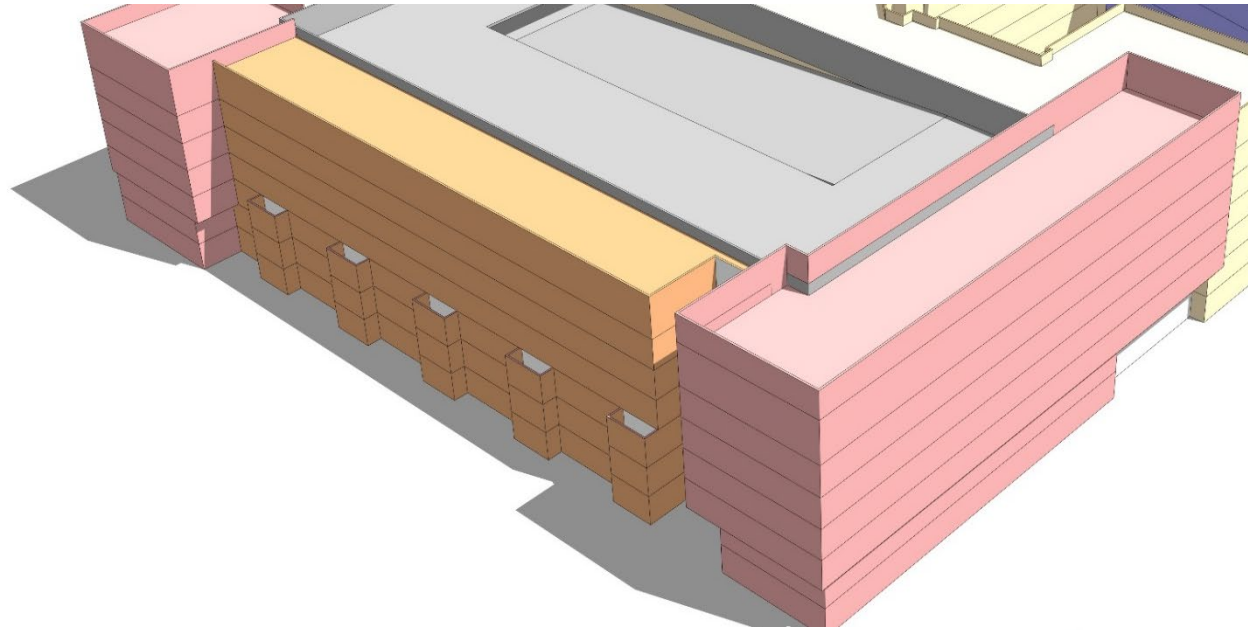
# FAÇADE STRATEGY



Storefront- HTOC Urban Design and Architectural Guidelines



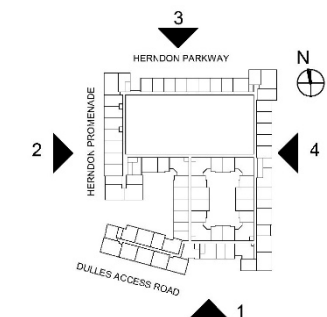
# FAÇADE STRATEGY



Building Form and Balconies- HTOC Urban Design and Architectural Guidelines

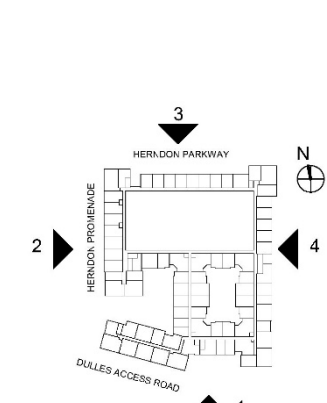
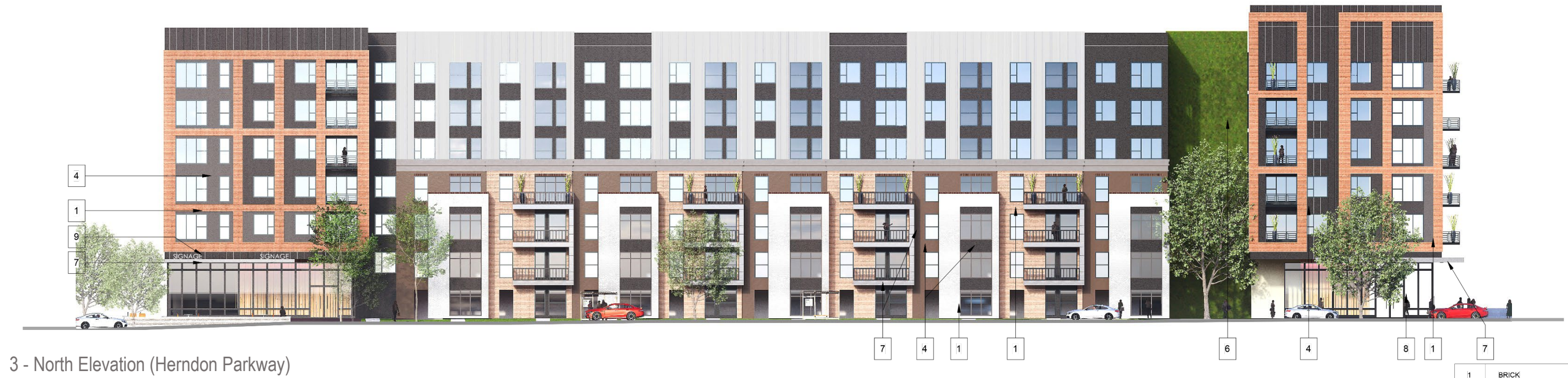


# PROPOSED BUILDING ELEVATIONS



1	BRICK
2	ARCHITECTURAL BLOCK / STONE FINISH
3	DECORATIVE STONE CLADDING
4	FIBER CEMENT PANEL
5	FIBER CEMENT WOOD FINISH
6	WALL MURAL / TBD
7	PREFAB METAL CANOPIES / METAL ACCENT
8	STOREFRONT SYSTEM
9	BUILDING SIGNAGE
10	PARKING ENTRANCE
11	LOADING & SERVICE AREAS

# PROPOSED BUILDING ELEVATIONS

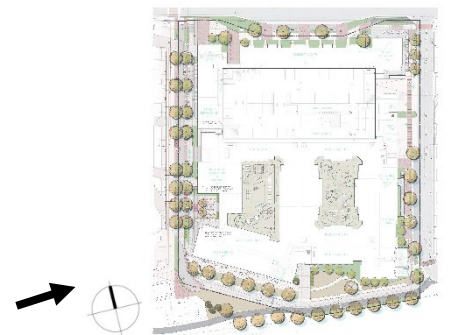


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# BUILDING VIEWS

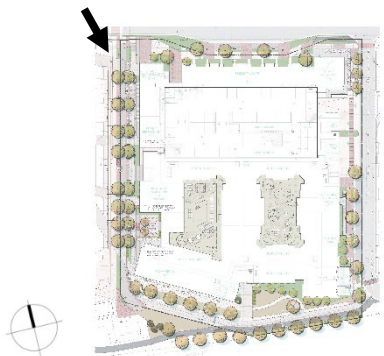


Southwest View



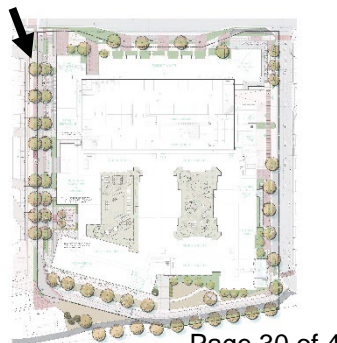


Northwest View





Northwest View

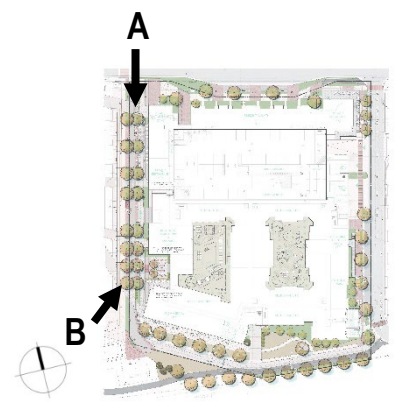


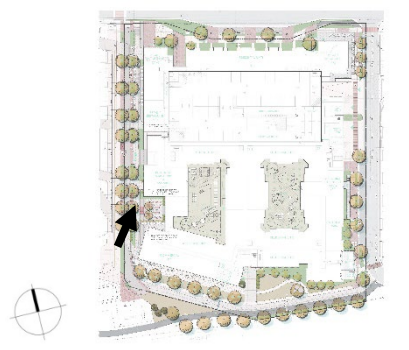


View A



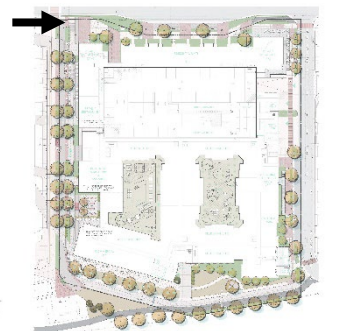
View B

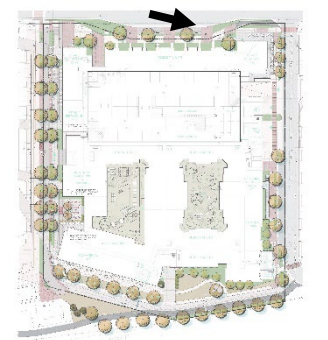






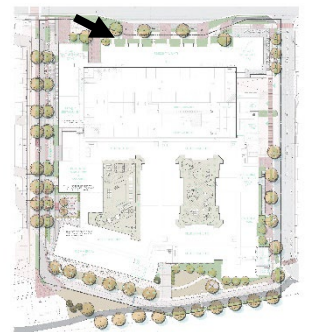
North View





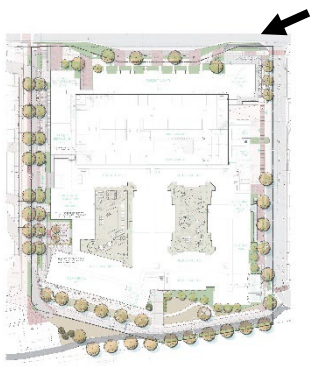


North View



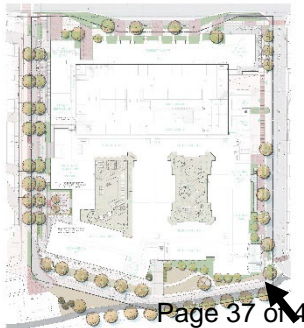


Northeast View





Southeast View



**dc**s  
DESIGN

DAVIS  
CARTER  
SCOTT Ltd

***THANK YOU!***

## STAFF MEMO

**Agenda Item:** Discussion Item, 575 Herndon Parkway Development Plan

**Meeting Date:** October 2, 2024

**Staff Contact:** Bryce A. Perry, Deputy Director, Community Development

### **Item Discussion:**

This item constitutes the formal ARB assessment of the architectural components of an active rezoning application. HTOC Development Plan #24-01 proposes to change the property zoning at 575 Herndon Parkway to allow for redevelopment with a stick-over podium mixed use building. The building would have multi-family residential, retail, and office uses. The existing improvements on the property would be demolished. As part of the review process of this application, the ARB is tasked with providing a preliminary analysis of the architecture and reporting that analysis in a memo to the Planning Commission. The project would return to the ARB as an official case following the approval of the rezoning application and the site plan for the project. The following materials have been submitted to the board for this preliminary review:

1. The sheets from the Generalized Development Plan (submitted as part of the rezoning application) that apply to the architecture.
2. A narrative provided by the applicant explaining the design approach.
3. A presentation provided by the applicant showing the design approach.

### **Staff Comments:**

Impact of HTOC Architecture. New construction in the HTOC will play an outsized role in defining the character of the Town of Herndon. Most urban redevelopment in the town will be centered around the Metro Station which will become a major gateway and source of identity for Herndon. In that sense, ensuring architectural designs, that reinforce a Herndon character, with focus on design and material durability is important for defining the identity of the town. The application at hand concerns one of the most important blocks within the town for establishing town identity. Located immediately adjacent to the Herndon Metro Station Plaza, the proposed building would form the eastern façade wall of the Herndon Metro Promenade. This façade will be very visible and at close quarters to the pedestrians walking to and from the Metro. The south façade of the building would also be highly visible from the Metro pavilion and the southern portion of the Promenade. The north façade will form the Herndon Parkway street-wall for an entire block in the vicinity of the bus bays and gateway to the Promenade. The east façade would face the proposed 555 Herndon Parkway residential mixed-use building, which is currently in site plan review. At least three facades of this building would serve as a gateway symbol of the town.

Architectural Sameness. The town’s Architectural Control District was chartered to ensure a thoughtful and intentional approach to urban design and building architecture within the town and to set it apart from the tendencies of sameness that occur with rapid growth across the region. The applicant’s presentation demonstrates specific architectural trends visible across the region that taken collectively can blur attempts of generating jurisdiction-specific character. It should be noted that within the applicant’s presentation four images are identified as multifamily in Herndon, but not one of the buildings shown is actually in the town. Since the applicant has apparently utilized these developments as precedent it demonstrates the concern of regional sameness that Herndon, as the only authentic town along the Silver Line, must guard against.

Overuse of Panels. As with much of the podium stick multifamily housing built within the last decade throughout the region and country, there are large swaths of the exterior cladding where fiber cement panels or “architectural panels” are proposed. As a secondary or accent materials, panels may have value, however their use as a principle exterior treatment should be limited given the overall flatness they portray. The building should instead rely more heavily on brick veneer which will add texture and aesthetic timelessness to the design. Early in conversations with the applicant, staff stressed the use of brick, not traditionalism, but as a material that is appropriate for this scale of building, is authentic, and provides pedestrian scale.

Façade Treatment Simplification. On any given elevation, there are 8-10 different façade treatments of various colors, materials, and patterns. Combined, the overall architecture becomes overly complicated and incoherent. The project will constitute an urban block and as such, breaking the building into clear and distinct smaller architectural compositions is important to manage the mass and scale, however, the materials, forms, and façade treatments should be significantly simplified and organized into more legible smaller parts. While some of the “Façade Strategies” provided by the applicant show promise, the more positive elements of these strategies do not appear to have influenced the proposed building elevations.

Vertical Division Coherence. In coordination with the above comment, architectural compositions should be more distinctly organized vertically. This arrangement would better balance with the horizontal orientation of the entire building. Carrying distinct treatments and designs from the ground floor up to the top level will help to better craft an appearance of smaller buildings across the block. There are already variation and breaks in façade wall planes, which should become the division lines between compositions.

Review of 555 Herndon Parkway. Many of the comments provided here were similar to those discussed at the last ARB informal review of the proposed building at 555 Herndon Parkway. In response to these concerns, the applicant for that building made several changes to the design to create more simplified and distinct vertical compositions with brick as the primary cladding material. While work remains for the 555 architecture to further address issues raised by staff and the board, the last iteration show better examples of how to vertically divide the building into smaller compositions in a meaningful way and use different colored bricks to assist in making

those distinctions across the facades. The exhibits below show the revised drawings from that project.

