

**TOWN OF HERNDON
HISTORIC DISTRICT REVIEW BOARD WORK SESSION AGENDA
HERNDON MUNICIPAL CENTER
LARGE CONFERENCE ROOM, 2ND Floor
777 LYNN STREET
DECEMBER 7, 2022
7:00 P.M.**

CALL TO ORDER

1. Determination of Quorum

PUBLIC HEARING

2. **APPLICATION FOR SIGNAGE, HDRB #22-010**, to consider an application for a certificate of appropriateness for signage at 700 Lynn Street, Suite B, Herndon Virginia, further identified as Fairfax County Tax Map 0162 51 0001. The site is located within the Junction Square development and is situated in the northeast corner of the intersection of Lynn Street and Elden Street. This property is zoned as PD-TD (Planned Development – Traditional Downtown) and consists of 2,410 square feet of land area. Owner: LRS Herndon LLC. Applicant/Agent: Natalia Velazquez, Absolute Signs.

COMMENTS

3. Comments from the Staff Members
4. Comments from the Board Members

ADJOURNMENT

Title: HDRB #22-010; Signage; 700 Lynn Street

Staff Contact: Tamsin Himes
Lead Planner – Development and Design
tamsin.himes@herndon-va.gov
(571) 612-0537

Summary Information

Applicant Request	Commercial signage		
Address	700 Lynn Street		
Fairfax County Tax Map Number	0162 51 0001		
Owner	LRS Herndon LLC.		
Applicant	Natalia Velazquez, Absolute Signs		
Business/Organization	Midtown Jewelers		
Property Use	Commercial		
Zoning District	PD-TD, Planned Development – Traditional Downtown		
Adjacent Zoning	North: CC, Central Commercial District East: PD-TD, Planned Development – Traditional Downtown South: CC, Central Commercial District West: CC, Central Commercial District		
Building Type(s)	Commercial	Date of Construction:	2018
Architectural Style(s)	Traditional		
Exterior Material(s)	Brick masonry		
Neighborhood Design Profile	Downtown commercial, future development area		
Comprehensive Plan Land Use Designation	Adaptive Area		

Staff Recommendation	Staff is withholding a recommendation
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Case Details

Proposal:

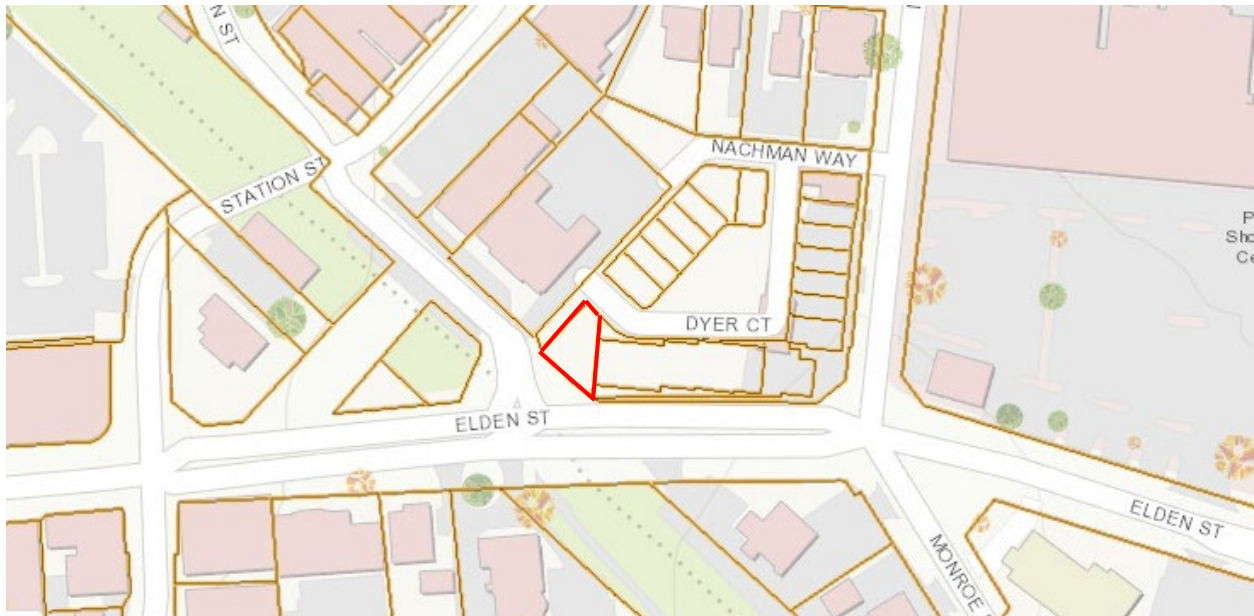
This application proposes a business identification projecting sign located on the southeast corner of the building that faces Elden Street. The proposed sign is constructed in a way that it has two faces, one perpendicular to the building, and one at a 35-degree angle. The sign is mounted on two 8-inch “arms” which consist of 4-inch steel tubing. The sign projects 3.3 feet from the wall.

The proposed sign faces consist of black aluminum with routed out letters forming the sign text. The routed-out letter spaces allow for white and yellow acrylic “push through” dimensional letters. The text reads “Midtown Jewelers” and displays the company’s logo. The sign is internally illuminated and the applicant states that the faces of the letters/logo are opaque, allowing light from the interior to pass through the translucent acrylic returns of the letters. The sign reaches a height of approximately 18.8 feet above grade and measures 21.33 square feet.

Site location:

The site of the proposed sign is part of the Junction Square development and is in a highly visible area of the Herndon downtown. The proposed sign would face east and southwest along Elden Street and visible from the intersection of Lynn and Elden Streets. Along with being a highly trafficked area, the W&OD trail passes through the intersection, directly in front of this building.

Location Map



Applicable Design Guidance:

- Town Code of Ordinances, Section 78-141.6 – *Signs Standards for downtown mixed-use districts*
- Herndon Downtown Pattern Book, Section D Storefronts and Signage

Staff Analysis

1. Staff has found that the proposed signage does not meet all the applicable standards and requirements of the Town of Herndon Zoning Ordinance:
 - a. The zoning ordinance specifies that signs in this area must be halo lit or indirectly lit. In order to qualify as halo lit, the sign face material must be

completely opaque and use a metal material rather than a plastic/vinyl/acrylic material. While the specifications for this sign include include “opaque faces”, the material for the faces is not specified to be metal.

- b. The zoning ordinance gives direction regarding how a sign must be measured: “The area of a double-faced sign shall be the area of one side only provided that the faces are either parallel or have an internal angle between its two faces of no more than 45 degrees. If one side is larger than the other the larger of the two shall be used to calculate area.” The measurements provided for this sign are for the side perpendicular to the building. Since the other face of the sign is set at an angle, it is larger and should be used when measuring the sign.
2. With the findings expressed below, staff believes that the proposed sign partially adheres to the design criteria and standards in the Herndon Downtown Pattern Book:
 - a. The proposed sign is legible, easily understood and communicates the nature of the corresponding business.
 - b. The proposed sign would reflect the proper purpose, context and location
 - c. Sign is placed on a logical area of the façade for a projecting sign and fits within the architectural divisions of the storefront.
 - d. The sign at 21.3 square feet exceeds the 12 square feet size recommended for blade signs however that guideline seems more aligned with traditional ground floor projecting signs and not upper story vertical blade signs. The zoning ordinance permits blade sign on upper stories to have a maximum 24 square foot size.
 - e. The light source for the sign is internal to the cabinet which may be in conflict with the Pattern Book guidance of prohibiting internally illuminated box signs. The specific design of this sign however diverges from what would traditionally be considered a box sign. Though built with a cabinet the light only penetrates through cut openings for the letters which shine against the back of raised letters. If the raised copy is metal and opaque, the overall appearance and affect of the light will mimic the that of a halo-lit sign.
3. Staff believes that the general design and graphics of the proposed sign are appropriate for this area and that they are cohesive with the blend of modern and traditional architectural styles of the Junction Square development.
4. The proposed lighting method for this sign is different than lighting methods for signs that staff and the Board have seen prior to this. The Downtown Pattern Book states that “signs only lit by exterior wall mounted fixtures or signs with individually shadow-lit opaque letters are permitted.” “Shadow lit” and “halo lit” have been determined to refer the same general lighting method. This is when completely opaque letters are lit from behind and the lighting shines through the gap between the letter and the wall, reflecting off the wall and giving the letter a “halo”. Alternatively, in some cases a portion of the return is translucent material and the

“halo” lighting from behind the letter shines through the opaque portion of the return.

The proposed sign features push-through letters, where acrylic material is pushed through routed out letter shapes in the metal sign backer. The lighting source is inside the sign and shines through the acrylic letters. In this proposal the complete letter return is translucent, with the letter opaque. In the past, the Board has determined only metal materials to be truly opaque for signage purposes. Staff believes that an accurate mimic of a halo-lit sign can only be achieved with copy (letters and logos) that are constructed of metal. Acrylic signs, even with opaque covers, would not suffice.

The application states that the letters consist of “3/4-inch white acrylic push-through letters and logo with opaque faces (only 1/2-inch showing through front)”. Staff has questions regarding whether the “1/2-inch showing through front” refers to 1/2-inch or translucent material or some other element of the sign.

5. The rezoning application that permitted the redevelopment of this site included condition proffers. One of those proffers prohibits the use of internal illumination for signage. As discussed in the other staff comments, if the light source is handled in such a manner as to illuminate in a more indirect manner such as through spot lights or halo-lit.
6. Staff is asking the applicant to address the following questions prior to a recommendation from Staff:
 - a. Size. Diminish the sign size so that it adheres to the Downtown Pattern Book cap of 12 square feet of sign face per side. As mentioned above, if there is a discrepancy in size between the two sign faces, the larger should be used to determine the size.
 - b. Lighting. Specify the material used to create a completely opaque sign face and sign copy as required. Clarify whether there is a 1/2-inch of the sign face that is translucent as the sign returns are.

Staff Recommendation:

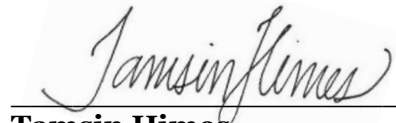
ARB Alternatives:	1. Resolution to deny the application. 2. Resolution to approve the application as submitted. 3. Resolution to approve with condition(s). 4. The ARB may also continue the review of this item to a future public hearing
Staff Recommendation:	Staff is withholding a recommendation pending further information from the applicant.

Report Attachments

1.	Downtown Pattern Book Matrix
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2.	Proposed Sign Drawings and Specs
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Staff Signatures



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director

Downtown Pattern Book Review Matrix		
Section D: Storefronts and (pages 63-71)		
#	Pattern book	Evaluation
1	Mixed-use building signage: » Must be in accordance with town regulations. These guidelines are intended to add further refinement to the town sign ordinance. They are not intended to lessen the jurisdiction of the ordinance. » Should express quality and unique characteristics. » Must be legible and easily understood. » Should contribute positively to the sense of place and the character of the district. » Should communicate the nature of the corresponding business. » Must reinforce pedestrian scale in size and mounting height. » Should reflect proper purpose, context, and location.	As mentioned in the Staff Report, as proposed, this sign does not meet all the zoning requirements for this area. The sign is legible and easily understood and communicates the nature of the business. The projecting sign design adds dimension and interest to the building façade and may add to a more pedestrian-focused feel to this area.
2	Prohibited signs The following signs are prohibited: » Any “box” or “can” letters or signs (internally-lit boxes with translucent covers). » Any sign illuminated by bare floodlight, blinking or flashing bulbs. » Any sign that extends above the roof line or parapet wall.	While the proposed sign is a box sign, the background is metal and fully opaque. The sign is internally illuminated Other listed prohibited signs are not applicable.

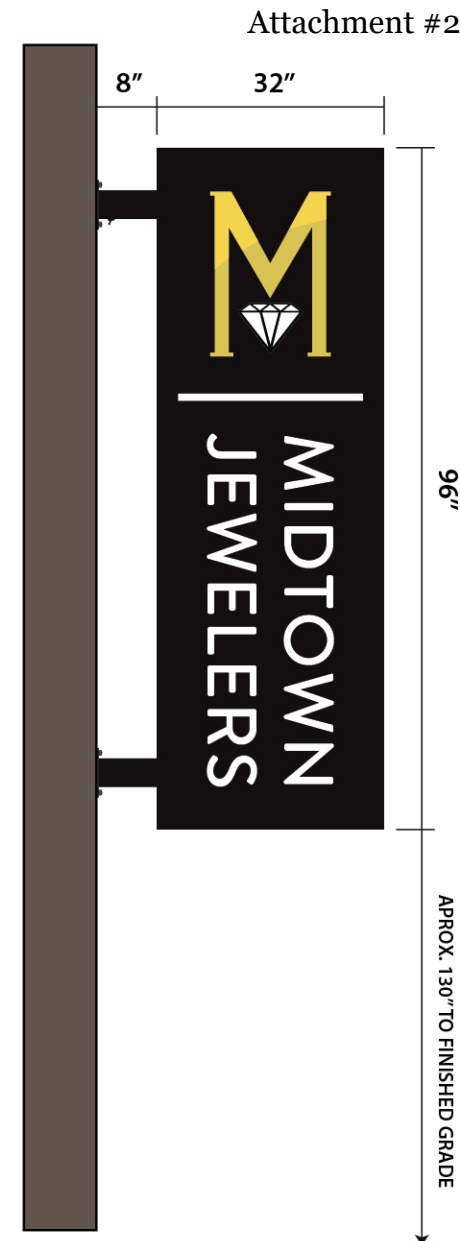
	» Any sign erected, painted, or maintained upon fences, rocks, trees, or any natural feature. » Electronic message signs with changing text or graphics generated by electronic components	
3	Signage Requirements The following items should be noted prior to any sign design or building development: » Multiple storefronts within one building must be designed to coordinate the alignment of signs to achieve a harmonious appearance to the base of the building. » Signs must fit within the architectural divisions of the building, and should not span across structural bays or columns. » If present, the signage band must be incorporated into the design of the façade and situated above the storefront clerestory and below the second-story windows signage requirements » Signs incorporated in cornices or parapets must be limited in size, or made an integral part of the architecture. » Signs only lit by exterior wall mounted fixtures or signs with individually shadow-lit opaque letters are permitted. » The inclusion of creative shapes, symbols, and three-dimensional motifs with accompanying text is strongly encouraged in all sign design.	The proposed sign is located in an appropriate architectural space on the second story of the façade. Sign lighting: the application calls the lighting style for this sign “edge lit”. This appears to be similar to halo lighting, but the lighting comes from inside the cabinet and is visible through the returns of the sign lettering. In addition to this, though the application materials state that the letter faces are opaque, generally only metal materials have been considered fully opaque, not acrylic or vinyl or paint as it appears these letter faces are. The application notes identify the letters as “acrylic push-through letters and logo with opaque faces (only 1/2” showing through front)”. This is somewhat ambiguous, and staff is asking for clarification regarding the 1/2 showing through front. Is this referring to 1/2 inch of transparent lighting? Other requirements listed are either non-applicable to this sign design or the sign is in compliance.
4	Blade Signs (including Projecting Bracket-Mounted Signs) » Blade signs are typically suspended from a permanent bracket attached to the building, either fixed in place or suspended	The proposed sign is a projecting bracket mounted sign, permanently attached to the building façade. The proposed sign is 21 square feet on the side for which the application gives measurements. This exceeds the 12



	from the bracket. They are great opportunities for creating colorful unique identities for businesses. Blade signs should be no larger than 12 square feet per side and set at a minimum clearance of 8 feet above sidewalk level. Blade signs should not extend more than 4 feet from the building	square foot cap set in the downtown pattern book but does not exceed the limit provided by the zoning ordinance.
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32" X 96" SIGN = 21.33 SQ FT



(QTY 1) 96" x 32" illuminated blade sign with push-through letters

- Satin black painted aluminum exterior with routed faces
- 3/4" white acrylic push-through letters and logo with opaque faces (only 1/2" showing through front)
- Faces of letters to be opaque for halo/edge-lit appearance at night, only edges of acrylic letters/logo will illuminate at night
- Mounted to wall with two 4" steel tube arms, and 3/8" hardware through steel mounting plates into brick facade
- All holes made in facade to be sealed with clear silicone



11900 Livingston Rd. #161 Manassas, VA 20110
Phone: 703-229-9436 Fax: 703-369-0082

Customer Information

Contact: Bobby Singh
Company: Midtown Jewelers
Address:
Phone:
Fax:

Job Details

Job No:
Salesperson: James Hallaj
Designer: Josh Burton
Folder Name:
File Name:
Date: 10-3-22
Order Date:

Drawing Scale

Additional Information

Terms

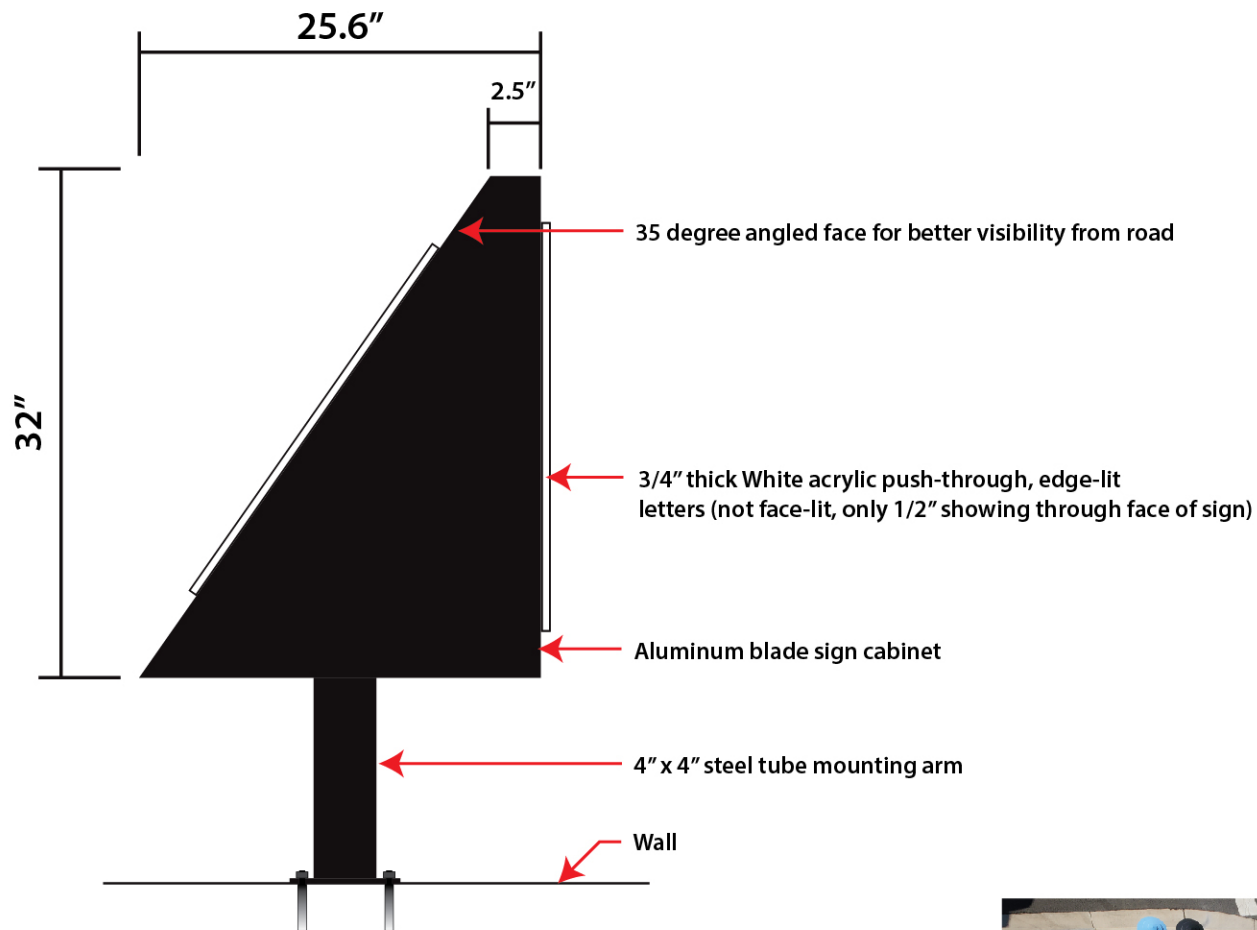
All designs, logos & graphic elements are the sole intellectual property of Absolute Signs unless expressed permission is given by Absolute Signs to use all or part of the above graphics.
Please contact James Hallaj of Absolute Signs to gain information on the legal status of your logo or design.

Approval Signature

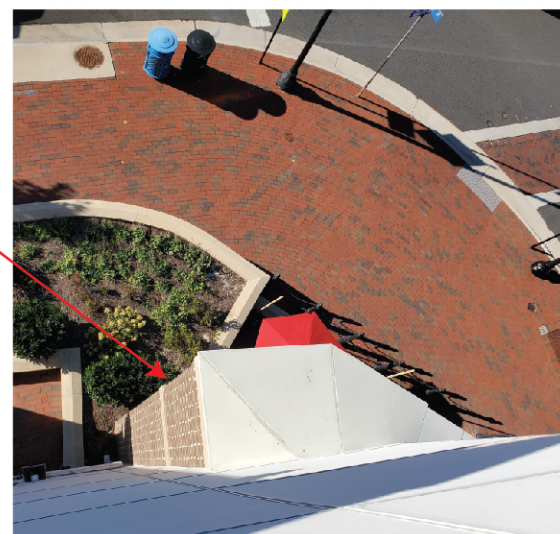
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TOP VIEW OF PROPOSED SIGN SHAPE (APPROX):

Attachment #2



TOP VIEW OF INSTALLATION LOCATION:



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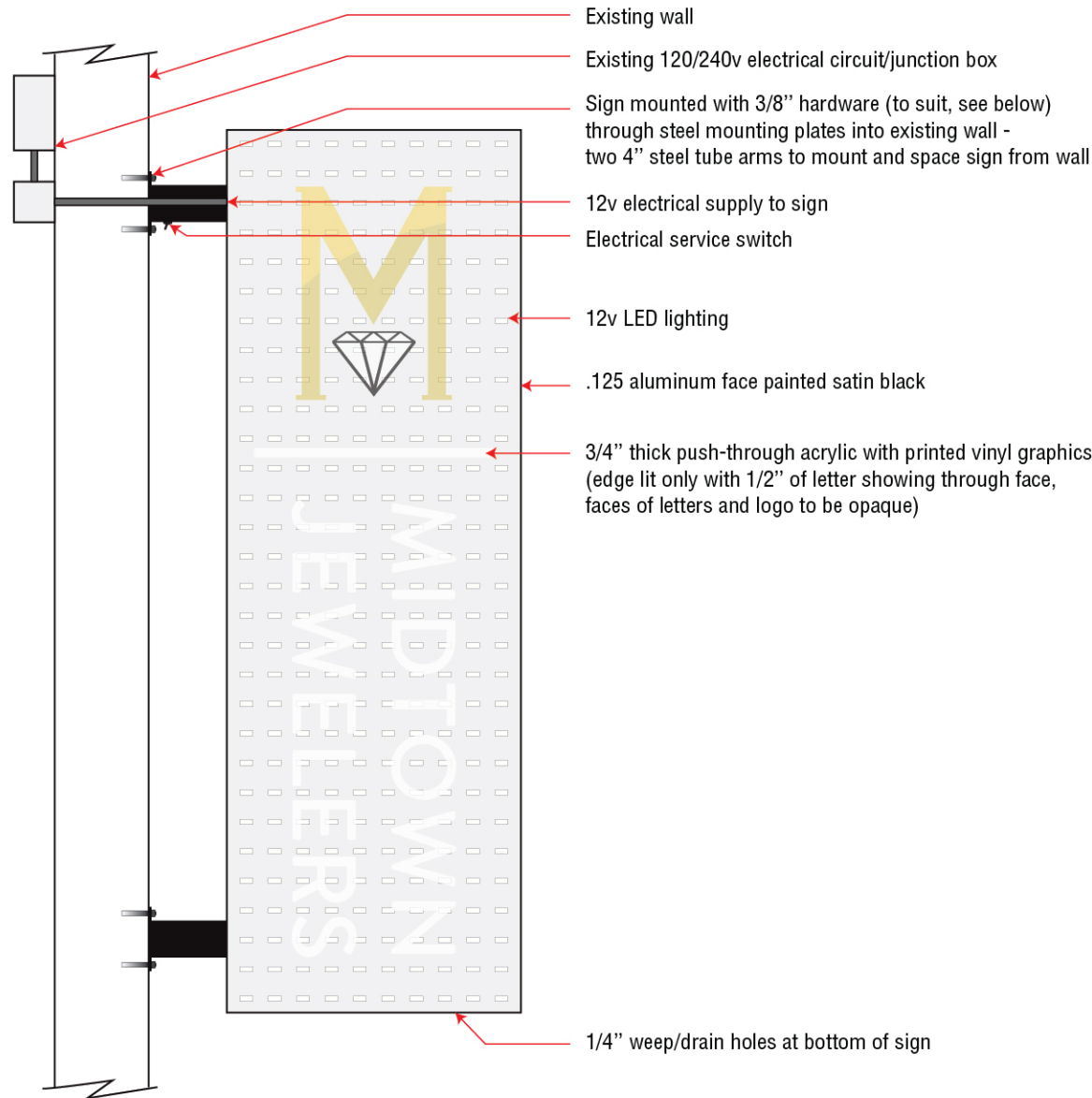
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Approval Signature

X

SIDE VIEW / INSTALLATION & ELECTRICAL DETAIL:

Attachment #2



WALL TYPE	CMU, BRICK	PRE-CAST CONCRETE, CONCRETE	WOOD, CONCRETE BLOCK, EIFS WALL SYSTEMS	EIFS WALL W/ FOAM INSULATION
SECTION				
ANCHOR TYPE	ø1/2" SLEEVE ANCHOR (ø3/8" BOLT), 2" MIN. EMBEDMENT	ø3/8" EXPANSION ANCHOR, 2 1/2" MIN. EMBEDMENT	ø3/8" THREADED ROD	ø3/8" THREADED ROD W/ ALUMINUM OR PVC COMPRESSION SLEEVE



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