



HISTORIC DISTRICT REVIEW BOARD MEETING AGENDA

Herndon Municipal Center
Large Conference Room, 2nd Floor
777 Lynn Street
Wednesday, May 3, 2023 | 7:00 p.m.

1. Call to Order

2. Public Hearings

- a. **APPLICATION FOR AN APPEAL OF AN ADMINISTRATIVE DECISION, HDRB #23-004**, an appeal of an administrative decision pursuant to Sec. 78-60.3(g)9(7) of the Town of Herndon Zoning Ordinance to deny an application for window replacement at 898 Station Street, Herndon, Virginia, located in the southeast quadrant of the intersection of Park Avenue and Station Street. The subject property is further identified as Fairfax County Tax Map 0104 34 0001, is zoned as R-10 (Residential Single family-10 District) and consists of 15,802 square feet of land area. Owners/Applicants: Kevin G Moses, Paige L Moses.
- b. **APPLICATION FOR SIGNAGE, HDRB #23-008**, to consider an application for a Certificate of Appropriateness for a wall sign at 754 Elden Street, Suite 201, Herndon, Virginia, further identified as Fairfax County Tax Map 0162-40-0201. The site is located within the Herndon Commerce Center Condominium and is situated in the northwest quadrant of the intersection of Elden Street and Center Street. The subject property is zoned PD-D (Planned Development – Downtown) and consists of approximately 11,477 square feet of land area. Owner: Probity II LLC. Applicant: Jay Crockett, Probity.
- c. **APPLICATION FOR SIGNAGE, HDRB #23-009**, to consider an application for a Certificate of Appropriateness for signage at 783 Station Street, Suite A, Herndon, Virginia, located on the north side of Station Street, between the intersections of Lynn Street and Pine Street. The subject property is further identified as Fairfax County Tax Map 0162 02 0301D, is zoned as PD-D (Planned Development –Downtown) and consists of 5,904 square feet of land area. Owner: James Building, Development LLC. Applicant/Agent: Michael T. McFarlane.

3. Comments

- a. Comments from the Staff Members
- b. Comments from the Board Members

4. Adjournment



MEMORANDUM

To: Chair Blaker-Glass and Members of the Historic District Review Board

From: Tamsin Himes, Lead Planner / Design and Development 

Date: May 3, 2023

Subject: HDRB #23-004, 898 Station Street, Herndon Virginia

This staff memo is an update regarding HDRB #23-004 which was discussed by the Board and applicant at the April 5th work session and serves as an update following the work session and public hearing discussions.

Staff has not received updates from the applicant regarding window materials sample and information requested at the work session. As these items are necessary to fully review this case, staff is withholding a recommendation pending further information from the applicant.



MEMORANDUM

To: Chair Blaker-Glass and Members of the Historic District Review Board

From: Tamsin Himes, Lead Planner / Design and Development 

Date: May 3, 2023

Subject: HDRB #23-008, 700 Lynn Street, Herndon Virginia

This staff memo is an addendum to the staff report for HDRB #23-008 which was presented to the Board prior to the work session on April 5th, 2023, and serves as an update to the information provided by the applicant prior to the work session and public hearing meetings.

Following the public hearing staff and the applicant have been working to resolve the issues with sign placement and sign material discussed at the work session and public hearing.

Sign placement. The applicant's latest proposed sign location is on the building tower between the third-floor windows and the clock on the building façade. There has been a sign in this location in the past and renderings of possible future signs in this location when the current Master Sign Plan was established. However, these signs were both building identification signs, not tenant signage. Any sign in this location that staff would recommend approval of would have narrower design parameters than the currently proposed sign. Staff would be carefully looking at size, letter kerning, spacing, and overall sign design. This could possibly point away from the business branding and more toward a sign design more aligned with the design of the building.

Staff has proposed the idea of a possible sign on the brick parapet of the building façade facing Elden Street, justified to the left or Station Street justified to the right as a possible alternative to placing the sign on the corner tower element. Zoning allows for two wall signs per establishment which means that Probity could potentially propose two signs, one on each façade, increasing visibility and recognition. Sign alignment, size, material, and design would still require thoughtful attention at these alternative locations.

Sign material. Sign material plays an important role in the cohesiveness of signage on a building or establishment. Currently the proposed material is a formed, rounded edge plastic lettering which has not been considered an appropriate sign material for signs within the Historic District. In addition to this, it would contrast dramatically with the existing signage which primarily consists of flat aluminum lettering. Staff believes

another sign material similar to the existing signage would be more appropriate and cohesive.

Staff has not received updated sign documents from the applicant yet, but has been working with them and expects that there will be updates for the Board to consider at the work session. Staff is withholding a recommendation pending updates from the applicant.

Title: HDRB #23-009; Signage; 783 Station 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	783 Station Street, Suite A		
Fairfax County Tax Map Number	0162 02 0301D		
Owner	James Building, Development LLC		
Applicant	Michael T McFarlane		
Business/Organization	Highland Title + Escrow		
Property Use	Commercial		
Zoning District	PD-TD, Planned Development – Traditional Downtown		
Adjacent Zoning	North: PD-TD, Planned Development – Traditional Downtown South: CC, Central Commercial District East: PD-TD, Planned Development – Traditional Downtown West: PD-TD, Planned Development – Traditional Downtown		
Building Type(s)	Commercial	Date of Construction:	1910
Architectural Style(s)	Classical Revival		
Exterior Material(s)	Painted brick masonry		
Neighborhood Design Profile	Downtown commercial		
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 wall sign on the façade of the contributing building at 783 Station Street. The sign is located above the main entrance to the building and displays the name and branding of the associated business, Highland Tile + Escrow. The sign is unlit.

The application is also for an amendment to a previously approved projecting sign which has now been installed. The applicant is requesting that the Board approve as existing.

The proposed wall sign sits directly above the neoclassical pediment which frames the main entrance onto Station Street. The sign measures 5.6 feet wide and 4 feet tall, totaling 22.4 square feet. Materials include HDU (High Density Urethane, a ridged Styrofoam material) and a backer panel of MDO (Medium Density Overlay Plywood). Letters and graphics are recessed/routed and painted. The proposed sign fits within a decorative brick outline that was historically used for signage.

The projecting sign is placed within the pediment of the door surround, above the arched doorway. The sign is hung on a 35.5-inch long, 11.5-inch-high bracket which extends from the pediment. The white, two sided, 20-inch round sign is attached to the bracket by chains, the double sides of the sign featuring a single “H” in orange. This differs from the originally approved sign which was oval and contained more text along with the logo. The sign is constructed of 1-inch sign foam with wooden faces and hangs with a clearance of 10-feet 8-inches above grade.

An application for these signs was seen by the Board in January 2023. The projecting sign was approved with conditions by the Board. The wall sign was not approved given its failure to comply with a height requirement in the zoning ordinance. Since then there has been a zoning ordinance text amendment allowing for signage above the ground floor on the condition that it receives a Certificate of Appropriateness from the HDRB.

Site location:

This building is a contributing structure in the HDO, built in 1903 and is prominently located in the Herndon downtown. Signage should be carefully considered given the contributing status of the building and its prominent location. The building is neoclassical commercial in style and primarily constructed of brick masonry with stone windowsills and lintels. Decorative elements typical of this style and featured in this building include brick quoins, large primary pediment, pedimented door surround and decorative window lintels. As can be seen from the photos attached to this report, the building has undergone changes over time. The most prominent of these was the removal and later reconstruction of the central pedimented door surround.

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 sign may meet the applicable standards and requirements of the Town of Herndon Zoning Ordinance if it is approved by the Board:
 - a. Wall signs in this district are limited to the ground floor unless provided with an approved Certificate of Appropriateness from the HDRB. An approval would bring this sign into compliance with the Zoning Ordinance.
2. Staff believes the design of the wall sign should be modified to reduce visual impact. This could include using lettering/graphics without a backerboard or reducing the size of the sign so that it does not fill the entire architectural sign space. Other considerations could be reducing the backerboard in size and altering it to be rectangular instead of infilling the corners of the decorative brick outline as proposed.
3. Another consideration should be to address the margins between the sign text and the sign edge. Reducing the sign content size slightly will allow for larger margins and enhance the readability and traditional aesthetic of the sign.
4. The sign specifications note that medium density overlay (MDO) plywood is being used as a backer panel for the sign. Staff is concerned about the durability and longevity of a plywood material like this for external signage. A section detail of the sign was not included in the drawings to verify where this material will be used and whether its durability concerns should be considered.
5. Projecting sign alteration. The previously approved projecting sign design has been altered slightly in design, shape and size from the designs approved by the Board. Staff does not have concerns regarding the changes.
6. When reviewing sign applications, staff requests full-page, high-resolution renderings of the proposed wall sign in its proposed location in order to clearly understand the proposal and the impact of the sign on the building. As submitted, the rendering of the proposed sign in its location is small and does not include the full building façade. As seen below, staff is asking the applicant to provide this prior to a recommendation from staff.
7. Staff is asking the applicant to address the following items prior to a recommendation from Staff:
 - a. Provide an updated full page, to scale rendering of the proposed wall sign on the building façade. This should include a measurement of the building frontage and address staff comments regarding sign size/shape and content margins.

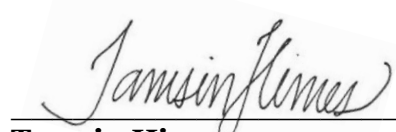
Staff Recommendation:

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 HDRB may also continue the review of this item to a future public hearing
Staff Recommendation:	Staff is withholding a recommendation.

Report Attachments

1.	Downtown Pattern Book Guideline Compliance Matrix
2.	Proposed Wall Sign Drawing
3.	Building Photos
4.	Projecting Sign Alteration Documents

Staff Signatures



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director



DOWNTOWN PATTERN BOOK MATRIX
HDRB #23-009
May 3, 2023

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, the proposed wall sign may be brought into compliance with an approved COA from the Board. The sign is legible and easily understood and communicates the nature of the business. The proposed sign reflects proper purpose, context, and is located in an appropriate space on the façade.
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.	The proposed sign is unlit and is not constructed with box or can letters.

	» Any sign that extends above the roof line or parapet wall. » 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 façade and incorporates the use of a historic sign area. Other requirements listed are either not applicable to this sign design or the sign is in compliance.

**(1) S/F ROUTED
BUILDING SIGN****Produce to Install:**

- (1) S/F 5'-8" X 4' HDU ROUTED SIGN PANEL

Material:

- 1" HDU PANEL
- .5" MDO BACKER
- EDGES ARE PAINTED WHITE

Graphics/Lettering:

- RECESSED ROUTED (.375") "H" AND "+"; BOTH PAINTED PMS 1375 C
- RECESSED ROUTED LETTERS PAINTED PMS COOL GRAY 9 C
- PANEL BKGND COLOR IS WHITE

Install:

- 783 STATION STREET
HERNDON, VA 20170

Builder:

THE LEIGH AGENCY

Community:

HIGHLAND TITLE & ESCROW

Designer:

PAUL

Quote #:

62045-1

Date:

3/23/21

Customer Approval:

X _____

We are pleased to respond to your request for layouts with the attached sketch. Help us avoid errors by checking that all details of the job such as sizes, colors, quantities and configurations of the sketches are what you intended. Please send your approval by e-mail and confirm by faxing the signed sketch to 703-550-2710. The timeliness of your approval may impact the installation date. Normal production turnaround for most jobs is 5 to 7 days from the date the sketch is approved. Additional fees may apply for rush charges, client-requested surveys and design time. New Home Media will not be held responsible for errors once the sketch is approved or for any delays caused by a late approval.

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 Signs, Displays
 & Graphics



● PMS 1375 C

● PMS COOL GRAY 9 C







April 27, 2023

Description of Projecting Sign at 783 A Station Street, Herndon, VA 20170:

Bracket: Plain Hanging Bracket (Metal) painted Black. 11.5" high; 35.5" long (Extending Arm).

Hanging Sign: Sign is 1" sign foam with wooden face. Edges painted White. Round 20" Diameter. Front and Back are Identical featuring the "H" Element from the Company Logo. Sign will be attached with black chain.

Colors: Orange PMS 1375 C; Gray PMS Cool Gray 9 C

Placement: Over front door. Bracket is centered within the tympanum. Vertical: Halfway between the top of the entrance archway and the top of the open pediment. Horizontal: Halfway across the base of the open pediment. Bottom of Sign will be over 10'8" over walkway.







