TOWN OF HERNDON
HISTORIC DISTRICT REVIEW BOARD WORK SESSION AGENDA
HERNDON MUNICIPAL CENTER
LARGE CONFERENCE ROOM, 2ND Floor
777 LYNN STREET
JANUARY 4, 2023
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.

3. **APPLICATION FOR SIGNAGE, HDRB** #22-013, 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 Station Street, and Pine Street and Station Street. The subject property is further identified as Fairfax County Tax Map 0162 02 0301D, is zoned as PD-TD (Planned Development – Traditional Downtown) and consists of 5,904 square feet of land area. Owner: James Building, Development LLC. Applicant/Agent: Michael T McFarlane.

FUTURE BUSINESS

4. Election of Officers

COMMENTS

5. Comments from the Staff Members

6. Comments from the Board Members

ADJOURNMENT

TOWN OF Herndon VIRGINIA

STAFF REPORT
Historic District Review Board
January 4, 2023

Title: HDRB #22-013; 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.

Case Details

Proposal:

This application proposes two business identification signs on the façade of the contributing building at 783 Station Street. Of the two proposed signs, one is a wall sign located above the main entrance to the building and the second is a projecting sign affixed to the door surround of the main entrance. Both signs display the name and branding of the associated business, Highland Tile + Escrow and both are unilluminated.

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, exterior sign material). Letters and graphics are recessed/routed and painted. The proposed sign fits within a decorative brick outline possibly used for signage previously.

The second sign is a projecting traditional style hanging sign. The sign is a 5.4 square foot white oval consisting of similar construction materials as the proposed wall sign (HDU and MDO backer). The sign background and edges are painted white, and the sign is two sided. A metal hanging bracket extends 3.3 feet beyond building with two eyelet chains attaching to the oval sign.

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 been seen from the photos attached to this report, the building has undergone changes over time. The most prominent of these is that there was originally a pedimented door surround which was later removed and then reconstructed.

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 one of the proposed signs does not meet applicable standards and requirements of the Town of Herndon Zoning Ordinance:

    a. Wall signs in this district are limited to the ground floor and the proposed wall sign is not located on the ground floor of the building. Given that the sign is proposed to be located within a façade feature designed and historically used for building signage, staff is reviewing whether any waivers or other possible options are available to allow the sign at the location proposed. Note that Attachment #3 includes a historic photograph of the building with an early sign placed within the same feature. Staff has some design concerns regarding this sign and the overall use and impact of the white background however that assessment is being held at this time until the zoning matter is resolved.

2. With the findings expressed below, staff believes that the proposed projecting 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. The sign at 3.4 square feet falls within the 12 square feet size recommended for blade signs.
    d. The sign bracket extends 3 feet from the building which is below the maximum of 4 feet specified by the Downtown Pattern Book.
    e. The proposed sign location does not fit logically within the architecture of the building.
    f. The submitted drawings do not give a height measurement for the projecting sign. The Downtown Pattern Book states that signs should be situated at a minimum of 8-foot clearance from the sidewalk.

3. Staff believes that the general design and graphics of the proposed projecting sign are appropriate for this area and that they are generally cohesive with building and area.

4. If there are accommodations that can be made for the wall sign from a zoning standpoint, then staff believes the design 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.

5. The location of the projecting sign as proposed with the bracket attached to the fluted pilaster portion of the door surround is not an intuitive placement architecturally. A more appropriate placement would be on the façade of the building to the side of the door surround. Staff suggests that this modification to the placement be made prior to an approval by the Board.

6. Staff is asking the applicant to address the following questions prior to a recommendation from Staff:
    a. Provide a measurement for the sign clearance from the sidewalk. If below the 8-foot minimum recommended in the Downtown Pattern Book, alter and provide updated drawings to staff.
    b. Modify the placement of the projecting sign to be attached directly to the building façade instead of the pilaster.
    c. 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.

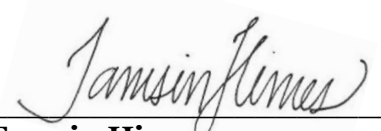
Staff Recommendation:

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.

Report Attachments

1.	Downtown Pattern Book Guideline Compliance Matrix
2.	Proposed Sign Drawings and Specifications
3.	Photos

Staff Signatures



Tamsin Himes
Lead Planner/Design and Development

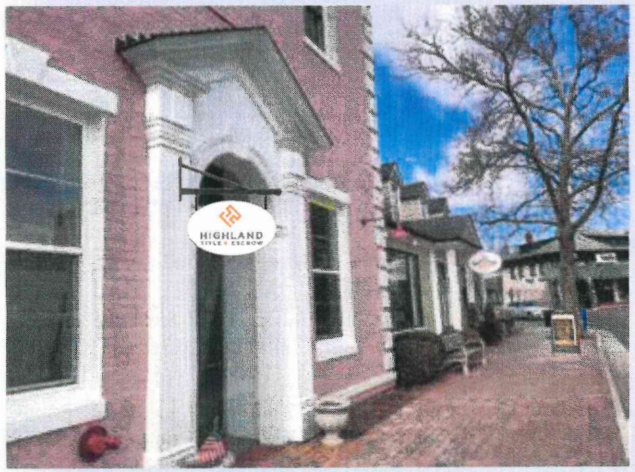
Bryce A. Perry
Deputy Director

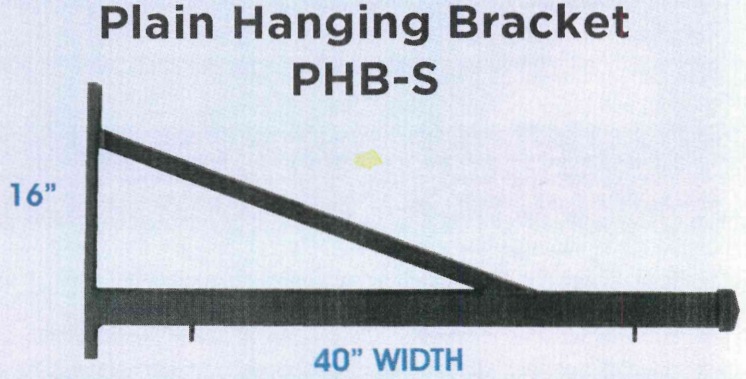
DOWNTOWN PATTERN BOOK MATRIX
HDRB #22-013
January 4, 2023

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 wall sign does not meet the zoning requirements. The projecting sign does meet the zoning requirements. 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 is pedestrian focused.
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 projecting 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 when taking into consideration the desire to limit damage to historic fabric. Other requirements listed are either not applicable to this sign design or the sign is in compliance. As proposed, the sign does not fit within the architectural divisions of the building.
4	**Blade Signs (including Projecting Bracket-Mounted Signs)** » Blade signs are typically suspended from a permanent bracket attached to the	The proposed sign is a projecting sign suspended from a bracket attached to the building.

	building, either fixed in place or suspended 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	The proposed sign is 3.4 square feet on each of the two side which does not exceed either the Downtown Pattern Book recommendation or the zoning requirement. Staff is requesting information regarding sign clearance/height above the sidewalk.





PMS 1375 C

PMS COOL GRAY 9 C

(1) D/F ROUTED HANGING SIGN

Produce to Replace:
- (1) D/F 3' X 22" HDU OVALS
- (1) BLACK SQUARE SCROLL HANGING BRACKET (SHB-S) WITH EYELETS AND CHAIN (BLACK)

Material:
- (2) 1" HDU BACK-TO-BACK WITH .5" MDO BACKER
- BACK & EDGE IS PAINTED WHITE

Graphics/Lettering:
- RECESSED ROUTED "H" AND "+"; BOTH PAINTED PMS 1375 C
- RECESSED LETTERS PAINTED PMS COOL GRAY 9 C

Install:
- TO SIDE OF ENTRANCE:
  783 STATION STREET
  HERNDON, VA 20170

Builder:
THE LEIGH AGENCY

Community:
HIGHLAND TITLE & ESCROW

Designer:
PAUL

Quote #:
62045-2

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 changes that require extra art or design time. New Home Media will not be held responsible for errors once the sketch is approved or for any delays caused by late approval.

NEW HOME MEDIA
Signs, Displays & Graphics

PMS 1375 C

PMS COOL GRAY 9 C

(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_____

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Serving The East Coast Since 1980
NHM, Inc.
NEW HOME MEDIA
Signs, Displays & Graphics

NATIONAL BANK OF HERNDON, HERNDON, VA.

Attachment #3

From the J. Berkley Green Collection of the Herndon Historical Society

1910
BREEZE
783
Coffee · Scones
Fresh Milled Whole Grain Breads
Cookies · Muffins
WE'RE OPEN!

TOWN OF Herndon VIRGINIA

MEMORANDUM

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

From: **Tamsin Himes, Lead Planner / Design and Development**

Date: **January 4, 2023**

Subject: HDRB #22-010, 700 Street, Suite B, Projecting Sign

This memo serves as an update to the above-mentioned case which was heard by the Board at the December 7th work session.

HDRB #22-010 was heard by the Board at the December 7th work session. Due to Board feedback and limited time, the applicant requested that this item be continued to the January HDRB meetings so that the Board's concerns might be fully addressed.

In the staff report, town staff discussed the question of whether the proposed lighting scheme could convincingly mimic halo-lit or shadow lit sign lighting. Staff also pointed out that while the proposed sign exceeds the 12 square feet size recommended for blade signs in the Downtown Pattern Book, 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.

At the work session, the Board expressed concerns which centered around the size of the sign and the lighting. The Board's requests included:

- Updated sign drawings that show the size of the sign reduced to the 12 square feet specified by the Herndon Downtown Pattern Book
- A rendering of the sign looking southwest down Elden Street toward the downtown area
- Clarification regarding the depth of the sign letter returns
- A sample of the letter face material to illustrate complete opaqueness
- A mockup of the proposed sign which includes the building façade and the sign for Deli Italiano

Staff also requested that the sign measurement on the updated documents reflect the zoning requirement of using the larger sign face to measure square footage. Following the work session, the applicant and staff discussed options for moving forward and staff provided feedback and clarification regarding the Board's requests.

The applicant has provided updated drawings. The updates do not include a reduction of the sign to the 12 square feet and do not use the larger angled face of the sign for size calculation. They do include a rendering of the proposed sign looking east and clarification regarding the letter return depth (1/2-inch visible returns). The applicant

also provided a sample of the sign face material which will be provided to the Board at the work session on January 4th. Staff is satisfied that the sign face material sample provided, which is painted aluminum, is completely opaque. However, the sign documents should reflect the use of aluminum for the letter faces instead of only specifying acrylic push through letters.

Staff is concerned with the overall massing and visual impact of the sign. As proposed, the sign projects a little over 3 feet from the building façade and the sign itself is 8 feet tall. This, combined with the triangular shape of the sign, creates a substantial impact to building façade.

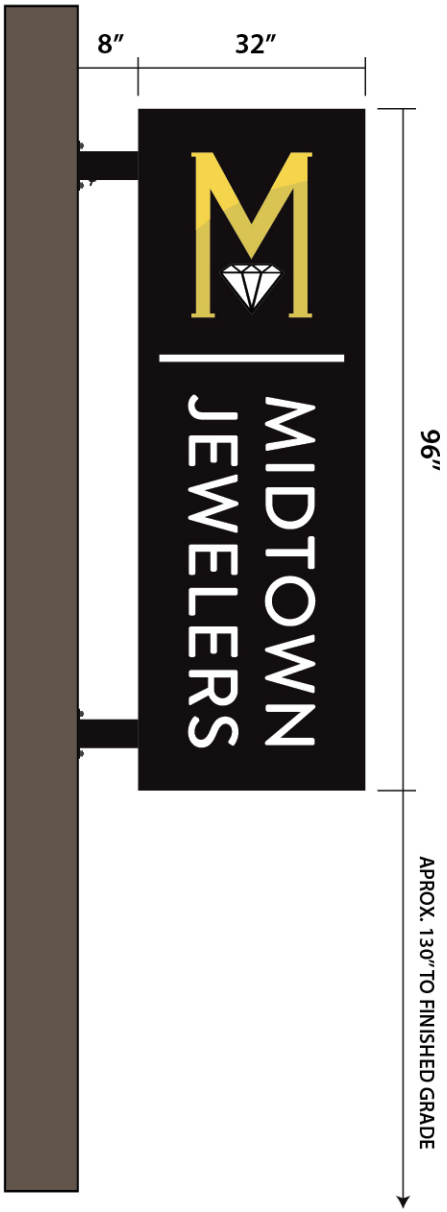
At this time, staff is withholding a recommendation pending submission of revised drawings with the measurements of the angled side of the sign, and call-outs for the cut metal letters instead of push-through acrylic.

Attachments:
1) Updated Sign Drawings

SIZE OPTION 1

Attachment #1

VIEW OF SIGN SIDE 1:



32" X 96" SIGN = 21.33 SQ FT

(QTY 1) 32" x 96" 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

absolutesigns
PowerfulBrandingSolutions
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: 12-23-22
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

X

SIZE OPTION 1

VIEW OF SIGN SIDE 2 (32" x 96":

Attachment #1

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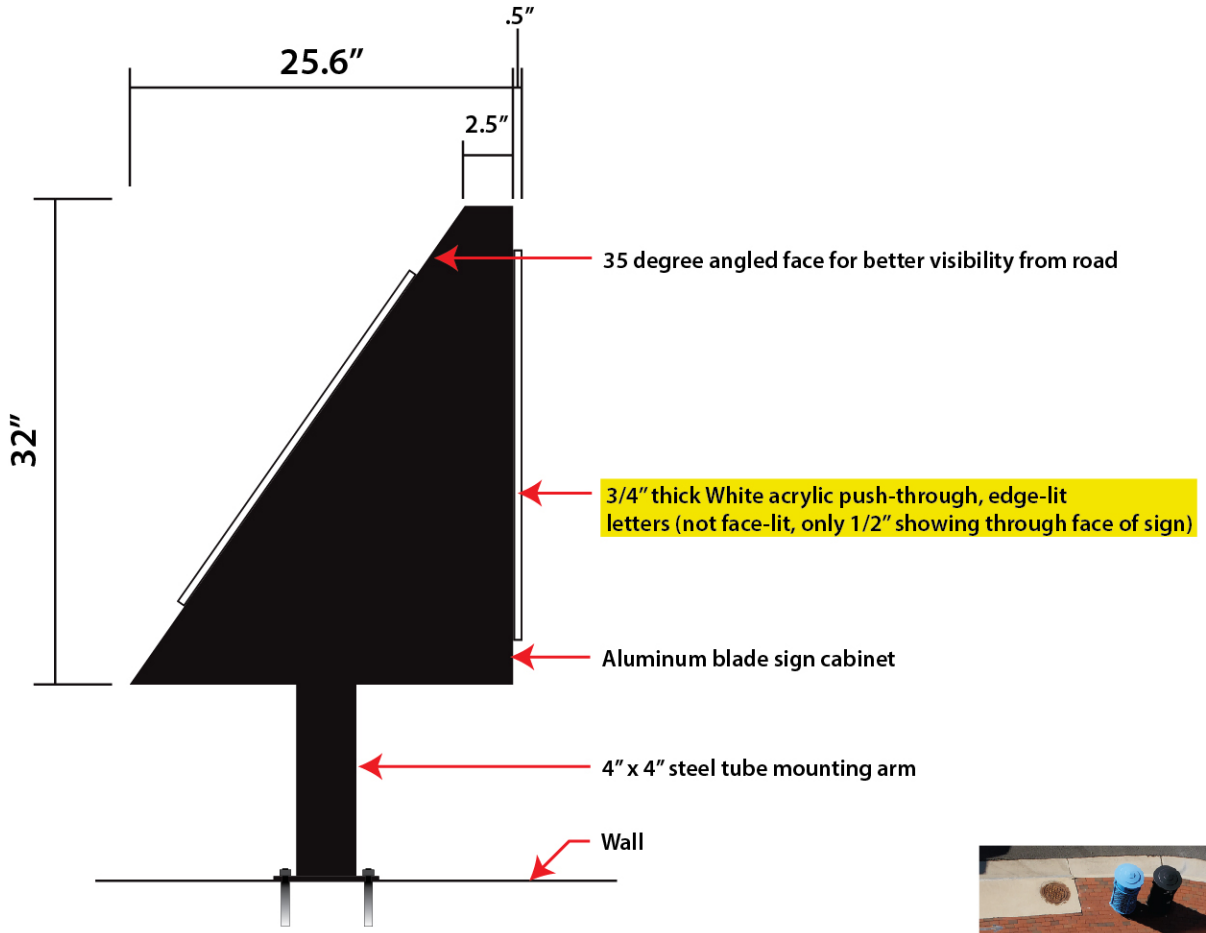
SIZE OPTION 1

TOP VIEW OF PROPOSED SIGN SHAPE (APPROX):

Attachment #1



TOP VIEW OF INSTALLATION LOCATION:

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

Customer Information

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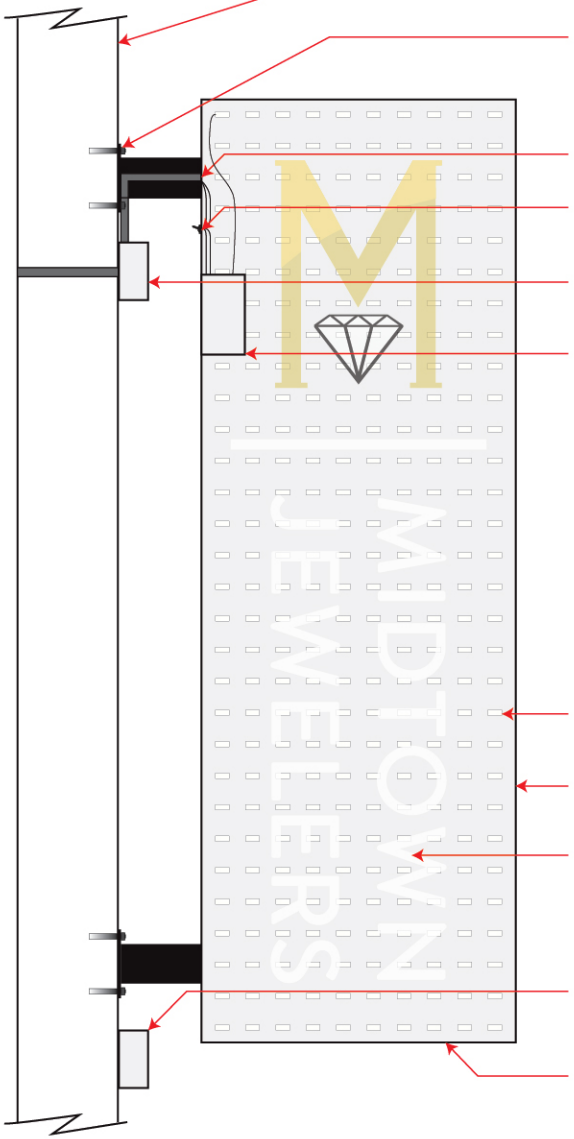
SIZE OPTION 1

SIDE VIEW / INSTALLATION & ELECTRICAL DETAIL:

Attachment #1



Existing wall

Sign mounted with 6" x 3/8" hardware (to suit, see below) through steel mounting plates into existing wall - two 4" steel tube arms to mount and space sign from wall

120v electrical supply to sign

Electrical service switch

120/240v electrical circuit/junction box (Suggested location 1 of 2, work to be done by an electrician)

12v LED power supply

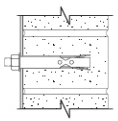
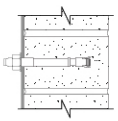
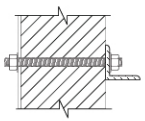
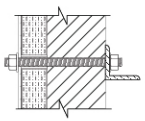
12v LED lighting

.125 aluminum face painted satin black

3/4" thick push-through acrylic with printed vinyl graphics (edge lit only with 1/2" of letter showing through face, faces of letters and logo to be opaque)

120/240v electrical circuit/junction box (Suggested location 2 of 2, work to be done by an electrician)

1/4" weep/drain holes at bottom of sign

WALL TYPE	CMU, BRICK	PRE-CAST CONCRETE, CONCRETE	WOOD, CONCRETE BLOCK, EIFS WALL SYSTEMS	EIFS WALL W/ FOAM INSULATION
SECTION				
ANCHOR TYPE	ø1/2" SLEEV 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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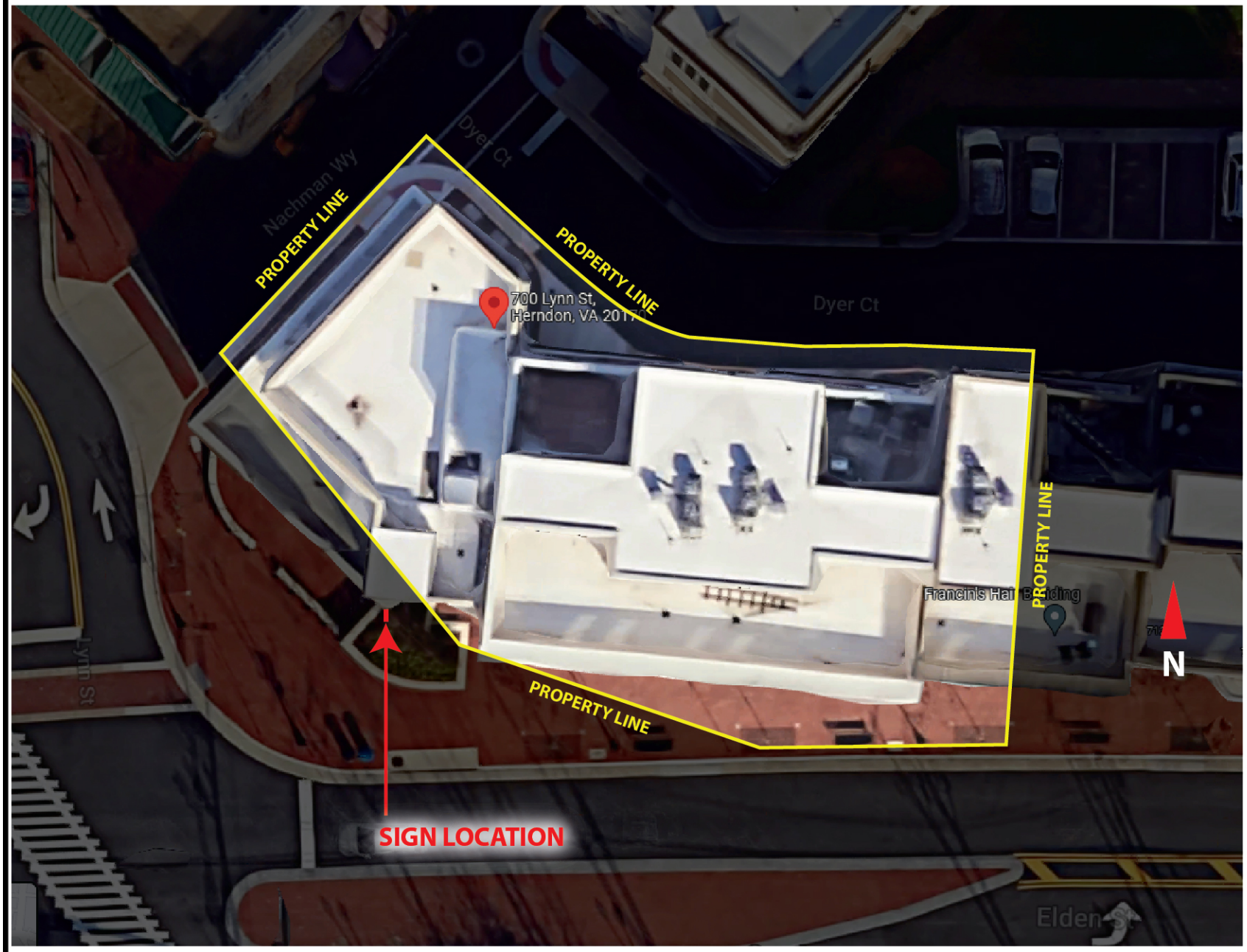

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