

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
VIRTUAL WORK SESSION AGENDA
NOVEMBER 4, 2020
HERNDON COUNCIL CHAMBERS BUILDING
765 LYNN STREET
7:30 P.M.**

CALL TO ORDER

1. Determination of Quorum

PUBLIC HEARINGS

2. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-024**, to consider an application to remove existing signage and install new tenant business signs on the multi-tenant commercial building located at 360 Herndon Parkway, Suite 700, Herndon, Virginia, located on the southwest corner of the intersection of Herndon Parkway and Grove Street, and further identified as Fairfax County Tax Map 0171-06-F4. The property is zoned O&LI, Office and Light Industrial, and consists of 226,639 square feet of land. Owners/Applicants: North Washington, LLC and Propex, LLC c/o Borger Management, Inc. Applicant's Representative: Anthony Bashorun, Signarama.
3. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-025**, to consider an application to install new tenant business wall signs on the multi-tenant commercial building located at 301 Spring Street, more specifically the tenant suite at 366 Victory Drive, Herndon, Virginia, located between the intersection of Elden Street and Jonquil Lane and the intersection of Elden Street and Herndon Parkway, and further identified as Fairfax County Tax Map 0162-02-0174D. The property is zoned PD-B, Planned Development - Business, and consists of 168,916 square feet of land. Owner/Applicant: Herndon-Reston Industrial LLC c/o Kenwood Management Company. Applicant's Representative/Agent: Anthony Bashorun, Signarama.

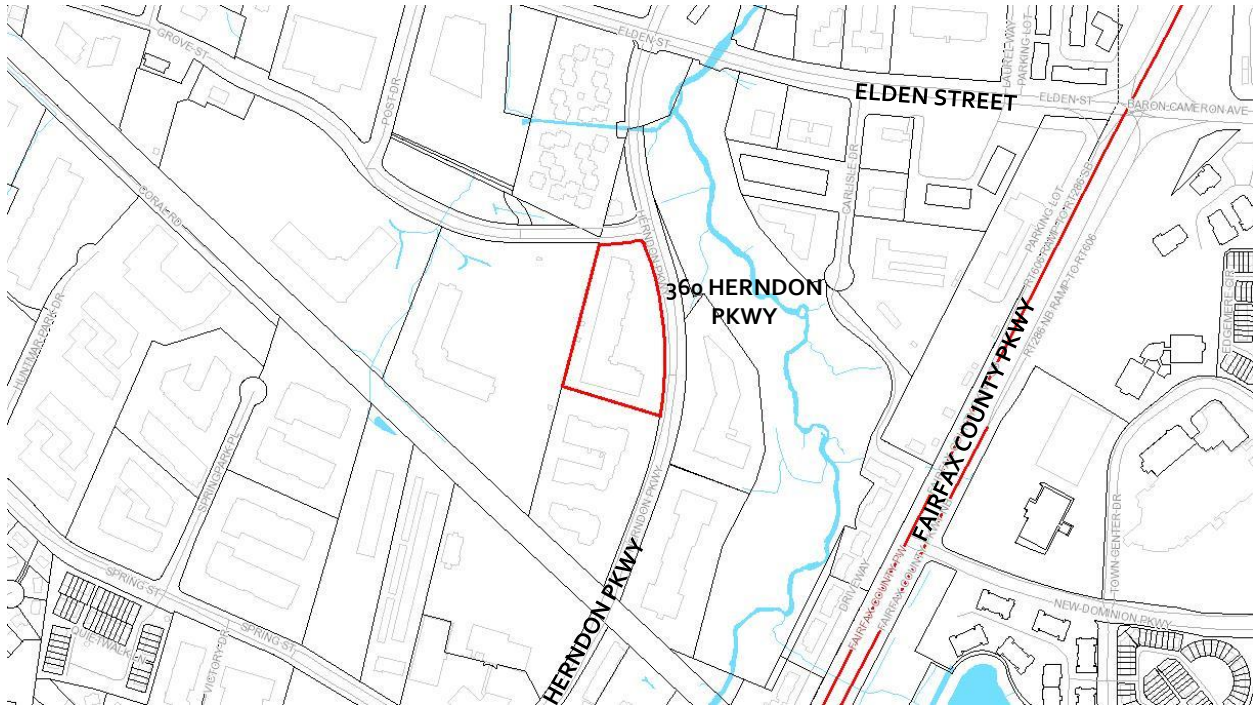
COMMENTS

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

ADJOURNMENT

Case Number & Type: ARB #20-024; Wall Signs
Case Summary: Install new business signs on an exterior wall of an existing multi-tenant commercial building
Case Location: 360 Herndon Parkway #700, Sugarland Industrial Park

Location Map



Property Information

Owner / Applicant:	North Washington, LLC c/o Borger Management, Inc.		
Representative:	Anthony Bashorun, Signarama		
Business/Organization:	Physician's Transport Services		
Property Use:	Commercial / light industrial		
Zoning District:	O&LI - Office and Light Industrial		
Adjacent Zoning:	North: CS – Commercial Services / O&LI - Office and Light Industrial South: O&LI, Office and Light Industrial East: O&LI, Office and Light Industrial West: O&LI, Office and Light Industrial		
Associated Cases:	ARB #19-31		
Building Type(s):	One-story, multi-tenant commercial / light industrial	Date of Construction:	1985
Architectural Style(s):	Post-modern, typical suburban commercial / light industrial and business park design		

Exterior Material(s):	Composite – Brick typical with commercial ribbon storefront windows and doors, flat parapet roofline with composite/membrane roof system
Neighborhood Design Profile:	Existing commercial office and light industrial

Case Details

Case Description:

The applicant is proposing to install new non-illuminated commercial business signs for a medical transport services business on the east elevation of a multi-tenant building facing Herndon Parkway. The application proposes to utilize the business logo, *AMR* (standing for *American Medical Response*, a pseudonym for this business) made of 1" deep white, formed plastic and flush mounted using aluminum studs, to be located over the tenant space ribbon windows and entry. The business logo will be in the form of positive and negative cutouts of a medical symbol surrounded by the AMR letters and will be sized at overall dimensions of approximately 2'-6" X 9'-9" and placed vertically between the top of the parapet/coping of the roofline and the bottom of the bottom soldier course of bricks over the recessed entry. In addition, a second sign with two lines of text, *Physician's Transport Service*, in all capital letters will be placed to the left of the AMR sign. The second sign will have overall dimensions of 2'-6" X 13'-4" and also made of white, formed plastic and flush mounted using aluminum studs, to be located over the tenant space ribbon windows. The signs appear to be centered horizontally on the north facing wall of the south building wing which is visible from Herndon Parkway. Existing signage for the business will be removed as a component of this project.

Using the method for calculating the wall sign area found in the Town's Zoning Ordinance, the signs will have overall sign area of 60.3 square feet along approximately 83 linear feet of tenant space frontage (Attachments #1, #2, and #3).

Case Background:

The property has been the subject of numerous ARB cases and administrative approvals for tenant signage over time as businesses have changed in the various tenant spaces. The Board last approved two similar new wall signs for a business within this multi-tenant building through ARB #19-31. The proposed signs do not meet the lettering and overall dimensional standards required by the approved master sign plan for this property, thus requiring review and approval from the Architectural Review Board.

Applicable Design Guidelines & Standards:

- Town Zoning Ordinance, Section, 78-140.6. - General standards for all signs
- Town Zoning Ordinance Section 78-141.4. - Sign standards for commercial districts
- Town Code of Ordinances, Section 58-96 Design criteria

Staff Analysis

1. The application proposes a total of 60.3 square feet of signage to be distributed on two signs on the north facing elevation to identify the tenant business. Section 78-141.4. - Sign standards for commercial districts, Table 141.4(a) specifies that in the O&LI, Office & Light Industrial zoning district one (1) square foot of sign area for each linear foot of establishment frontage is authorized with a maximum of 150 square feet per sign. The proposed signage meets the sign area requirements of the referenced zoning ordinance section.
2. The proposed signs meet the Town Zoning Ordinance, Section, 78-140.6. - General standards for all signs regarding, the sign types, design, placement, and illumination.
3. The proposed sign generally complies with the applicable design criteria within the Town's Architectural Control District as specified in Section 58-96 of the Town Code of Ordinances (Attachment #4). Staff finds that the proposed sign will clearly serve the purpose of identifying the tenant business with updated signage and will be in keeping with current signage design pattern(s) and previous ARB approvals for walls sign on this multi-tenant commercial building/property.

However, the signs should more specifically be centered vertically between the top brick soldier or rowlock course just above the ribbon window and the bottom of the coping of the roofline, so as to center the signs vertically on the visible brick stretches courses above the ribbon windows. While there is variation in the tenant sign placement, the intent of this requirement is to building consistency in sign placement similar to the building address signage and some existing tenant signage.

Staff Recommendation:

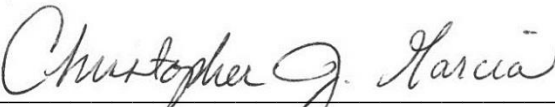
Motion Alternatives:	1. Motion to deny the application. 2. Motion to approve the application as submitted. 3. Motion to approve with condition(s). 4. Motion to continue public hearing to a date certain or the next ARB Public Hearing for action to address a specified design issue or concern of the Board.
Recommended Motion:	Motion for approval of ARB #20-024, in accordance with Alternative #3, with the following conditions: 1. The signs shall be centered vertically between the top brick soldier or rowlock course just above the ribbon window and the bottom of the brick soldier or rowlock course below the coping of the roofline, so as to center the signs vertically on the visible brick stretches courses above the ribbon windows. 2. Prior to issuance of a building permit, the applicant shall revise and submit the sign design materials to reflect the Condition #1 for inclusion in the ARB case file; and 3. The wall signs shall be constructed and installed in substantial conformance with the original application and design revision materials submitted on October 6, 2020 and updates required as conditions of approval.

Report Attachments

1.	Aerial Image
2.	Applicant Letter
3.	Site Plan, Sign Elevations & Photos, Details and Product Information
4.	Town's Code of Ordinances Division 4 - Standards, Sec. 58-96. (ARB) Design Criteria

Staff Contact

Name/Title:	Christopher J. Garcia, Community Design Planner
Phone/Email:	(703)787-7380; christopher.garcia@herndon-va.gov



Christopher J. Garcia
Community Design Planner



Bryce A. Perry
Deputy Director

GROVE STREET

360 Herndon Pkwy

360 HERNDON PKWY

HERNDON PARKWAY

100 ft

SITE LOCATION – AERIAL PHOTO



Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2018/2020



Town of Herndon

777 Lynn Street

Herndon, VA 20170

Physician's Transport Sign Description

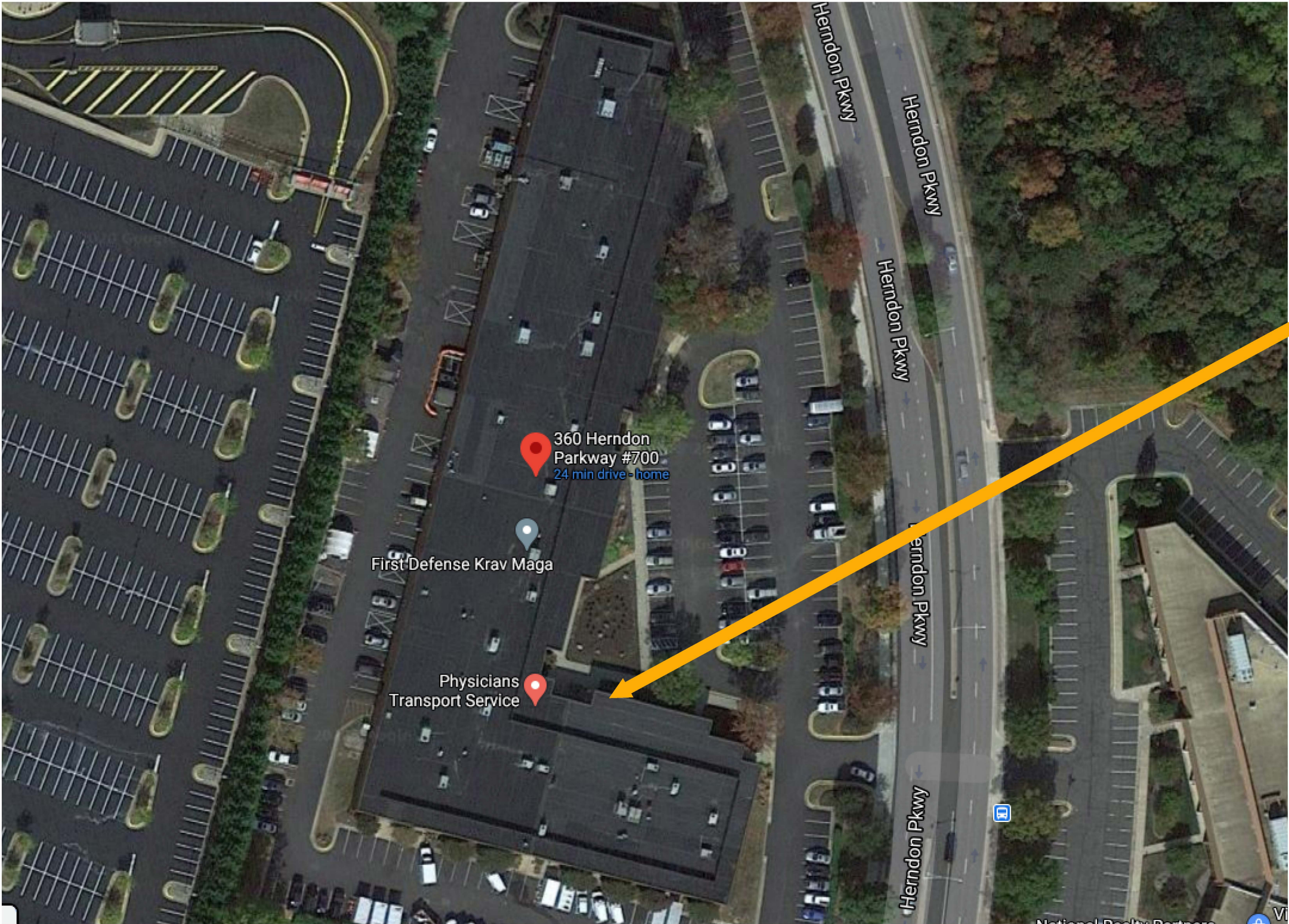
We will be installing non illuminated dimensional letters to brick facade. The letters will be made of 1" deep white formed plastic. Letters will be flush stud mounted to façade with 3" studs. Sign will be installed in the specified sign area.

Sincerely,

A handwritten signature in black ink, appearing to read "Anthony Bashorun".

Anthony Bashorun

Signarama Herndon



Proposed Signage

Scale: .75" = 50'

PROJECT ADDRESS:
Physician's Transport
360 Herndon Parkway, Suite 700
Herndon, VA 20170



Town of Herndon
ARB Drawings

Satellite View

8.24.2020



Additional Photos



PROJECT ADDRESS:
Physician's Transport
360 Herndon Parkway, Suite 700
Herndon, VA 20170

PHYSICIANS
TRANSPORT SERVICE

Town of Herndon
ARB Drawings

Additional Photos

8.24.2020

Signarama
Sign and Branding Experts

Existing Conditions



Scale: 1" = 5'

PROJECT ADDRESS:
Physician's Transport
360 Herndon Parkway, Suite 700
Herndon, VA 20170

PHYSICIANS
TRANSPORT SERVICE

Town of Herndon
ARB Drawings

Existing Conditions

8.24.2020

 **Signarama**
Sign and Branding Experts
Herndon

Proposed Signs



Scale: 1" = 5'

PROJECT ADDRESS:
Physician's Transport
360 Herndon Parkway, Suite 700
Herndon, VA 20170

PHYSICIANS
TRANSPORT SERVICE

Town of Herndon
ARB Drawings

Proposed Signs

8.24.2020

Signarama
Sign and Branding Experts
Herndon

Proposed Signs w/Measurements



Scale: 1" = 5'

PROJECT ADDRESS:
Physician's Transport
360 Herndon Parkway, Suite 700
Herndon, VA 20170



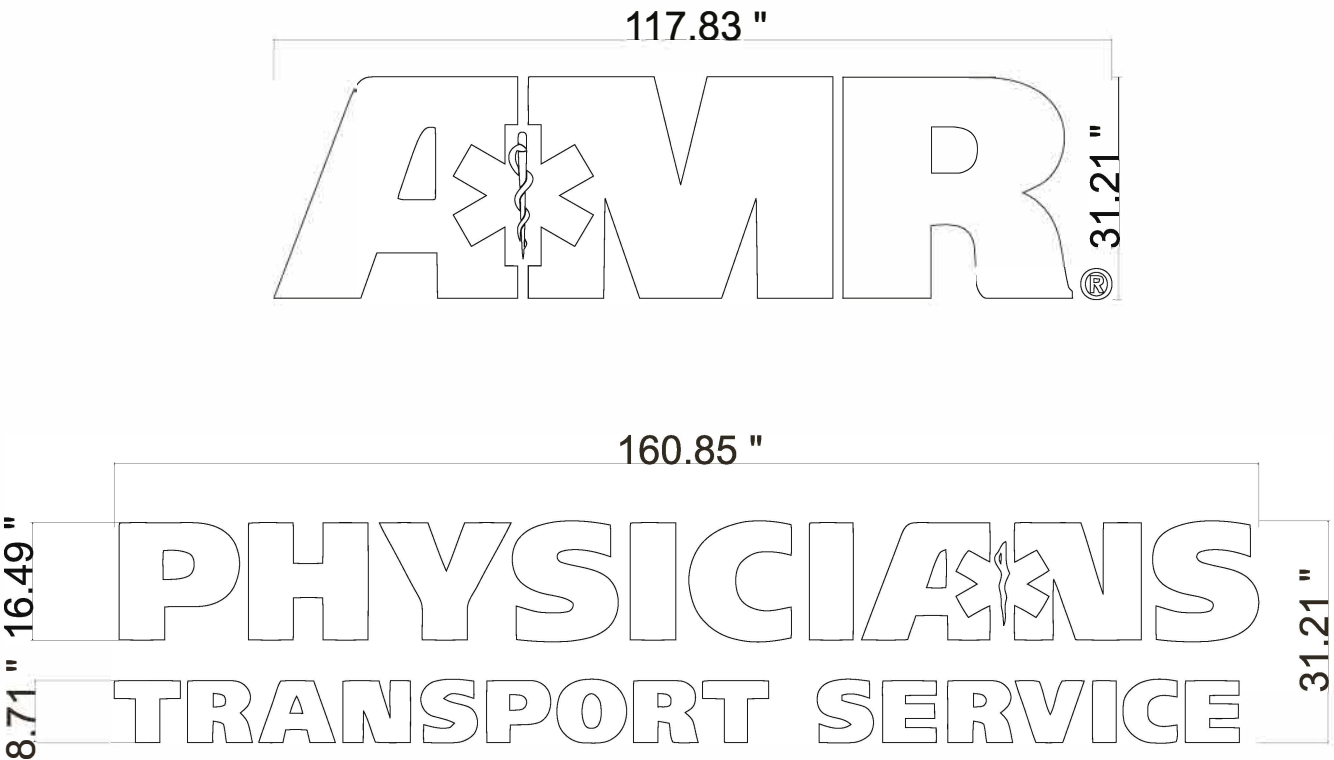
Town of Herndon
ARB Drawings

Proposed Signs
w/measurements

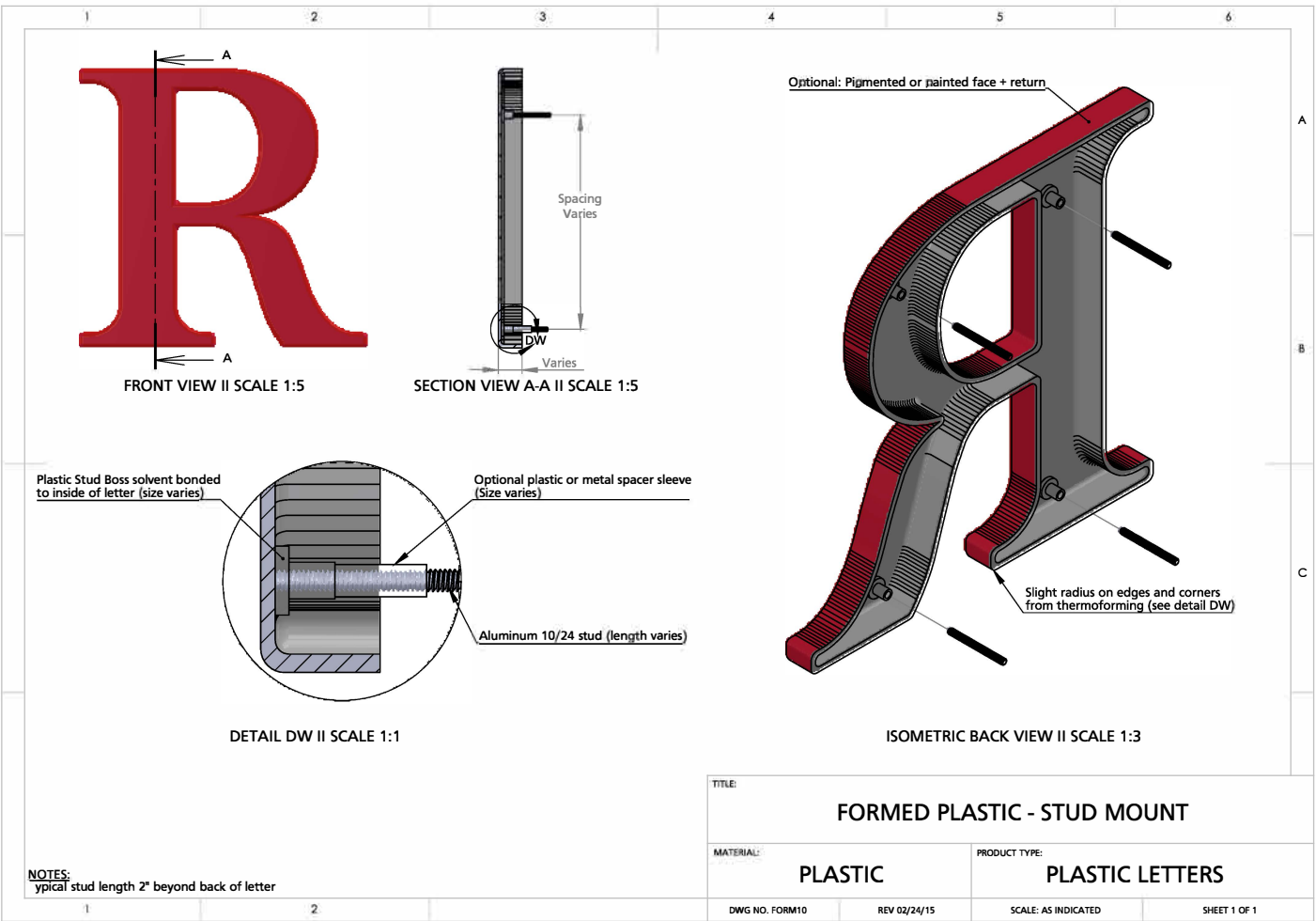
8.24.2020



Sign Specs & Mounting Detail



Quantity: 1 set of each
1"Depth
Formed plastic non illuminated letters
Flat face
Color: White
Mount: Flush stud to brick



PROJECT ADDRESS:
Physician's Transport
360 Herndon Parkway, Suite 700
Herndon, VA 20170

PHYSICIANS
TRANSPORT SERVICE

Town of Herndon
ARB Drawings

Sign Specs &
Mounting Detail

8.24.2020

Signarama
Sign and Branding Experts

ARCHITECTURAL REVIEW BOARD STANDARDS FOR DESIGN REVIEW

Taken from ARB Charter – Chapter 58 (Planning) of Herndon Town Code (2000)

DIVISION 4. STANDARDS* _____

***Charter references:** Standards and purpose, § 7.4:1(c). _____

Sec. 58-96. Design criteria.

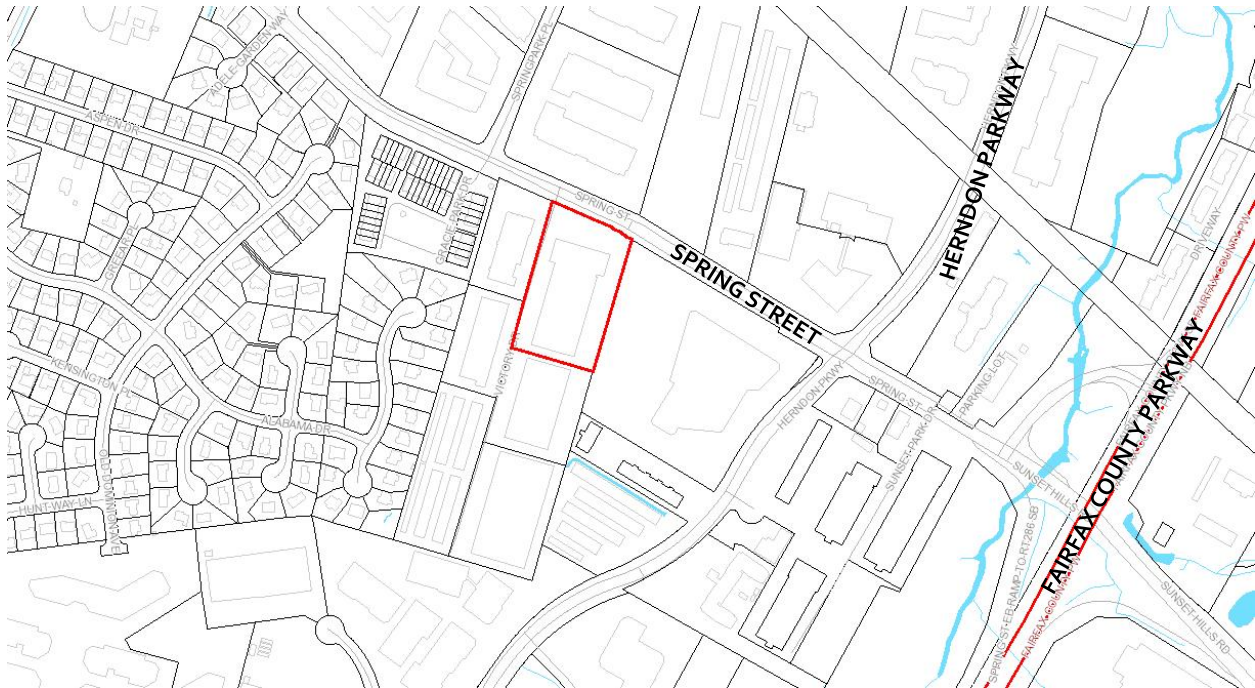
The board of architectural review and, on appeal, the town council shall use the following standards and criteria in considering applications filed under this article:

- (1) Whether or not the proposed architectural design is suitable for a good suburban community in terms of external architectural features, including signs subject to public view, general design and arrangement, texture, color, line, mass, dimension, material and lighting.
- (2) Whether or not the proposed structure, building or improvement is compatible with existing well-designed structures, acceptable to the board, in the vicinity and in the town as a whole.
- (3) Whether or not, and to what extent, the proposed structure, building or improvement would promote the general welfare and protect the public health, safety and morals by tending to maintain or augment the town's tax base as a whole, generating business activity, maintaining and creating employment opportunity, preserving historical sites and structures and making the town a more attractive and desirable place in which to live.
- (4) Whether or not proposed freestanding buildings use the same or architecturally harmonious materials, color, texture and treatment for all exterior walls; and in the case of partially freestanding buildings, whether or not the same or architecturally harmonious materials, color, texture and treatment are used on all portions of all exterior walls exposed to public view.
- (5) Whether or not the combination of architectural elements proposed for a structure, building or improvement, in terms of design, line, mass, dimension, color, material, texture, lighting, landscaping and roofline and height conform to accepted architectural principles for permanent buildings as contrasted with engineering standards designed to satisfy safety requirements only; and exhibit external characteristics of demonstrated architecture and aesthetic durability.
- (6) Whether or not, in terms of design, material, texture, color, lighting, landscaping, dimension, line, mass or roof line and height, the proposed structure, building or improvement is designed to serve primarily as an advertisement or commercial display, exhibits exterior characteristics likely to deteriorate rapidly, would be of temporary or shortterm architectural or aesthetic acceptability, would be plainly offensive to human sensibilities or would otherwise constitute a reasonable foreseeable detriment to the community.

(Code 1992, § 4-16)

Case Number & Type: ARB #20-025; Wall Sign
Case Summary: Install a new business sign on an exterior wall of an existing multi-tenant commercial building
Case Location: 366 Victory Drive (311 Spring Street), Herndon – Reston Industrial / Business Park

Location Map



Property Information

Owner / Applicant:	Herndon-Reston Industrial LLC c/o Kenwood Management Company		
Representative:	Anthony Bashorun, Signarama		
Business/Organization:	Herl's Bath & Home Solutions		
Property Use:	Commercial office		
Zoning District:	PD-B, Planned Development - Business		
Adjacent Zoning:	North: PD-B, Planned Development - Business	East: O&LI, Office and Light Industrial	
	South: PD-B, Planned Development - Business	West: PD-B, Planned Development - Business	
Associated Cases:	ARB #17-20, ARB #17-24, ARB #19-27, ARB #20-005		
Building Type(s):	One-story, multi-tenant commercial	Date of Construction:	1975
Architectural Style(s):	Post-modern, typical suburban commercial / industrial expression		

Exterior Material(s):	Composite – Dryvit® synthetic stucco, architectural ceramic wall tiles, typical commercial storefronts with flat, parapet-typed roof
Neighborhood Design Profile:	Existing commercial and light industrial uses

Case Details

Case Description:

The applicant is proposing to install commercial business signage for a new retail business, Herl's Bath and Home Solutions at the subject address. The application proposes to utilize one sign panel on northeast corner the building façade facing Spring Street. A former business' sign approved by the ARB through a Master Sign Plan has been removed over this tenant space.

The proposed sign panel will be placed on a 2'-2" X 15'-2" aluminum backer panel that is 2" deep panel, with faces and edges painted silver to match existing facades colors. The backer panel will be mounted to the existing Reynobond® Aluminum Composite Material (ACM) panels currently on the building. This backer panel is consistent with other tenant signs currently on the building. The color rendition appears different than the description of matching the existing ACM panels on the building.

The sign lettering will be approximately 1'-6" tall by 13'-3" wide and will occupy approximately 20 square feet of area on the sign panel of the corner tenant unit. The *HERL'S* lettering will be constructed of approximately 11.5" tall channel capital letters with 5" deep aluminum returns, 1" black plastic trim caps with a 3/16" translucent white acrylic faces and a perforated vinyl covering (3M vinyl film applied to the white acrylic surface) in green/blue color (PMS 2767C). The *Bath & Home Solutions* lettering will be constructed identically as the *HERL'S* lettering except the letter will be approximately 5" – 6" tall in capital and lowercase letters. The lettering returns are to be painted silver to match the backer panel and ACM sign panels on the building. The lettering will be internally lit with white LED lights so that the letters and logo illuminate white at night. The sign lettering and backer panel appears to be mounted off-center on the ACM sign panel (Attachments #1, #2, and #3).

Case Background:

This building was the subject of two ARB cases in 2017: 1) ARB #17-20 which authorized exterior alterations modernizing the façade design to its current state, and 2) ARB #17-24 which modified the Master Sign Plan under MSP #47 Herndon Reston Industrial/Business Park. The ARB also reviewed and approved two recent sign cases through ARB #19-27 and ARB #20-005 for new tenant signage that did not comply with the referenced Master Sign Plan. The current proposed sign does not meet the color and font type standards required by the approved master sign plan, thus requiring review and approval from the Architectural Review Board.

Applicable Design Guidelines & Standards:

- Town Zoning Ordinance, Section, 78-140.6. - General standards for all signs

- Town Zoning Ordinance Section 78-141.4. - Sign standards for commercial districts
- Town Code of Ordinances, Section 58-96 Design criteria

Staff Analysis

1. The application proposes a total of 20 square feet of signage on one panel to clearly identify the tenant business. Section 78-141.4. - Sign standards for commercial districts, Table 141.4(a) specifies that one (1) square foot of sign area for each linear foot of frontage is authorized in the Planned Development- Business zoning district with a maximum of 150 square feet per sign. In this case, the tenant space occupies 40 linear feet of frontage along the façade facing Spring Street, and thus the maximum sign area for this tenant space is 20 square feet. The proposed signage meets the location, sign area, and overall sign dimensions of the referenced zoning ordinance section.
2. The proposed signs meet the Town Zoning Ordinance, Section, 78-140.6. - General standards for all signs regarding, the sign types, design, placement, and illumination.
3. The proposed sign generally complies with the applicable design criteria within the Town's Architectural Control District as specified in Section 58-96 of the Town Code of Ordinances (Attachment #4). Staff finds that the proposed sign will clearly serve the purpose of identifying the tenant business and will be in keeping current signage design pattern(s) and previous ARB approvals for wall signs on this multi-tenant commercial building. The sign is readily readable while being proportional to the tenant and sign space. Furthermore, the proposed colors of the sign and the façade are complementary and not obtrusive to the building's architecture.

However, staff has also noted that the proposed sign on the building elevations (Attachment #3) is placed off-center on the pre-designed ACM sign panel. Staff also recommends that the sign be centered on the sign panel as has been consistently approved for this property and in accord with the Master Sign Plan intent. ARB #20-005 specifically addressed this sign placement issue for the opposite corner sign panel facing Spring Street. The staff recommendation for this case is identical to the previous recommendation establishing a sign pattern where all signs are centered on their respective pre-designed ACM panels for consistency of design and placement.

Staff Recommendation:

Motion Alternatives:	1. Motion to deny the application. 2. Motion to approve the application as submitted. 3. Motion to approve with condition(s). 4. Motion to continue public hearing to a date certain or the next ARB Public Hearing for action to address a specified design issue or concern of the Board.
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Recommended Motion:	Motion for approval of ARB #20-025, accordance with Alternative #3, with the following conditions: 1) Applicant shall revise all submission materials to reflect the horizontal and vertical centering of the proposed sign on the sign panel to be congruent to the remaining signs on the north elevation and clarify the sign backer panel color; 2) Prior to issuance of a building permit, revised design materials meeting Condition #1 shall be submitted to staff for inclusion in the ARB case file; and 3) Proposed signs shall be constructed and installed in substantial conformance with the original design materials submitted with the original application, the revised application materials submitted on October 13, 2020, and any revised design materials meeting Conditions #1, and #2.
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Report Attachments

1.	Aerial Image
2.	Applicant Letter
3.	Existing Conditions, Site Plan, Sign Elevations, Details and Product Information
4.	Town's Code of Ordinances Division 4 - Standards, Sec. 58-96. (ARB) Design Criteria

Staff Contact

Name/Title:	Christopher J. Garcia, Community Design Planner
Phone/Email:	(703)787-7380; christopher.garcia@herndon-va.gov



Christopher J. Garcia
Community Design Planner



Bryce A. Perry
Deputy Director



SITE LOCATION – AERIAL PHOTO



Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2020



Attachment #2
RECEIVED ON

OCT 13 2020

DEPARTMENT OF COMMUNITY DEVELOPMENT

Town of Herndon
777 Lynn Street
Herndon, VA 20170

RE: Herl's Bath & Home Solutions
366 Victory Drive
Herndon, VA 20170

Herl's Bath & Home Solutions Sign Description

To Whom It May Concern;

We will be installing front lit channel letters mounted to a non-illuminated backer panel to the designated sign panel on the facade. The channel letters will have 3/16" white acrylic faces with perforated blue vinyl (color: PMS 2767C) that appear blue during the day and shine white at night. The channel letters will have 5" deep returns, made of .040 aluminum, painted silver (#359-A1) to match backer panel and 1" black trimcap. Letters will be internally illuminated with white LEDs.

The backer panel will be made of .063 aluminum, painted silver (#359-A1) to match existing storefront signs and facade in the center and will be 2.125" Deep.

Sincerely,

Anthony Bashorun
Signarama
316 Victory Drive
Herndon, VA 20170
(703) 597-2522

Proposed Sign



Scale: 1.5" = 50'

Additional Pictures



Left Angle



Storefront



Right Angle



Full View

PROJECT ADDRESS:
Herl's Bath & Home Solutions
366 Victory Drive
Herndon, VA 20170

HERL'S
Bath & Home
Solutions

Town of Herndon
ARB Permit Drawings

Additional Pictures

10.08.2020

Signarama
Sign and Branding Experts

Proposed Sign

Proposed Sign



Scale: 3/8" = 1'

PROJECT ADDRESS:
Herl's Bath & Home Solutions
366 Victory Drive
Herndon, VA 20170

HERL'S
Bath & Home
Solutions

Town of Herndon
ARB Permit Drawings

Proposed Sign

10.08.2020



Proposed Sign
W/Measurements



Scale: 3/8" = 1'

PROJECT ADDRESS:
Herl's Bath & Home Solutions
366 Victory Drive
Herndon, VA 20170



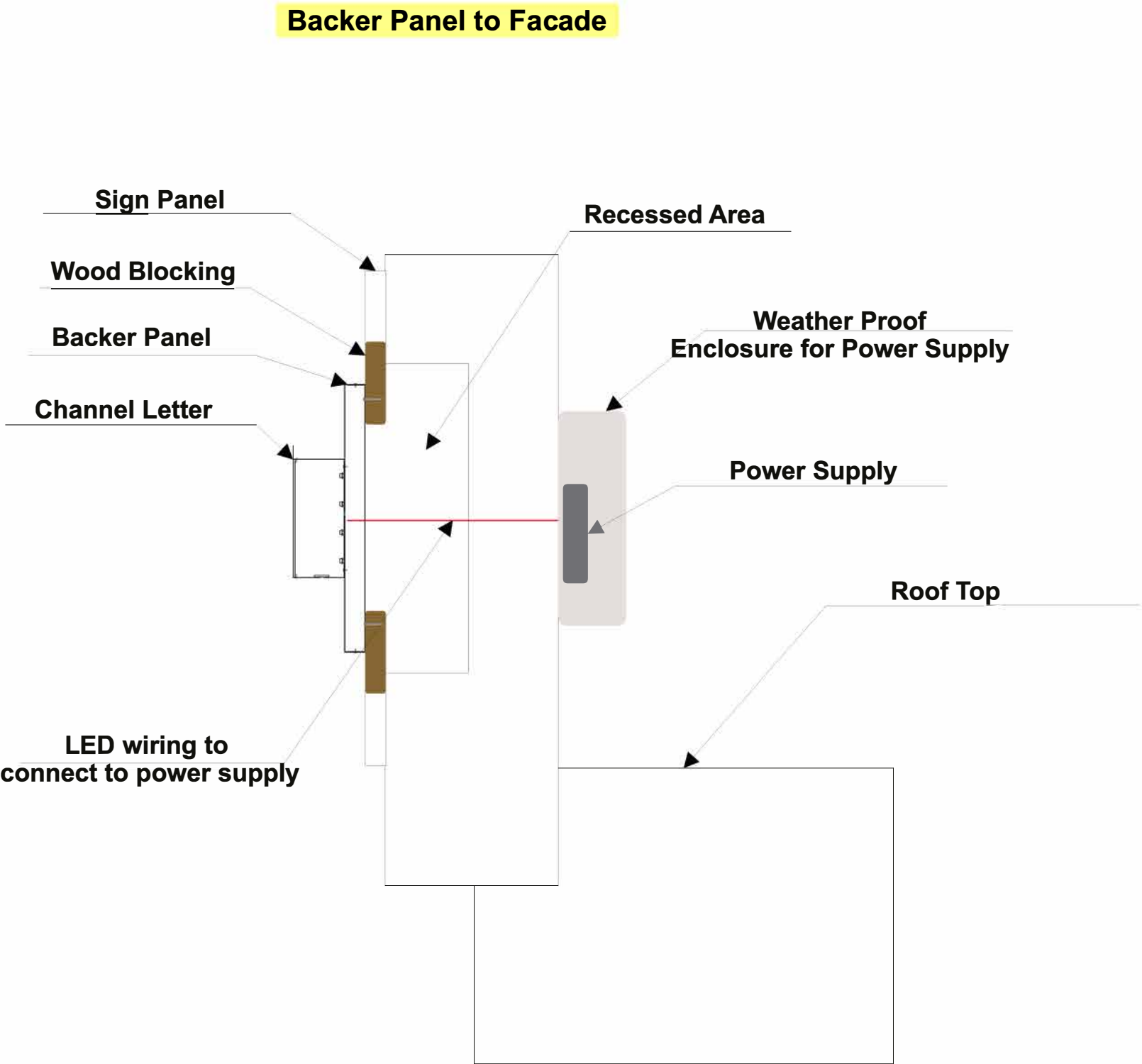
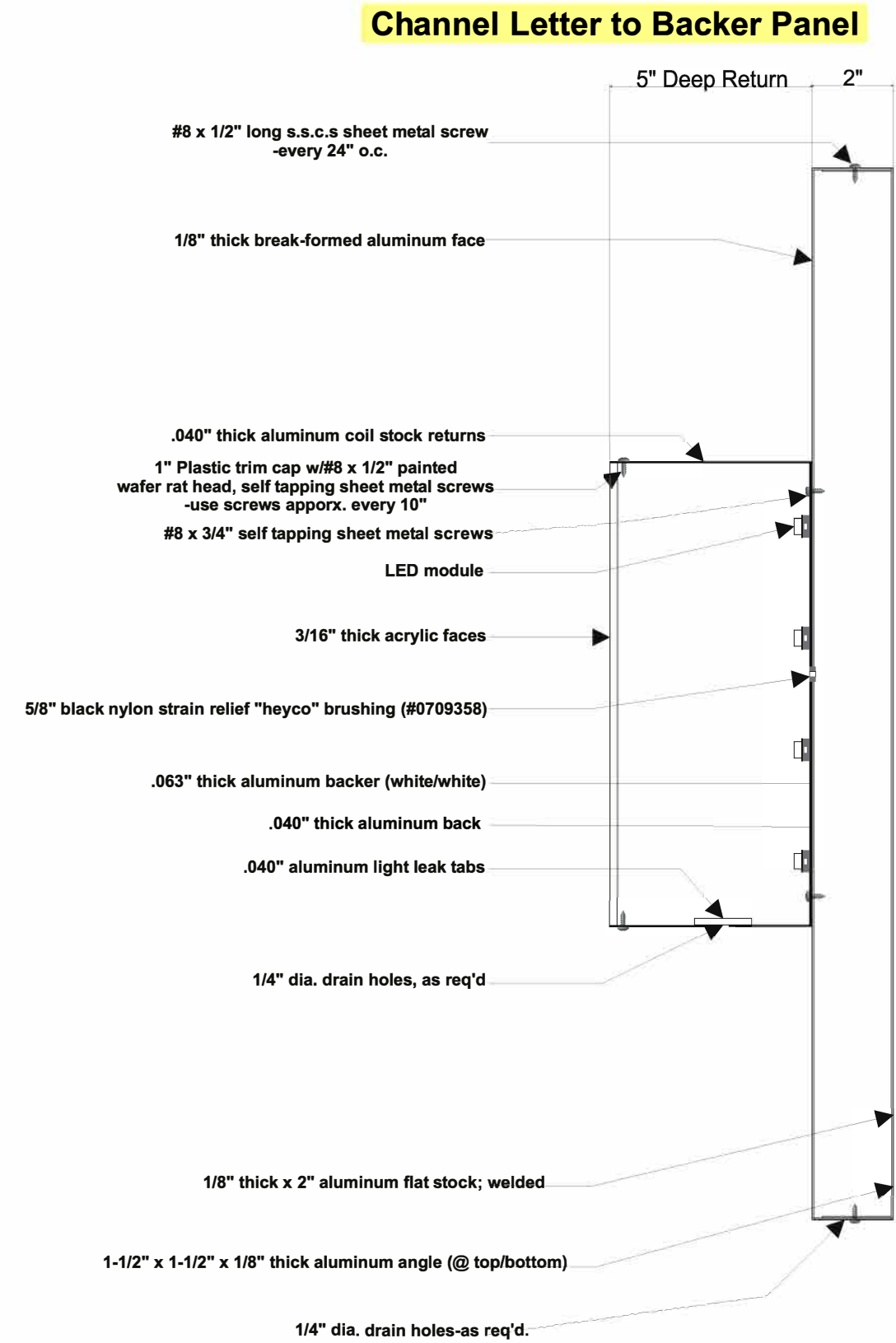
Town of Herndon
ARB Permit Drawings

Proposed Sign
With Measurements

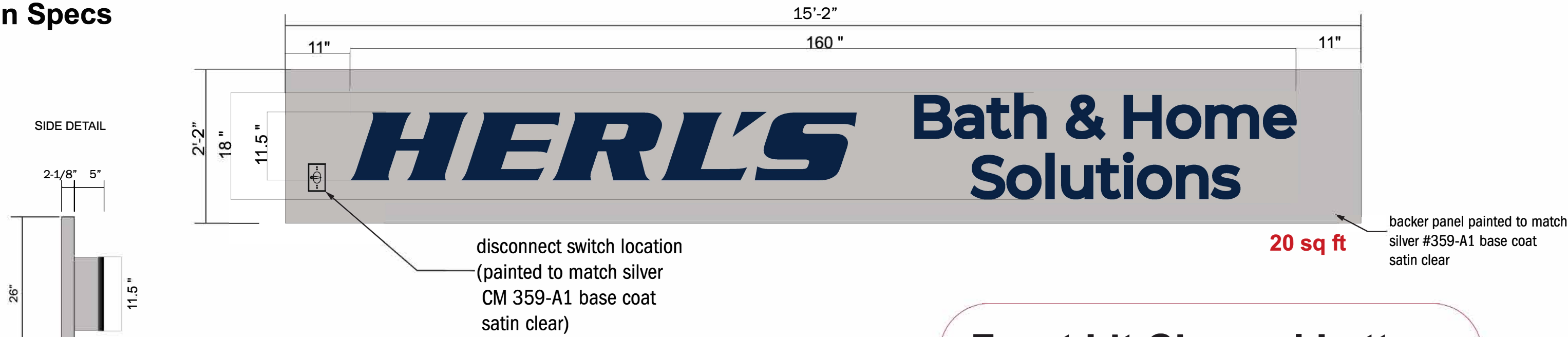
10.08.2020



Attachment Details



Sign Specs



FACE LIT CHANNEL LETTERS:

Return Finish: silver to match #359-A1 base coat satin clear

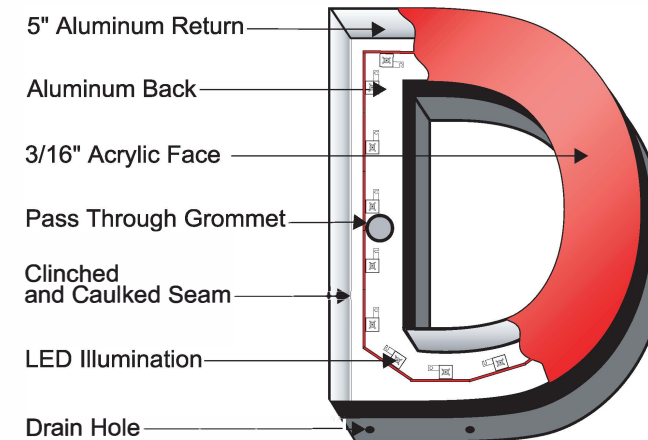
Face Color: 3/16" white acrylic with day/night perforated vinyl to match PMS 2767C.

****Letters to shine white at night and appear blue during the day****

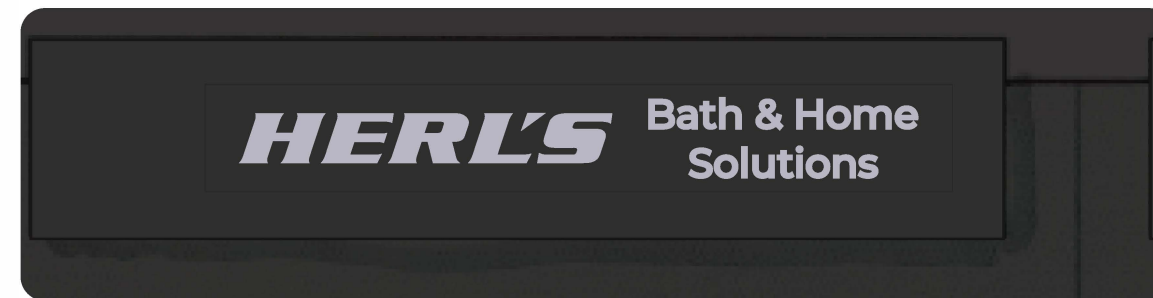
Backer color: painted to match silver #359-A1 base coat satin clear

Trim: 1" black

Front Lit Channel Letters



FRONT VIEW



Night View

PROJECT ADDRESS:
Herl's Bath & Home Solutions
366 Victory Drive
Herndon, VA 20170

HERL'S
Bath & Home
Solutions

Town of Herndon
ARB Permit Drawings

Sign Specs

10.08.2020

Signarama
Sign and Branding Experts

ARCHITECTURAL REVIEW BOARD STANDARDS FOR DESIGN REVIEW

Taken from ARB Charter – Chapter 58 (Planning) of Herndon Town Code (2000)

DIVISION 4. STANDARDS* _____

***Charter references:** Standards and purpose, § 7.4:1(c). _____

Sec. 58-96. Design criteria.

The board of architectural review and, on appeal, the town council shall use the following standards and criteria in considering applications filed under this article:

- (1) Whether or not the proposed architectural design is suitable for a good suburban community in terms of external architectural features, including signs subject to public view, general design and arrangement, texture, color, line, mass, dimension, material and lighting.
- (2) Whether or not the proposed structure, building or improvement is compatible with existing well-designed structures, acceptable to the board, in the vicinity and in the town as a whole.
- (3) Whether or not, and to what extent, the proposed structure, building or improvement would promote the general welfare and protect the public health, safety and morals by tending to maintain or augment the town's tax base as a whole, generating business activity, maintaining and creating employment opportunity, preserving historical sites and structures and making the town a more attractive and desirable place in which to live.
- (4) Whether or not proposed freestanding buildings use the same or architecturally harmonious materials, color, texture and treatment for all exterior walls; and in the case of partially freestanding buildings, whether or not the same or architecturally harmonious materials, color, texture and treatment are used on all portions of all exterior walls exposed to public view.
- (5) Whether or not the combination of architectural elements proposed for a structure, building or improvement, in terms of design, line, mass, dimension, color, material, texture, lighting, landscaping and roofline and height conform to accepted architectural principles for permanent buildings as contrasted with engineering standards designed to satisfy safety requirements only; and exhibit external characteristics of demonstrated architecture and aesthetic durability.
- (6) Whether or not, in terms of design, material, texture, color, lighting, landscaping, dimension, line, mass or roof line and height, the proposed structure, building or improvement is designed to serve primarily as an advertisement or commercial display, exhibits exterior characteristics likely to deteriorate rapidly, would be of temporary or shortterm architectural or aesthetic acceptability, would be plainly offensive to human sensibilities or would otherwise constitute a reasonable foreseeable detriment to the community.

(Code 1992, § 4-16)