

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA
NOVEMBER 3, 2021
HERNDON POLICE DEPARTMENT
COMMUNITY ROOM
397 HERNDON PARKWAY
7:30 P.M.**

CALL TO ORDER

1. Determination of Quorum

PUBLIC HEARING

2. **APPLICATION FOR SIGNAGE, ARB #21-021**, to consider an application for two exterior wall signs located at 466 Herndon Parkway, Herndon, Virginia, approximately 900' south-east of the intersection of Herndon Parkway and Spring Street, further identified as Fairfax County Tax Map 0164-02-0015A. The property is zoned as O & LI, Office and Light Industrial District, and consists of 131, 586 square feet of land. Owner: Fitzroy Williams, SSC Property Holdings INC. Applicant/Agent: Gary Brent, MG Permits.

COMMENTS

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

ADJOURNMENT

Title: ARB #21-021; Commercial Wall Signs, 466 Herndon Parkway

Staff Contact: Tamsin Himes
 Lead Planner/Design and Development
tamsin.himes@herndon-va.gov

Summary Information

Applicant Request	Installation of two wall signs		
Address	466 Herndon Parkway		
Fairfax County Tax Map Number	0164 02 0015A		
Applicant/Owner	Fitzroy Williams		
Agent	Gary Brent, MG Permits LLC		
Business/Organization	Public Storage, SSC Property Holdings Inc,		
Property Use	Commercial		
Zoning District	O & LI (Office & Light Industrial District)		
Land Area / Building GFA	131,586 SF of land area / 45,520 SF GFA (Building)		
Adjacent Zoning	North: Office and Light Industrial District South: Office and Light Industrial District East: Office and Light Industrial District West: PD-B, Planned Development - Business		
Associated Cases			
Building Type(s)	Single-story industrial brick	Date of Construction:	1985
Architectural Style(s)	Post-modern industrial		
Exterior Material(s)	Brick, cement, corrugated metal and composition shingles roofing, aluminum framed doors and windows		
Neighborhood Design Profile	Commercial and industrial buildings.		
Comprehensive Plan Land Use Designation	Regional Corridor Mixed Use		

Staff Recommendation	Staff is recommending approval as submitted and in accordance with the draft resolution (Attachment #1).
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Location Map



Case Details

Description:

This application is requesting approval for removal of an existing wall sign and replacing it with two new walls signs advertising the commercial property's business. The smaller sign is 2'-3/8" by 3'-1/2", 6.2 square feet in total. It is constructed of an orange aluminum backer panel with white acrylic lettering with applied reflective vinyl. The lettering would be flush mounted to the backer panel. This sign is proposed to be non-illuminated.

The larger sign comprises the same color pallet as the smaller sign; white lettering with an orange background. This sign is 1'-10" tall and 9'2" wide, totaling 15.2 square feet. The sign is constructed of a 2 5/8" thick aluminum backer panel and individual internally illuminated channel letters with black trimcaps and black 5" deep returns.

Applicable Zoning Ordinance Regulations and Design Guidance:

- 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*

November 3, 2021

Staff Analysis

1. Sign location. The proposed signs are located on a front façade facing the public right of way and are also located on a wall containing a public entrance, thus in compliance with the Town's Zoning ordinance section 78-140.6, *General Standards for All Signs*: “Wall signs may be installed on any building elevation that faces an adjacent public or private street. . . Wall signs may be installed on a building elevation that contains a public entrance.” (Sec. 78-140.6(c)1,3)
2. Sign design and illumination. The town's Zoning ordinance also specifies that the “The background of internally illuminated signs shall be designed so that the illumination only penetrates the letters, logos, symbols, or other message copy” (Sec. 78-140.6(d)). Of the proposed signs, the first, smaller sign is not internally illuminated, and the second, larger sign has only the channel letters illuminated. The backing material is painted aluminum and is not illuminated. The proposed signs are in compliance with these regulations.
3. Sign to wall ratio. Section 78-141.4 restricts sign-to-wall ratio so that there should not exceed “1 SF of sign area for each linear foot of frontage.” The proposed signs comprise a total of 21.8 square feet and are located on a front façade which also includes two doors and two windows. The space they would occupy is an area spanning 15” between two doors, but the entire frontage is visibly double that, exceeding 22 linear feet. Staff feels that the proposed signs are reasonably in compliance with this regulation, though no total frontage span is specified in the applicant's documents. The drawings should be revised on the cover sheet to indicate the building's linear frontage and allowed wall sign square footage.
4. The Design Criteria section of the Town Code of Ordinances gives guidance on design criteria for the ARB to use when assessing projects including signage. Sign design should be “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.” Staff believes that the proposed signs are suitable for commercial function, and that the design does not detract from the surrounding area.
5. The only design component staff questions is the use of square corners on the small sign and the use of filleted corners on the large sign. For consistency, it makes sense for the same corner treatment to be used between the two signs that otherwise are intended to have coordinated designs. Staff is not proposed a condition to address this at this time but believes the ARB should discuss it with the applicant.

Staff Recommendation:

ARB Alternatives:	1. Resolution to deny the application.
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November 3, 2021

	2. Resolution to approve 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 recommending approval of this application as submitted in accordance with the draft resolution (Attachment #1).

Report Attachments

1. Draft Resolution
2. Street View Image
3. Project Drawings and Specs (Applicant Provided)
4. ACD Design Criteria



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD**

RESOLUTION

November 18, 2021

Resolution- to approve ARB #21-021, installation of signage on a commercial building located at 466 Herndon Parkway, Fairfax County Tax Map Number 0164 02 0015A.

WHEREAS, the applicant has submitted an application to install signage located the above referenced address; and

WHEREAS, the proposed signage complies with the applicable zoning ordinance regulations as specified in the Town of Herndon Zoning Ordinance Article XIV; and

WHEREAS, the Town of Herndon Architectural Review Board has found that the proposed signage complies with the applicable Design Criteria as stated in the Town of Herndon Code of Ordinances Section 58-96; and

WHEREAS, the Town of Herndon Architectural Review Board has held a duly advertised public hearing concerning this application on November 17, 2021.

NOW THEREFORE, BE IT RESOLVED that the Architectural Review Board of the Town of Herndon, Virginia, HEREBY:

Approves ARB #21-021, for a signage located at 466 Herndon Parkway, Herndon, VA in substantial conformance with the design shown in the case materials reviewed by the ARB.



SITE LOCATION – STREET VIEW

Imagery prepared by Town of Herndon
Department of Community Development
Image source: Googlemaps

E02

Rental Office Elevation - Herndon Parkway

Existing Conditions:



Proposed Signage:

Scale: 3/16"=1'-0"



SURVEY INFORMATION:

EXISTING SIGN TYPE:	SIZE: HXW	DEPTH:	OAH:
Wall Cabinet	2'-5-3/4" x 3'-11-3/4"	2"	n/a
LETTER HT:	NO . OF FACES:	ILLUM:	MOUNT:
n/a	n/a	No	n/a
SIGN MATERIAL:	FACE TYPE:	FACE MATERIAL:	
Metal	Pan	Aluminum	
RETAINER TYPE:	RETAINER SIZE:	DIV BAR SIZE:	
n/a	n/a	n/a	
VIS. OPENING HXW	GRAPHIC AREA HXW		
n/a	n/a		
SURFACE COLOR:	SURFACE MATERIAL:	AVAILABLE HT.	AVAILABLE WIDTH
n/a	Brick	4'-0"	15'-0"

CODE INFORMATION:

EXISTING SQ. FT.
9.9
ALLOWED SQ. FT.
n/a
RECOMMENDED SQ. FT.
15.2

RECOMMENDATIONS:

ACTION:
RR- Remove and Replace
SQUARE FOOTAGE
15.2
SIGN TYPE:
CHBKR-10-H
RESTORATION ACTION:
Remove and dispose of existing cabinet. Patch holes with clear silicone. Paint by others

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CLIENT:

Public Storage

ADDRESS:

466 HERNDON PKWY
HERNDON, VA 20170-6232

PAGE NO.:

7

ORDER NUMBER:

1153192

SITE NUMBER:

8242

ELECTRONIC FILE NAME:

Public Storage\LOCATIONS\2021\VA\8242_Herndon\
4993_8242_Herndon_VA.cdr

PROJECT NUMBER:

4993

PROJECT MANAGER:

MELISSA ROTH

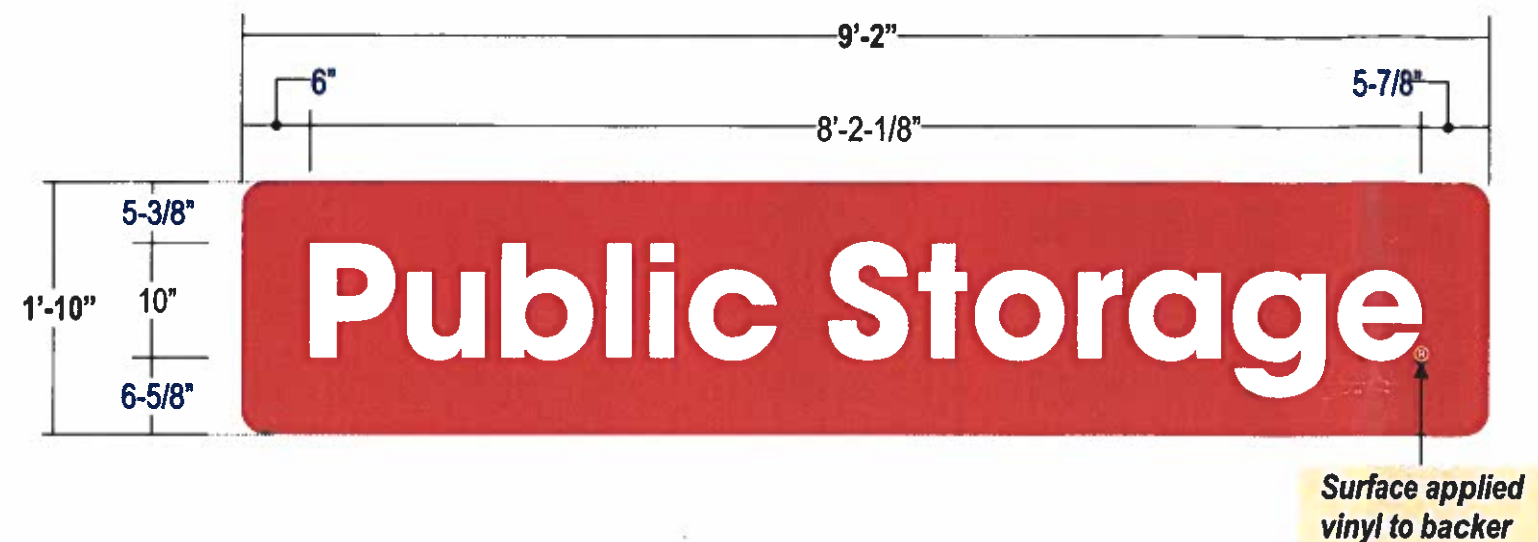
Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	339920	05/12/21 LH					

E02

FACE LIT CHANNEL LETTERS on CONTOUR BACKER - CHBKR-10-H

15.2 square feet

Scale: 3/4"=1'-0"

REFER TO PRODUCTION DRAWINGS FOR
EXACT MANUFACTURING SPECS

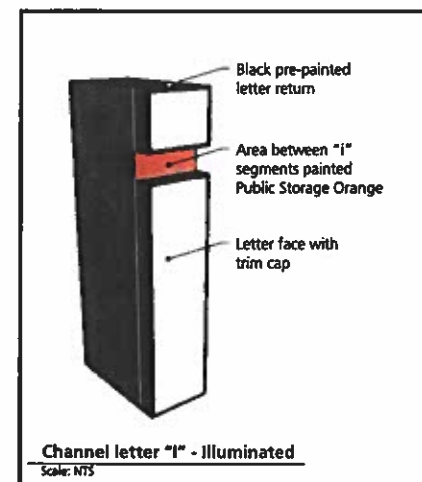
COLOR PALETTE:

	FACES 3M 3635-70 Diffuser 3M 3630- Scotchcal Matte Overlaminate		ELECTRICAL BRIDGE: PPG BRP 1501 - PS 101 Orange
	REG MARK: 3M 7725-20 Matte White		BACKER PANEL: PPG BRP 1501 - PS 101 Orange

ALL PAINT FINISHES TO BE SATIN UNLESS OTHERWISE SPECIFIED!

WALL TYPE	CMU, BRICK	PRE-CAST CONCRETE, CONCRETE	PREFERRED FOR ALL WALL TYPES WHEN POSSIBLE	EFS WALL W/ FOAM INSULATION
SECTION				
ANCHOR TYPE	#1/2" SLEEVE ANCHOR (#3/8" BOLT), 2" MIN. EMBEDMENT	#3/8" EXPANSION ANCHOR, 2 1/2" MIN. EMBEDMENT	#1/4"-3/8" THREADED ROD	#1/4"-3/8" THREADED ROD W/ ALUMINUM OR PVC COMPRESSION SLEEVE

SIGN LIGHTING CONTROLS	
☐ §130.3(a)1. ALL INDOOR SIGN LIGHTING IS CONTROLLED WITH AN AUTOMATIC TIME-SWITCH CONTROL OR ASTRONOMICAL TIME-SWITCH CONTROL.	
☐ §130.3(a)2A. ALL OUTDOOR SIGN LIGHTING IS CONTROLLED WITH A PHOTOCONTROL IN ADDITION TO AN AUTOMATIC TIME-SWITCH CONTROL, OR AN ASTRONOMICAL TIME-SWITCH CONTROL. EXCEPTION TO SECTION §130.3(a)2A. OUTDOOR SIGNS IN TUNNELS, AND SIGNS IN LARGE PERMANENTLY COVERED OUTDOOR AREAS THAT ARE INTENDED TO BE CONTINUOUSLY LIT, 24 HOUR PER DAY AND 365 DAYS PER YEAR.	
☐ §130.3(a)2B. ALL OUTDOOR SIGN LIGHTING THAT IS ON BOTH DAY AND NIGHT IS CONTROLLED WITH A DIMMER THAT PROVIDES THE ABILITY TO AUTOMATICALLY REDUCE THE SIGN LIGHTING POWER BY A MIN. OF 65% DURING THE NIGHTTIME HOURS. SIGNS THAT ARE ILLUMINATED AT NIGHT AND FOR MORE THAN 1 HOUR DURING DAYLIGHT HOURS SHALL BE CONSIDERED ON BOTH DAY AND NIGHT.	
☐ §130.3(a)3. DEMAND RESPONSIVE ELECTRONIC MESSAGE CENTER CONTROL. AN ELECTRONIC MESSAGE CENTER (EMC) HAVING A NEW CONNECTED LIGHTING POWER LOAD GREATER THAN 15kW HAS A CONTROL INSTALLED THAT IS CAPABLE OF REDUCING THE LIGHTING POWER BY A MIN. OF 30% WHEN RECEIVING A DEMAND RESPONSE SIGNAL. EXCEPTION TO SECTION §130.3(a)3. LIGHTING FOR EMCs THAT IS NOT PERMITTED BY A HEALTH OR LIFE SAFETY STATUTE, ORDINANCE, OR REGULATION TO BE REDUCED BY 30%.	



BACKER: 2" x 2" x 1/8" alum. angle frame - welded to back of face .090 alum face w/ welded returns 2-5/8" deep; All exposed surfaces painted PS Orange
(Backer will have seams on face due to material size)

FACES: .187 Clear acrylic w/ 3M Diffuser film & 3M Overlaminate applied first surface

TRIMCAP: 1" Black jewelite

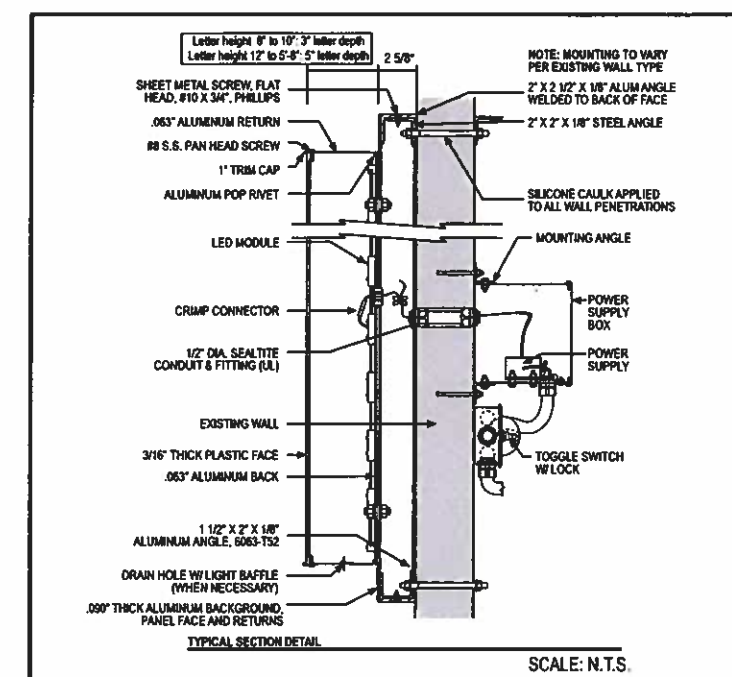
RETURNS: 5" deep .050 pre-finished Black returns
Insides pre-finished white

BACKS: 3mm White ACM w/ .012 sheathing
alt: .050 White prefinished aluminum

ILLUM.: Internal White LED's as required by manufacturer
TORK photo timer req'd
Remote Power Supplies

INSTALL: Preferred install is to thru-bolt using min 3/8" all thread fasteners; blocking as required or approved alternate to suit wall

QUANTITY: (1) one set required



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Public Storage\LOCATIONS\2021\VA\8242_Herndon\
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PROJECT NUMBER:

4993

PROJECT MANAGER:

MELISSA ROTH

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	339920	05/12/21 LH					

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Existing Conditions:



Proposed Signage:

Scale: 3/16"=1'-0"



SURVEY INFORMATION:

EXISTING SIGN TYPE:	SIZE: HXW	DEPTH:	OAH:
n/a	n/a	n/a	n/a
LETTER HT:	NO . OF FACES:	ILLUM:	MOUNT:
n/a	n/a	No	n/a
SIGN MATERIAL:	FACE TYPE:	FACE MATERIAL:	
n/a	n/a	n/a	
RETAINER TYPE:	RETAINER SIZE:	DIV BAR SIZE:	
n/a	n/a	n/a	
VIS. OPENING HXW	GRAPHIC AREA HXW		
n/a	n/a		
SURFACE COLOR:	SURFACE MATERIAL:	AVAILABLE HT.	AVAILABLE WIDTH
n/a	Brick	7'-6"	15'-0"

CODE INFORMATION:

EXISTING SQ. FT.
0
ALLOWED SQ. FT.
n/a
RECOMMENDED SQ. FT.
6.2

RECOMMENDATIONS:

ACTION:
New Signage
SQUARE FOOTAGE
6.2
SIGN TYPE:
7" White FCO Letters on PS Orange Backer
RESTORATION ACTION:
Paint by others

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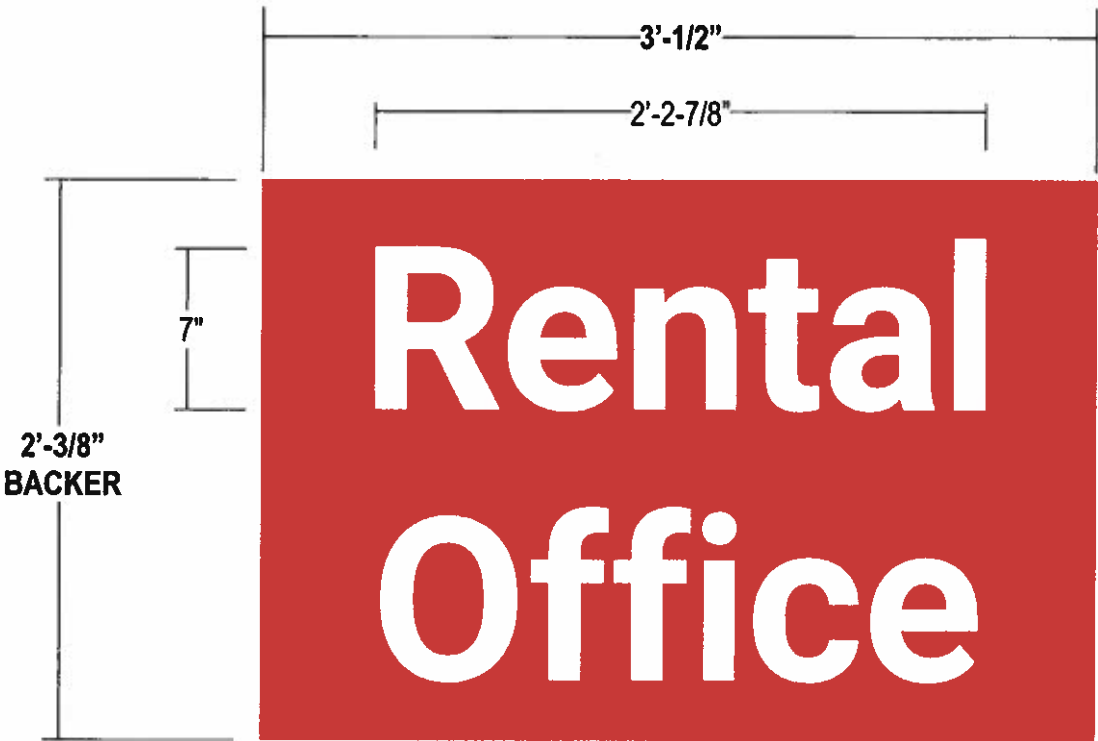
Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	339920	05/12/21 LH					

E03

NON-ILLUMINATED FLAT CUT OUTS on BACKER

6.2 square feet

Scale: 1-1/2"=1'-0"



- BACKER:** 1/8" thick alum. backer painted PS Orange
Panels over 10'-0" to have seam in face due to material size
- LETTERS:** 1/2" thick #7328 White acrylic cut outs w/ surface applied reflective vinyl
- INSTALL:** Letters secured to alum. backer using c/s fasteners
Alum. backer drilled & tapped to accept threaded rod
Flush mounted to wall; Thru bolting is recommended due to weight of sign
- QUANTITY:** (1) one set on backer required

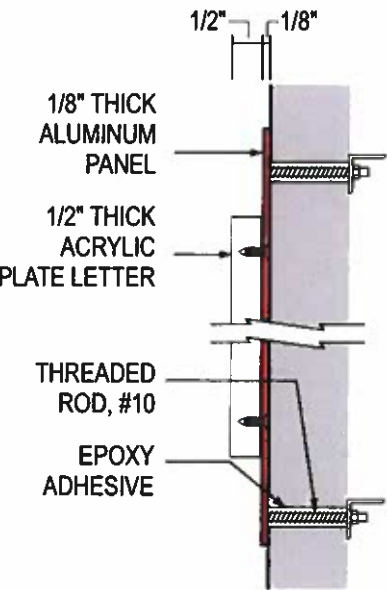
COLOR PALETTE:

COPY:
7328 White acrylic

BACKER:
PPG BRP 1501
PS 101 Orange

3M Engineer Grade
Reflective Sheeting 3290

ALL PAINT FINISHES TO BE SATIN UNLESS OTHERWISE SPECIFIED!



SECTION DETAIL

SCALE: N.T.S.

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Scale: NTS

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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)