

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD PUBLIC HEARING AGENDA
OCTOBER 19, 2022
HERNDON COUNCIL CHAMBERS BUILDING
765 LYNN STREET
7:30 P.M.**

CALL TO ORDER

1. Roll Call
2. Determination of Quorum

APPROVAL OF MINUTES

3. September 7, 2022, Work Session Draft Minutes
4. September 21, 2022, Public Hearing Draft Minutes

COMMENTS

5. Comments from the Board Members
6. Comments from the Staff Members
7. Comments from the Audience

PUBLIC HEARING

8. **APPLICATION FOR SIGNAGE, ARB #22-022**, to consider an application for signage on a building at 305 Spring Street, Herndon, Virginia, on property identified as Fairfax County Tax Map 0162 02 0174D. The property is located in the southeast corner of the intersection of Spring Street and Victory Drive. The property is zoned as PD-B, Planned Development – Business, and consists of 168,916 square feet of land. Owner: Herndon-Reston Industrial LLC. Applicant/Agent: CP Leopold, Sign Graphx.

ADJOURNMENT

Title: ARB #22-022; New signage; 305 Spring Street

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

Summary Information

Applicant Request	Business identification wall sign		
Address	305 Spring Street		
Fairfax County Tax Map Number	0162 02 0174D		
Owner	Herndon-Reston Industrial LLC		
Applicant	C P Leopold		
Business/Organization	Dance Shop		
Property Use	Commercial business		
Zoning District	PD-B, Planned Development-Business		
Adjacent Zoning	North: PD-B, Planned Development-Business South: PD-B, Planned Development-Business East: O & LI, Office and Light Industrial West: PD-R, Planned Development - Residential		
Building Type(s)	Multi-tenant commercial building	Date of Construction:	1975
Architectural Style(s)	Modern strip mall		
Exterior Material(s)	Tile, precast concrete, aluminum and glass storefronts		
Neighborhood Design Profile	Primarily commercial, office and industrial buildings.		
Comprehensive Plan Land Use Designation	Office Parks & Flexible Space		

Staff Recommendation	Staff is recommending approval of this application.
----------------------	---

Case Details

Proposal:

This application is for the installation of a new wall sign at 305 Spring Street. The sign is comprised of one line of internally illuminated channel letters with two-toned, translucent pink sign faces. The letters are flush mounted to the wall and read “Dance Shop”. The proposed sign sits in a designated sign area above the primary entrance for this tenant space.

Site Description:

The building at 305 Spring Street is a multi-tenant commercial building. The tenant space that is the subject of this application is one of ten tenant spaces along the façade of the building that faces Spring Street. The building façade consists of paneling, tile, precast concrete and aluminum and glass storefront systems with a gray and mint color scheme. Directly in front of the building is a parking area, with trees and light landscaping between the parking lot and Spring Street.

Location Map



Applicable Design Guidance:

- Town Code of Ordinances, Section 58-96 – *Design criteria*

Staff Analysis

1. Staff has found that the proposed signage meets the applicable standards and requirements of the Town of Herndon Zoning Ordinances.
2. There is a master sign plan for this building, but the applicant is applying for a sign that diverges from the design specifications in the MSP. For this reason, ARB review is necessary instead of obtaining an administrative approval.
3. With the findings expressed below, staff believes the proposed signage 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.
 - a. The proposed wall sign in its design and construction is suitable for a good suburban community and promotes the use and improvement of the surrounding buildings.
 - b. The proposed wall sign clearly and legibly represents the intended business.

- c. The proposed wall sign is constructed in a way so as to remain in good condition and withstand normal weather and climate conditions without deteriorating.
4. The sign does not meet the standards of the Master Sign Plan with regard to the color of the sign and the color of the sign backerboard. The MSP requires that the sign faces are white, and the backer board is teal/mint. The majority of the signs along this façade do not adhere to these color conditions, so this sign will not create a noticeable divergence from the existing sign scheme. Staff believes that the design choices are appropriate for this area and do not deviate so much from the MSP or the existing signs to be a cause for denial.

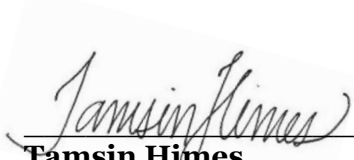
Staff Recommendation:

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 recommending approval of this application as submitted in accordance with the draft resolution.

Report Attachments

1.	Draft Resolution
2.	Wall Sign Drawings

Staff Signatures



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director

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

DRAFT RESOLUTION

October 19, 2022

Resolution- to approve ARB #22-022, for signage on a building at 305 Spring Street, Herndon, Virginia, further identified as Fairfax County Tax Map 0162 02 0174D.

WHEREAS, the applicant has submitted an application to install signage at 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

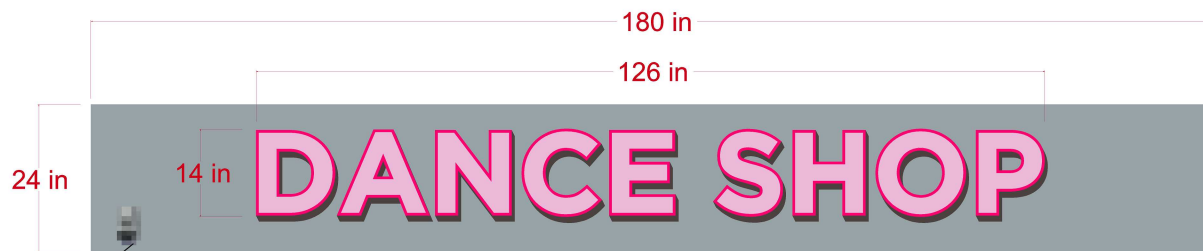
WHEREAS, the Town of Herndon Architectural Review Board has found that the proposed signage complies with the applicable Design Criteria as stated in the Town of Herndon Code of Ordinances Section 58-96; and

WHEREAS, the Town of Herndon Architectural Review Board has held a duly advertised public hearing concerning this application on October 19, 2022.

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

Approves ARB #22-022, for signage on a building at 305 Spring Street, Herndon, Virginia, in substantial conformance with the design shown in the case materials reviewed by the ARB.

14"X126"/144=12.25 SF



Switch

CHANNEL LETTER SET WITH PAINTED ALUMINUM PAN BACKER PANEL

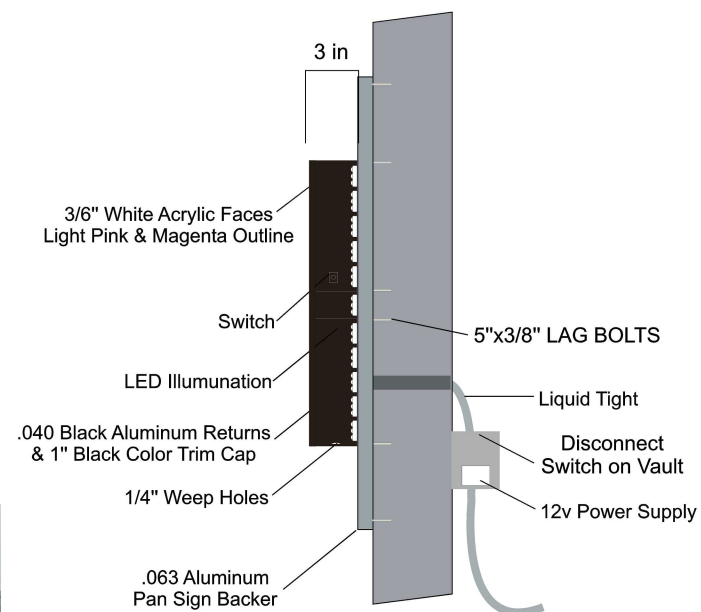
TRANSLUCENT PINK TRANSLUCENT MAGENTA



20 ft

19 ft

SIDE



SIGN BUILT AND INSTALLED TO
WITHSTAND 105 MPH WIND LOADS
VIRGINIA CONSTRUCTION CODE 2015



Customer: Caitlin Kenney		Proof #1 ☒ #2 ☐ #3 ☐ #4 ☐ + \$30
Company: The Cinnamon Tree Dance Shop		
Address: 305 Spring St.		
City: Herndon	State/ZIP: VA 20170	
Phone:		
Fax:		

signgraphx
PRINTING & SPECIALTIES™

Ph: 703.335.7446
Fax: 703.335.7447

9091 Euclid Ave, Manassas VA, 20110

Job No.: 52532	Date: 8/30/2022
Drawn By: Walfre Alvarez	Salesperson: James
Folder name: T:\JOBS\C\Cinnamon Tree\WIP	
IMPORTANT INFORMATION: PLEASE REVIEW PROOF VERY CAREFULLY.	File name: 52532 - Herndon Storefront.fs
WE AT SIGN GRAPHX STRIVE FOR EXCELLENCE IN QUALITY AND TEAMWORK AND RELY ON OUR CLIENTS' REVIEW TO PREVENT ADDITIONAL COSTS THAT ARISE FROM ERRORS. PLEASE RESPOND WITH CHANGES OR APPROVAL FOR PRODUCTION PURPOSES. COMMUNICATION, TEAMWORK, EXCELLENCE AND QUALITY - TOGETHER WE CAN MAKE IT HAPPEN. ALL ART DESIGNS CREATED BY SIGNGRAPHX REMAIN PROPERTY OF SIGNGRAPHX AND MAY NOT BE REPRODUCED WITHOUT WRITTEN PERMISSION. YOUR DESIGN IS AVAILABLE FOR PURCHASE AT AN ADDITIONAL CHARGE.	