

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
WORK SESSION AGENDA
SEPTEMBER 2, 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 #20-018**, to consider an application to install a new business wall sign on the multi-tenant commercial building located at 504 Elden Street, Herndon, Virginia, located at the intersection of Elden Street and Grant Street, and further identified as Fairfax County Tax Map 0162-02-0217. The property is zoned CS, Commercial Services, and consists of 19,824 square feet of land. Owner/Applicant: Saba, LLC c/o M. Ashraf Imam, Manager. Applicant's Representative/Agent: Anthony Bashorun, Signarama.
3. **APPLICATION FOR A FREESTANDING SIGN, ARB #20-019**, to consider an application to install a new freestanding sign on the commercial property located at 1051 Elden Street, Herndon, Virginia, located between the intersection of Elden Street and Alabama Drive and the intersection of Elden Street and Sterling Road/Locust Street, and further identified as Fairfax County Tax Map 0161-02-0023. The property is zoned CS, Commercial Services, and consists of 33,408 square feet of land. Owner/Applicant: Amed Investment LLC c/o Yusuf Mehmetoglu. Applicant's Representative/Agent: Anthony Bashorun, Signarama. ***Continued from the August 19, 2020 ARB Public Hearing.***
4. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-020**, to consider an application to remove existing wall signs and install new business wall signs on the single-tenant commercial building and minor alteration of existing freestanding sign panel(s) located at 597 Elden Street, Herndon, Virginia, located at the intersection of Elden Street and Van Buren Street, and further identified as Fairfax County Tax Map 0162-02-0202A. The property is zoned CS, Commercial Services, and consists of 54,720 square feet of land. Owner/Applicant: Sunoco, LLC, successor by merger to Southside Oil, LLC c/o Steven Jones, Sunoco Business Development Manager. Applicant's Representative/Agent: Gary Brent, MG Permits.

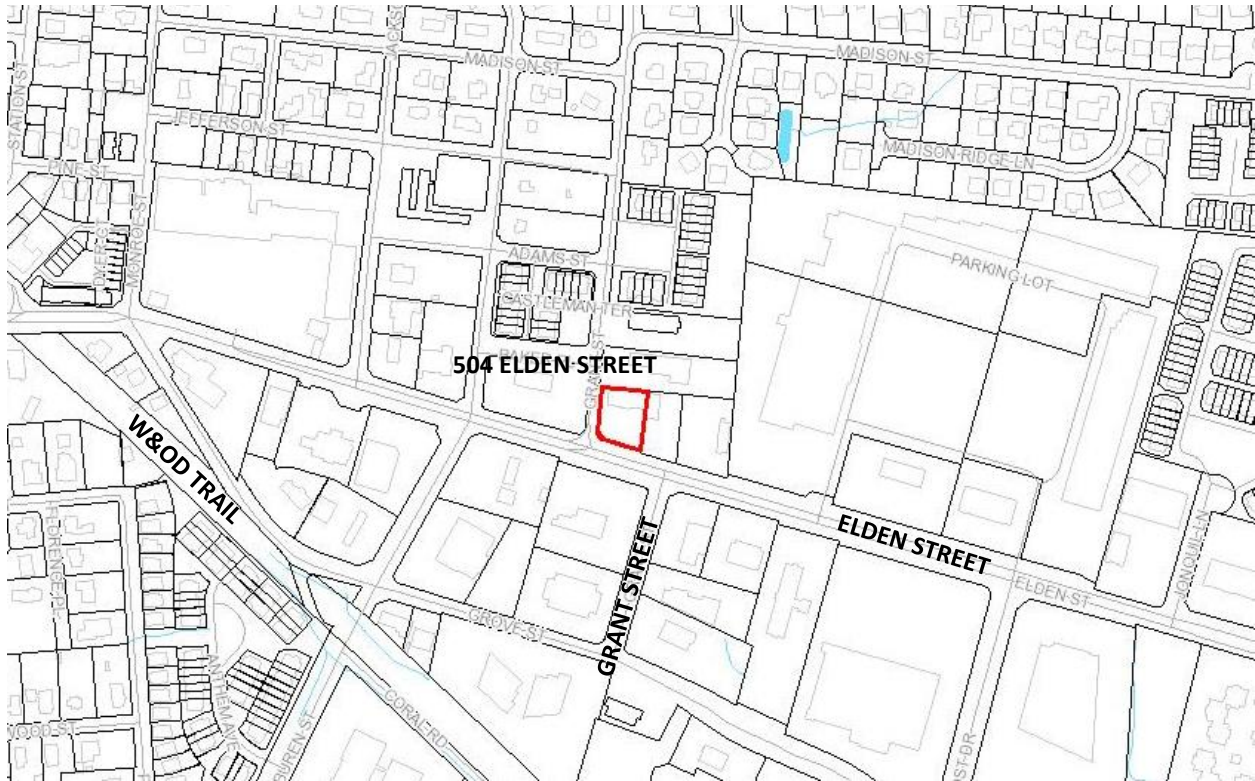
COMMENTS

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

ADJOURNMENT

Case Number & Type: ARB #20-018; Wall Sign
Case Summary: Install new wall sign on an existing commercial office building.
Case Location: 504 Elden Street

Location Map



Property Information

Owner / Applicant:	Saba, LLC c/o M. Ashraf Imam, Manager		
Representative:	Anthony Bashorun, Signarama		
Business/Organization:	Core IV Therapy		
Property Use:	Single-story commercial office complex		
Zoning District:	CS, Commercial Services		
Adjacent Zoning:	North: CS, Commercial Services South: CS, Commercial Services	East: CS, Commercial Services West: CS, Commercial Services	
Associated Cases:	ARB #17-14		
Building Type(s):	Single-story commercial office	Date of Construction:	1973
Architectural Style(s):	Modern, typical suburban low-rise commercial office expression		
Exterior Material(s):	Single-story CMU structure with brick veneer; standing seam metal and flat built-up roofs		

Neighborhood Design Profile:	Existing commercial and office development area along major roadway
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Case Details

Case Description:

This application proposes to install one (1) new wall sign on the commercial office building at the subject address for an existing tenant business, Core IV Therapy. The site plan indicates that the sign will be placed on the south wall of the west building wing facing Elden Street. The overall sign dimensions would be approximately 1'-8" tall by 5'-2" long totaling approximately 8.5 square feet of sign area. The sign will consist of two lines of text. The first line of text will be made of 12" tall formed plastic reverse channel letters with a portion of the business name, "CORE", in upper case letters, using 1" deep letters in a light green color. The "CORE" plastic formed letters will be individually flushed-mounted to the wall and will not be illuminated. The second line of text will be 6" tall formed plastic reverse channel letters with a portion of the business name, "IV THERAPY", in upper case letters, using 3/4" deep letters in a medium blue color. The "IV THERAPY" plastic formed letters will be individually flushed-mounted to the wall and will not be illuminated. The lettering will be centered and 6" – 8" below an existing sign made of illuminated channel letters and logo on the western wing of the multi-tenant building. The subject building appears to have 146 linear feet (estimated) of frontage along Elden Street (Attachments #1, #2, and #3).

Case Background:

This ARB case is one of a handful of sign cases that have been considered and approved by the Board over the years to support new business/commercial signage as businesses leave and new business occupy commercial office spaces in the multi-tenant building. ARB #17-14 approved the dental business sign under which the new sign is proposed to be located. A similar formed metal channel letter sign is also located on the eastern wing of the building. An antiquated cabinet sign for a veterinary services business also exists on the east wing of the building.

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 approximately 8.5 square feet of signage to be placed along a south facing wall of the building, which will be visible from Elden Street. Section 78-141.4. - *Sign standards for commercial districts*, Table 141.4(a) specifies that an unlimited number of wall signs per building are permitted with 1 square foot of sign area permitted for each linear foot of frontage and a maximum sign area 150 square feet per sign are authorized in the CS zoning district. The building has approximately 146 linear feet of frontage along Elden Street and would be permitted an aggregate of 146 square feet of sign area. While staff was not able to accurately calculate the area of

the existing signs, staff is confident in a rough estimate of 50-60 square feet of existing wall signage facing Elden Street, well under the allowable aggregate sign area permitted for the building. The addition of 8.5 square feet of sign area would not exceed the allowable maximums. Without an internal space layout or ability to determine tenant space frontage, staff was not able to determine tenant space frontage, if any for this business. However, using the estimated 25.9 linear feet of frontage of the east building wing, the aggregate of the two signs, roughly, 16.6 square feet does not exceed the tenant space allowances. Thus, staff has determined that the proposed signage meets the location, size, and number standards of the referenced zoning ordinance section. The proposed sign meets the Town Zoning Ordinance, Section, 78-140.6. - *General standards for all signs* regarding, the sign type, design, placement, and illumination.

2. Staff does have concerns about the compatibility of proposed plastic formed letters and the existing illuminated metal channel letter signs. These existing metal form signs appear more in keeping the metal features on the building, such the standing seam metal roof and metal storefront and window frames. In the previous ARB cases, it appears the material compatibility was considered in the review of the metal channel letter forms. While staff does not necessarily think the new sign needs to be illuminated, the Board and applicant should consider a metal material with a deeper form providing greater relief between the sign lettering and wall plane, as with the existing signs.

Staff also finds that compressing the two signs into three lines of text makes for a confusing composition of signage. Staff recommends making the *Core IV Therapy* one line of text and repositioning it underneath the existing dental business sign to more clearly show that there are two different businesses with two different signs with similar design features. A more ideal arrangement could be repositioning both signs to be on one line, in even horizontal spacing, and centered vertically on the brick façade above the vertical ribbon windows.

3. The proposed sign does not comply 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 wall sign will not be consistent with previous sign approvals for the existing signs and will detract from the architecture of the building due to the lower quality sign materials proposed. Staff recommends the Board discuss using higher quality materials, such as a metal material, and the depth letter forms to be more in keeping existing signage patterns. Staff also recommends the Board discuss alternative sign arrangements of the two signs on this portion of the building.

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).
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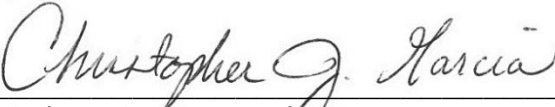
	4. Motion to continue public hearing to a date certain or the next ARB Public Hearing for action to address a specified design issue or concern of the Board.
Recommended Motion:	Staff is withholding its recommendation until the Board and applicant are able to discuss using alternative sign materials, sign arrangements and lettering design addressing staff design issues noted in the staff report, dated September 2, 2020.

Report Attachments

1.	Aerial Image
2.	Applicant Letter
3.	Existing Conditions, Sign Elevation, 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



Town of Herndon
777 Lynn Street
Herndon, VA 20170

Re: Core IV Therapy
504 Elden Street
Suite 2
Herndon, VA 20170

We are proposing to install a non-illuminated wall mounted sign that will be flush mounted to the façade. The letters will be formed plastic dimensional letters with "Core" having a 1" depth and "IV Therapy" having a ¾" Depth. Colors for the letters will be light green (2108) and medium blue (2860). The sign is to be installed on the left side of the building under the Dentist lettering.

Sincerely,

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

Anthony Bashorun
Signarama Herndon

Core IV Therapy
504 Elden Street, Suite 2
Hernodn, VA 20170

Proposed Sign



Scale 2"=5'

Core IV Therapy
504 Elden Street, Suite 2
Herndon, VA 20170

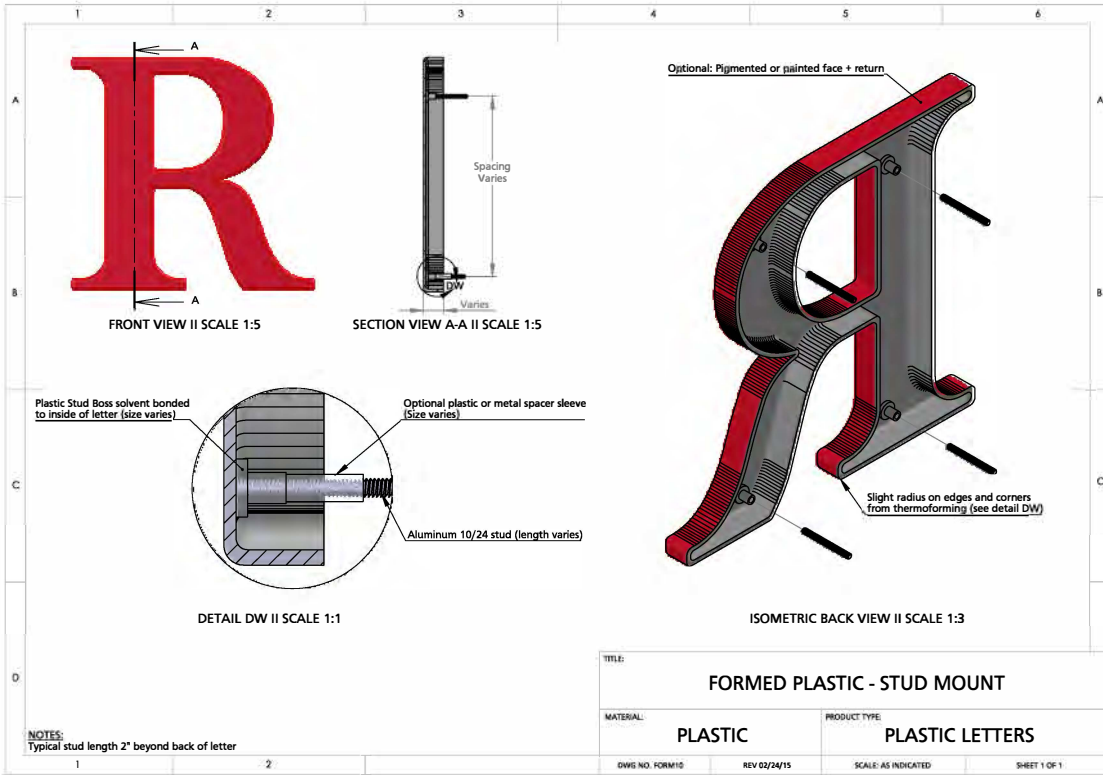


Scale 2"=5'

Core IV Therapy
504 Elden Street, Suite 2
Herndon, VA 20170



Quantity: 1
 Formed Plastic Dimensional Letters
 Non-Illuminated
 Core: 12"H, 1" Depth
 IV Therapy: 6"H, 3/4" Depth
 Flat Face
 Plastic Colors:
 2860-Med Blue
 2108-Light Green
 Flush stud mount



Core IV Therapy
504 Elden Street, Suite 2
Hernodn, VA 20170

Proposed
Sign Location



504 Elden Street



VCA Herndon-Reston
Animal Hospital

Grant St



Grant St

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)



MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

From: Christopher J. Garcia, AICP, Community Design Planner/Deputy Zoning Administrator 

Date: August 28, 2020

Subject: September 2020 ARB Case Update, ARB #20-019, 1051 Elden Street

This memo serves as an update for the referenced ARB case scheduled for the September 2, 2020 ARB Work Session and September 19, 2020 Public Hearing .

As stated in the last staff memo for ARB #20-019 published on August 14, 2020 and as discussed at the public hearing on August 19, 2020, staff found that the sign did not meet the requirements of the Town's zoning ordinance and the issues included zoning compliance related to the location of the sign and required landscaping around it. Other design issues noted by staff continued to be inappropriate sign base materials and assembly. The Board and applicant discussed design revisions and provision of examples of finished products using the applicant's proposed sign base design. Before the August public hearing, the applicant provided revised submission materials but did not provide examples of the proposed sign base that have been applied at other locations locally, as agreed at the work session. In addition, the sign base materials issues remained and were not addressed. In the public hearing the applicant noted that the distance dimension from the proposed freestanding sign to the adjacent right-of-way was provided in a submission after the publication of the staff memo, which did occur and resolves the missing information. In addition, applicant noted submitting a video demonstrating the durability of the proposed sign base materials. This video does demonstrate durability but is not an attachment the Board and public can readily access as a portion of the case materials, due to non-existent Town policy and unknown information technology capability for using this type of support material format.

The current status of the outstanding design issues from the work session, specific to the each of the issues noted in the original staff report dated August 5, 2020, is as follows:

1. The proposed sign does not the Town Zoning Ordinance, Section 78-140.6. - General standards for all signs regarding, the sign types, design, and illumination. In addition, Section 78-140.6 specifies a landscaped area 4' around the sign in all directions, which is not specified in the submission and may not be feasible based on the currently proposed sign location, at 2' away from an adjacent property line. Staff found that this design submission is not compliant with the referenced zoning ordinance section and staff's review is inconclusive due to missing information. The Board may not act on the case with an approval of any type until zoning compliance is achieved. Staff has re-confirmed that this landscape requirement exists and is required. Staff has continued to work with the applicant to resolve this issue.

2. Staff still has several concerns and questions related to the materials, assembly and compatibility of this new proposed sign, which included:
 - a. The Polystyrene structural core and exterior coating is atypical of freestanding sign bases previously considered by the Board. Staff has substantial concerns about the stability and durability of this system. Typically, staff and this Board have reviewed sign bases with concrete or solid masonry bases with either a solid brick, stone exterior or masonry veneer applied when appropriate to the site and existing architecture. This issue was not resolved, and the previous design remains as originally submitted. As noted previously, no examples of signs using the proposed materials were provided by the applicant as agreed.
 - b. The painted faux brick finish does not appear to attempt to match the design, texture, materials and colors of the commercial structure on the site. One note in the submission also states that a synthetic stucco finish will be applied to the sign base. In either case, staff does not find this compatible with the commercial structure's architecture and brick exterior. This issue remains as the exterior finishes still differ in section and elevation drawings. Staff finds both inappropriate for this site.
 - c. The method of how the color fields of the aluminum sign panels will be applied is not clear in any details or notes in the submission materials. This issue was partially resolved in the work session with the applicant verbalizing that the aluminum finishes are painted. This detail note needs to be added to any future updates.

While staff still finds that the overall design concept is appropriate, using the existing corporate sign design previously approved for the wall sign through ARB #20-09, the sign base assembly and materials are still inappropriate. Staff continues to offer that a masonry brick exterior matching the exterior building materials of the primary commercial structure or possibly a metal base in the color of the building's metal framing on the storefront / glass curtain wall will be more appropriate. In addition, missing detailed information related to the sign color application is still needed.

Due to the sign features that are not compliant with the Towns' zoning ordinance identified in the revised submission materials, the Board may not act upon this case until zoning compliance is achieved. The case may be continued to the October 21, 2020 public hearing to address the noted design issues, if the Board wishes to continue to entertain the proposed design. However, staff has not been provided any new information regarding zoning compliance and the key design issues detailed in the original staff report and subsequent staff memos.

For the purposes of the September 2, 2020 ARB work session, staff is withholding its recommendation pending any updated information from the applicant after completion of this staff memo and/or prior Tuesday, September 8, 2020.

However, should the applicant wish to retain the sign base materials and assembly as submitted and/or not address the noted zoning compliance issue, staff will be inclined to recommend denial of this case. Staff would recommend a denial due to zoning non-compliance and due to use of inappropriate design materials that are not compatible with the unique architecture of the existing commercial structure on this site.

Case Number & Type: ARB #20-020; Wall Sign
Case Summary: Install one wall sign on an existing commercial building and sign panels on an existing freestanding sign.
Case Location: 597 Elden Street, A-Plus / Sunoco convenience store

Location Map



Property Information

Owner / Applicant:	Sunoco, LLC, successor by merger to Southside Oil, LLC c/o Steven Jones, Sunoco Business Development Manager		
Representative:	Gary Brent, MG Permits		
Business/Organization:	A-Plus, Sunoco		
Property Use:	Single-story commercial and accessory uses for gas station and convenience store		
Zoning District:	CS, Commercial Services		
Adjacent Zoning:	North: CS, Commercial Services South: CS, Commercial Services	East: CS, Commercial Services West: PD-B, Planned Development - Business	
Associated Cases:	ARB #14-14, ARB #14-15		
Building Type(s):	Single-story commercial, retail; accessory structures	Date of Construction:	1989
Architectural Style(s):	Modern, typical suburban low-rise commercial expression		

Exterior Material(s):	Single-story CMU structure with brick veneer; standing seam metal and plat built-up roofs
Neighborhood Design Profile:	Existing commercial and office development area along major roadway

Case Details

Case Description:

The proposed primary wall sign would be installed on the north façade of the existing convenience store building facing Elden Street centered over the entry doors. The overall sign dimensions would be approximately 5' tall by 10' long, in a semi-circle form, totaling approximately 50 square feet of sign area. The sign will consist of a 6" deep aluminum cabinet painted red with a translucent polycarbonate sign face(s) and 3M® translucent vinyl covering in red, orange, yellow, and blue colors forming a corporate design. The sign text on the vinyl covering will include the "A-Plus" name in brush script text, a partial sun figure and additional text reading "Official Pit Stop of NASCAR" in all capital letters. This sign will be internally illuminated with LED lights and three elongated light tubes so that the sign illuminates the various colors of the sign composition. In addition, the design appears to include a 7.5" red vinyl covered band along the bottom edge of ACM (metal) panels around the building. The submission materials do not provide the length of this red banding on the north and west elevation. It is also unclear which elevations this band would be applied to.

The proposed freestanding sign panels would be comprised of 3/16" thick and 2" deep polycarbonate pans with a translucent vinyl covering. The panels' design includes the "A-Plus" sign lettering and sun logo found on the wall sign and a second line of text, "Car Wash", in all capital letter below the A-Plus lettering component. The overall dimensions of one sign panel will be 2'-5" tall by 3'-10" long totaling 9.26 square feet of sign area. This sign panel is presumed to be internally illuminated using existing internal illumination which is not defined in the application (Attachments #1, #2, #3, and #4).

Case Background:

This ARB case is one of a numerous of sign and alteration cases that have been considered and approved by the Board over the years to support evolving business and signage needs. ARB #14-14 and ARB #14-15 approved the most recent changes to the wall sign(s) on the primary building and the freestanding sign on site.

Applicable Design Guidelines & Standards:

- Town Zoning Ordinance Section 78-140.4. - *Prohibited signs*
- 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. Section 78-141.4. - *Sign standards for commercial districts*, Table 141.4(a) specifies that an unlimited number of wall signs per building are permitted with a of 1 square

foot of sign area for each linear foot of frontage and a maximum sign area 150 square feet per sign are authorized in the CS zoning district. Based on that formula, it appears that the building would be allowed 46.5 square feet of wall signage on the north façade and approximately 42.5 square feet of signage on the west façade facing Van Buren Street. The proposed wall sign at 50 square feet does not meet this zoning requirement. The red band would be in addition to 50 square feet and on the north façade would also exceed the allowed sign area. Size compliance for the red band on the other elevations cannot be determined without knowing the sizes of the red bands. Until this zoning issue is addressed, this case cannot be acted upon by the ARB with an approval of any form. Information regarding the location and dimensions of the red band in addition to the linear frontage of the north and west building elevations will be necessary to ascertain zoning compliance.

2. The Town of Herndon, Zoning Ordinance Section 78-140.4. - *Prohibited signs* currently prohibits cabinet and box signs, which the wall sign facing Elden Street meets the definition. Until this zoning issue is resolved, this case cannot be acted upon by the ARB with an approval of any form. Staff suggests the applicant consider the use of individually pin mounted letters mounted to backerboards.
3. The Town's Zoning Ordinance, Section 78-140.6. - *General standards for all signs*, requires that the "*background of internally illuminated signs shall be designed so that the illumination only penetrates the letters, logos, symbols, or other message copy.*" In both cases of the wall sign on the north elevation and freestanding sign panel, the standard is not met. Until this zoning issue is resolved, this case cannot be acted upon by the ARB with an approval of any form. The use of opaque backer boards for the wall sign as suggested in the above comment and the use of aluminum panels with cut out copy for the freestanding sign should be considered.
4. The proposed sign changes do not include any modification or replacement of signage on the gas pumps, gas pump canopy, or the accessory car wash building. It would be useful for the applicant to clarify the disposition of the signage on these features. These signs are all for Exxon however the application seems to indicate that the brand and ownership has been changed to Sunoco. To evaluate any proposed signage for this site, it would be beneficial for the ARB to think in terms of all the signs on the site and how they interact and coordinate.
5. There is a degree of design incoherence and clutter within the proposed wall sign. It is designed with several different diverging colors, various fonts, and various patterns. Given these characteristics, the overall image seems disjointed and distracting. Staff recognizes that this is part of a corporate brand however the ARB is not bound by corporate branding and can require changes to the design. In this case, finding specific ways in which the sign clutter can be better managed is the challenge. Removing some of the design elements may help and limiting the colors and patterns used may also help. Simplifying the design should improve the clarity of the message. The applicant may benefit from any specific design ideas from the ARB that might address this concern.

6. It is important to note that currently the convenience store building does not have any permanent signage on it. The “existing” conditions images provided in the applicant’s drawings do not show the actual conditions. Staff has provided a few more recent images in Attachment #3 that show the existing conditions including the Exxon signage found on the other site features. Staff is requiring the applicant to submit revising drawings with accurate existing conditions images.
7. The drawings provided by the applicant show an advertising poster sign on the west elevation wall. This sign is not part of the application and staff will require that the applicant submit revised drawings that have that sign removed.
8. The proposed sign does not comply 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 #5). Staff finds that the proposed wall sign is not compliant with the Town’s design standards for these sign types and will detract from the architecture of the building and existing signs due to the lower quality sign materials proposed and zoning standard non-compliance. Staff recommends the Board discuss using higher quality materials and a sign design more compatible with the architecture of the building(s) on site.

Staff Recommendation:

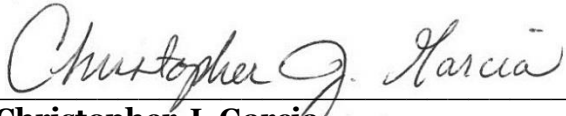
Motion Alternatives:	1. Motion to deny the application. 2. Motion to approve the application as submitted. 3. Motion to approve with condition(s). 4. Motion to continue public hearing to a date certain or the next ARB Public Hearing for action to address a specified design issue or concern of the Board.
Recommended Motion:	Staff is withholding its recommendation until the Board and applicant can discuss submission of missing materials/information, using alternative sign materials and design addressing staff design issues noted in the staff report, dated September 2, 2020.

Report Attachments

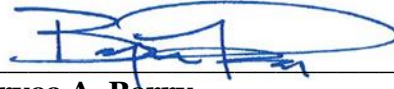
1.	Aerial Image
2.	Applicant Letter
3.	Existing Conditions - Site Photos
4.	Sign Elevation, Details and Product Information
5.	Town’s Code of Ordinances Division 4 - Standards, Sec. 58-96. (ARB) Design Criteria

Staff Contact

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

A handwritten signature in blue ink that reads "Christopher J. Garcia". The signature is fluid and cursive, with the first name being the most prominent.

Christopher J. Garcia
Community Design Planner

A handwritten signature in blue ink that reads "Bryce A. Perry". The signature is more stylized and compact than the one to its left, with a large loop at the end.

Bryce A. Perry
Deputy Director



SITE LOCATION – AERIAL PHOTO



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

MG PERMITS LLC
19187 FOGGY BOTTOM ROAD
BLUEMONT, VA 20135
OFFICE 410 507 0053

RECEIVED ON

AUG 06 2020

DEPARTMENT OF
COMMUNITY DEVELOPMENT

Town of Herndon
777 Lynn Street
Herndon, VA 20170

RE: Exxon – 597 Elden Street

Please accept this letter describing the proposed Exxon station sign project and a list of materials.

Installation of Proposed Sign:

ONE (1) internally illuminated (50 SF), replacement wall sign. Sign for “A Plus”.

ONE (1) partial (12.5 SF) reface of existing monument sign for “A Plus”.

Specifications:

Wall sign – Aluminum sign cabinet with internal LED and fluorescent lighting. Colors: Painted translucent faces to include A Plus Orange; A Plus Red; 3M translucent vinyl; 6” Red returns.

Reface – 3/16” polycarb panel with Translucent vinyl.

Sincerely,



Gary Brent
MG Permit Services
M – 410-507-0053

ARB #20-020 596 Elden Street

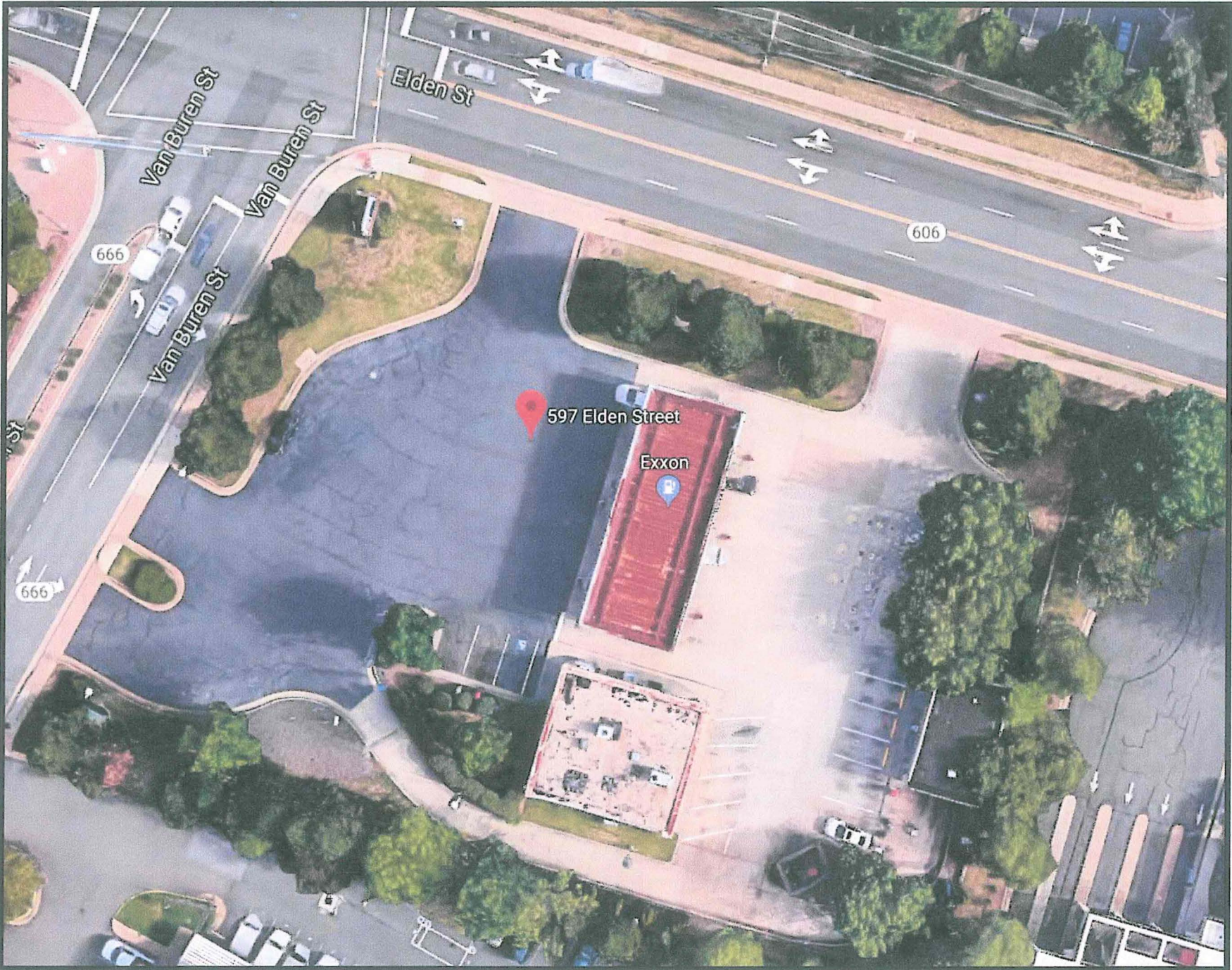
Existing Condition Site Photos







Aerial View - Existing



597 Elden St
Herndon, VA
ACCT# 012224

PRODUCTION

Note: This photo image is intended for visual communication of signage intent depicted in its completed/installed setting. This is not intended to be an accurate scaled drawing. Although the proper scale is attempted, we are not responsible for conflicts in final visual results.

Sunoco Color Palette Pantone • Vinyl	
	Pantone Color: 288C Opaque Vinyl: 3M™ 180-37 Sapphire Blue Translucent Vinyl: 3M™ 3630-157 Sultan Blue
	Pantone Color: 485C Opaque Vinyl: 3M™ 7725-13 Tomato Red Translucent Vinyl: 3M™ 630-33 Red
	Pantone Color: 109C Opaque Vinyl: Avery SC900-2027-0 Translucent Vinyl: 3M™ 3630-015 Yellow
	Pantone Color: 151C Opaque Vinyl: 3M™ Bright Orange Translucent Vinyl: 3M™ 3630-84 Tangerine
	Pantone Color: 355C Opaque Vinyl: 3M™ 7725-186 Bright Green Translucent Vinyl: 3M™ 3630-156 Vivid Green

NASCAR Color Palette Pantone	
	Pantone Color: 129C
	Pantone Color: 185C
	Pantone Color: 240C
	Pantone Color: 300C

0-1 Aerial View
Scale: Not To Scale

Approved by _____ Date _____
☐ APPROVED AS SHOWN ☐ APPROVED AS NOTED ☐ CORRECT & RESUBMIT



251 Boot Road
Downingtown, PA 19335
610.518.5881
610.518.5244
info@prosign.net

SUNOCO | SITE RE-IMAGE

DESIGNER: PNO
REVISIONS: 1. PNO - 11/01/2019 - Rev up for Production - Soft Branding
2. PNO - 3/11/2020 - Rev up for Production

PM: DCA
DESIGNER: PNO
DATE: 10/07/2019

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Job File Locations
DWG: W:\SUNOCO\SITES\VA\Herndon\012224\Design\012224_Site Re-Image.cdr
ART: W:\SUNOCO\SITES\VA\Herndon\012224\Production\12224 MID Molded Panel.eps
SUN-INT-WM-LG.eps
SUN-INT-WS-TV-SM_Herndon, VA.eps

(Qty: 1)
10ft Arch,
7.5" Red Band,
Pediment
colored vinyl
applied in
noted area

Existing



Existing Circle K signage
to be removed,
ACM panels to have Pediment
colored vinyl applied



597 Elden St
Herndon, VA
ACCT# 012224

PRODUCTION

Note: This photo reimage is intended for visual communication of signage intent depicted in its completed/installed setting. This is not intended to be an accurate scaled drawing. Although the proper scale is attempted, we are not responsible for conflicts in final visual results.

Sunoco Color Palette | Pantone • Vinyl

	Pantone Color: 288C Opaque Vinyl: 3M™ 180-37 Sapphire Blue Translucent Vinyl: 3M™ 3630-157 Sultan Blue
	Pantone Color: 485C Opaque Vinyl: 3M™ 7725-13 Tomato Red Translucent Vinyl: 3M™ 3630-33 Red
	Pantone Color: 108C Opaque Vinyl: Avery SC900-2027-0 Translucent Vinyl: 3M™ 3630-015 Yellow
	Pantone Color: 151C Opaque Vinyl: 3M™ Bright Orange Translucent Vinyl: 3M™ 3630-84 Tangerine
	Pantone Color: 355C Opaque Vinyl: 3M™ 7725-186 Bright Green Translucent Vinyl: 3M™ 3630-156 Vivid Green

NASCAR Color Palette | Pantone

	Pantone Color: 129C
	Pantone Color: 185C
	Pantone Color: 240C
	Pantone Color: 300C

Proposed



0-2 Photo Re-Image
Scale Not To Scale

Approved by _____ Date _____
☐ APPROVED AS SHOWN ☐ APPROVED AS NOTED ☐ CORRECT & RESUBMIT



251 Boot Road
Downingtown, PA 19335
610.518.5881
610.518.5244
info@prosign.net

SUNOCO | SITE RE-IMAGE

DESIGNER: PNO

REVISIONS: 1. PNO - 11/01/2019
- Rev up for Production - Soft Branding
2. PNO - 3/11/2020 - Rev up for
Production

PM: DCA

DESIGNER: PNO

DATE: 10/07/2019

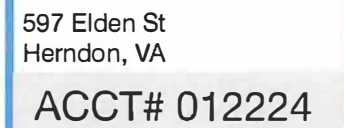
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12224_MID Molded Panel.eps
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Page
2



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Partone Color: 288C
Opaque Vinyl: 3M™ 180-37 Sapphire Blue
Translucent Vinyl: 3M™ 3630-157 Sultan Blue

Partore Color: 109C
Opaque Vinyl: Avery SC900-2027-0
Translucent Vinyl: 3M™ 3630-015 Yellow

Pantone Color: 355C
 Opaque Vinyl: 3M™ 7725-166 Bright Green
 Translucent Vinyl: 3M™ 3630-156 Vivid Green

 Partore Color: 129C

Partore Color: 240C

100

SUNOCO | SITE RE-IMAGE

PM: DCA
DESIGNER: PNO
DATE: 10/07/2019

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12224_MID Molded Panel.eps
SUN-INT-WM-LG.eps
-SUN-INT-WS-TY-SM_Herndon, VA.eps

Existing



Proposed



597 Elden St
Herndon, VA
ACCT# 012224

PRODUCTION

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Sunoco Color Palette | Pantone • Vinyl

- Pantone Color: 288C
Opaque Vinyl: 3M™ 180-37 Sapphire Blue
Translucent Vinyl: 3M™ 3630-157 Sultan Blue
- Pantone Color: 485C
Opaque Vinyl: 3M™ 7725-13 Tomato Red
Translucent Vinyl: 3M™ 630-33 Red
- Pantone Color: 109C
Opaque Vinyl: Avery SC900-2027-0
Translucent Vinyl: 3M™ 3630-015 Yellow
- Pantone Color: 151C
Opaque Vinyl: 3M™ Bright Orange
Translucent Vinyl: 3M™ 3630-84 Tangerine
- Pantone Color: 355C
Opaque Vinyl: 3M™ 7725-188 Bright Green
Translucent Vinyl: 3M™ 3630-156 Vivid Green

NASCAR Color Palette | Pantone

- Pantone Color: 129C
- Pantone Color: 185C
- Pantone Color: 240C
- Pantone Color: 300C

0-4 Photo Re-Image
Scale | Not To Scale



251 Boot Road
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610.518.5881
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SUNOCO | SITE RE-IMAGE

DESIGNER: PNO

REVISIONS: 1. PNO - 11/01/2019
- Rev up for Production - Soft Branching
2. PNO - 3/11/2020 - Rev up for
Production

PM: DCA

DESIGNER: PNO

DATE: 10/07/2019

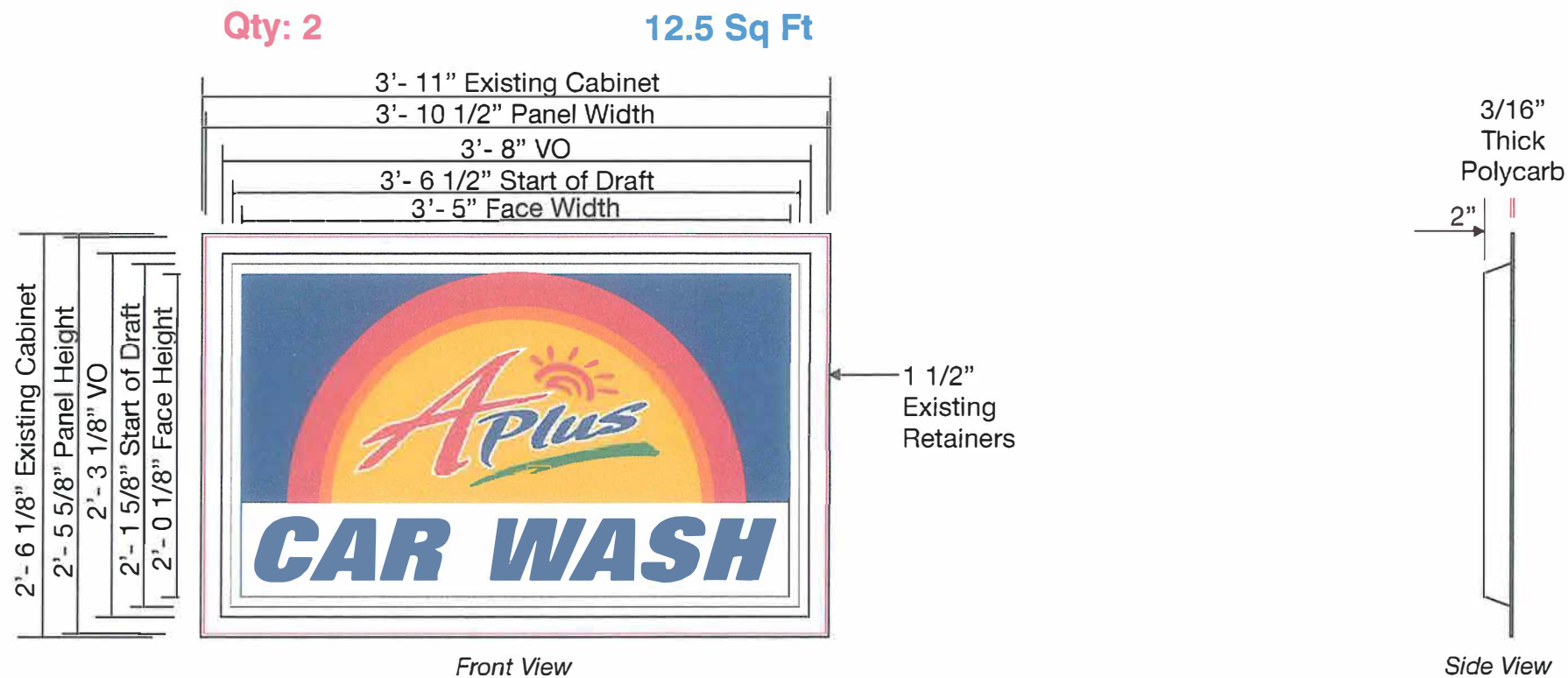
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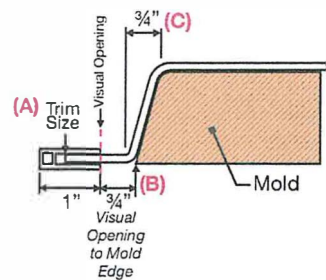
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-SUN-INT-WS-TV-SM_Herndon, VA.eps

Approved by _____ Date _____
☐ APPROVED AS SHOWN ☐ APPROVED AS NOTED ☐ CORRECT & RESUBMIT



-3/16" Molded Clear Polycarb
-Trans Vinyl Applied Second Surface
Back-sprayed White



O-2 | Mold Details
Scale | NTS



597 Elden St
Herndon, VA

ACCT# 012224

PRODUCTION

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Pantone Color: 151C Opaque Vinyl: 3M™ Bright Orange Translucent Vinyl: 3M™ 3630-84 Tangerine
Pantone Color: 355C Opaque Vinyl: 3M™ 7725-186 Bright Green Translucent Vinyl: 3M™ 3630-156 Vivid Green

NASCAR Color Palette | Pantone

Pantone Color: 129C
Pantone Color: 185C
Pantone Color: 240C
Pantone Color: 300C

0-5 Polycarb Face Panel
Scale | 1" = 1'- 0"

Approved by _____ Date _____
☐ APPROVED AS SHOWN ☐ APPROVED AS NOTED ☐ CORRECT & RESUBMIT



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SUNOCO | SITE RE-IMAGE

DESIGNER: PNO

REVISIONS: 1. PNO - 11/01/2019
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5

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)