

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
PUBLIC HEARING AGENDA
AUGUST 19, 2020
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. July 1, 2020 Work Session Draft Minutes
4. July 15, 2020 Public Hearing Draft Minutes

COMMENTS

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

PUBLIC HEARINGS

7. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-017**, to consider an application to install one new tenant business wall sign on the multi-tenant commercial building located at 1106 Herndon Parkway, Herndon, Virginia, located at the northwest corner of the intersection of Herndon Parkway and Elden Street and further identified as Fairfax County Tax Map 0161-02-0014. The property is zoned CS, Commercial Services, and consists of 158,086 square feet of land. Owner/Applicant: Sovran Limited Company, c/o Kim Helter, SugarOak Management Services, LLC. Applicant's Representative/Agent: Anthony Bashorun, Signarama. ***Continued from the July 15, 2020 ARB Public Hearing.***
8. **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.

ADJOURNMENT



MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: August 14, 2020

Subject: August 2020 Case Updates, ARB #20-017 1106 Herndon Parkway

This memo serves as an update for the referenced ARB case scheduled for the August 19, 2020 ARB Public Hearing.

As stated in the staff memo for ARB #20-017 published on July 31, 2020 and as discussed at the work session on August 5, 2020, staff had no general design issues with the revised wall sign design and determined that the applicant had resolved the zoning compliance issues in previous design iterations. The Board, staff and applicant discussed discrepancies of some of the colors of the lettering presented in the last design submission, to which the applicant agreed to correct with a revised submission.

Since the August 5, 2020 work session, the applicant has submitted revised design information that addresses the sign color discrepancies (Attachment #1). In addition, the applicant has revised the "E" design in the E-Saan text to be a script letter identical in font to the other letters, removing artistic flame from the design. The revision also includes re-coloring the "& Sushi" text to all red vinyl coverings over the acrylic faces and more centered under the "E-Saan" text. This revision will make the night illumination and daylight rendition all the same color. Based on the revision, staff will retain its last recommendation for approval with a condition.

Staff is recommending approval of ARB #20-017 with the following condition:

The sign design and installation will be in substantial conformance with the revised submission materials, including revised elevations and sign details, submitted by the applicant on or about July 31, 2020 and updated on August 13, 2020.

Attachment:

- 1) E-Saan Thai and Sushi Revised Sign Design



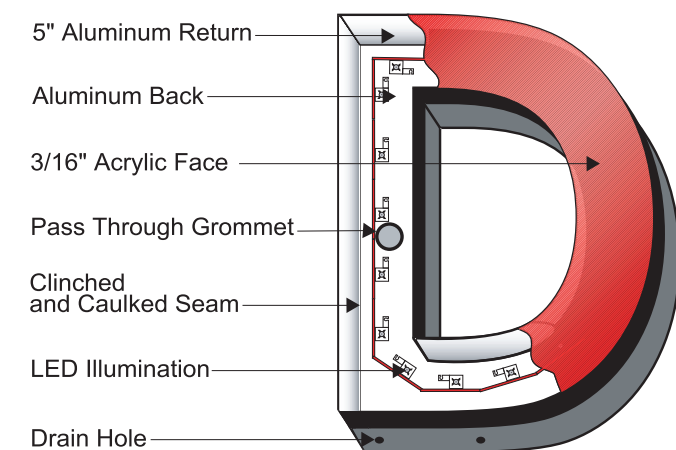


Scale 1/2" = 1'

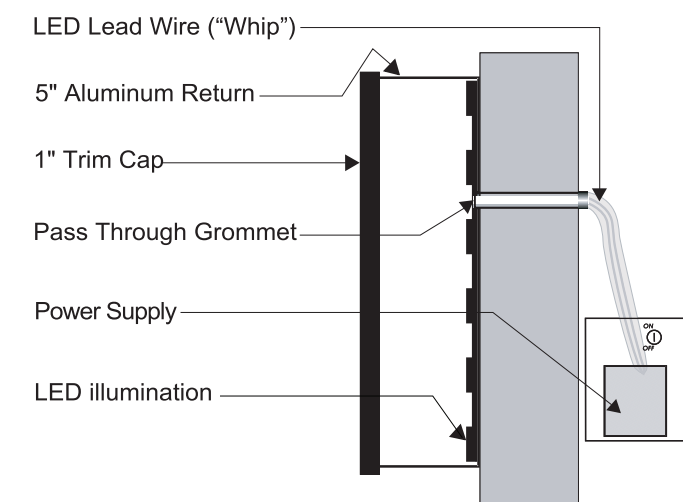


Front Lit Channel Letters
 Face: 3/16" Translucent Red Acrylic
 Internal red LED illumination
 .040 aluminum returns, 5" depth-painted black
 1" Black trimcap
 Mount: Flush to facade

Front Lit Channel Letters



FRONT VIEW



SIDE VIEW FLUSH MOUNT



MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: August 14, 2020

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

This memo serves as an update for the referenced ARB case scheduled for the August 19, 2020 ARB Public Hearing.

As stated in the last staff report for ARB #20-019 published on August 5, 2020 and as discussed at the work session on August 5, 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 were the ambiguous structural configurations, unclear color applications, unclear structural connections and 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. Since the work session, the applicant has provided revised submission materials (Attachment #1), but did not provide examples of the proposed sign base that have been applied at other locations locally, as agreed at the work session.

Staff review of the revised application materials, specific to the each of the issues noted in the original staff report dated August 5, 2020, is as follows:

1. The proposed sign meets the Town Zoning Ordinance, Section 78-140.6. - General standards for all signs regarding, the sign types, design, and illumination. However, the site plan does not clearly specify the distance from the adjacent right-of-way (ROW). Section 78-140.6 and Section 78-141.4 specify a minimum of 5' from adjacent ROW. This needs to be verified with an updated site plan noting the distance from existing ROW along Elden Street. 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 partially inconclusive due to missing information.

The revised submission materials still do not address either the clarification of the sign location in relation to the adjacent right-of-way and the landscaping requirement for the freestanding signs. Thus, the Board may discuss other sign design issues for this case but may not act on the case until zoning compliance is achieved. Staff will continue to work with the applicant to resolve this issue.

2. Staff had several concerns and questions related to the materials, assembly and compatibility of this new proposed sign, which included:
 - a. The submission materials show two different internal structural configurations which needs to be clarified, specifically the two internal structural poles which support the sign base and sign face form(s). This issue was resolved with a singular structural design in elevation and section depictions in the submitted revisions.
 - b. 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.
 - c. 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.
 - d. 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.
 - e. The original submission details indicated that the power supply is through a rudimentary exposed electrical conduit that is to be somehow attached to the exterior sign base. Staff had questions as to why this exposed electrical conduit cannot be run underneath the sign base and upwards through the internal cavity of the sign to power the internal LED light array. The exposed conduit may appear unsightly to the finished product. This design issue has been resolved with a revised detail for the placement of the conduit through the structure and not outside of it.

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 offers 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. In addition, missing detailed information related to the sign color application is still needed.

Due to the sign components 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 September 16, 2020 public hearing to address the noted design issues.

Staff is recommending a continuance to the September 16, 2020 ARB Public Hearing to continue to work with the applicant to resolve zoning ordinance compliance issues identified in the staff report/memorandum, clarify or revise several sign details that are missing or unclear, and find alternative sign design solutions that are complimentary to the buildings unique architectural influences and achieves the business owner's signage needs.

For clarity, should the applicant wish to retain the sign base materials and assembly as submitted, staff will be inclined to recommend denial of this case 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.

Attachment:

1. District Floor Depot Revised Sign Design

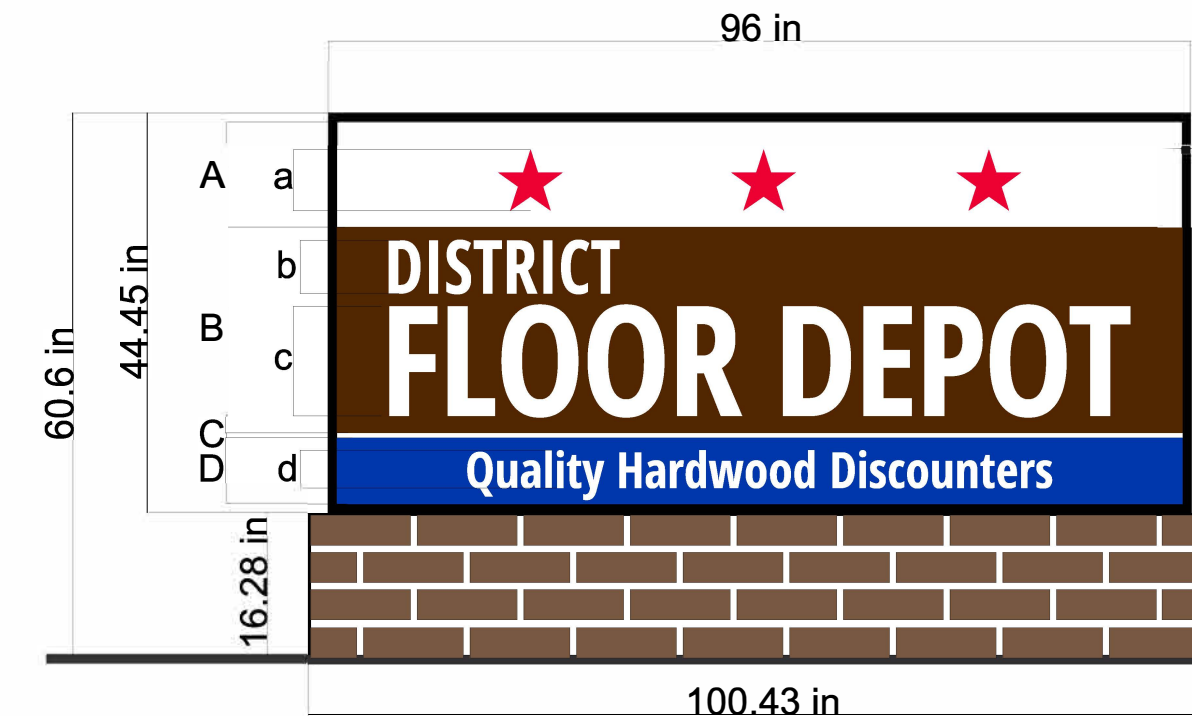
District Floor Depot
1051 Elden Street
Herndon, VA 20170



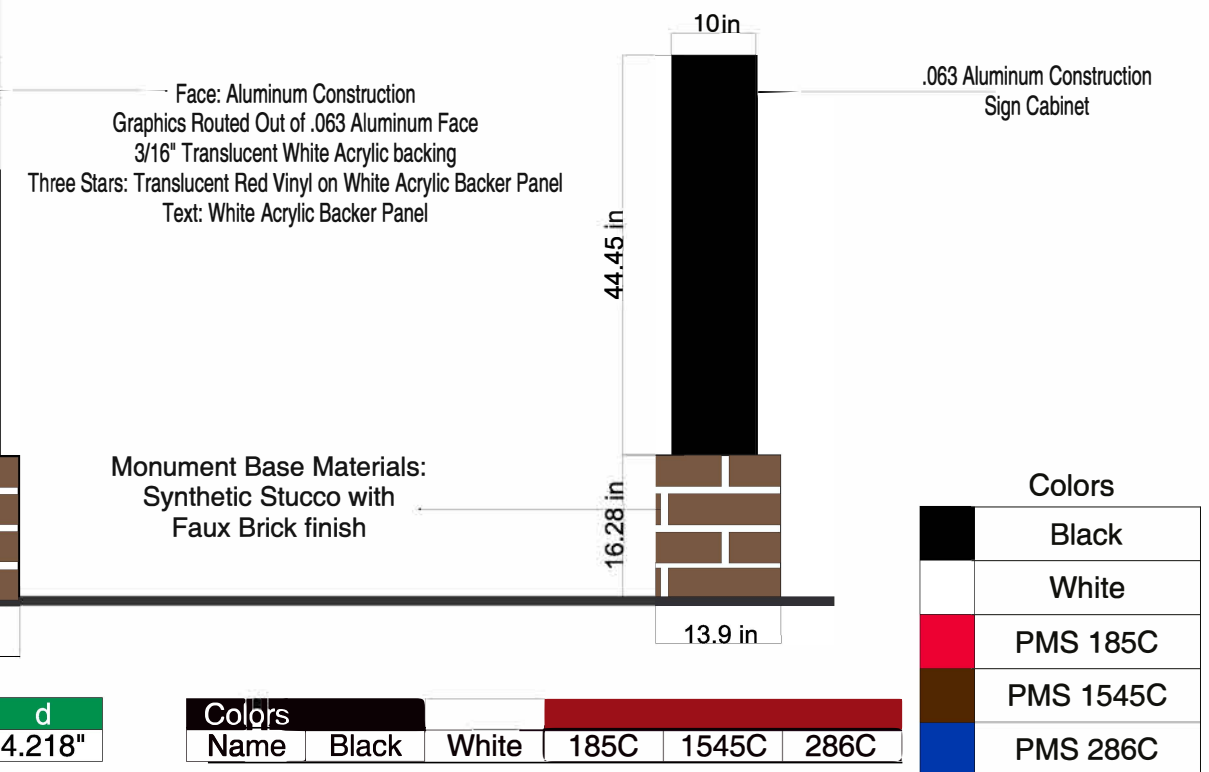
Scale 1" = 20'

District Floor Depot
1051 Elden Street
Herndon, VA 20170

Front and Back View



Side View

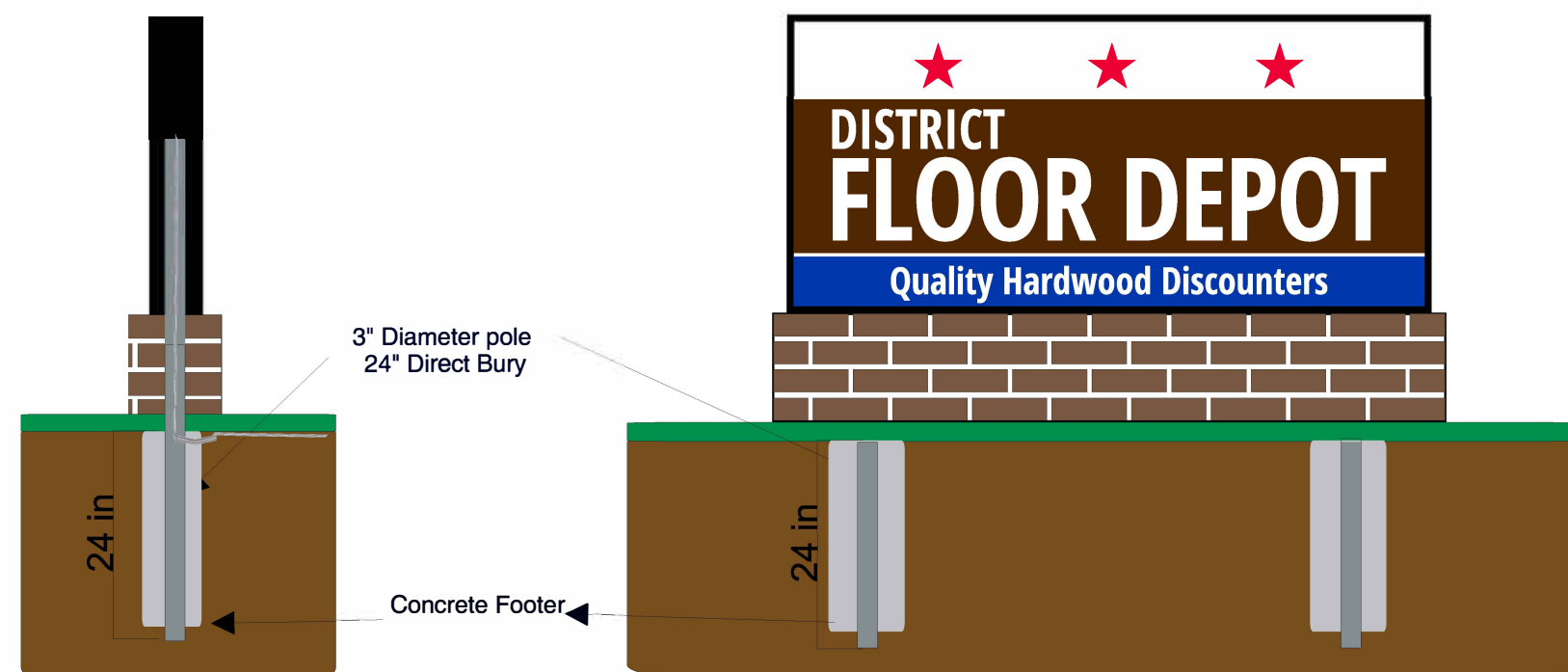


Area	A	B	C	D
Size	11.725"	22.847"	0.555"	7.354"

Area	a	b	c	d
Size	6.78"	5.863"	12.195"	4.218"

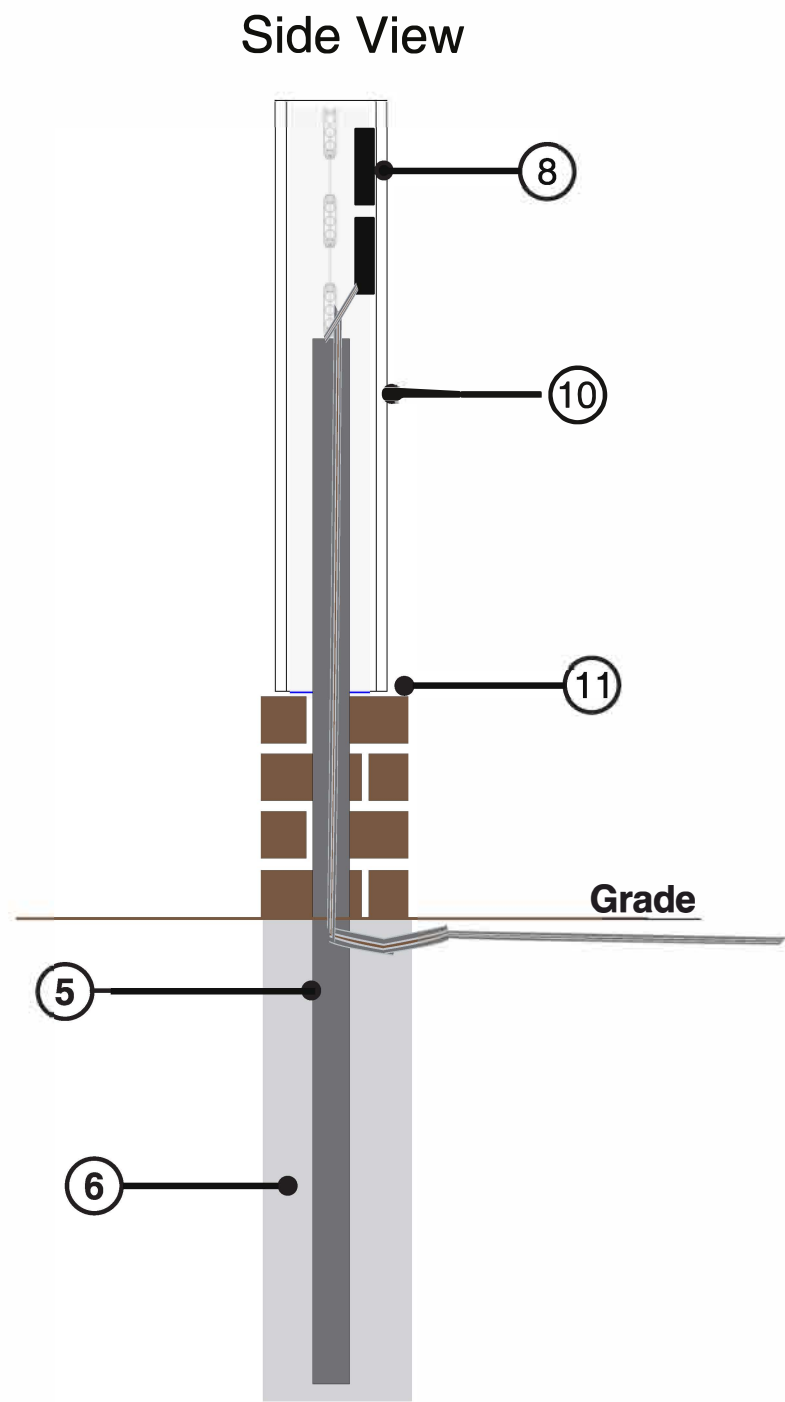
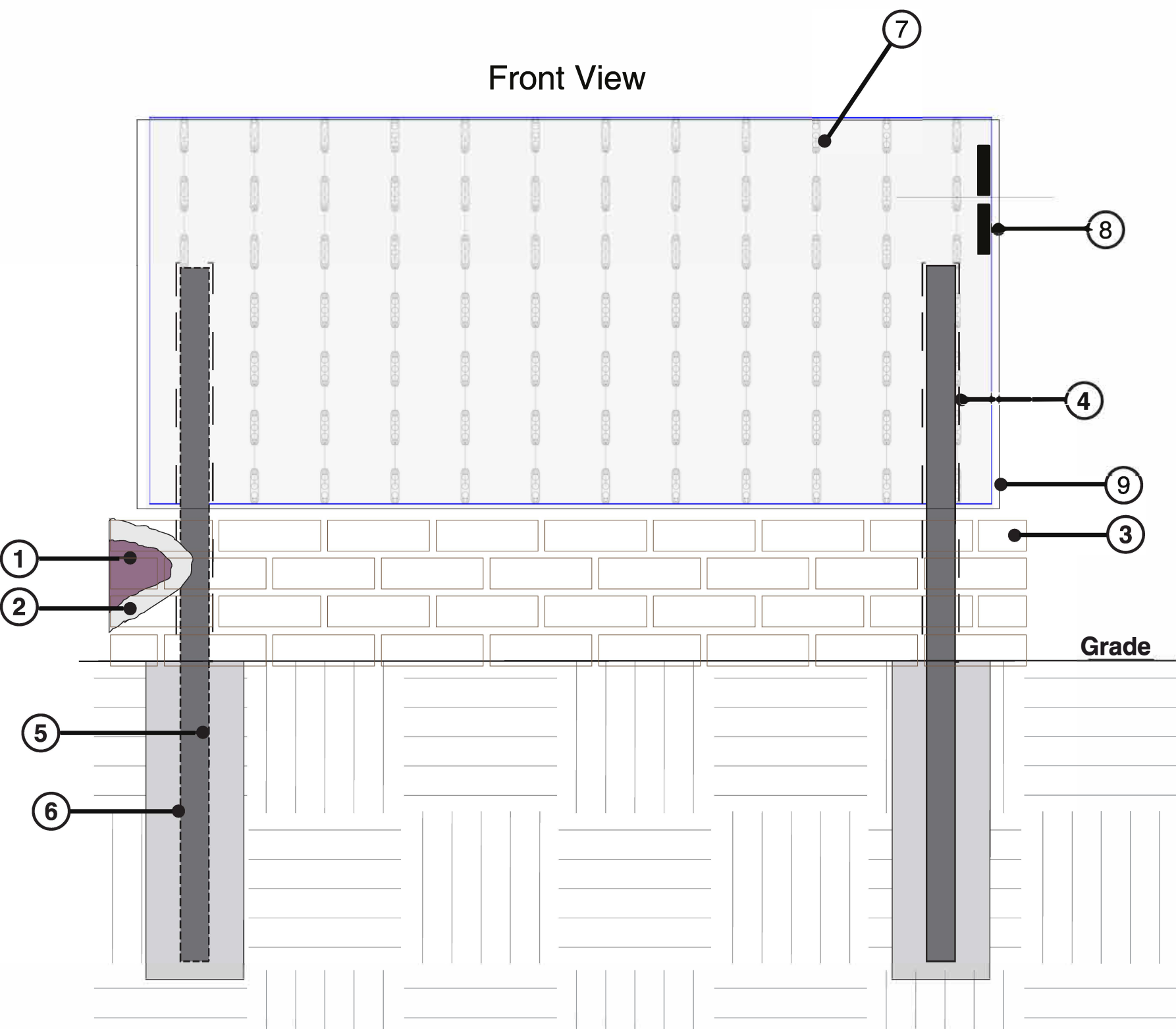
Colors	Black	White	185C	1545C	286C
Name	Black	White	185C	1545C	286C

Section View For Mounting Poles



Nightview

District Floor Depot
1051 Elden Street
Herndon, VA 20170



- ① Core of Structure is Molded Expanded Polystyrene.1# C. F.
- ② Aromatic Fast Cure Poly-Armor Impact Resistant Hard Coat Finish.
- ③ Finished Surface is 100% Aggregated Acrylic. Hand painted faux brick finish
- ④ 3" or 4" Schedule 40 PVC Pipe is Bonded Into Center of Structure.
- ⑤ Steel Pipe is Inserted Upon Installation of Structure on Site with Expanding Polymeric Resin Foam.
- ⑥ Concrete Footing as Required by Local Code. Post Must Typically Extend 2' to 4' Into Concrete.
- ⑦ White LED modules
- ⑧ 12/60 Power supply
- ⑨ Power outlet
- ⑩ .063 Aluminium cabinet with 3/16" White acrylic backer
- ⑪ 1/2" dia. electrical conduit feed by owner's EC