

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA
AUGUST 3, 2022
HERNDON MUNICIPAL CENTER
LARGE CONFERENCE ROOM, 2nd Floor
777 LYNN STREET
7:30 P.M.**

CALL TO ORDER

1. Determination of Quorum

PUBLIC HEARING

2. **APPLICATION FOR SIGNAGE AND ALTERATIONS, ARB #22-018**, to consider an application for signage and re-covering existing awnings on a building at 1142 Elden Street, Herndon, Virginia, on property located at 1100 Herndon Parkway, Herndon, Virginia, further identified as Fairfax County Tax Map 0161 02 0014. The property is located on the northwest quadrant of the Herndon Parkway and Elden Street intersection. The property is zoned CS, Commercial Services District, and consists of 158,086 square feet of land. Owner: Sovran Limited Co. Applicant/Agent: George Marino, The Sign Machine, Inc.

DISCUSSION

3. PRE-APPLICATION, ARB, a development project: a mixed-use development at 555 Herndon Parkway, Herndon, Virginia.

COMMENTS

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

ADJOURNMENT

Title: ARB #22-018; New signage and awning alteration; 1142 Elden Street, 1100 Herndon Parkway

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

Summary Information

Applicant Request	Signage and re-covering existing awnings		
Address	1142 Elden Street, on property located at 1100 Herndon Parkway		
Fairfax County Tax Map Number	0161 02 0014		
Owner	Sovran Limited Co.		
Applicant	George Marino, The Sign Machine, Inc.		
Business/Organization	Big Buns		
Property Use	Commercial business		
Zoning District	CS, Commercial Services District		
Adjacent Zoning	North: CS, Commercial Services District South: CS, Commercial Services District East: CO, Commercial Office District West: CS, Commercial Services District		
Building Type(s)	One story brick commercial building	Date of Construction:	1988
Architectural Style(s)	Simple modern forefront		
Exterior Material(s)	Brick		
Neighborhood Design Profile	Commercial and office		
Comprehensive Plan Land Use Designation	Business Corridor		

Staff Recommendation	Staff is recommending approval of this application.
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Case Details

Proposal:

This application is for the installation of new signage and recovering of an awning at 1142 Herndon Parkway. The two proposed signs are situated above the door and window of the building respectively. The existing awnings to be recovered are situated below the proposed signs and above the window and door. Both signs are internally illuminated channel letters flush mounted to the brick façade. Above the entrance, the first sign consists of white acrylic faced channel letters reading “BIG BUNS,” internally illuminated with stainless steel returns painted to match the face. Above the window, the second sign

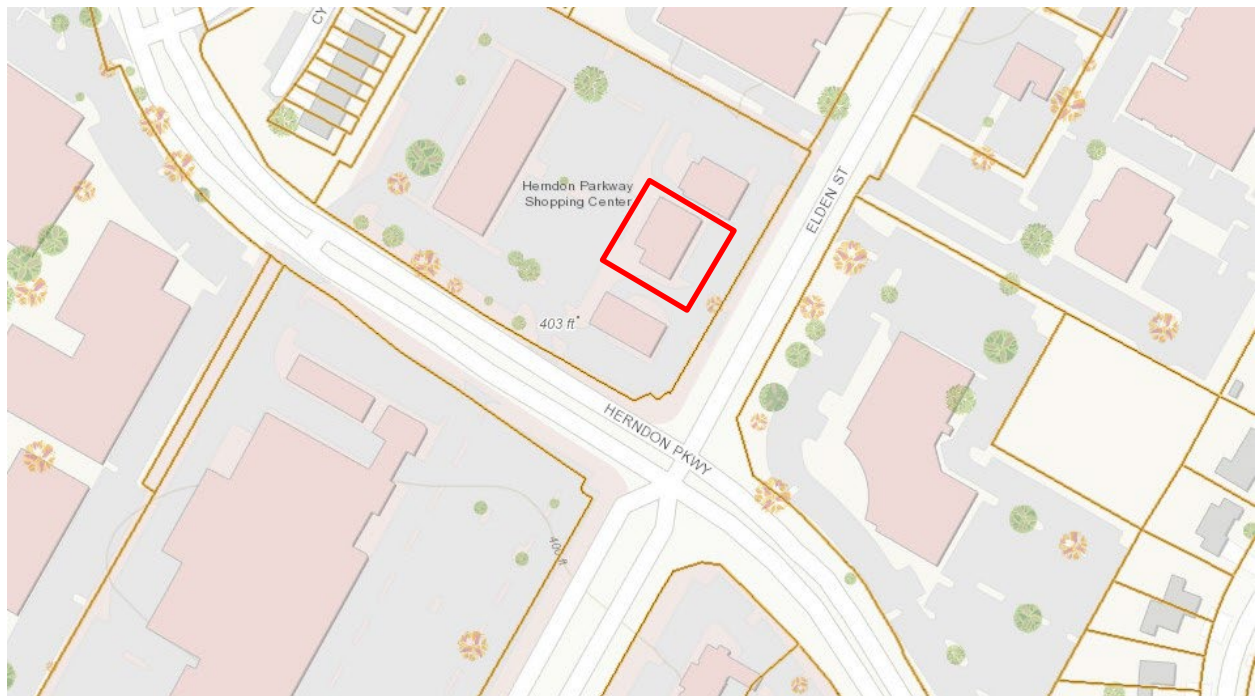
consists of teal acrylic faced channel letters, internally illuminated, reading “D#! GOOD BURGERS”. The two signs measure a total of 19.6 Square feet.

The existing awning is proposed to be recovered with new fabric, teal and black, the frame painted black.

Site Description:

1142 Elden Street is situated at the edge of the Herndon Parkway shopping center and faces Elden Street. The space is a smaller brick wing in a two-tenant building. The front façade features a large front window and a main entrance with double aluminum framed doors. The building is flanked by two brick buildings with a similar aesthetic. The existing front awnings on this space provide some dimension to the otherwise flat front façade but appear to be worn and damaged.

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. 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.
3. The existing awnings appear worn and damaged. Staff believes that the proposed repainting of the frame and recovering with new fabric are appropriate for the building and area.

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 in accordance with the draft resolution.

Report Attachments

1.	Draft Resolution
2.	Project Drawings

Staff Signatures



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director

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

DRAFT RESOLUTION

August 17, 2022

Resolution- to approve ARB #22-018, for signage and re-covering existing awnings on a building at 1142 Elden Street, Herndon, Virginia, on property located at 1100 Herndon Parkway, Herndon Virginia, further identified as Fairfax County Tax Map 0161 02 0014.

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

WHEREAS, the proposed signage and awning recovering 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 and awning recovering 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 August 17, 2022.

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

Approves ARB #22-018, for signage and re-covering existing awnings on a building at 1142 Elden Street, Herndon, Virginia, on property located at 1100 Herndon Parkway, Herndon, VA in substantial conformance with the design shown in the case materials reviewed by the ARB.



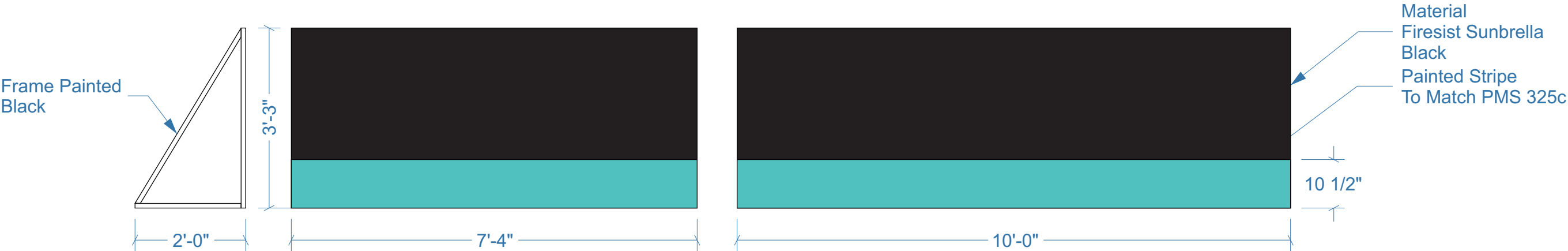
1 Storefront Elevation
Scale: 1/4" = 1'-0"

17 sq.ft.

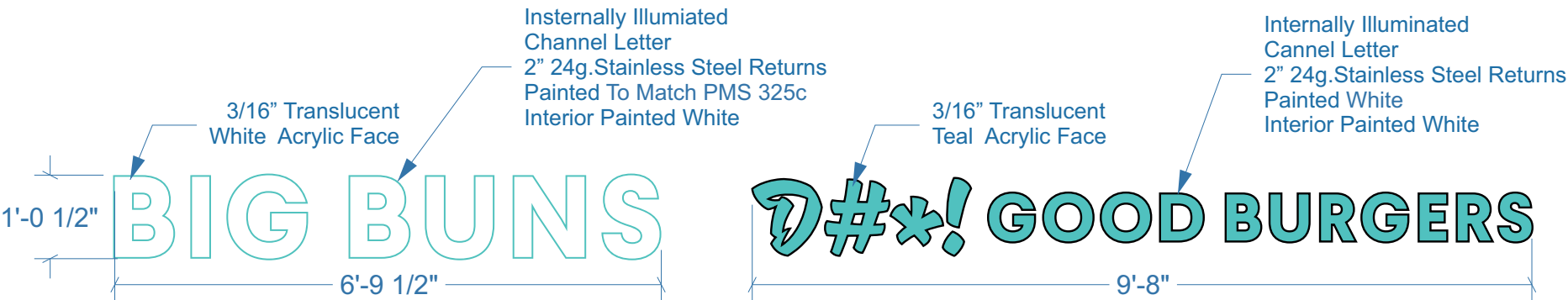


2 Existing Signage
Scale: N.T.S.

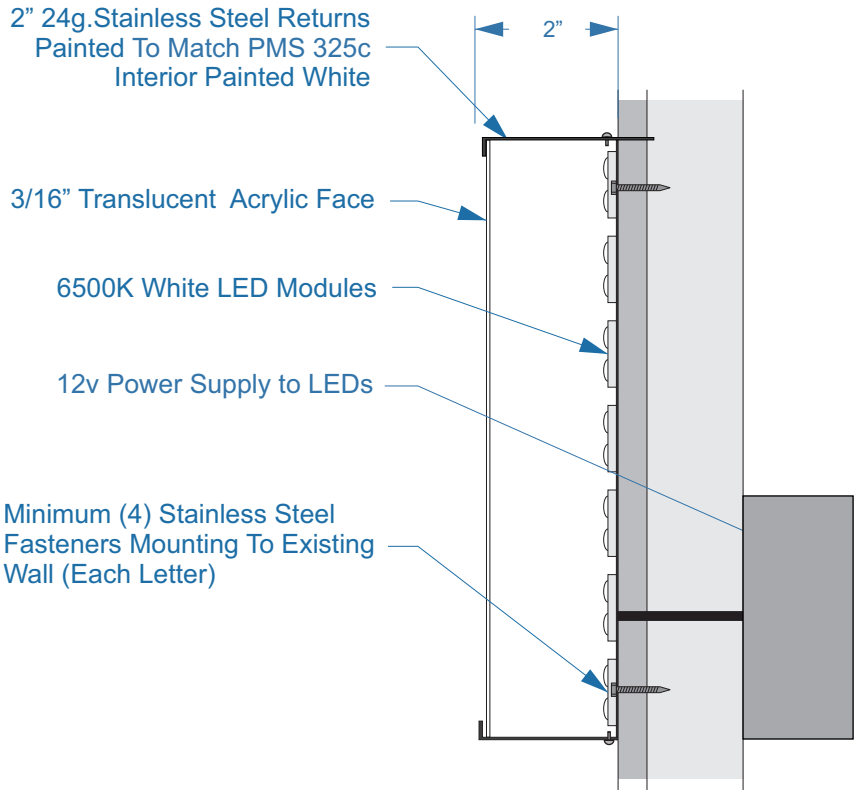
Underwriters Laboratories, Inc®
Listed Components and Completed Sign



1
2.00
Awning Details
Scale: 1/2" = 1'-0"



2
2.00
Storefront Sign Details
Scale: 1/2" = 1'-0"



3
2.00
Typical Section Detail
Scale: N.T.S.

 Underwriters Laboratories, Inc.
Listed Components and Completed Sign


NEON COMPANY INC
150 Kuniholm Dr. Holliston, MA 01746
508-879-2663

REVISIONS:

PROJECT

Big Buns
1142 Elden St.
Herndon, VA

DRAWING TITLE

Sign Details

DATE: **06/07/22**
SCALE: **As Shown**
DRAWN BY: **Ernst**
JOB #:

DRAWING NUMBER

2.0



MEMORANDUM

To: Chair Blaker-Glass & Members of the Architectural Review Board

From: Tamsin Himes, Lead Planner/Design and Development 
Bryce A Perry, Deputy Director of Community Development

Date: August 3, 2022

Subject: Pre-application ARB Discussion Item, DPA #21-01, 555 Herndon Parkway

Summary

Since the July 6, 2022, Architectural Review Board (ARB) work session, during which this project was presented, the applicant has made modifications to the proposed elevations. This memorandum provides a pre-application review of the modified elevations submitted on July 26, 2022.

Staff Comments

Town staff, the applicant and the applicant's consultants met on July 21, 2022, to discuss the ARB and staff's comments on the earlier renderings. The staff offered some suggested guidance, and the applicant has submitted revised elevations. Staff has reviewed the modified drawings and suggests that additional changes to the design of the residential structure are warranted. The general design of the office tower meets the guidelines. Three specific areas of feedback are identified below. Please note that board member comments and feedback to the applicant should focus on building design and aesthetics.

1. Building Division / Façade Organization

The residential structure construction is stick over concrete podium. This construction technique poses a challenge as the upper floors often appear visually disconnected from the podium. The former and current elevations are not "articulated vertically to resemble an ensemble of smaller buildings and horizontally into a base, middle and top" (page 32 of the Guidelines). Stronger vertical elements extending from the ground to the top, or just below the top, of the facades are needed to help accomplish this vertical articulation. Alignment, material, and depth are all important elements of successful articulation.

The Guidelines call for large elevations to be articulated to appear as a group of smaller buildings. In addition to stronger vertical elements, more articulated building crowns or pediments are needed to distinguish sections of the building from one another. In addition to this, the applicants may want to consider visually dividing the façade to resemble fewer larger separate buildings instead of many narrow separate buildings. Staff

will be providing visual illustrations of this feedback during the presentation at the work session.

2. Color and Texture

As mentioned in the previous review of this project, staff believes that the design could be greatly enhanced by a closer look at color and texture uses on the façades. Throughout the development the design employs a significant number of material types, but the textures and colors still tend to be monochromatic and flat. While understanding the desire to keep the design of this development contemporary, staff believes that more careful consideration of color and texture could greatly enhance the character of the development and aesthetic longevity. In addition, exploring color and texture could provide some delineation between 555 Herndon Parkway and the many other mid-rise residential buildings in this area and around the country. Decreasing the number of different types of material and relying more heavily on natural materials such as brick would also help to achieve a solidity of design and differentiation from other developments.

3. Phase 1: South Façade

The applicant has made it clear that there will be two phases of this development, the first of which will not include the office tower. In this interim state, the footprint on the south side of the block that will later be occupied by the tower will initially be used as open space/pedestrian area. The residential building parking garage, eventually to be located behind the office tower, will not be hidden from view but will face the open space and the Dulles toll road. Renderings of this area in phase one can be seen on page 16 of the attached renderings. The proposed façade treatment here consists of mostly EIFS, a faux stucco cladding material that has traditionally been highly discouraged within the Town of Herndon for uses other than small details. The EIFS clad area extends beyond the garage to clad the blank façade of the residential units next door. The garage openings are large and without any screening.

Staff is concerned that there is very little treatment of this area to make it more visually interesting and that there is no screening of any kind on the garage façade. As this will be facing public right of way and open space for an unforeseen time, more concentration should be focused on this area to find ways to make it visually interesting: color differentiation, variety of textures and materials, and screening of some kind. Staff will be providing visual examples of garage screening treatments at the work session which could be considered for this area.

Attachments:

1. Development Renderings
2. Past Staff Memo, July 6, 2022

NORTH ELEVATION



Arch. Precast concrete or
Aluminum metal panel

Aluminum window wall

Composite Panel

Aluminum metal panel

Metal siding with wood grain pattern

Aluminum storefront

Masonry & stone veneer

Aluminum metal panel

Cement Board

Masonry & stone veneer

WEST ELEVATION



Aluminum window wall

Arch. Precast concrete or
Aluminum metal panel

Attachment #1

Aluminum storefront

Aluminum metal panel
Masonry & stone veneer

Overhead loading
dock door

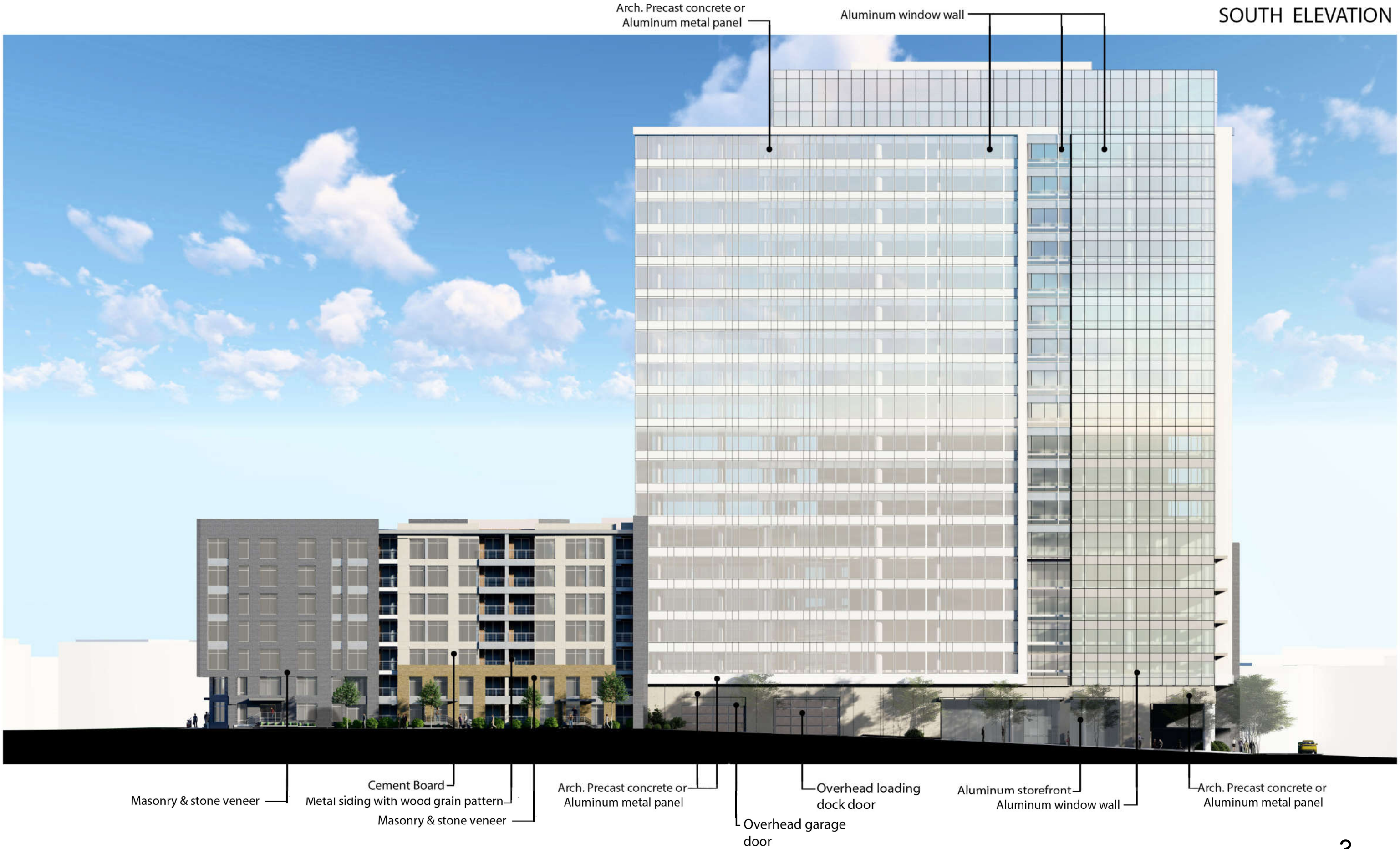
Composite Panel

Masonry & stone veneer

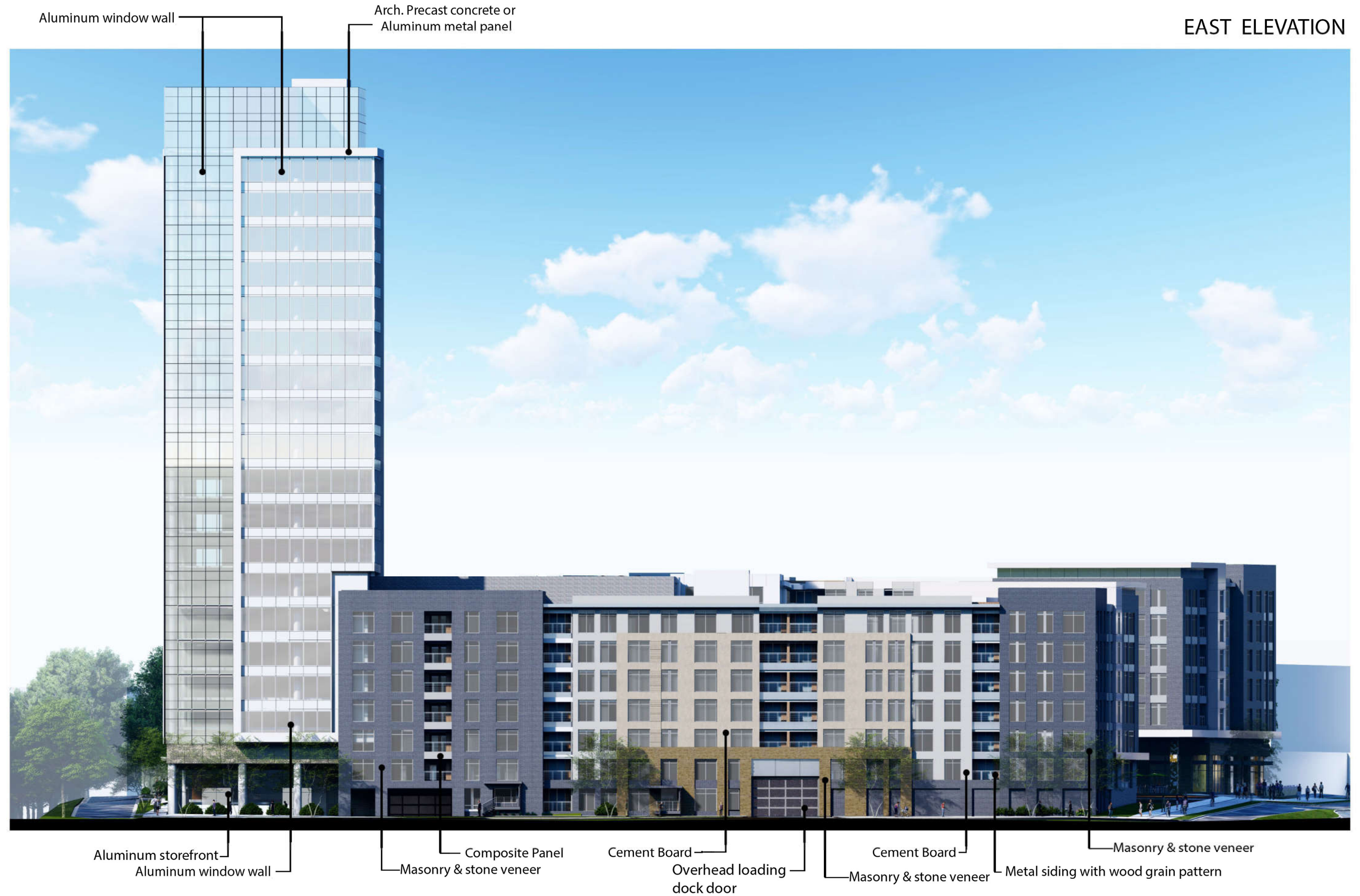
Cement Board
Metal siding with wood grain pattern

Masonry & stone veneer

SOUTH ELEVATION



EAST ELEVATION























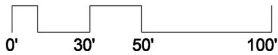




PHASE I. - INTERIM CONDITION



NOTE: THESE IMAGES ARE CONCEPTUAL AND SUBJECT TO CHANGE IN ACCORDANCE WITH THE APPROVED DEVELOPMENT PLANS AND PROFFERS.



EIFS
Masonry & stone veneer
Composite Panel
Cement Board
Overhead loading dock door
Masonry & stone veneer
Metal siding with wood grain pattern
Masonry & stone veneer

EAST ELEVATION



Masonry & stone veneer
Metal siding with wood grain pattern
Cement Board
EIFS
Masonry & stone veneer

SOUTH ELEVATION

BELOW IS A MENU OF POTENTIAL OPTIONS TO REINFORCE THE SITE'S HERNDON IDENTITY, WHICH MAY BE CONSIDERED AND ARE SUBJECT TO REVIEW AND APPROVAL BY THE ARB.

DATE	REVISION

Attachment #1

PENZANCE

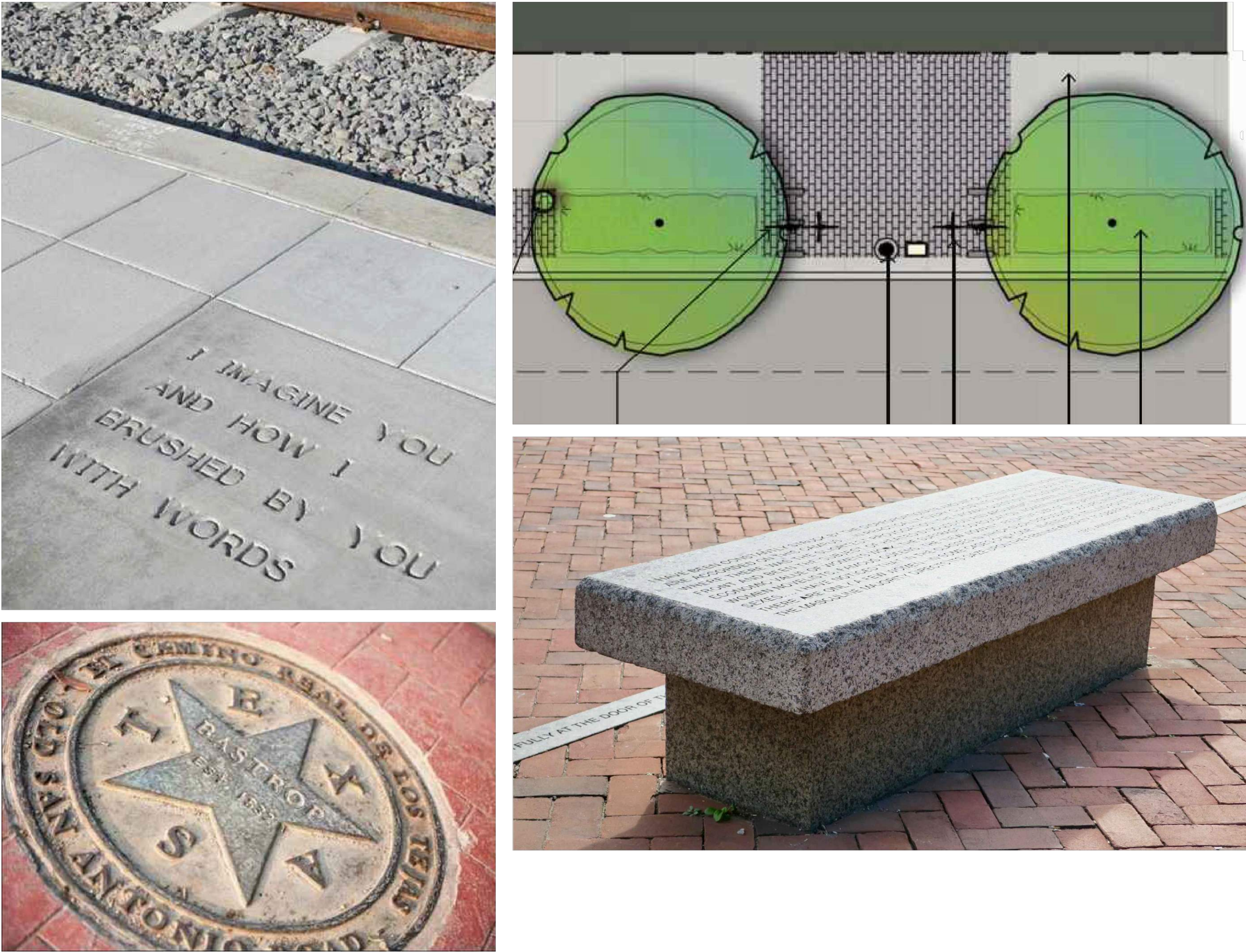
christopher consultants

dcs DESIGN

GOROVE / SLADE
Transportation Planners and Engineers

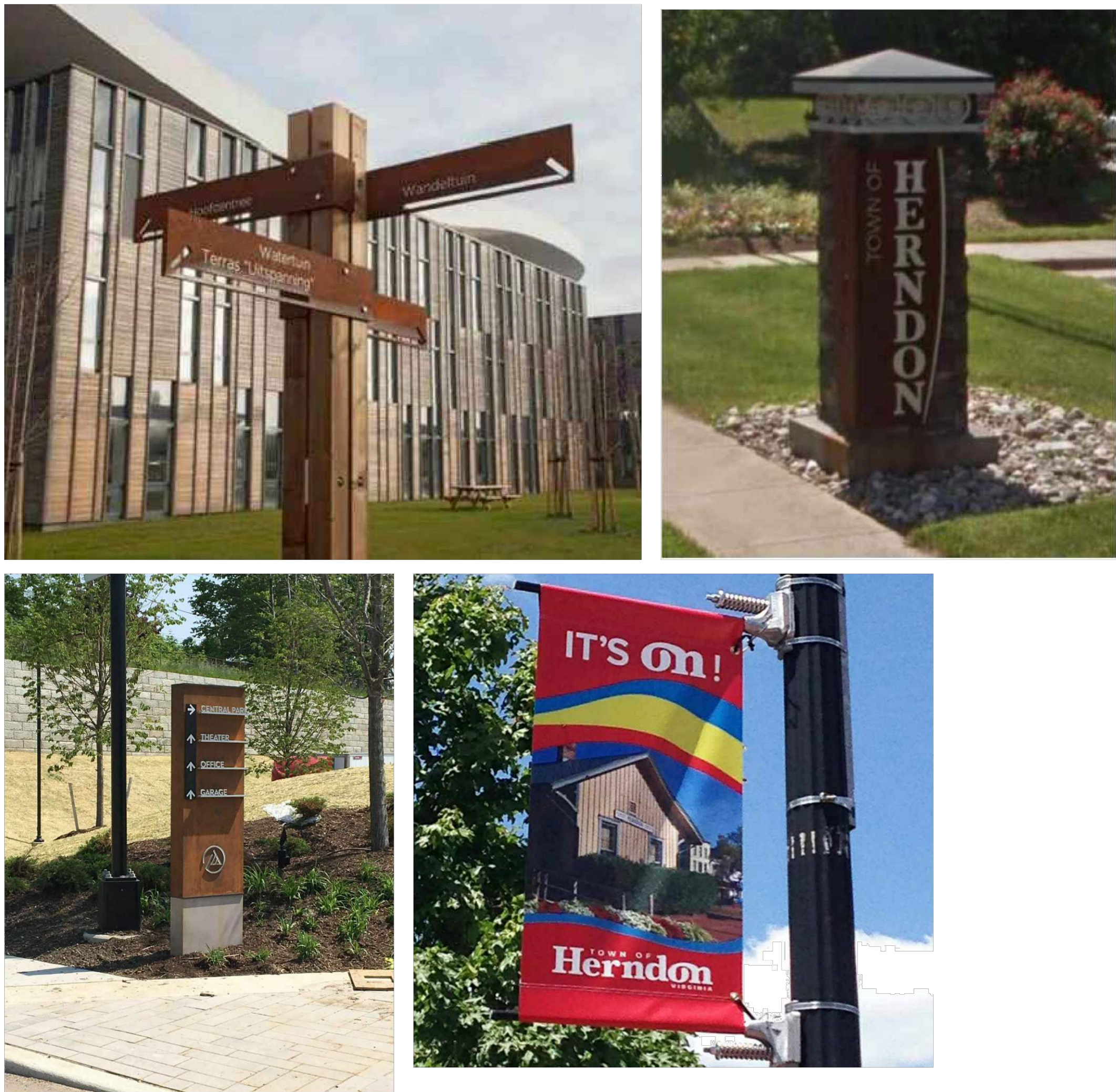
WIRE GILL LLP

Sidewalk and Streetscape Design



Incorporating streetscape design consistent with HTOC Design Guidelines and specific to Herndon

Signage and Wayfinding



Well-designed wayfinding and other signage that coordinates with the Town's existing program

Focal Points



Creating focal points within the Site unique to Herndon

Decorative Building Elements



Incorporating design elements that tie into the Town's history and heritage, including temporary screening

HERNDON IDENTITY/
PLACE MAKING

DEVELOPMENT PLAN
555 HERNDON PARKWAY
TOWN OF HERNDON, VIRGINIA

PROJECT NO: 15002.002.00

SCALE: AS NOTED

DATE: 05-16-2022

DESIGN: JA

DRAWN: JA

CHECKED:

SHEET No.

19.1 OF 24.0

DATE	REVISION

PENZANCE

christopher consultants

dcs DESIGN

GOROVE / SLADE
Transportation Planners and Engineers

WIRE GILL LLP

Decorative Paving Examples



Bench Examples



Waste Receptacle Examples



Bicycle Rack Examples



Site Lighting Examples



ILLUSTRATIVE DESIGN
AMENITIES

DEVELOPMENT PLAN
555 HERNDON PARKWAY
TOWN OF HERNDON, VIRGINIA

PROJECT NO: 15002.002.00

SCALE: AS NOTED

DATE: 05-16-2022

DESIGN: JTR
DRAWN: JTR
CHECKED:

SHEET No.

THIS SHEET FOR ILLUSTRATIVE PURPOSES ONLY.
DESIGNS AND FEATURES ARE SUBJECT ARB REVIEW.

TOWN OF
Herndon
VIRGINIA
MEMORANDUM

To: Chair Blaker-Glass & Members of the Architectural Review Board

From: Tamsin Himes, Lead Planner/Design and Development 
Bryce A Perry, Deputy Director of Community Development 

Date: July 1, 2022

Subject: Pre-application ARB Discussion Item, DP #21-01, 555 Herndon Parkway

Summary

This memorandum provides a pre-application review for the proposed development at 555 Herndon Parkway. On April 19, 2019, the Town Council approved Development Plan DP #17-01, a proposed development for this property. The applicant has submitted a new development proposal for the property that, if approved, would supersede DP #17-01. The Architectural Review Board (ARB) provided preliminary review of the previous versions of this development prior to Town Council action.

As required by the zoning ordinance, the ARB is tasked with a preliminary review of the architectural design of any Herndon Transit-Oriented Core (HTOC) Development Plan prior to Planning Commission consideration of the proposed development. HTOC Development Plan building and landscape designs must be evaluated using the Herndon Transit Oriented Core Architectural and Urban Design Guidelines (the Guidelines). The Guidelines provide the ARB with guidance for properties within the HTOC to augment the general Architectural Control District Design Criteria found in Section 58-96 of the Town Code. Following ARB review, the ARB will forward a report with its findings to the Planning Commission for consideration, and subsequently the Town Council during their review of the development proposal. The ARB will review the formal ARB case following any site plan approvals of the development.

Background

This project is located within the Herndon Transit-Oriented Core (HTOC), a strategic and critical location along the Dulles Toll Road and within 0.09 miles of the future Herndon Metrorail Station. The future development will create an entire block within the HTOC, extending from frontage along the Herndon Parkway to frontage along the Dulles Toll Road. Two private streets with public access will run along the western and eastern edge of the block. Another street, along the southern edge of the block, will run parallel to the toll road. The three private street are referred to as the “loop road.” This system of private streets with public access is an element of the Urban Design and Architectural Guidelines for the HTOC.

A central courtyard with pedestrian access from the Herndon Parkway sidewalk fronts Herndon Parkway, while vehicle access into the courtyard is from the western access road. Several stories of the residential structure bridge over the vehicle access.

Past reviews of this project identified concerns regarding massing, retaining pedestrian scale and active use areas, stark open space design choices, and garage façade treatment. Following the past reviews by the ARB there have been major changes to the development and its design, including changes to the site plan, building form and massing, and cladding elements color schemes.

Architecture and Design Overview

The development is mixed use with space divided into structured parking, office, residential, and potential retail. It should be noted that it is unlikely for the tower and residential structures to be built simultaneously. The parking for the residential units is wrapped on the north, east and west sides by residential structures. The south façade of the residential parking will be screened by the office building. The office building parking will constitute six stories above the office building's lobby, as well as extend over the residential parking garage and below the office building. The applicant has not provided elevations of parking garage screening at different phases of construction.

North Elevation

The north façade, along Herndon Parkway, provides pedestrian access and open space between two wings of the development. These two wings are midrise structures and primarily residential, but with potential retail spaces on the ground floor of the west wing. The north elevation displays some open space and retail and is the primary pedestrian access and interaction point in the development. The open space recedes into the block with the two wings of the development on either side. The design, materials and color scheme of this façade is nearly identical to other facades (as described below) -- some variation in materials and fenestration, but uniform in most respects. The ground floor near the retail space includes cylindrical support columns under which is pedestrian interactive open space. The storefronts are described only as "aluminum storefront" and a series of canopies over the storefront windows is shown. The internal courtyard area includes landscaping and vehicle access.

East Elevation

The east elevations consist of five stories of residential space. The design and use of much of the first floor is unclear given the size of the provided drawings. The ARB may wish to ask for clarification regarding the uses of this area. The façade is simple, modern, and stark using blank surfaces and regular flat window fenestration. The façade plain is broken up using alternating materials and a series of recesses and protruding blocks of windows and occasional recessed residential balconies. Façade materials include cement board, architectural precast concrete, aluminum metal panel, metal siding with

woodgrain pattern, masonry and stone veneer, and composite paneling. These materials vary between shades of white and gray.

At the south end of the eastern elevation transitions from the seven-story residential form to the office tower. A garage entrance, which also provides access to the covered entry of the office building lobby, is located along the ground floor façade of the southernmost portion of the residential building. A landscape strip divides the entrance drive from the loop road. Cylindrical support columns, which appear to be like those associated with the retail portion of the Herndon Parkway elevation, support the overhang of the office building. Six floors of parking garage are located above the lobby of the office building. The parking garage façade is flush with the floors above it, and the exterior of the garage is described simply as metal mesh in aluminum frame. Above the parking garage the façade of the office building is smooth glazing curtain walls with occasional rectangular protrusions which display an alternative glazing pattern.

South Elevation

The south elevation is dominated by the high-rise garage and office tower building located at the southeast corner of the building. There are also residential units along this façade to the west of the garage and office tower. The ground floor features service access to the office building and garage entrances to the parking area below the office space. The residential portion is similar to the east elevation in color scheme, fenestration pattern and materials, while the tower consists of primarily glazing and screening, aluminum window curtain walls, and architectural concrete or aluminum metal paneling. Again, metal mesh is used to screen the elevated parking levels, which the elevations indicate are visible behind the mesh. The tower façade design is broken by rectangular changes in glazing pattern, but generally there is little variation in the façade treatment.

West Elevation

Primarily residential, the west elevation does include potential retail space at the far north corner of the ground floor. This portion is nearest to the Herndon Parkway and the pedestrian open space. The potential retail space includes aluminum storefronts and canopies. The remainder of the ground floor appears to feature a loading dock, and some pedestrian access and the vehicle access to the courtyard. Like the other residential portions of the development, the façade is primarily flat with regular window openings, broken by occasional rows of recessed residential balconies and protruding portions of the façade. The color scheme is gray to white. Materials on this façade also include composite paneling, cement board, metal siding with wood grain pattern, masonry and stone veneer, and aluminum metal panel.

Staff Analysis

Tower

Section C of the Urban Design and Architectural Guidelines emphasizes the need for towers to have an articulated base, middle and top. As proposed, this tower does not meet that guideline. The garage access on the ground floor could be considered a base, however, it is not clearly articulated. It is difficult to review completely for the aesthetics of this portion of the design because there are limitations in the size and detail of the renderings provided. One way this is evident is that the renderings do not show how the metal mesh screening the garage portion of the tower interacts with the glazing above it. The board may wish to discuss this with the applicant. There may be a way to address the articulation of a base, middle, and top of the building using the divisions of parking and interior spaces that exist in the building already.

Residential

Staff believes that the overall design of the residential facades could be modified to more closely adhere to the guidelines by using more variation in the façade treatment. The variation that exists as proposed is minimal and color and material changes are not organized in a visually satisfactory manor but give the impression of arbitrary differentiation between areas of the façade. The Urban Design and Architectural Guidelines specify that midrise developments should be articulated to resemble an ensemble of smaller buildings. This indicates a level of order that the current design does not display. Variation in materials as proposed is important but the variation could be enhanced with a more varied color scheme and organized system of architectural divisions. Staff believes that the articulation of a cap or finish on the roofline of the residential portions may also provide needed additional articulation.

Parking

The Guidelines state that ideally, parking should be provided behind a liner of active uses or in a standalone garage. As proposed, some parking is situated underground, and a portion of the parking is curtained on three sides by residential space. The parking levels located above the lobby of the office building are visible. The current description of the screening is limited to “metal mesh,” and the proposed elevations indicate a significant level of transparency making the parking visible. It should be noted that a mesh product that provides a level of daylight opaqueness quickly loses its ability to obscure the parking levels at night when the garage is internally lit. As mentioned previously, the parking area screening and how it interacts with the glazing of the tower facade is unclear.

General analysis

As this is a preliminary review and the documents are not complete or detailed, the review by the Board and staff is limited. When this project comes before the ARB as an official application, the applicant will be required to submit more detailed drawings and information regarding the following:

- Open space and pedestrian access points
- Storefront systems and retail spaces

- Specific materials information
- Detailed, high-quality renderings of facades showing the interaction of materials being used
- Design solutions for clarifying the base, middle and upper portions of the tower building
- Design alterations for the residential facades to address the flatness and monochromatic color scheme

Overall, staff is concerned that the façade articulation, style, and materials will become outdated very quickly. This concern is greatest regarding the residential portions of the development. The style and materials reflect residential architecture that has been promulgated across the United States for approximately a decade. Not only is the concern one of stylistic longevity, but also sense of place. With this style and associated materials being so ubiquitous within the multifamily industry, the sense of place called for in the town's zoning ordinance and the adopted Herndon Metrorail Area Plan is not being met. A possible option for addressing this concern could be a heavier emphasis on more natural cladding materials such as brick or other masonry as well as glass and steel and minimizing the flatness of the façade. While staff acknowledges that the development is purposefully modern, especially the design of the tower with its use of glazed curtain walls, and that there is a need for harmony of design throughout the development, a greater emphasis on more natural materials and human scale can be incorporated into high quality modernistic design.

Garage screening is of course an important issue that has been previously raised regarding HTOC development. As mentioned above, the current elevations and material description indicate that the levels of parking above the office building lobby will be readily apparent. In addition, if the office building is not built at the same time as the residential, the south façade of the residential parking garage will be visible, and screening will be needed.

Sheets 19.0 through 23.0 of the applicant's submittal provide images of history and heritage ideas, outdoor furnishing, pavement details, recreational amenities, and green infrastructure. It should be noted that these are only conceptual in nature. The staff believes that while some of these images are appropriate for development in the HTOC, others are less so.

Attachment:

1. Development renderings