

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
PUBLIC HEARING AGENDA
JULY 15, 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. June 3, 2020 Work Session Draft Minutes
4. June 17, 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 #20-015**, to consider an application to install one new tenant business wall sign on the multi-tenant commercial building located at 600 Herndon Parkway, Herndon, Virginia, located between the intersection of Van Buren Street and Herndon Parkway, and the intersection of Herndon Parkway and Exchange Place and further identified as Fairfax County Tax Map 0164-10-0001A5. The property is zoned O&LI, Office and Light Industrial, and consists of 677,914 square feet of land. Owner/Applicant: Monroe Park Joint Venture, LLC, c/o Michael Schnackenberg, PS Business Parks. Applicant's Representative/Agent: Ruth Vanlandingham, Service Neon Signs, Inc.
8. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-016**, to consider an application to install one new tenant business wall sign on the multi-tenant commercial building located at 1108 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.

9. **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.

ADJOURNMENT



MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: July 10, 2020

Subject: July 2020 Case Updates, ARB #20-015 600 Herndon Parkway

This memo serves as an update for the referenced ARB case scheduled for the July 15, 2020 ARB Public Hearing.

As stated in the staff report for ARB #20-015 published on June 26, 2020 and as discussed at the work session on July 1, 2020, no revisions were required or requested of the applicant and the staff recommendation for approval with conditions remains as previously presented. Thus, staff does not have any updates for the Board for this case.

Staff is recommending approval of ARB #20-015 with the following condition:

- 1. The proposed sign shall be installed in substantial conformance with the original application design and construction details as submitted on or about May 27, 2020.**



MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

A handwritten signature in blue ink, appearing to be "CJG", is located to the right of the "From:" line.

Date: July 10, 2020

Subject: July 2020 Case Updates, ARB #20-016 1108 Herndon Parkway

This memo serves as an update for the referenced ARB case scheduled for the July 15, 2020 ARB Public Hearing.

As stated in the staff report for ARB #20-016 published on June 26, 2020 and as discussed at the work session on July 1, 2020, staff had requested and recommended submission of additional design details as a condition of approval, which included:

- Channel letter depth and trim cap dimensions on the sign design drawings;
- Channel letter facing material and covering specifications; and
- Channel letter section drawing with dimensions and showing internal illumination detail(s).

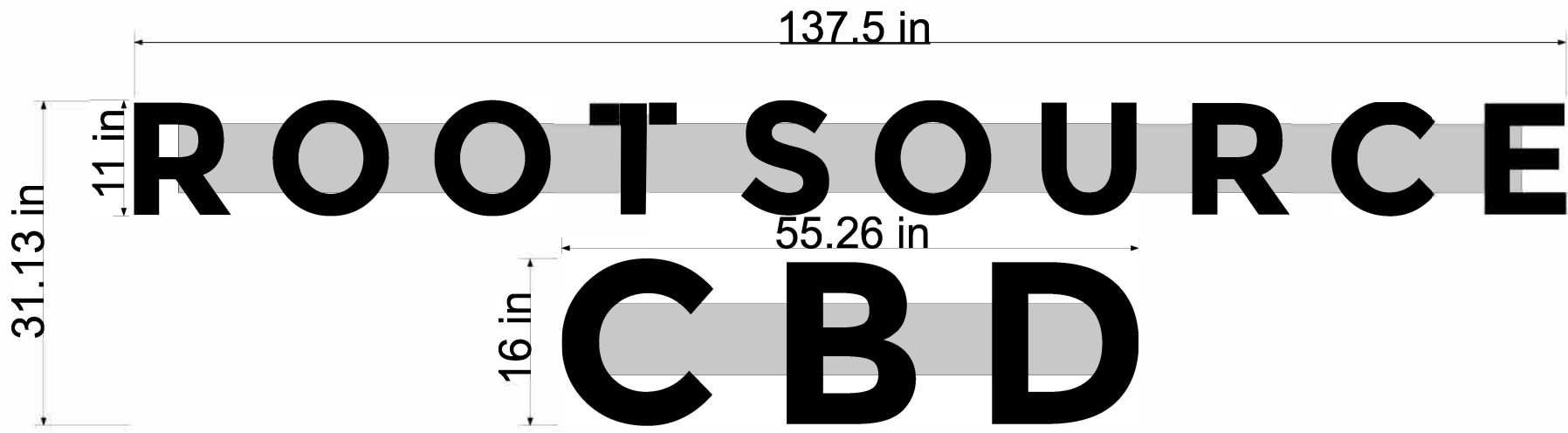
Since the work session, the applicant has submitted revised design information that addresses the detailed design information except the channel letter section drawing showing the internal illumination assembly detail that has been commonly provided in these types of ARB applications. Staff will retain this provision of the referenced detail as a condition of approval.

Staff is recommending approval of ARB #20-016 with the following conditions:

- 1. The Applicant shall provide the following missing design details and submit design revisions prior to issuance of a building permit:**
 - a. Channel letter section drawing with dimensions and showing internal illumination detail(s)**
- 2. The proposed sign shall be installed in substantial conformance with the original application design and construction details as submitted on or about June 3, 2020 and updated information provided on or about July 8, 2020.**

Attachment:

1. Root Source CBD Revised Sign Design



Front Lit Channel Letters
3/16" White acrylic faces

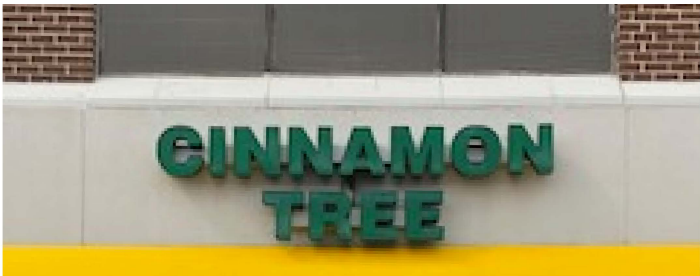
Perforated vinyl on face- will appear black during day and shine white at night
Depth: 5"
.063 aluminum returns
1" black trim cap

Internally illuminated with white LEDs

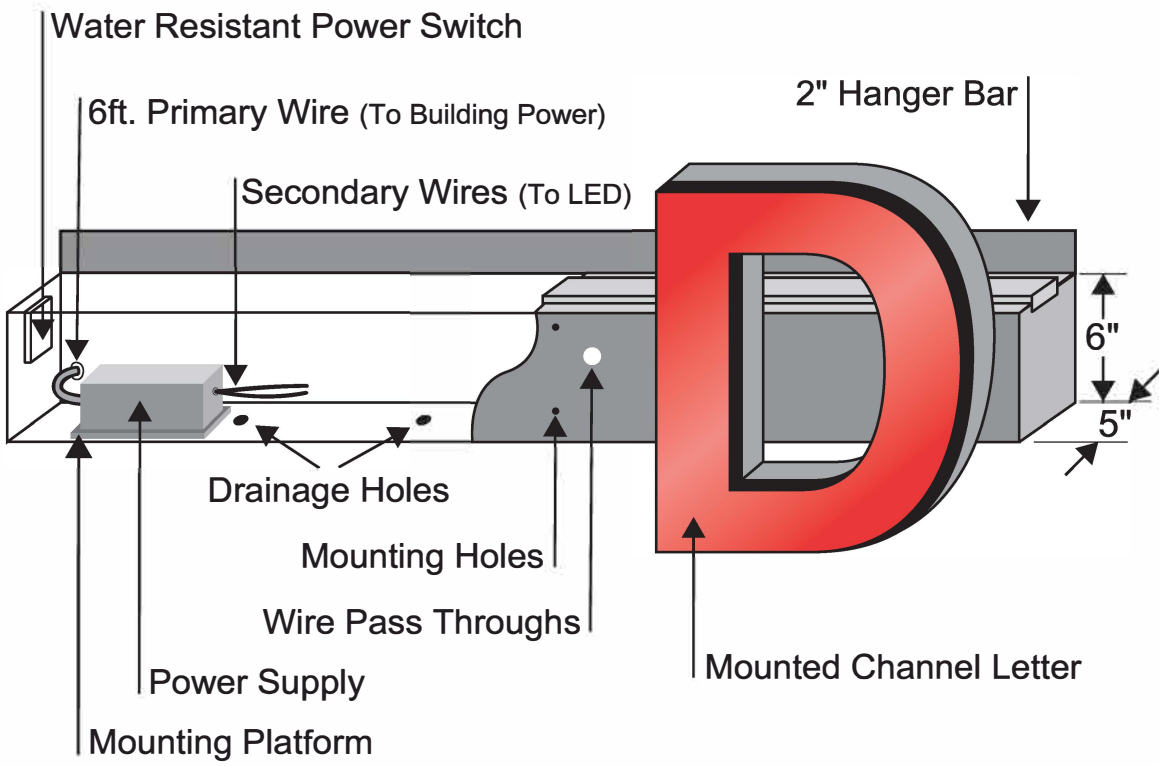
Mount: Raceway (Painted PMS Cool Gray 3)



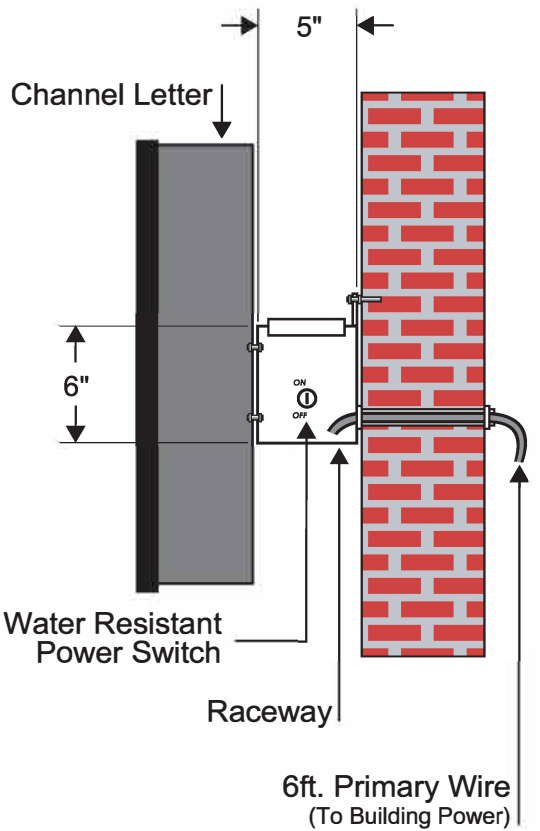
Night View



Current Condition



RACEWAY FRONT VIEW



RACEWAY SIDE VIEW



MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: July 10, 2020

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

This memo serves as an update for the referenced ARB case scheduled for the July 15, 2020 ARB Public Hearing.

As stated in the staff report for ARB #20-017 published on June 26, 2020 and as discussed at the work session on July 1, 2020, staff had withheld its recommendation due to zoning standard compliance specific to the allowable sign size and several missing design details, which included:

- Compliance with the Town's Zoning Ordinance related to allowable wall sign area within the CS zoning district for the subject tenant space;
- Channel letter and logo/design facing materials;
- Design, materials and assembly of the "Sushi" sign text;
- Design, materials and assembly of the logo/symbol feature(s); and
- Design and specification for internal illumination of all sign components.

In addition, the Board commented on the "E" in the sign design that appeared to be confusing with some Board members thinking the capital letter may be confused for an "F". The Board also commented that the logo design was not of any recognizable object(s).

Since the work session, the applicant has submitted revised design information that addresses the zoning compliance issue by reducing the sign size to approximately 19.3 square feet. This revision meets the maximum allowable sign area standard found in the Town's Zoning Ordinance.

However, staff finds that the revisions do not address previous design issues or create new ones as follows:

1. Design, materials and assembly of the "& Sushi" sign text;
 - a. The updated design information appears to create a cabinet sign that does not comply with Zoning Ordinance Section 78-140.4. - *Prohibited signs*
2. Design, materials and assembly of the logo/symbol feature(s).
 - a. The updated logo design information appears to create a cabinet sign that does not comply with Zoning Ordinance Section 78-140.4. - *Prohibited signs*;
 - b. The updated design has a written description of what the logo is to represent, 'fork and knife' but the design does not appear to represent the description.

3. Design and specification for internal illumination of all sign components.
 - a. The updated design has a written description of internal illumination but does not specify in drawing or design detail how the internal illumination is assembled within the channel letters.
4. Board comments on the “E” in sign design that appeared to be confused with an “F” were not addressed in the updated design submission materials.

Due to the non-compliant cabinet sign components identified in the revised submission materials, the Board may not consider this case further until zoning compliance is achieved. Based on additional consultation with the Town’s Zoning Administrator, this application is significantly increasing the use of other non-conforming features no longer permitted by the Town’s Zoning Ordinance, though specified in the Master Sign Plan for this property. Staff has determined that additional (staff) consultation and determination of permitting the expansion of non-conforming sign features, specific to existing master sign plans, is needed prior to Board consideration of this case.

In addition, staff believes that both Staff comments and Board comments from the work session on July 1, 2020 have not been addressed as noted above in Items #2, #3 and #4 in this staff memorandum.

Staff is recommending a continuance of ARB #20-017 to the August 19, 2020 ARB Public Hearing to allow the applicant and staff sufficient time to address the following:

- 1. Non-compliant sign components, specifically cabinet sign components and exposed electrical raceways, specified in master sign plans but do not comply with the Town’s Zoning Ordinance related to prohibited sign types/features;**
- 2. Unaddressed design information for the following sign features:**
 - a. Design and specification for internal illumination of all sign components; and**
 - b. Design comments related to the discernment of the logo symbols and the design of the “E” in the “E-Saan” sign component.**

Attachment:

1. E-Saan Thai and Sushi Revised Sign Design



Front lit channel letters and logo box
5" Depth
.063 aluminum returns
1" black trimcap

Logo: 20.15" Round with 3/16" White acrylic face
Digitally printed translucent (black background to be opaque)
Internal white LED illumination

"E-Saan Thai": 3/16" red acrylic faces
Internal red LED illumination

"& Sushi": logo box
Translucent red text, black background to be opaque)

Mount: Raceway (painted to match facade)
Two raceways, one to support circle logo box and "E-Saan Thai"
Second raceway to support "fire" portion of "E" logo and "& Sushi" logo box

