

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
WORK SESSION AGENDA
JULY 3, 2019
HERNDON COUNCIL CHAMBERS BUILDING
765 LYNN STREET
7:30 P.M.**

CALL TO ORDER

1. Determination of Quorum

PUBLIC HEARINGS

2. **APPLICATION FOR A FREESTANDING SIGN, ARB #19-24**, to consider an application to construct a new freestanding sign near a vehicle entrance located on the commercial property at 494 Elden Street, Herndon, Virginia, located northwest of the intersection of Elden Street and Post Drive, and further identified as Fairfax County Tax Map 0162-24A. The property is zoned PD-B, Planned Development - Business, and consists of 331,041 square feet of land. Owner/Applicant: SVAP Herndon Centre, LLC. Applicant's Representative: Andrew Painter, Esq., Walsh, Colucci, Lubeley, & Walsh, PC.
3. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #19-25**, to consider an application to install new address signs on the commercial office building located at 251 Exchange Place, Herndon, Virginia, located northeast of the intersection of Exchange Place and Herndon Parkway, and further identified as Fairfax County Tax Map 0164-10-0001C. The property is zoned Office & Light Industrial, O & LI, and consists of 158,158 square feet of land. Owner/Applicant: Exeter 251 Exchange Place LLC c/o James Dietz, Exeter Property Group. Applicant's Representative: Paul Fangmeyer, Ultra Company.
4. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #19-26**, to consider an application to install a new business sign on the multi-tenant commercial building located at 304 Elden Street, Herndon, Virginia, located between the intersection of Elden Street and Jonquil Lane and the intersection of Elden Street and Herndon Parkway, and further identified as Fairfax County Tax Map 0171-02-0025B1. The property is zoned CS, Community Services, and consists of 107,699 square feet of land. Owner/Applicant: 300 Elden Street LLC. Applicant's Representative: Jessica Sutherland, Talley Sign.
5. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #19-27**, to consider an application to install a new business sign on the multi-tenant commercial building located at 311 Spring Street, Herndon, Virginia, located between the intersection of Elden Street and Jonquil Lane and the intersection of Elden Street and Herndon Parkway, and further identified as Fairfax County Tax Map 0162-02-0174D. The property is zoned PD-B, Planned Development - Business, and consists of 168,916 square feet of land. Owner/Applicant: Herndon-Reston Industrial LLC c/o Kenwood Management Company. Applicant's Representative: Heather Davis, Gable Company.
6. **APPLICATION FOR AN AMENDMENT TO AN APPROVED APPLICATION, ARB #19-28**, to consider an application to revise the master sign plan design standards for the Master Sign Plan #47, Herndon-Reston Industrial/Business Park at 301-315 Spring Street and 340-366 Victory Drive, Herndon, Virginia, located at the intersection of Spring Street

and Victory Drive, and further identified as Fairfax County Tax Map 0162-02-0174D. The property is zoned The property is zoned PD-B, Planned Development - Business, and consists of 168,916 square feet of land. Owner/Applicant: Herndon-Reston Industrial LLC c/o Kenwood Management Company. Applicant's Representative: Heather Davis, Gable Company.

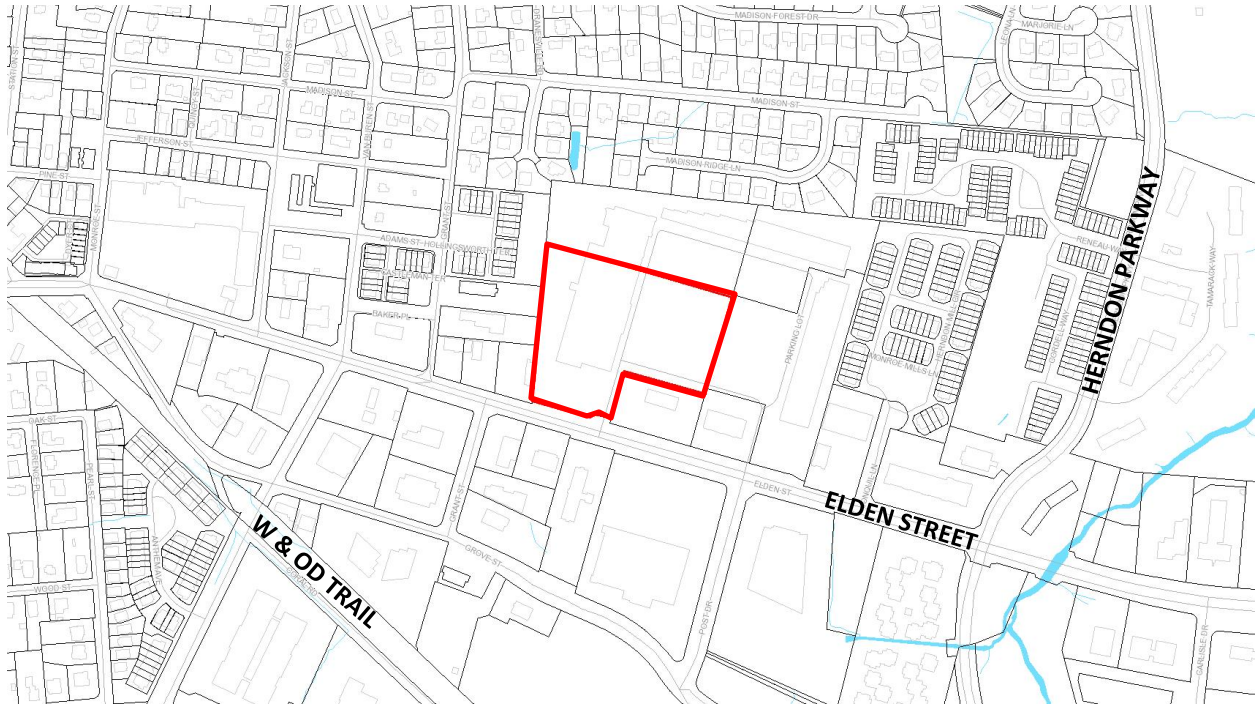
COMMENTS

7. Comments from the Staff Members
8. Comments from the Board Members

ADJOURNMENT

Case Number & Type: ARB #19-24; Freestanding Sign
Case Summary: Construct a new monument sign near an existing vehicle entrance
Case Location: 494 Elden Street, Herndon Centre

Location Map



Property Information

Owner / Applicant:	SVAP II Herndon Centre, LLC		
Representative:	Andrew Painter, Esq., Walsh, Colucci, Lubeley, & Walsh, PC		
Business/Organization:	N/A		
Property Use:	Multi-tenant, single story commercial		
Zoning District:	PD-B, Planned Development - Business		
Adjacent Zoning:	North: PD-B, Planned Development - Business South: CS, Commercial Services	East: PD-B, Planned Development - Business West: CS – Commercial Services / RTC – Residential Townhouse Cluster	
Associated Cases:	ARB #17-34, ARB #18-12, TP #R-18-07		
Building Type(s):	Single-story steel framed with composite exterior materials	Date of Construction:	1978/2019
Architectural Style(s):	Post-modern, typical suburban commercial /retail expression with new retrofit on-going		

Exterior Material(s):	Composite – brick and stone veneers, EIFS, metal panel systems, typical retail metal/glass storefronts, multi-form parapet roof
Neighborhood Design Profile:	Existing commercial uses with medium density residential uses adjacent to the subject property

Case Details

Case Description:

The proposed monument sign would display the business names for two of the new businesses currently scheduled to occupy the multi-tenant commercial building being renovated on the subject property. The proposed freestanding sign is to be located just west of the property's vehicle entrance along Elden Street in a location that does not conflict with any easements, vehicular lines of sight or approved landscaping.

The proposed sign would have an overall dimension of 10'-3" in length, 8'-0" in height and 2'-7" in width. The base will be covered in a brick veneer similar to the brick finishes of the building retrofit currently under construction. Two sign panels containing lettering and logos for 'Sprouts Farmers Market' and 'LA Fitness', each measuring approximately 3'-9" by approximately 8'-8" with translucent vinyl finishes will have an aluminum panel system surrounding the acrylic sign faces. The aluminum panel system will be finished in an Autumn Tan (SW 6167) to match the exterior color finishes of the renovated commercial structure. The sign is to be internally lit with white LED lights mounted within the sign assembly. The monument sign would be capped with a flat, metal overhanging roof with two non-structural angled supports, painted white (Stone White) to match the existing corner roof structure supports of the renovated building.

Using the appropriate Town of Herndon Zoning Ordinance method for calculating the wall sign area(s), the signs will cover 48 square feet of surface area on one elevation (Attachments #1, #2, #3, and #4).

Case Background:

The facades of the tenant spaces occupied by these businesses were the subject of previous ARB cases, ARB #17-34, and ARB #18-12, approving the façade/building design alterations currently under construction. In addition, ARB #18-09 for LA Fitness' building signage and ARB #18-10 for Sprouts' building signage were approved for wall and windows signs for the respective tenant businesses, but also excluded the current proposed monument sign.

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 a total of 48 square feet of signage to be placed on frontage along Elden Street; and places the sign in a position that will not interfere with lines of sight, approved landscape design for the site, or required easements. Section 78-141.4. - Sign standards for commercial districts, Table 141.4(a) specifies that one (1) square foot of sign area for each linear foot of frontage is authorized in the PD-B zoning district with a maximum of 50 square feet per sign. In this case, the west elevation, street facing façade and the adjacent façade visible from Elden Street well-exceed 50 linear feet, and thus the sign may have up to 50 square feet of area. The proposed signage meets the location, sign area, and overall sign dimensions of the referenced zoning ordinance section.
2. The proposed sign meets the Town Zoning Ordinance, Section, 78-140.6. - General Standards for All Signs regarding, the sign types, design, placement, and illumination.
3. The proposed sign 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 (Attachment #5). However, in this case, staff finds that the proposed sign base appears to be very narrow and top-heavy relative to other portions of the sign creating an awkward appearance. Staff is recommending that the Board and the applicant consider a wider and deeper brick base to more closely resemble the architecture/form of the associated building.

In addition, staff has concerns regarding the glaring brightness and stark contrast of the white background of the LA Fitness sign panel when internally lit with white LED lights at night when compared to the Sprouts Farmers Market sign panel. Staff is recommending that the Board and applicant consider reversing the lettering and background color fields such that the background is blue, and the lettering is white, similar to the lettering of the LA Fitness wall signs that will appear on the commercial 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). 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:	Motion for approval of ARB #19-24, in accordance with Alternative #3, with the following conditions: 1. The dimensions of the brick base shall be revised to improve the overall proportions of the base to the sign per the staff design comments;

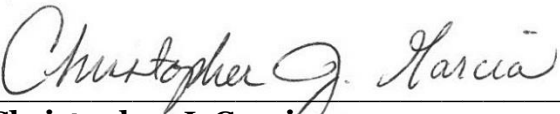
	2. The sign panel for LA Fitness shall be modified to reverse the sign color fields such that the background is blue, and the lettering is white to address staff design comments; and 3. The proposed freestanding sign shall be constructed/installed in substantial conformance with the application and supporting materials as submitted June 10, 2019, June 21, 2019, and any subsequent updates required by the Board to meet Conditions #1 and #2, as noted.
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Report Attachments

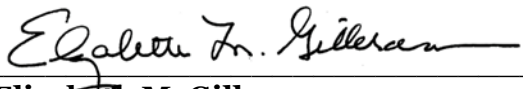
1.	Aerial Image
2.	Applicant Letter
3.	Site Plan and Site Photos of Existing Conditions
4.	Sign Elevations, Details and Product Information
5.	Town's Code of Ordinances Division 4 - Standards, Sec. 58-96. (ARB) Design Criteria

Staff Contact

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



Christopher J. Garcia
Community Design Planner



Elizabeth M. Gilleran
Director



SITE LOCATION – AERIAL PHOTO



Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2018

Andrew A. Painter
(703) 528-4700
apainter@thelandlawyers.com



June 7, 2019

Via Hand Delivery

Mr. Robert B. Walker, Chairman
Town of Herndon Architectural Review Board
Department of Community Development
777 Lynn Street
Herndon, Virginia 20170

**Re: SVAP Herndon Center LLC
Application for a Freestanding Sign Permit
Herndon Centre (Former Kmart) 494 Elden Street, Herndon, Virginia 20170
Tax Map Parcel 16-2 ((24)) A (the "Property")**

Dear Chairman Walker:

On behalf of **SVAP Herndon Center LLC** (the "Applicant"), please accept this letter as a request to appear before the Architectural Review Board ("ARB") to discuss a proposed freestanding monument sign. In furtherance of its request, please find enclosed with this letter the following materials:

1. Completed "Application for a Freestanding Sign Permit" form, with all required signatures, for:
 - a. Applicant: SVAP Herndon Centre, LLC; and,
 - b. Agent: Walsh, Colucci, Lubeley & Walsh, P.C.;
2. An application fee in the amount of \$75.00, made payable to "Town of Herndon";
3. Six 11" x 17" color copies of photographs of the proposed sign's location, the nearest structures and nearest public streets, with the placement of the proposed sign indicated on the photographs;
4. Six 11" x 17" color copies of the sign location detail;
5. Six color copies of a detailed color drawing of the proposed sign; and
6. Samples of all exterior materials and proposed colors for the sign.

ATTORNEYS AT LAW

703 528 4700 ■ WWW.THELANDLAWYERS.COM
2200 CLARENDON BLVD. ■ SUITE 1300 ■ ARLINGTON, VA 22201-3359

LOUDOUN 703 737 3633 ■ WOODBRIDGE 703 680 4664

An electronic version of this complete application has been emailed to Christopher Garcia.

By way of reference, the Property contains approximately 7.63 acres along the north side of Elden Street, and is currently under construction for the occupation of Sprout's (a grocery store); LA Fitness (a health club); MOD Pizza; IHOP, and a yet unknown future tenant. The Property comprises a portion of the land area known collectively as Herndon Centre, and is zoned to the Planned Development – Business ("PD-B") zoning district.

The Applicant purchased the Property in 2016 and has received approvals of the ARB for elevations in December 2017 (ARB#17-34) and May 2018 (ARB#18-12) to transform the building's outdated and flat façade into a modern, interesting visual experience that includes various materials, colors, and articulation. In addition, ARB approvals were obtained for wall signage (ARB#18-08, ARB#18-09, ARB#18-10) and a master sign plan (ARB#18-11) in March and April 2018.

The Applicant now proposes a freestanding sign to be located to the west of the Property's Elden Street entrance. Care has been taken to ensure that the sign's proposed location was outside of any permanent or temporary easements provided for the Elden Street widening project, and that the proposed sign's location did not interfere with any landscaping approved for the Property's development.

The freestanding sign is proposed to be 48 square feet in area. The sign's maximum height is proposed as eight feet, which includes an approximately two-foot high brick base. Architectural elements mimic those approved for the Property's building's tower. The proposed sign's architectural detailing will match the colors and materials already approved for the Property's building, including brown brick for the base and tan aluminum used for the cabinet.

We look forward to presenting this information at the July 3rd work session and seeking the benefit of the ARB's thoughts prior to the July 17th public hearing. If I may provide additional information or answer any questions in the interim, please do not hesitate to contact me directly at (703) 528-4700.

Very truly yours,

WALSH, COLUCCI, LUBELEY & WALSH, P.C.

Andrew A. Painter by MB

Andrew A. Painter

Enclosures

cc: Mr. Christopher Garcia, Department of Community Development
Mr. Rob Meeks, The Sterling Organization
Mr. Dustin Hicks, The Sterling Organization
Mr. Ross Stevens, PE LEED AP, Kimley-Horn
Mr. Grayson Gable, Gable (Sign Consultant for this Application)
Inda E. Stagg, Senior Land Use Planner, Walsh Colucci

ARB Application Materials: Item #4: Photographs

SVAP Herndon Centre, LLC

494 Elden Street (Former Kmart Site)

Tax Map Parcel 16-2 ((24)) A

Freestanding Sign for Major Tenant Visibility

Photo Key

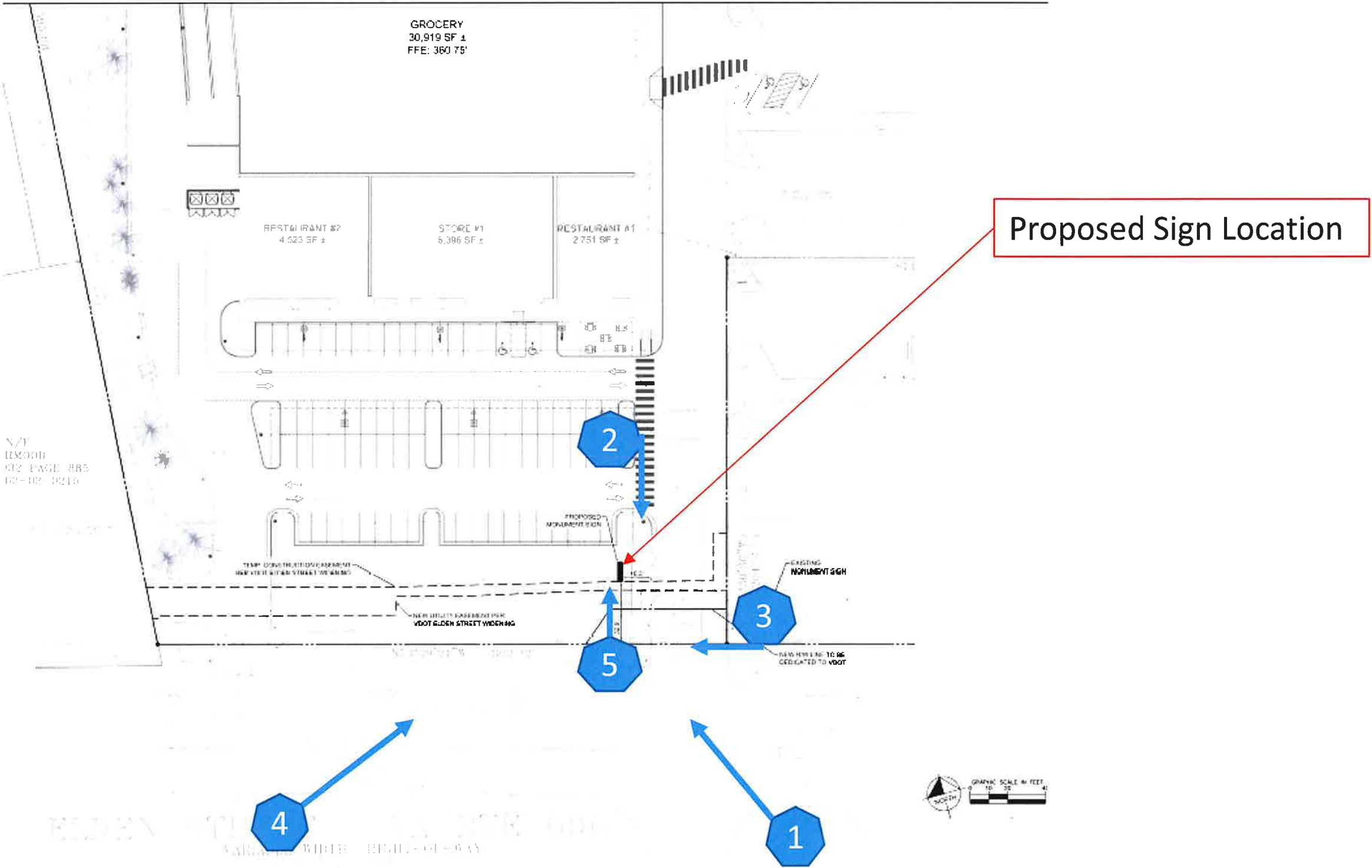


Photo #1: Proposed Sign Location

Looking northwest, across Elden Street,
toward the site.



Photo #2: Proposed Sign Location

Looking south, from on the site,
toward Elden Street.



Photo #3: Proposed Sign Location

Looking west, across the site's
entrance, toward downtown.



Photo #4: Proposed Sign Location

Looking northeast, across Elden
Street, toward Dwoskin's portion of
the Herndon Centre.



Photo #5: Proposed Sign Location

Looking north toward the site, from
the sidewalk along Elden Street.



STATES
443

LANDS N/F
N OF HERNDON
JOK 1012 PAGE 143
P ID 0162-11-1A

LANDS N/F
RAFAT MAHMOOD
DEED BOOK 19932 PAGE 885
TAX MAP ID 0162-02-0215

GROCERY
30,919 SF ±
FFE: 360.75'

RESTAURANT #2
4,523 SF ±

STORE #1
6,396 SF ±

RESTAURANT #1
2,751 SF ±

16
LMV

78
LMV

PROPOSED
MONUMENT SIGN

(B) PROPOSED
SHRUBS

PROPOSED
GROUND COVER

EXISTING
MONUMENT SIGN

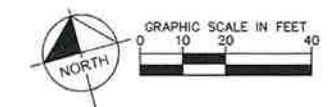
NEW R/W LINE TO BE
DEDICATED TO VDOT

TEMP. CONSTRUCTION EASEMENT
PER VDOT ELDEN STREET WIDENING

NEW UTILITY EASEMENT PER
VDOT ELDEN STREET WIDENING

N74°29'24"W 302.32'

S15°30'36"W
204.57'



ELDEN STREET - VA RTE 606
VARIABLE WIDTH RIGHT-OF-WAY

1	WATER AND FRONT TENANT LAYOUT	1/9/2019	RS5
2	REMOVE PRIVATE FIRE LINE VALVES	1/26/2019	RS5
3	HANITARY AND ROOF DRAIN CONNECTIONS	3/11/2019	RS5
No.	REVISIONS	DATE	BY

Kimley»Horn
© 2019 KIMLEY-HORN AND ASSOCIATES, INC.
11400 COMMERCE PARK DR., SUITE 400, RESTON, VA 20191
PHONE: 703-674-1300 FAX: 703-674-1350
WWW.KIMLEY-HORN.COM

KHA PROJECT	110437006
DATE	06-04-2019
SCALE	AS SHOWN
DESIGNED BY	
DRAWN BY	
CHECKED BY	

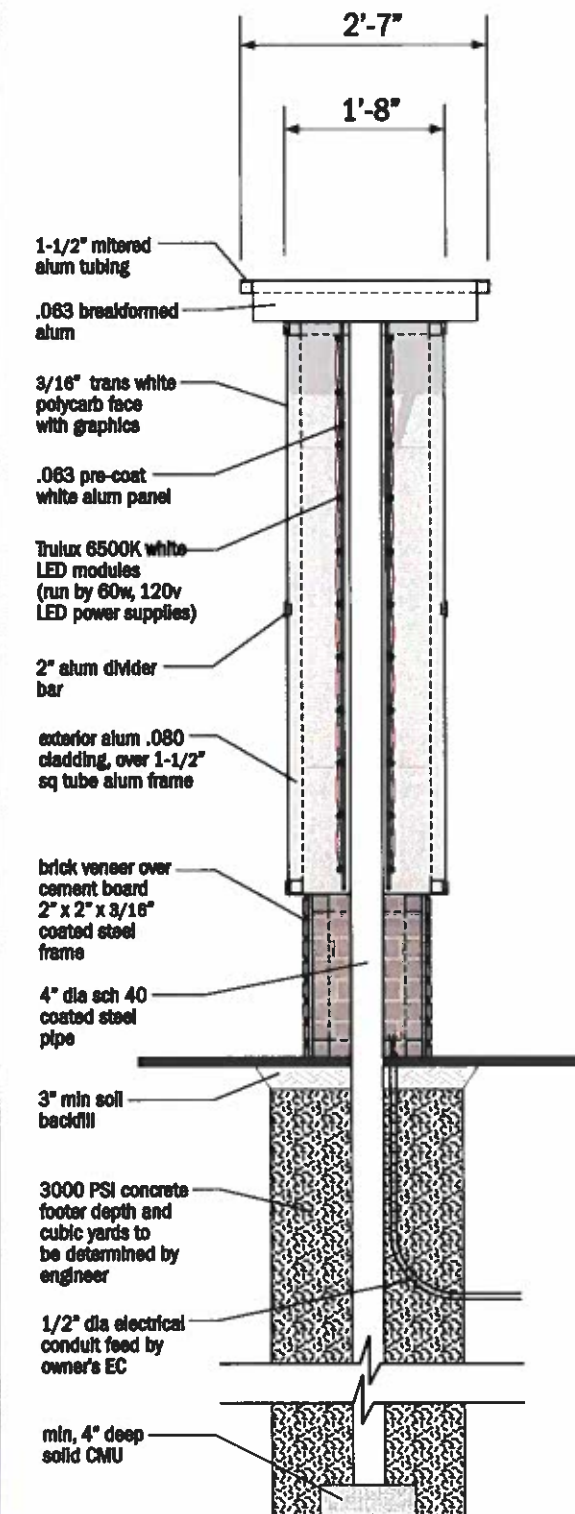
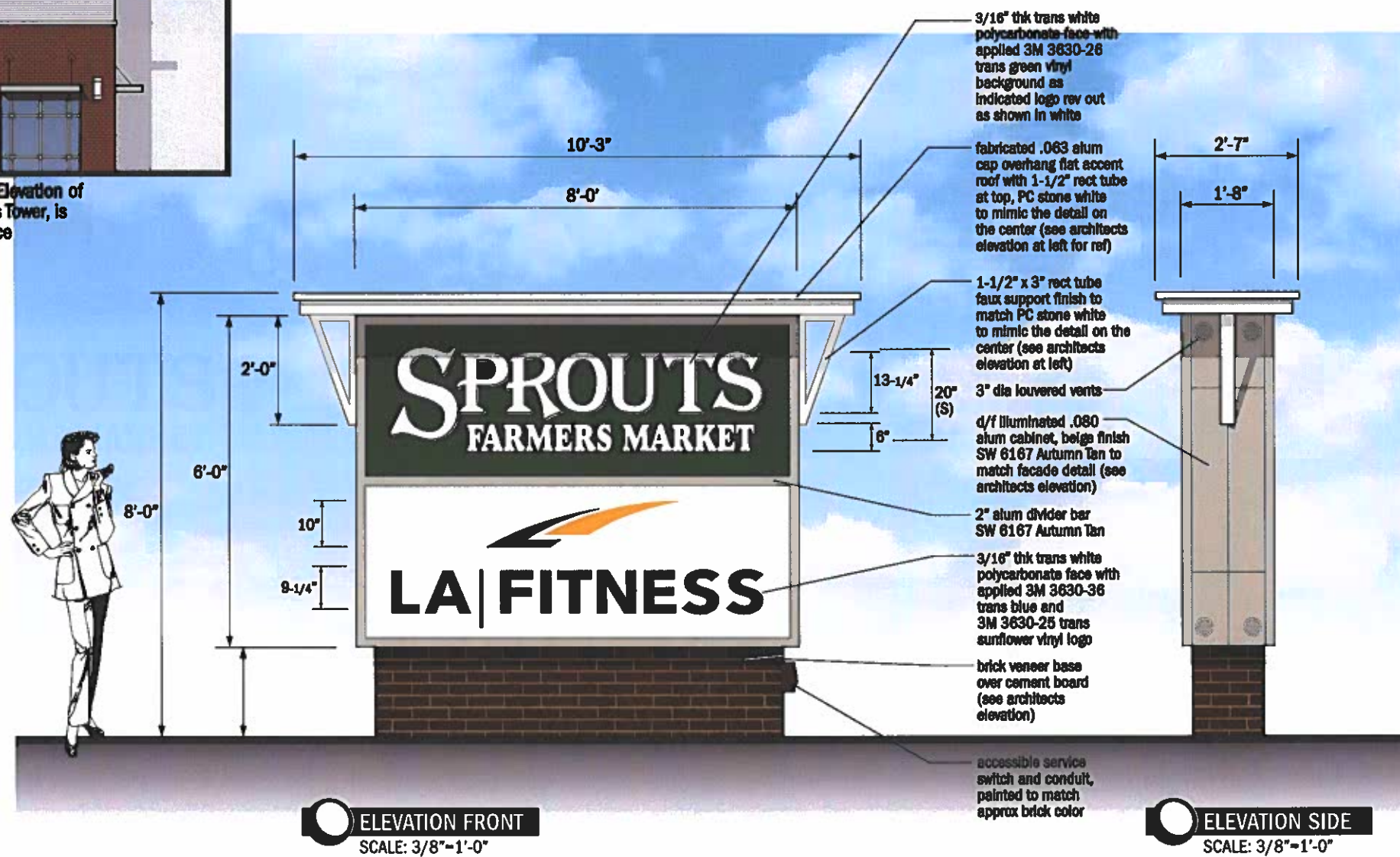
SIGN LOCATION
EXHIBIT

HERNDON CENTRE
PREPARED FOR
STERLING ORGANIZATION
TOWN OF HERNDON VIRGINIA

SHEET NUMBER
EX-1



Proposed Architects Elevation of Associated Building's Tower, is provided for Reference



A VISUAL
SOLUTIONS
COMPANY.

7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE: Hemdon Centre			
ORDER TITLE: Hemdon Centre (Monument Sign)			
CITY/STATE Hemdon, VA		PHONE NUMBER 561-835-1810	
DRAWING DATE 6/19/19	GABLE REP Grayson G	PROJECT MGR.	
REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
1	3/22/19	18656c	
2	5/28/19	18754a	

The concept illustrated is for representational purposes only. Structural, resolution, and/or specification changes may occur during the design and implementation process that may result in changes from this illustration. Environmental conditions at the site may affect final results.

This drawing remains the exclusive property of Gable. It is submitted for your consideration in the purchase of the product(s) manufactured according to these plans. This design cannot be copied in whole or in part, altered or exhibited in any manner without written permission of Gable. Exceptions are previously copyrighted artwork supplied by client.

SIGN TYPE:
d/f Monument Sign

DWG. TYPE:
Conceptual

PROJECT NO.	TASK NO.	QTY.
81986-1	190509	1
DWG. NO.	SHEET	
18754ca	1 of 1	



**WALSH COLUCCI
LUBELEY & WALSH PC**

RECEIVED ON

JUN 10 2019

DEPARTMENT OF
COMMUNITY DEVELOPMENT

Inda E. Stagg
Senior Land Use Planner
(703) 528-4700
istagg@thelandlawyers.com

MEMORANDUM

Via Hand Delivery

TO: Christopher Garcia
FROM: Inda E. Stagg
DATE: June 9, 2019
RE: ARB Application
Freestanding Sign Lighting

Regarding lighting of the proposed freestanding sign, 6000K strip light LED modules, similar to those shown in the photograph below, will be used internal to the sign. Vicki Gapsis, Project Coordinator for Gable (the sign contractor), stated that there would be approximately 14 rows of these LED modules applied to an aluminum backer panel for the proposed six-foot tall lighted sign cabinet.



ATTORNEYS AT LAW

703 528 4700 • WWW.THELANDLAWYERS.COM
2200 CLARENDON BLVD. • SUITE 1300 • ARLINGTON, VA 22201-3359

LOUDOUN 703 737 3633 • WOODBRIDGE 703 680 4664

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.

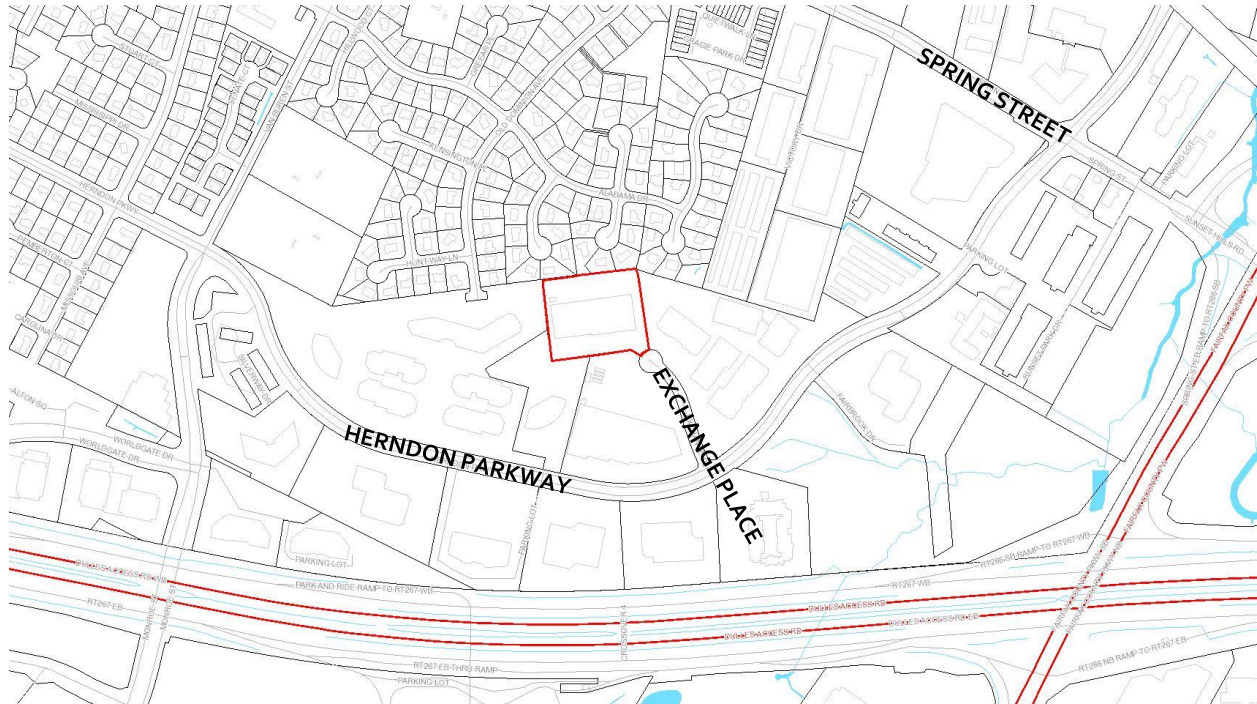
The board of architectural review and, on appeal, the town council shall use the following standards and criteria in considering applications filed under this article:

- (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)

Case Number & Type: ARB #19-25; Wall Sign
Case Summary: Install new address numbering on the wall of an existing commercial office building
Case Location: 251 Exchange Place, Parkway Trade Center

Location Map



Property Information

Owner / Applicant:	Exeter 251 Exchange Place LLC c/o James Dietz		
Representative:	Paul Fangmeyer, Ultra Company		
Business/Organization:	N/A		
Property Use:	Commercial office		
Zoning District:	O&LI, Office and Light Industrial		
Adjacent Zoning:	North: R-10, Residential Single-Family South: O&LI, Office and Light Industrial East: O&LI, Office and Light Industrial West: O&LI, Office and Light Industrial		
Associated Cases:	ARB #19-20		
Building Type(s):	Two-story commercial	Date of Construction:	1985
Architectural Style(s):	Post-modern, typical suburban commercial expression		
Exterior Material(s):	Composite – Brick, ribbon windows with metal frames, glass storefront and windows		

Neighborhood Design Profile:	Existing office and light industrial use complex with adjacent single-family residential development to the north of the complex
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Case Details

Case Description:

The applicant is proposing to add building address numbering to the second story at the southeast corner of the building. The street address numbers '251' will be constructed of 24.5" high aluminum channel letters with black faces, 3" black aluminum return with frosted acrylic backs to support internal white LED lights for a halo-lit effect. The address numbering will be mounted approximately 18' high on the façade using 3/8" mounting rods with a 1 1/2" spacer between the façade and sign backing, projecting the sign outward from the façade.

Using the appropriate method for calculating the wall sign area(s) found in the Town's Zoning Ordinance, the signs will have overall dimensions of 2' - 1/2" tall by 4'-0" wide, covering 8.17 square feet of surface area on the south elevation (Attachments #1, #2, #3 and #4).

Case Background:

This building may have been originally designed for the inclusion of windows as proposed in the previous ARB case, ARB #19-20, however, the applicant has stated that the previous major tenant of this facility had security needs that required that building be certified to meet the design criteria for a Secure Compartmentalized Information Facility (SCIF). This criteria required certain building security features such as not having windows for interior spaces in which sensitive information or materials are handled or stored. Since the previous tenant has vacated, the property owner/applicant has determined that the exterior façade needs upgrades to include new windows and entry features to improve the usability and marketability of the building, which was the subject of the approval of ARB #19-20. The proposed signage would complete the planned alterations to 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 a total of 8.17 square feet of signage to be placed on the southeast corner of the façade to clearly identify the building address. Section 78-141.4. - Sign standards for commercial districts, Table 141.4(a) specifies that one (1) square foot of sign area for each linear foot of frontage is authorized in the O&LI zoning district with a maximum of 150 square feet per sign. In this case, the south elevation of the street-facing façade well-exceeds 150 linear feet and thus the sign may occupy up to 150 square feet of area on the facade. The proposed signage meets the

location, sign area, and overall sign dimensions of the referenced zoning ordinance section. The sign area (8.17 square feet) will need to be included in any future signage calculations regarding additional signage on this façade of the building.

2. The proposed sign meets the Town Zoning Ordinance, Section, 78-140.6. - General standards for all signs regarding, the sign types, design, placement, and illumination.
3. The proposed sign 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 (Attachment #5). Staff finds that the proposed sign will clearly serve the purpose of identifying the building address and will be in keeping the approved alterations that will improve the exterior appearance of the building, which was the subject and purpose of the approval of ARB #19-20.

Staff Recommendation:

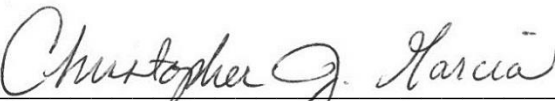
Motion Alternatives:	1. Motion to deny the application. 2. Motion to approve the application as submitted. 3. Motion to approve with condition(s). 4. Motion to continue public hearing to a date certain or the next ARB Public Hearing for action to address a specified design issue or concern of the Board.
Recommended Motion:	Motion for approval of ARB #19-25, in accordance with Alternative #3, with the following condition: 1. The proposed sign shall be constructed /installed in substantial conformance with the application and supporting materials as submitted June 7, 2019.

Report Attachments

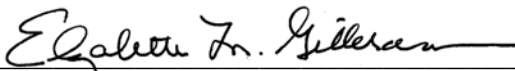
1.	Aerial Image
2.	Applicant Letter
3.	Site Photos of Existing Conditions
4.	Sign Elevations, Renderings, and Details
5.	Town's Code of Ordinances Division 4 - Standards, Sec. 58-96. (ARB) Design Criteria

Staff Contact

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



Christopher J. Garcia
Community Design Planner



Elizabeth M. Gilleran
Director of Community Development



SITE LOCATION – AERIAL PHOTO



Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2018

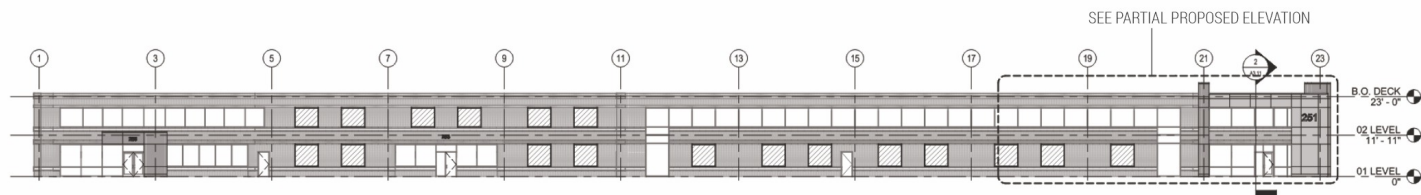
Address numerals ("251") will be realized on the front right corner of the property at 251 Exchange Place, Herndon, VA. Numerals will be realized as halo-illuminated channel letters. Fabricated from heavy gauge (.090) aluminum sheet stock; numerals will be 3" deep with aluminum face and returns. Numerals will contain low-voltage white LED diodes contained behind a frosted clear acrylic lens which diffuses light evenly out the back as well as inhibits bugs, birds, etc. from finding residence within the sign.

Secondary service will enter the building from behind each numeral and connect to a low-voltage power supply within the building. The sign will operate off of a designated primary electrical service feed drawing less than ½ of an amp at 120v. The sign is UL approved and will be labeled accordingly. Numerals will be stud mounted off of the wall with 1-1/2" projection to accommodate the respective halo-illumination.

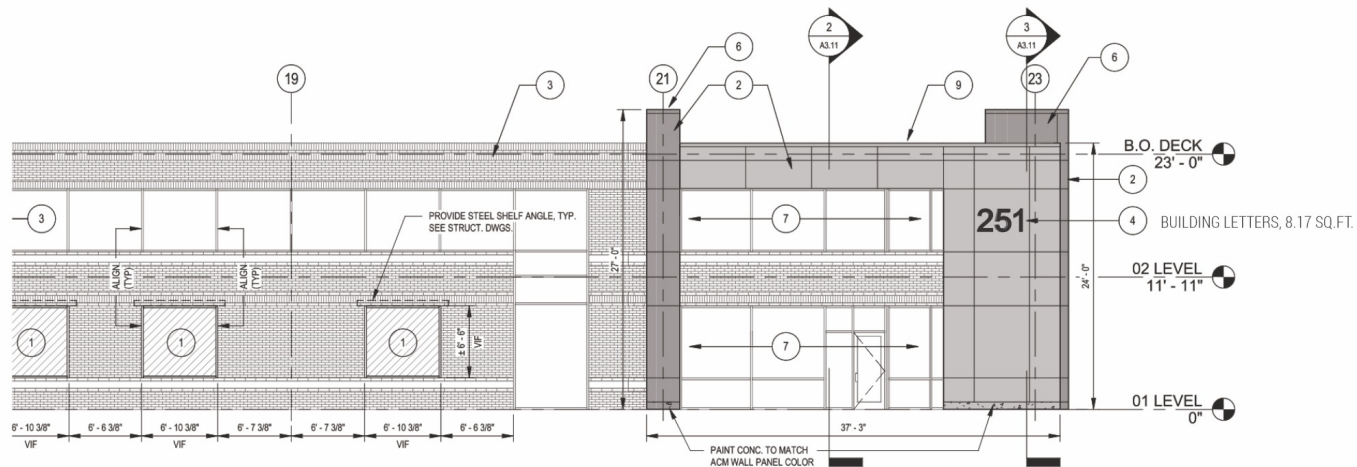
Numerals will be 24-1/2" high with an overall spread of 48" for a total of 8.2 square feet of signage exposure. Numerals will be located on the second floor of the building approximately 18' above grade.

Material samples and scaled drawing set are furnished.

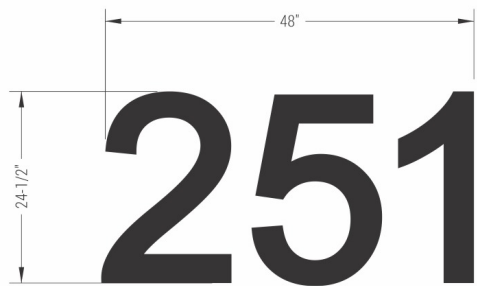




OVERALL PROPOSED ELEVATION



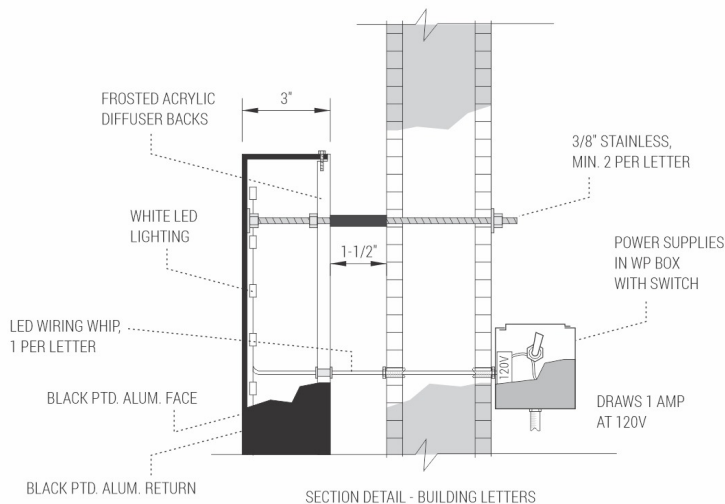
PARTIAL PROPOSED ELEVATION



BUILDING LETTERS, 8.17 SQ. FT.

LED ILLUMINATED HALO-LIT ALUM. CHANNEL LETTERS
FROSTED ACRYLIC BACKS, UL LABELED;
WIRED TO REMOTE POWER SUPPLIES IN WP BOX WITH SWITCH

LETTER FACES/RETURNS
PAINTED BLACK



SECTION DETAIL - BUILDING LETTERS

Building Letters

UL labeled, white LED illuminated halo-lit channel letters with frosted acrylic backs, alum faces and returns painted to match.

Each letter lagged into existing facade.
Feeds pulled to remote WP box with switch.
(draws 1 amp at 120V)

Exeter

251 Exchange Place
Herndon, VA



Interior / Exterior Sign Manufacturers

JEFF CARSON jeff@citysign.net

424 Caredean Dr. t. 215.442.1323
Horsham PA 19044 f. 215.442.1328

DRAWING HISTORY

01	05.04.19	PH	RUSH review
02	05.05.19	PH	actual color selected, modify archit. supplied img
03			
04			

19-0253**1**

SHEET NUMBER

13x17 SHEET SIZE - CREATED WITH COREL DRAWING SUITE



Entrance Renovation Rendering

251 Exchange Place | Herndon, VA

December, 2018 | 610.649.8500 | www.meyerdesigninc.com
(c) Copyright 2018 Meyer Design, Inc. / Meyer Architects, Inc. All Rights Reserved



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.

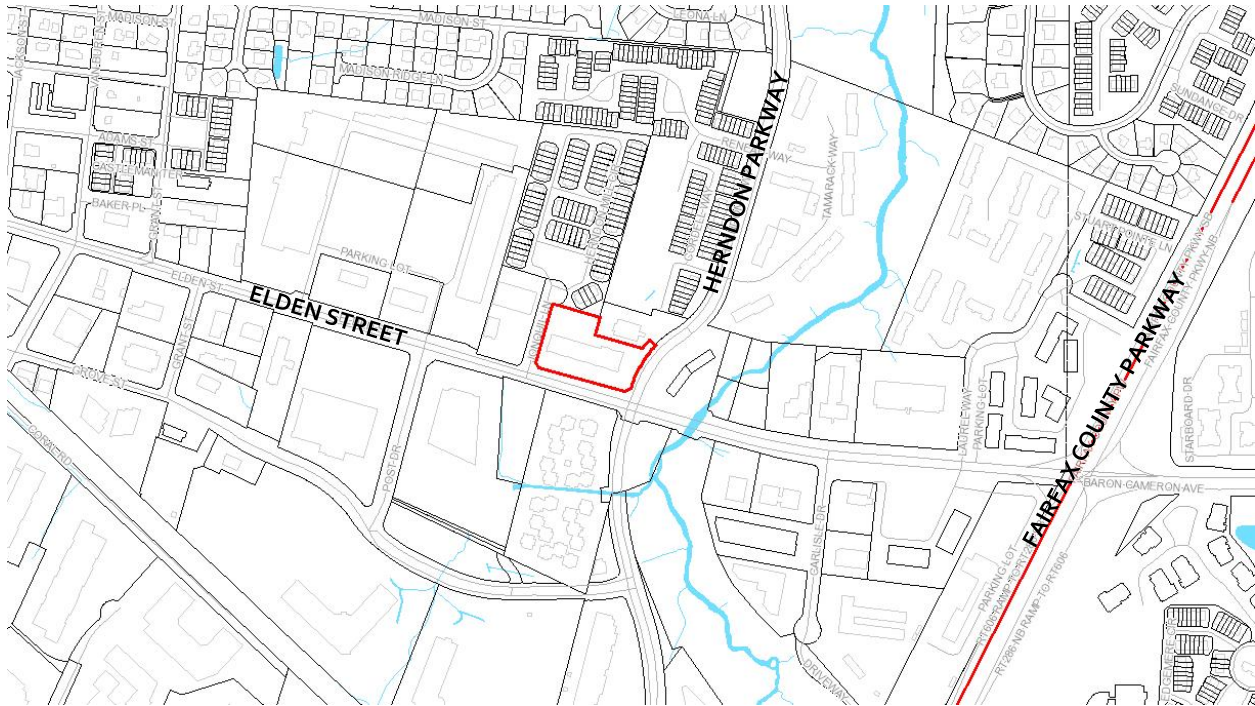
The board of architectural review and, on appeal, the town council shall use the following standards and criteria in considering applications filed under this article:

- (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)

Case Number & Type: ARB #19-26; Wall Sign
Case Summary: Install new business sign on an exterior wall of an existing commercial building
Case Location: 304 Elden Street, Bank of Potomac Shopping Center

Location Map



Property Information

Owner / Applicant:	300 Elden Street LLC		
Representative:	Jessica Sutherland, Talley Sign		
Business/Organization:	Loyal Companion Pet Store		
Property Use:	Commercial office		
Zoning District:	CS, Commercial Services		
Adjacent Zoning:	North: RTC, Residential Townhome Cluster	East: CO, Commercial Office	
	South: CS, Commercial Services	West: PD-B, Planned Development - Business	
Associated Cases:	ARB #10-33		
Building Type(s):	One-story, multi-tenant commercial	Date of Construction:	1988
Architectural Style(s):	Post-modern, typical suburban commercial expression		
Exterior Material(s):	Composite – Brick, typical commercial storefronts with metal frames, glass windows and doors, prominent seamed metal roof structure combined with flat/parapet roof		

Neighborhood Design Profile:	Existing commercial use are with adjacent single-family attached residential development to the north of the complex
-------------------------------------	--

Case Details

Case Description:

The applicant is proposing to replace an existing sign with a re-branded/re-named business sign using the *Loyal Companion* pet store(s) corporate brand name. The sign will be constructed of two lines of aluminum channel letters with white 5” deep returns and white trim caps and white acrylic letter facing with a translucent blue vinyl overlay (matching a PMS 300U Blue color). The sign letters will be individually flush-mounted to the EIFS face, similar to the existing sign, with internal white LED lights mounted to the wall surface. The sign is to be placed 20’ above grade and centered horizontally and vertically on EIFS panel. The applicant has indicated that the holes in the wall left after removal of the existing sign are to be filled, patched and painted to match the existing EIFS surface as a part of this project.

Using the method for calculating wall sign area(s) found in the Town’s Zoning Ordinance, the sign will have overall dimensions of approximately 3’-2 1/4” tall by 6’-5” wide, equaling 20.35 square feet of surface area on the street-facing elevation (Attachments #1, #2 and #3).

Case Background:

This tenant space was subject of a previous approval, ARB #10-33, for the existing tenant sign. In the previous approval, the existing sign did not conform to the approved master sign plan (MSP), MSP #25 Bank of Potomac Shopping Center. In the previous case, the sign was recommended for approval by staff on the grounds that the design allowed for variation in design. Similar departures from the standards of the master sign plan were approved by the ARB for tenant signs on the other tower features of this building. In the current case, the proposed sign, again, does not conform to the master sign plan standards, thus requiring review and approval of the proposed sign by the ARB.

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 a total of 20.35 square feet of signage on a central tower feature of the façade to clearly identify the tenant business. Section 78-141.4. - Sign standards for commercial districts, Table 141.4(a) specifies that one (1) square foot of sign area for each linear foot of frontage is authorized in the CS zoning district with a maximum of 150 square feet per sign. In this case, the tenant space occupies 22 linear

feet of frontage along Elden Street and thus the sign may occupy up to 22 square feet of area on the facade. The proposed signage meets the location, sign area, and overall sign dimensions of the referenced zoning ordinance section.

2. The proposed sign meets the Town Zoning Ordinance, Section, 78-140.6. - General standards for all signs regarding, the sign types, design, placement, and illumination.
3. The proposed sign 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 (Attachment #4). Staff finds that the proposed sign will clearly serve the purpose of identifying the tenant business and will be in keeping current signage design pattern(s) and previous ARB approvals for walls sign on this multi-tenant commercial building.

Staff Recommendation:

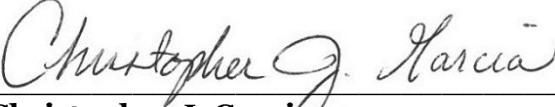
Motion Alternatives:	1. Motion to deny the application. 2. Motion to approve the application as submitted. 3. Motion to approve with condition(s). 4. Motion to continue public hearing to a date certain or the next ARB Public Hearing for action to address a specified design issue or concern of the Board.
Recommended Motion:	Motion for approval of ARB #19-26, in accordance with Alternative #3, with the following condition: 1. The proposed sign shall be constructed /installed in substantial conformance with the application and supporting materials as submitted June10, 2019.

Report Attachments

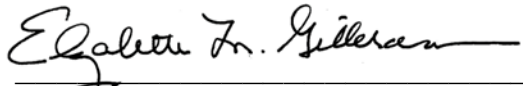
1.	Aerial Image
2.	Applicant Letter
3.	Site Plan, Sign Elevations & Photos, Details and Product Information
4.	Town's Code of Ordinances Division 4 - Standards, Sec. 58-96. (ARB) Design Criteria

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



Elizabeth M. Gilleran
Director of Community Development



SITE LOCATION – AERIAL PHOTO



Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2018



June 7, 2019

TO: Architectural Review Board of Herndon

RE: Loyal Companion new tenant signage

Talley Sign Company is applying for a new sign at the location of 304 Elden Street on behalf of Loyal Companion, a pet store new to the area. The proposed sign will be on the front elevation of the store and internally illuminated with white LEDs. The sign will have a face of white acrylic with applied blue vinyl and white trimcap/ returns. Loyal Companion has landlord approval to go a different route than what is laid out in the shopping center's Comprehensive Sign Plan. The proposed signage is in line with their national brand and has a clean, sharp look that does not stand out from or create a negative impact on the aesthetic of the shopping center.

The samples sent along with this application are:

White acrylic with applied blue vinyl (sign face)

White 1" trimcap

White aluminum coil (sign returns)

Please do not hesitate to contact me with any questions or concerns.

Thanks,

A handwritten signature in cursive script, appearing to read "J. Sutherland".

Jessica Sutherland

Procurement Specialist

804.649.0325 | permits@talleyesign.com

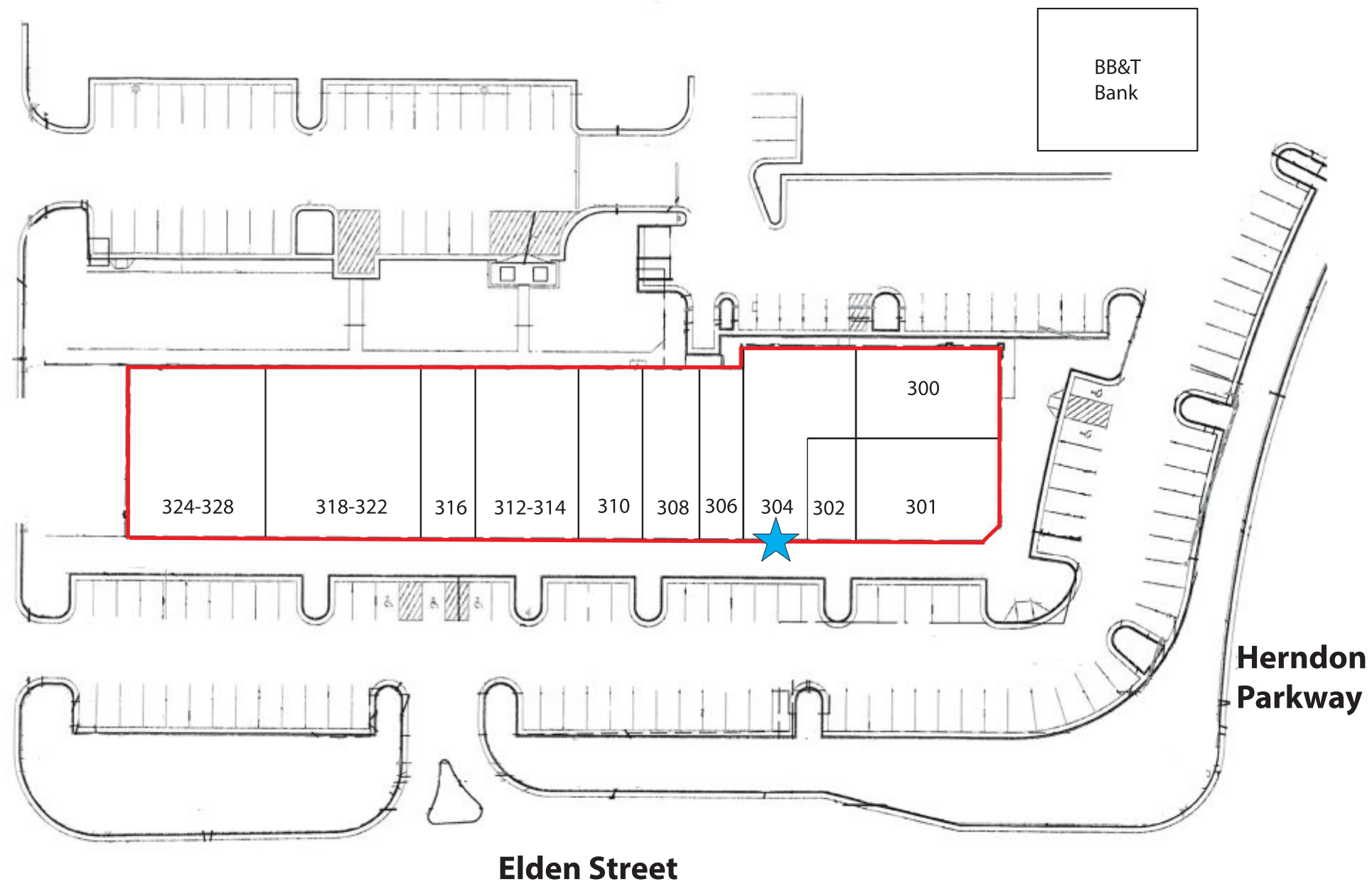
1908 Chamberlayne Avenue
P.O. BOX 27386, Richmond, VA. 23261 PHONE 804-649-0325 – FAX 804- 643-1721
www.talleyesign.com



304 Elden St
Herndon, VA

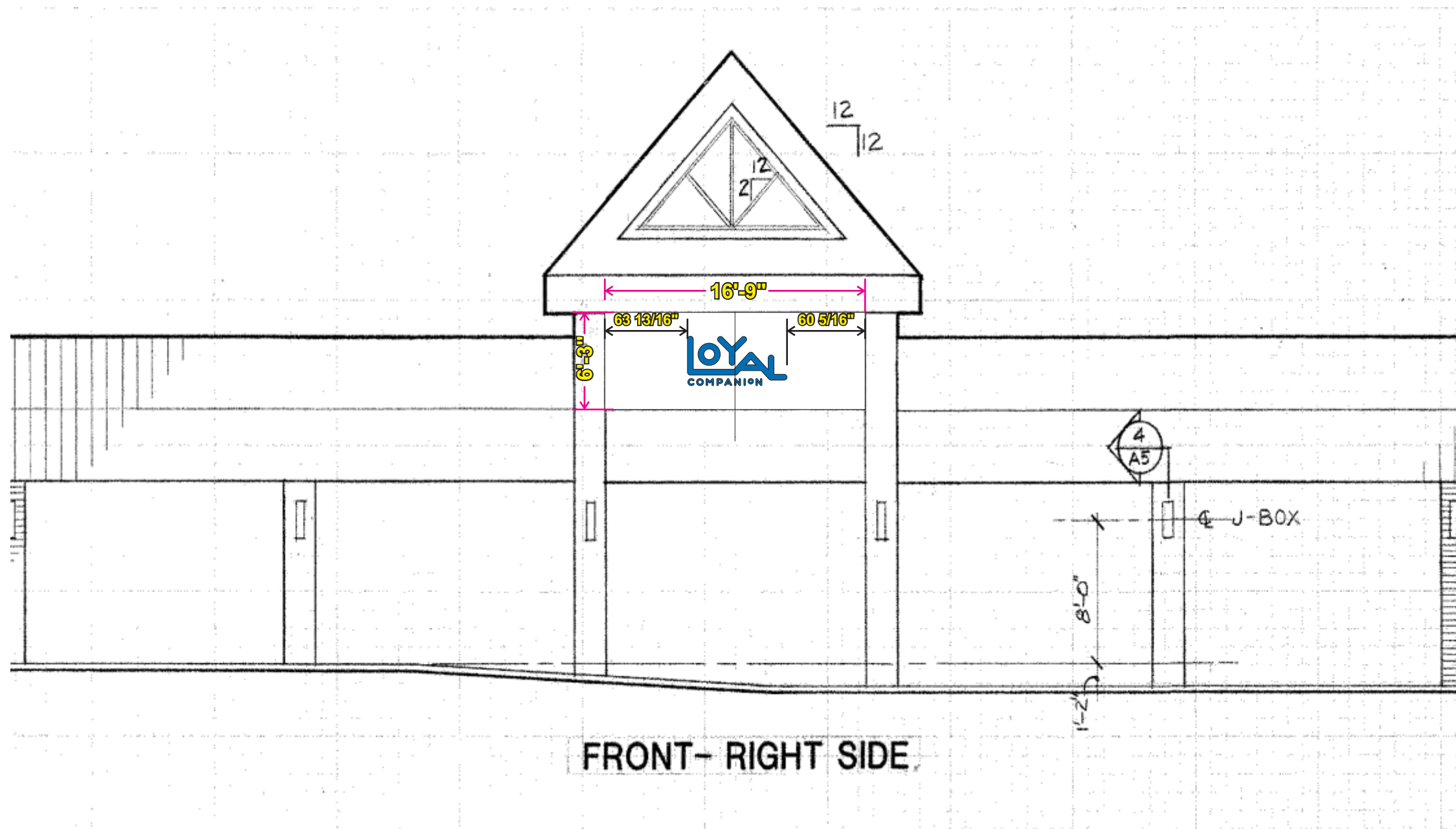


7033969
04.02.19
Rev 1. - 04.10.19
Rev 2. - 05.10.19
Rev 3. - 05.24.19
Rev 4. - 06.07.19



Loyal Companion - Space 304
1840 Sq Ft

Client LOYAL COMPANION		MEMBER  INTERNATIONAL SIGN ASSOCIATION  LISTED ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS.		
Job # 7033969	Store # N/A	Drawn By MR	Address: 304 Elden St Herndon, VA 934 N. Church Road Elmhurst, IL 60126 P 630.333.4900 F 630.333.4915	
		Date 04.02.19		
		Latest Revision 06.07.19 RM		



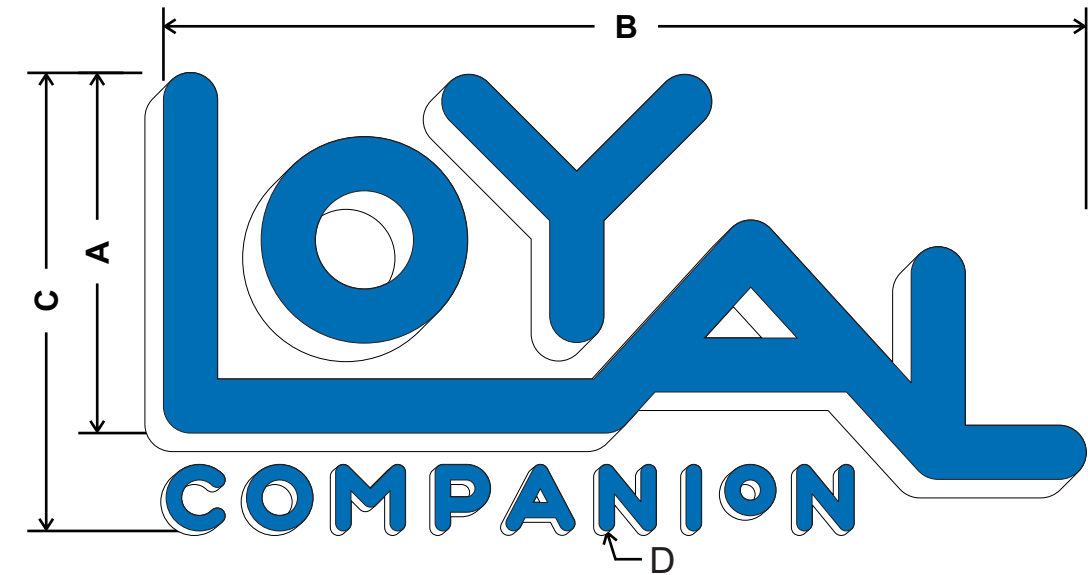
Partial Front Elevation - A-3 (8.5.88)
 1/8" = 1'

LOYAL COMPANION		MEMBER  INTERNATIONAL SIGN ASSOCIATION	 LISTED	ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS , AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS .	
Job #	Store #				
7033969	N/A	Drawn By MR			
		Date 04.02.19			
		Latest Revision 06.07.19 RM			
		Address: 304 Elden St Herndon, VA			
		934 N. Church Road Elmhurst, IL 60126 P 630.333.4900 F 630.333.4915			

Allowable SQ.FT.	N/A SQ FT	Channel Letters (Flush Mounted)
------------------	-----------	---------------------------------



Existing Sign



A	B	C	D	Sq Footage
"L" Height	Overall Width	Overall Height	Companion Ht	
30"	6' 4-7/8"	3' 2-1/4"	5-1/2"	20.38



Proposed Sign

Face Lit Illuminated ID Sign - Stacked Layout - Blue Faces

Existing sign removed - all holes sealed and facade patched and painted.

5" deep fabricated coil channel letters with white acrylic faces with translucent blue vinyl applied to face, inset 1/4" keyline for visibility (1/8" on 18" & 20" lettersets) White trimcap/returns.

Internally illuminated with white LEDs, remote power supplies
 *Access required for future maintenance

Individually mounted letters flush to exterior of building with necessary hardware.

*Secondary copy <7"H - 1/2"Th aluminum FCO lettering painted blue faces with white returns. Mounted flush to building exterior.

Colors to Match

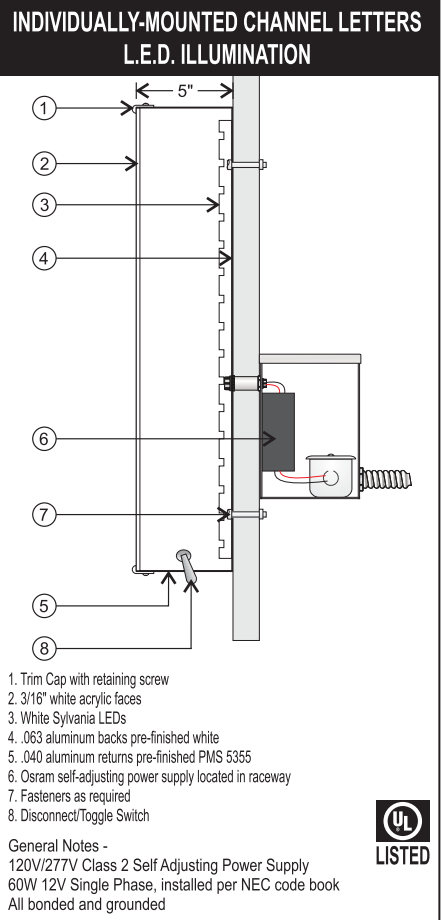
- Faces #2447 White Acrylic with applied Blue Vinyl to match PMS 300U
- 1" Trim Cap White
- Returns - .040 Coil White

Lag Screw
Wood lags for solid wood backing
Concrete lags for solid masonry applications

Toggle Bolts
For Use in Hollow Walls

Wedge Anchors
For Use in Masonry Applications

Thru-Bolt with U-Channel



Client

LOYAL COMPANION

Job # 7033969

Store # N/A

Drawn By MR

Date 04.02.19

Latest Revision 06.07.19 RM

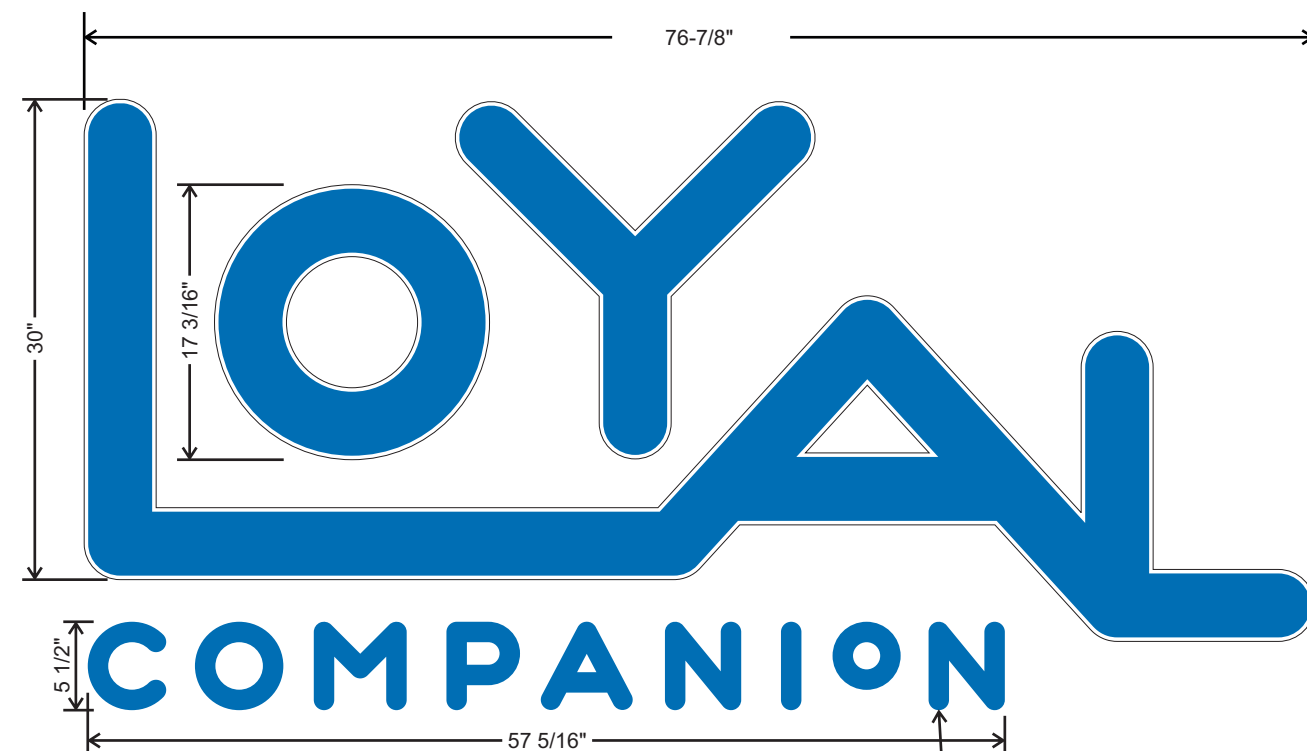
MEMBER

INTERNATIONAL SIGN ASSOCIATION

ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS,
AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN
PERMISSION FROM SOUTH WATER SIGNS.

Address:
304 Elden St
Herndon, VA

934 N. Church Road
Elmhurst, IL 60126
P 630.333.4900
F 630.333.4915

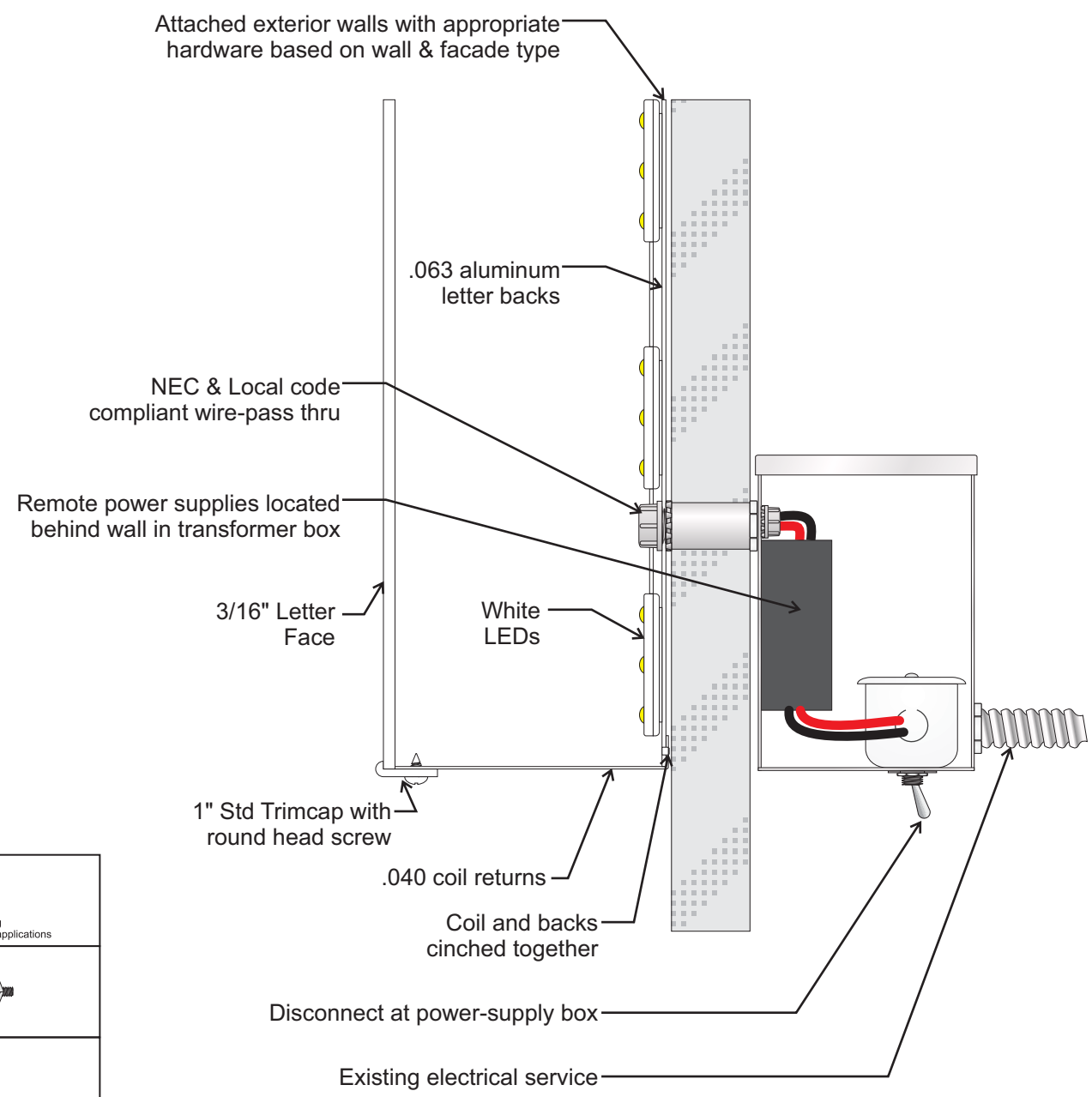


Stacked Letterset - Blue Faces
1-1/2" = 1'

- Colors to Match**
- Faces #2447 White Acrylic
with applied Bristol Blue Vinyl
- 1" Trim Cap
White
- Returns - .040 Coil
Std White

	Lag Screw Wood lags for solid wood backing Concrete lags for solid masonry applications
	Toggle Bolts For Use in Hollow Walls
	Wedge Anchors For Use in Masonry Applications
	Thru-Bolt with U-Channel

Flush Mounting



LOYAL COMPANION		MEMBER INTERNATIONAL SIGN ASSOCIATION		UL LISTED 		ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF SOUTH WATER SIGNS , AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM SOUTH WATER SIGNS .		
Job #	7033969	Store #	N/A	Drawn By MR		Address: 304 Elden St Herndon, VA		
				Date 04.02.19		934 N. Church Road Elmhurst, IL 60126 P 630.333.4900 F 630.333.4915		
				Latest Revision 06.07.19 RM				

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.

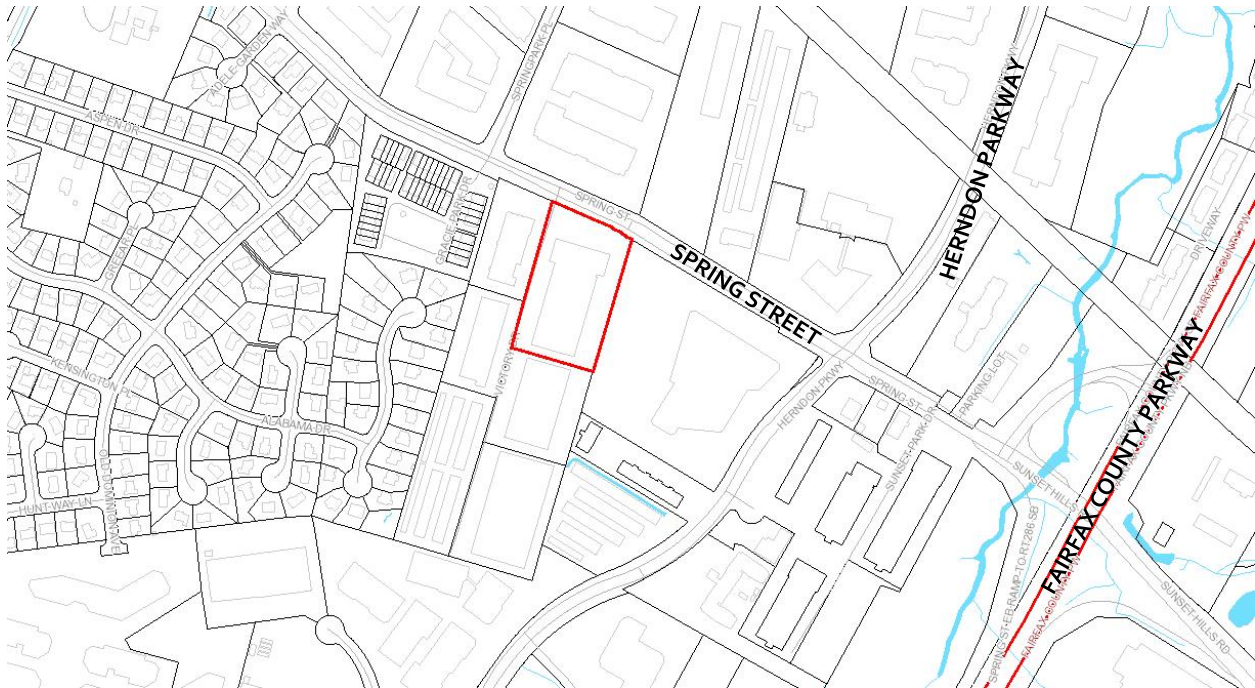
The board of architectural review and, on appeal, the town council shall use the following standards and criteria in considering applications filed under this article:

- (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)

Case Number & Type: ARB #19-27; Wall Signs
Case Summary: Install new business signs on an exterior wall of an existing multi-tenant commercial building
Case Location: 311 Spring Street, Herndon – Reston Industrial / Business Park

Location Map



Property Information

Owner / Applicant:	Herndon-Reston Industrial LLC c/o Kenwood Management Company		
Representative:	Heather Davis, Gable Company		
Business/Organization:	Habitat for Humanity		
Property Use:	Commercial office		
Zoning District:	PD-B, Planned Development - Business		
Adjacent Zoning:	North: PD-B, Planned Development - Business	East: O&LI, Office and Light Industrial	
	South: PD-B, Planned Development - Business	West: PD-B, Planned Development - Business	
Associated Cases:	ARB #17-20, ARB #17-24		
Building Type(s):	One-story, multi-tenant commercial	Date of Construction:	1975
Architectural Style(s):	Post-modern, typical suburban commercial / industrial expression		

Exterior Material(s):	Composite – Dryvit® synthetic stucco, architectural ceramic wall tiles, typical commercial storefronts with flat, parapet-typed roof
Neighborhood Design Profile:	Existing commercial and light industrial uses

Case Details

Case Description:

The applicant is proposing to install new commercial business signage for a Habitat for Humanity ReStore retail business. The application proposes to utilize two sign panels of the tenant space that is currently occupied by this business.

One sign panel will contain a 1'-7" X 2'-0" Habitat for Humanity logo constructed of an aluminum channel and 5" deep aluminum returns, 1" trim caps, with a 3/16" acrylic white acrylic face with translucent green (3M #3630-136 Lime Green) and blue (3M #3630-97 Bristol Blue) vinyl film applied to form the tri-color logo. The *Habitat for Humanity* lettering will be constructed of approximately 10'-2" X 1'-0" channels (one for each word) with 5" deep aluminum returns with a 3/16" acrylic white acrylic face with translucent blue (3M #3630-97 Bristol Blue) vinyl film applied to the white acrylic surface. The *Habitat for Humanity* words and logo will cover 20 square feet of surface area on one sign panel.

On the second sign panel, the ReStore sign with incorporated (secondary) logo, will be constructed in an identical manner as the first sign panel (when viewed from left to right). The sign will be approximately 1'-7" tall by 6'-1" wide and will occupy approximately 9.8 square feet. Each sign component will be internally lit with white LED lights mounted on an aluminum backing.

In addition, both signs will be mounted on a 2" deep aluminum backer panel, with faces and edges painted silver to match existing facades colors. The backer panel will be mounted to the existing Reynobond® Aluminum Composite Material (ACM) panels currently on the building.

Using the appropriate method for calculating the wall sign area(s) found in the Town's Zoning Ordinance, the signs will have overall sign areas of 20 square feet and 9.8 square feet. Both signs will be mounted on the north, street-facing elevation along Spring Street, as previously noted (Attachments #1, #2, and #3).

Case Background:

This building was subject of two ARB cases in 2017: 1) ARB #17-20 which authorized exterior alterations modernizing the façade design to its current state, and 2) ARB #17-24 which modified the Master Sign Plan under MSP #47 Herndon Reston Industrial/Business Park. The current proposed signs do not meet color and font type standards as are required by the approved master sign plan, thus requiring review and approval from the Architectural Review Board.

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 a total of 29.8 square feet of signage to be placed on two sign panels to clearly identify the tenant business. Section 78-141.4. - Sign standards for commercial districts, Table 141.4(a) specifies that one (1) square foot of sign area for each linear foot of frontage is authorized in the Planned Development- Business zoning district with a maximum of 150 square feet per sign. In this case, the tenant space occupies 40 linear feet of frontage along the façade facing Spring Street, and thus the maximum sign area for this tenant space is 40 square feet. The proposed signage meets the location, sign area, and overall sign dimensions of the referenced zoning ordinance section.
2. The proposed signs meet the Town Zoning Ordinance, Section, 78-140.6. - General standards for all signs regarding, the sign types, design, placement, and illumination.
3. The proposed sign 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 (Attachment #4). Staff finds that the proposed sign will clearly serve the purpose of identifying the tenant business and will be in keeping current signage design pattern(s) and previous ARB approvals for walls sign on this multi-tenant commercial building. The sign is readily readable while being proportional to the tenant and sign space.

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:	Motion for approval of ARB #19-27, in accordance with Alternative #3, with the following condition: 1. The proposed sign shall be constructed /installed in substantial conformance with the application and supporting materials as submitted June 10, 2019.

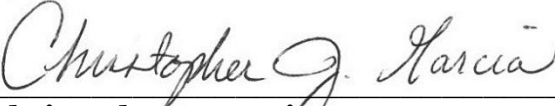
Report Attachments

1.	Aerial Image
2.	Applicant Letter

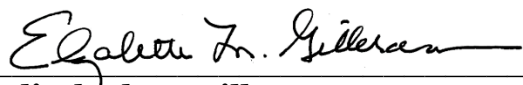
3.	Site Plan, Sign Elevations & Photos, Details and Product Information
4.	Town's Code of Ordinances Division 4 - Standards, Sec. 58-96. (ARB) Design Criteria

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



Elizabeth M. Gilleran
Director of Community Development

VICTORY DRIVE

311 SPRING STREET

SPRING STREET

SITE LOCATION – AERIAL PHOTO



Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2018



June 6, 2019

Department of Community Development
Town of Herndon
777 Lynn Street
Herndon, VA 20170

APPLICATION FOR A WALL SIGN PERMIT.

I am writing to apply for storefront signs permit for Habitat for Humanity in Herndon, VA.

See the drawings showing the signs attached.

I have also attached the following to this letter for your review:

1. Completed application form
2. \$75 application fee
3. Six (6) sets of photographs showing the tenant front and entire building
4. Six (6) permit drawings packages
5. Six (6) copies of approved site plans
6. Vinyl color samples for signs with landlord/tenant approvals

Thank you for your consideration on this matter.

Sincerely,

Heather Davis
Permit Coordinator



A VISUAL
SOLUTIONS
COMPANY.

7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE:
RHBP Habitat for Humanity

ORDER TITLE:
RHBP Habitat for Humanity

CITY/STATE	COUNTY
Herndon, VA	XX

DRAWING DATE	SALES REP	PROJECT MGR.
06/07/19	JJ	00

ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

All designs indicated in these drawings are the property of Gable. All copyrights reserved. No copies, transmissions, reproductions or electronic manipulation of any portion of these drawings in whole or in part are to be made without the express written permission of Gable

PROJECT TYPE:
Illum. Channel Letters

DRAWING TYPE:
Cover Page

PROJECT NO.	TASK NO.	QTY.
81741-1	189627	N/A

DWG. NO.	SHEET
2519ak	C-100

Reston Herndon Business Park

301 - 317 Spring Street Herndon, VA

Illuminated Channel Letters

Issued Date: 06/07/2019

SIGN LOCATION DETAIL



A VISUAL
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7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE:
RHBP Habitat for Humanity

ORDER TITLE:
RHBP Habitat for Humanity

CITY/STATE
Herndon, VA

COUNTY
XX

DRAWING DATE
06/07/19

SALES REP
JJ

PROJECT MGR.
00

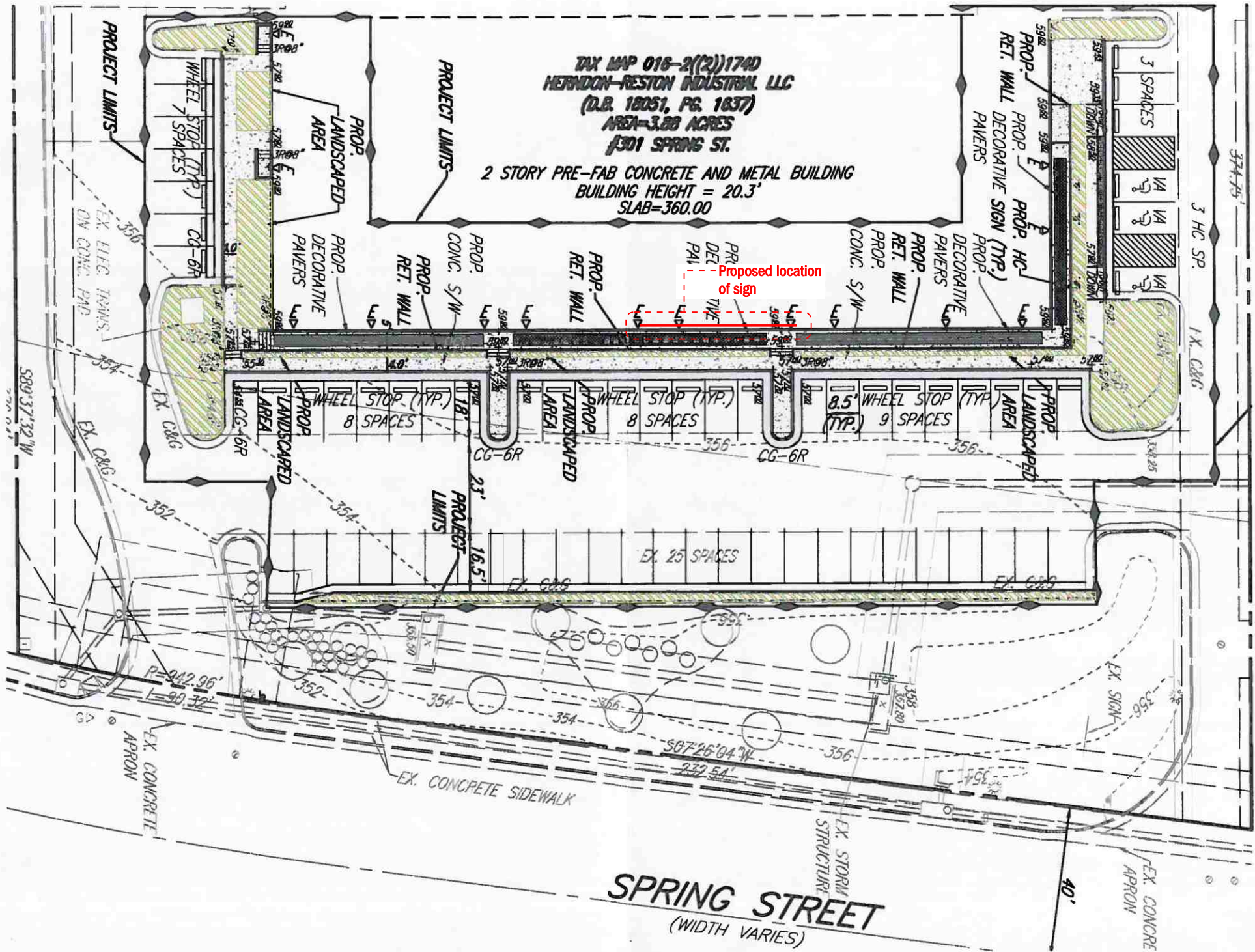
ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

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PROJECT TYPE:
Illum. Channel Letters

DRAWING TYPE:
Site Plan

PROJECT NO.	TASK NO.	QTY.
81741-1	189627	N/A
DWG. NO.	SHEET	
2519ak	A-100	



1 SITE MAP
SCALE: 1/32" = 1' - 0"

Area for proposed signs







Reston Herndon Business Park

Victory Dr. Herndon, VA 20170
Internally Illuminated Channel Letters

Issued Date: 4/30/19
Revised Date: 6/6/19

PERMIT / CONSTRUCTION DRAWINGS



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7440 Fort Smallwood Road
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800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
1	6/6/19	0010IND	updated vinyl colors
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SIGN TYPE: S/F Illuminated Channel Letters		
DRAWING TYPE: Cover Page		
PROJECT NO. 81741-1	TASK NO. 189503	QTY. 1 each
DWG. NO. 0697MRO		SHEET C-100

DRAWING INDEX

		Issued / Approved Dates
--	--	-------------------------

[illegible]

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7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE:
Reston Herndon Business Park

ORDER TITLE:
Reston Herndon Business Park Tenant Signs

CITY/STATE
Herndon, VA

DRAWING DATE	GABLE REP	PROJECT MGR.
4/30/19	JJ	JJ

SIGN TYPE: S/F Illuminated
Channel Letters

DRAWING TYPE:
Drawing Index

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each

DWG. NO.	SHEET
0697MRO	DI-100

General Design Drawing Notes:

- Gable drawings and specifications remain the property of the design professional. Copies of the design drawings and specifications retained by the client may be utilized only for his use and for occupying the project for which they were prepared, and not for the construction of any other projects.
- Gable's drawings are meant to be diagrammatic for type and location of fixtures and other associated devices. Exact installation requirements to comply with all codes and regulations as determined by the architect of record, electrical engineer and structural engineer. All design documentation and installation should comply with applicable codes. The notes on this page are meant to clarify the project design documentation and requirements.
- It is assumed that the Gable project design team has reviewed the documentation and shall communicate any conflicts in the design documentation.
- Contractor/ fabricator shall not deviate from Gable's design drawing details. Any modifications must be reviewed and approved by Gable.

General Engineering Notes:

- Steel design and fabrication shall be in accordance with AISC, 14th edition
- Round & square/rectangle HSS shall be ASTM A500 Grade B.
- Plate, angles and channels steel shall be ASTM 36.
- Wide flange and tees (WT) shall be ASTM A992.
- Shall discrepancies exist between the plans and actual conditions, contact Engineer of Record (EOR) for design review and/or revision.

Steel Welding Notes:

- Welding shall be in accordance with AWS D1.1
- AWS certification required for all structural welders.
- E70XX electrodes for SMAW process.
- F7X-EXXX electrodes for SAW process.

Aluminum Welding Notes:

- Welding Shall be in accordance with AWS D1.2
- Aluminum alloy filer 4043 shall be used in all structural welds.
- Fillet weld size shall not exceed thinnest member thickness of joined sections.
- Welding process GMAW or GTAW shall be in accordance with AWS D1.2

General Lighting and AV Installation Notes:

It is intended that the installing contractor shall:

- Bid, provide and install all fasteners, hanging rods, support elements, anchors, safety/ seismic materials, miscellaneous metals, etc. that are not indicated as being
- Complete all terminations and verify continuity and consistency of all low voltage and data communication systems.
- Be responsible for the supply and installation of all additional material to ensure the safe and reliable operation of all emergency lighting and audio systems.
- Be responsible for the supply and installation of plugs and cord caps where required. owner provided.
- Be responsible for the installation of any and all lamps, color filters, screens, safety cables, louvers and diffusers in accordance with the lighting design drawings.
- Be responsible to supply and install all low voltage transformers and associated low voltage gear as required.
- Focus all lamps and fixtures per the design drawings, or, if no focus indication is shown, focus all downlights straight down.
- Be responsible for making their own quantity counts for all equipment that they are asked to supply including modifications to quantities to match field conditions.
- Be responsible for supplying clean power to all control and dimming equipment and to install any necessary equipment to avoid power variations.
- Provide strain-relieved and weatherproofed exterior connections/ terminations.
- Utilize manufacturer shop drawings and instructions for energization prior to system commissioning. Improper turn on of system may void/ alter manufacturer warranty. Electrical contractor will require written authorization from manufacturer prior to commissioning.
- Install dimmer racks in accordance with manufacturer's specifications and shop drawings.

General Control, MDF, IDF Room Notes:

- All control rooms shall be locked, clean and dry with finished, painted and sealed walls, floor and ceiling.
- Each freestanding, dimming, and control rack requires 3' of clearance in front and above each rack. Additional clearance requirements will be shown on control room layout page.
- Each control/ dimming/AV room requires a minimum of 10' finished ceiling height. of record.
- Gable recommends a sub-floor and/or cable tray a minimum of 96 inches above finished floor mounted over the control racks.
- All main control room access doors must be oversized with a minimum of 7' high clearance.
- Floor mounted racks to be placed on a 4" pad above finished floor.
- Main power feeds should have a local breaker/disconnect switch installed next to each dimmer/relay rack. Power protection device must be specified by the engineer
- Gable is not responsible for the design and integration of backup power systems for control racks.
- The control and dimmer room environment must maintain a temperature at 70° f (20° c) and humidity at less than 50% and provide air filtration that removes 95% of all particles 0.5 microns in size or larger. Systems shall be operational prior to commissioning.
- Electrical engineer to provide lighting in control room(s) to meet a minimum of 20-foot candles.
- Minimum of 6 convenience outlets (duplex style, 20-amp) shall be provided in each control room separate from equipment racks.
- 12.Gable recommends that no overhead sprinkler system be installed in the control/ dimming room(s).

General Data Communication, Low Voltage and AV Wiring Notes:

- A wired high-speed Internet connection must be provided to main control room.
- All fiber optic infrastructure including all fiber patch panels and modular patch cords require connectors per equipment specifications to be provided, installed and terminated by certified contractor prior to rack commissioning.
- No changes or substitutions shall be made to Gable's cable/ equipment specifications, or documentation without written permission.
- Gable recommends 20% spare conduit capacity and an additional spare home run for the main infrastructure. All cable infrastructure and wiring must adhere to manufacturer specifications and shop drawings.
- Gable recommends against the use of GFI protection on loads related to theatrical lighting, AV, and special effects.
- The engineer shall provide individual load calculations that adhere to all local codes and dimming equipment specifications as well as all appropriate infrastructure,
- All data wires and control cables pulled into equipment/ control rooms shall be left with a minimum service loop of 12' in each rack location and minimum of 8' in all feeds and switch gear.
- Each circuit must have an independent hot, neutral, and ground. No sharing of hot, neutral, or ground shall be permitted.
- All control & low voltage cable home runs cannot be spliced. field locations.
- The engineer should allow for 4" minimum distance between high and low voltage conduits. High and low voltage conduits must cross at 90-degree angles.
- All cables must be labeled in accordance with Gable's drawings and other furnished documentation.
- Final cable specifications to be approved by electrical engineer. Installing contractor must verify maximum length of all cable runs prior to installation. If run exceeds maximum cable length of manufacturer and/or product specification, installing contractor to provide alternate wiring methodology or specification for review by Gable
- All splices for exterior fixtures must be made in suitable waterproof junction boxes, with conduits sealed against water intrusion.
- All ground recessed exterior fixtures must be installed to manufacturer's specific instructions, particularly regarding drainage, sealing and potting.
- All electrical junction boxes are to be provided by the electrical contractor as the point of connection within 6 feet of the sign. and electrical engineer.
- All electrical connections to the sign shall be made by a Gable Representative.
- All electrical connections are to be made in accordance with the requirements of the National Electrical Code (N.E.C.) in addition to all applicable local codes.
- All installation standards for high and low voltage systems, control and data cabling, and terminations must meet and comply with USITT, BICSI, AES, NFPA and NEC standards. Standards may be found at:
WWW.NFPA.ORG
WWW.USITT.COM
WWW.AES.ORG
WWW.BICSI.ORG

General Installation Notes:

- Installer shall be responsible for determining the erection, maintenance and dismantling of all barricades or protective coverings necessary to safeguard the public and property during the performance and duration of the work.
- Installer shall attach components to substrate in accordance with the structural engineers and manufacturer's instructions unless otherwise shown. Install level, plumb, and at the proper height. No movement of signs at their foundations shall occur, the components must remain true and plumb on their foundations.
- Installation includes provision of any required footing, all anchor bolts, fastenings, attachment metal, and other miscellaneous metal items embedded in concrete or building wall material as required, and security of components.
- All items to be installed shall be left in a clean condition.
- Upon completion of the installation of each component, clean all soiled surfaces and touch-up all imperfections that may have occurred during the time of handling and installation.
- All debris and packing material shall be removed and disposed of in a legal manner. All protective masking of the surfaces shall be removed upon completion of the installation.
- Gable is not responsible for the design or implementation of emergency and life safety systems.
- All excavation and site work shall be returned to its original grade configuration after contract items are installed.
- All atypical installation conditions encountered by the installer must be brought to the attention of appropriate Gable personnel.
- Installer is responsible for compliance with all OSHA requirements and regulations.
- Installer is responsible for compliance with all applicable environmental regulations.



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Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE: S/F Illuminated Channel Letters		
DRAWING TYPE: General Notes		
PROJECT NO. 81741-1	TASK NO. 189503	QTY. 1 each
DWG. NO. 0697MRO		SHEET GN-100

General Concrete Foundation Notes:

- Engage a private utility locating specialist and mark existing utilities in proximity to sign foundation before excavation. Likewise, contact Miss Utility for marking of all public utilities in the work area.
- Excavate for sign foundation to elevations and dimensions indicated. Reconstruct sub-grades that are un-firm, disturbed, or composed of unsuitable soil, or has been damaged by freezing temperatures, frost, rain, accumulated water, or construction activities by excavating further, backfilling with satisfactory soil or fill, and compacting to original sub-grade elevation. Do not install footings in damp or saturated soils. Do not leave open excavation during off-work hours.
- Install concrete footing with reinforcement, foundations, and other embedded items required for installation of signs, as approved by contractor-furnished Engineer.
- Set core drill and set anchors bolts from footing base plate onto non-shrink grout leveling bed. Ensure post is level and plumb, and at heights indicated, with surfaces free of distortion and other defects in appearance.
- Coordinate and install power source feed wire from adjacent sub-grade and form bend of conduit chase (sweep) into foundation pour. Verify size requirements prior to
- Back fill footing/foundation once concrete reaches 3000-pound compressive strength. Backfill material shall be free of litter, debris and organic matter. Backfill installation. material shall have not more than optimum water content prior to compaction operations, soils to dry to suitable levels if over- saturated.
- Minimum concrete strength shall be 3,000 psi, w/ 6% air entrainment unless otherwise noted.
- Concrete design & construction to be in accordance with ACI 318-05
- Concrete poured into constrained earth excavations must be cure under proper conditions for four days prior to sign box installation. (Exception: if the overall height of the sign is less than 20 feet and the sign pole(s) are adequately braced as necessary against wind loads for a minimum of 4 days, the box may be installed the same day as the footing is poured.
- For pier and caisson footings, concrete must be poured against undisturbed earth.
- Maintain a minimum of 3" cover over all embedded steel.
- Provide a maximum of 4" cover between the bottom of support pole and bottom of the concrete footing on all direct burial footings. (Unless otherwise noted)
- If clay, silt or organic soils are encountered upon excavation it is the installing contractor's responsibility to contact a licensed civil engineer for design modification.

General Electrical Grounding Notes:

- The single point ground system (SPGS) is a grounding mandate that all major components of the building safety protection system to be designed and bonded to a single ground reference point. These components consist of ground electrodes, grounding electrode conductors, grounded conductors, and grounding conductors. These conductors are designed to create the path of least resistance/impedance. This allows any voltage produced as current to flow or return to its source along the proper designated path.
- Connections to the SPGS will reduce voltage potential differences among various types of equipment. This should reduce personnel safety hazards, protect the equipment and reduce noise currents that may affect the operation of voltage-sensitive equipment. This includes equipment such as communication switching equipment and any computer-controlled equipment.
- The SPGS has one main connection point. The single ground reference point is usually designated as the master ground bar (MGB).
- Grounding conductors and their grounded components must be isolated from any unintended contact with other grounding conductors and grounded components except at the single ground reference point, the MGB. Any unintended points of contact among different grounding conductors and components create ground loops within the SPGS and are violations of the SPGS.
- All computer, network, data and audio related field connected devices must have their grounds referenced to the control room where their source outputs will be connected.
- The ground reference differential must not exceed 2 volts. Levels higher will result in degradation in performance and damage to the connected device(s).

General Manufacturing Notes:

- Details depicted on the construction documents shall be followed for exterior appearance.
- Approved Structural design shall utilize self-supportive framing.
- Fabrication of cabinet, exposed faces and graphics devices to size and style indicated and produced surfaces free from oil canning, warping, distortion or any irregularities or inconsistencies. Include internal bracing for stability and attachment of mounting accessories as required.
- Fabricator may change interior construction shown on these details to conform with general shop practices. However, these changes must be submitted to TSD as part of the shop drawings and be reviewed by TSD and noted prior to fabrication.
- Construct all work to eliminate burrs, cutting edges and sharp corners.
- All welding must be performed by operators who are currently qualified by tests as prescribed in AWS D.1.1, and or D.1.2 as applicable, and recognized building code authority.
- Make all signs tight fitting, between parts and sections, and with adjacent surfaces.
- Unless indicated otherwise, non-welded joints between various portions of signs must be weatherproof (for exterior signs) and have tight, hairline-type appearances, without gaps (varying or otherwise). Provide sufficient fastenings to preclude looseness, racking, or similar movement.
- Conform to manufacture's recommended fabricating procedures regarding fastening, restraining, expansion and contraction of dissimilar materials.
- Isolate dissimilar materials to prevent galvanic corrosion by means of rubber pads/washers and utilize inert (stainless steel) fasteners.
- Signs to be assembled and mounted so as to provide reasonable ease of access and replacement of all components.
- Aluminum sheet not less than .125" unless noted otherwise, fabricate by MIG welding, filled and ground smooth, unless the seam occurs along a color break. Then a clean butt joint with concealed backing channel and plug weld is acceptable.
- All bends, curves, and folds to be geometrically correct and produced by a consistent mechanical method unless approved otherwise.
- Jointing and brake forming all sheet metal shall have brake formed edges with radii not greater than sheet thickness unless otherwise specified. Adjacent stock shall have edges with similar radii.
- Welding on all exposed welds is to be ground smooth to match surface of adjacent material.
- All mounting patterns and or templates shall have at least a fully marked base line and center line depicted on the pattern.

General Vinyl Graphics Application Notes:

- Sign copy to comply with the requirements indicated for size, proportion, style, spacing, content, position, material, finish and color of letters, numbers, symbols and other graphics devices.
- All letter forms shall be aligned so as to maintain a baseline parallel to the sign format, with margins and layout as indicated on design drawings and approved shop drawings.
- Routed copy: Cutting and routing shall be done in such a manner that edges and corners of finished letter forms shall be sharp and true. Letter forms with nicked, cut, ragged, rounded positive or negative corners, and similar disfigurements will not be acceptable. Letter forms shall be aligned so as to maintain a base line parallel to the sign format. Vertical strokes shall be plumb. Mechanically fasten center of letters to acrylic plastic as required.
- All high resolution large format digital printing shall be protected with a UV over laminate.

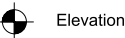
General Spray Finishing Notes:

- Pre-treatment: All surfaces shall be sanded, cleaned, primed, and pre-treated as required prior to finishing.
- Paint: Paint shall be manufacturer's highest grade for best ultraviolet light resistance, weather ability and overall longevity of finish and color pigmentation retention.
- Paint color mixtures shall be cross checked with approved color control samples, prior to the final finishing process.
- All painted surfaces shall be free from particulates, blemishes, dry spots, orange peel and unevenness of spray patterns.
- There shall be no de-lamination of any parts of the sign or of the lettering from the sign face.
- There shall be no cupping, warping, or dishing in excess or other disintegration of the sign face.

Verify In Field (V.I.F.):

- Where "Verify In Field" (V.I.F.) is found in this drawing, the GABLE project manager will assign tasks to "Verify In Field" and submit information / results back to the GABLE technical team.

SYMBOL LEGENDS:



Elevation



Look Point



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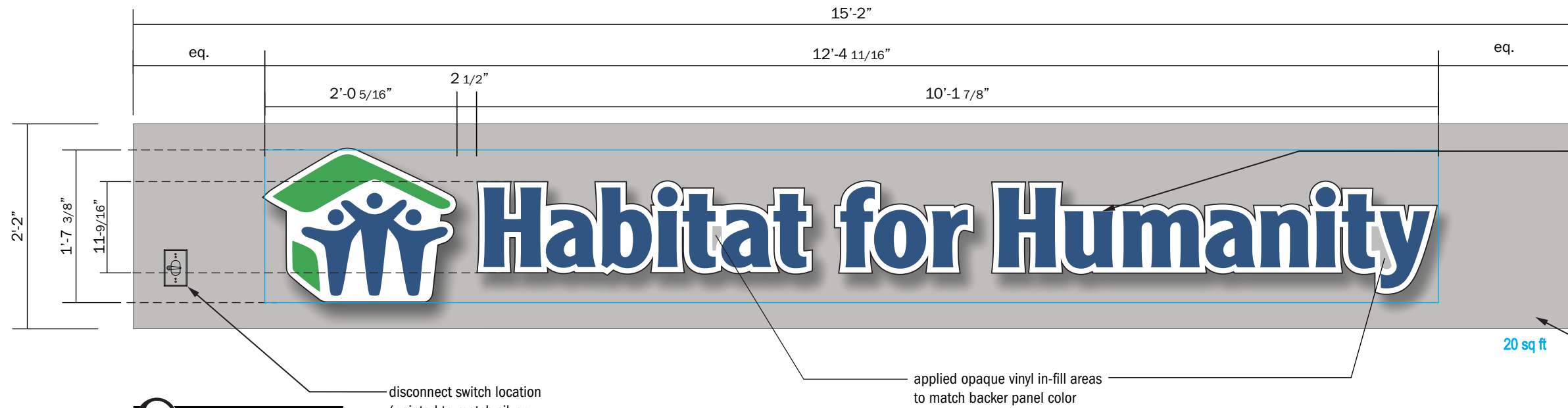
7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE:
S/F Illuminated
Channel Letters

DRAWING TYPE:
General Notes

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each
DWG. NO.		SHEET
0697MRO		GN-101



FACE LIT CHANNEL LETTERS:
Return Finish: silver to match
#359-A1 base coat satin clear
Face Color: white acrylic (logo)
w/ 3M #3630-97 Bristol Blue
& 3M #3630-136 Lime Green
trans vinyl applied
Backer color: pre-coated white
Trim: 1" black

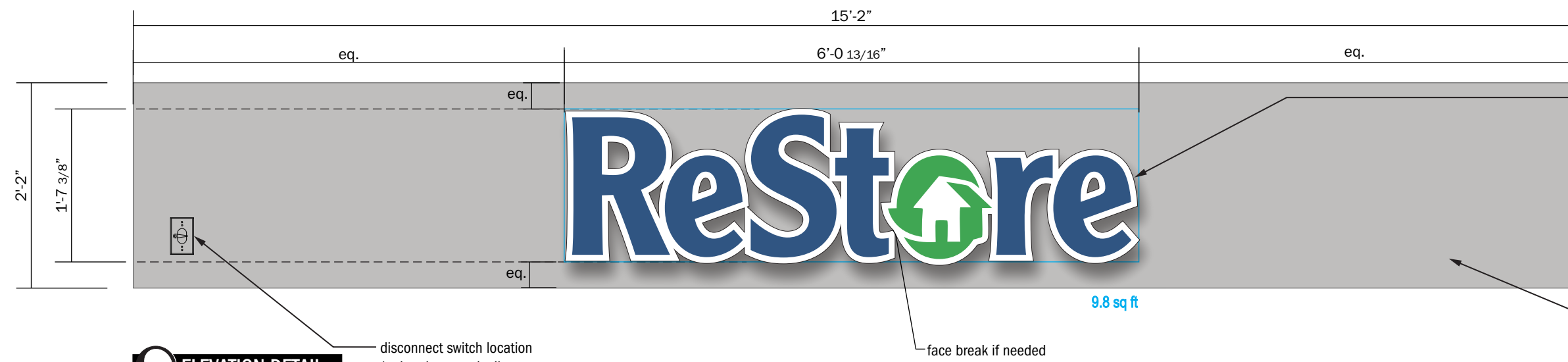
revised 6/6

backer panel painted to match
silver #359-A1 base coat
satin clear

ELEVATION DETAIL
SCALE: 3/4"=1'-0"

disconnect switch location
(painted to match silver
CM 359-A1 base coat
satin clear)

applied opaque vinyl in-fill areas
to match backer panel color



FACE LIT CHANNEL LETTERS:
Return Finish: silver to match
#359-A1 base coat satin clear
Face Color: white acrylic (logo)
w/ 3M #3630-97 Bristol Blue
& 3M #3630-136 Lime Green
trans vinyl applied
Backer color: pre-coated white
Trim: 1" black

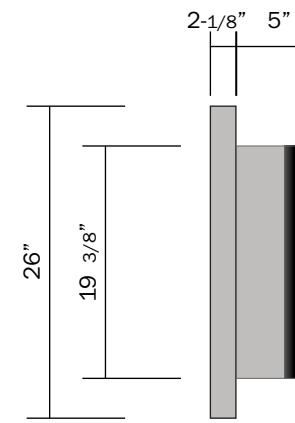
revised 6/6

backer panel painted to match
silver #359-A1 base coat
satin clear

ELEVATION DETAIL
SCALE: 3/4"=1'-0"

disconnect switch location
(painted to match silver
CM 359-A1 base coat
satin clear)

face break if needed



SIDE DETAIL
SCALE: 3/4"=1'-0"

20.0 sq ft
9.8 sq ft
29.8 sq ft Overall TOTAL

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
1	6/6/19	0010IND	updated vinyl colors

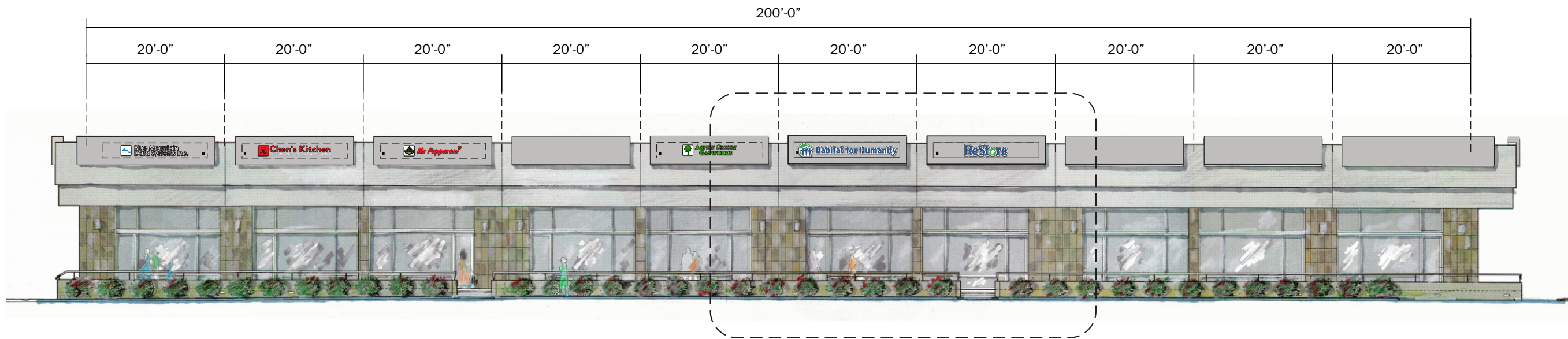
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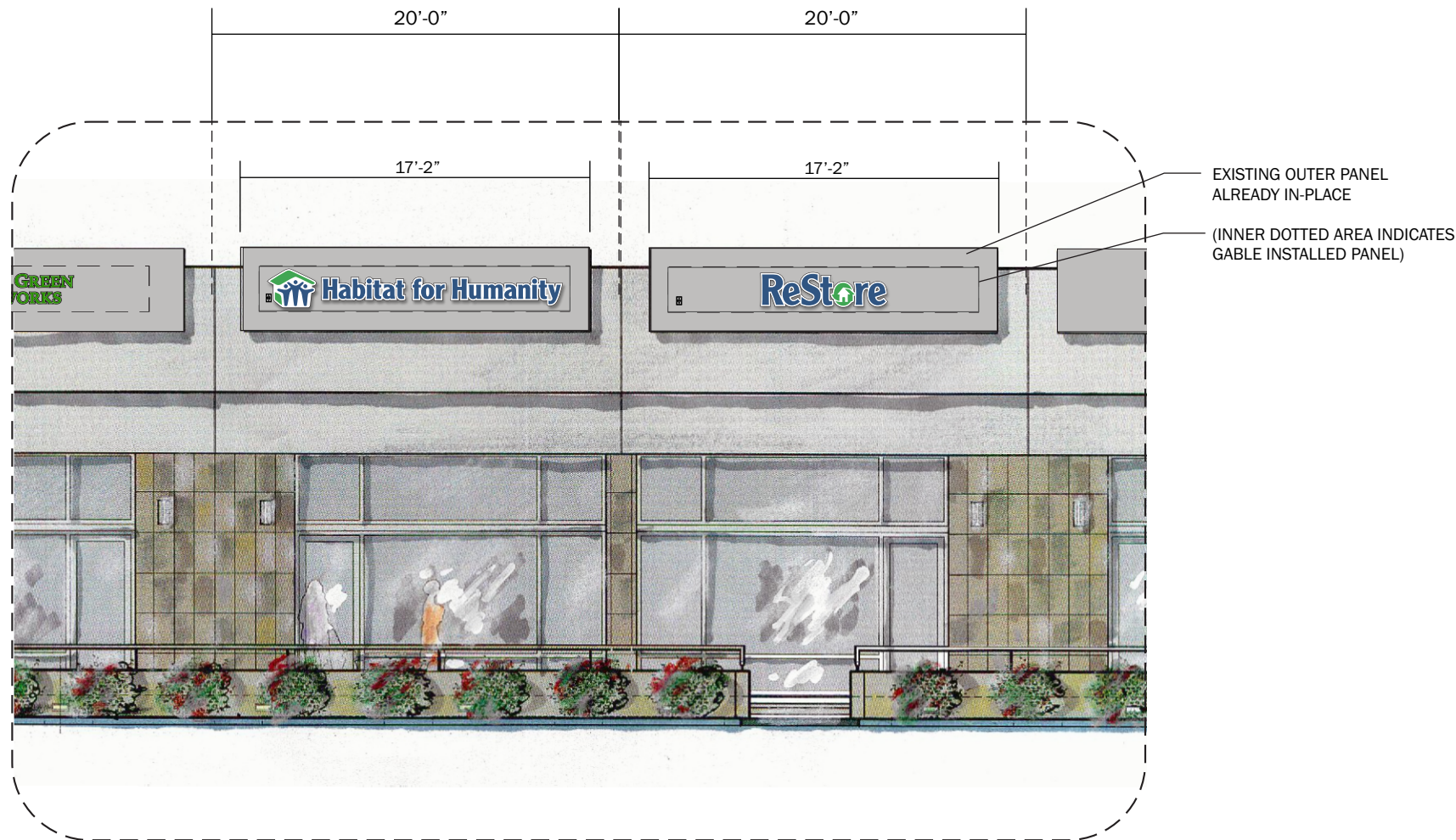
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7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE: S/F Illuminated Channel Letters		
DRAWING TYPE: Graphics/Finishes		
PROJECT NO. 81741-1	TASK NO. 189503	QTY. 1 each
DWG. NO. 0697MRO		SHEET GF-100



ELEVATION VIEW SPRING STREET
SCALE: 1/16"=1'-0"



ENLARGED ELEVATION VIEW SPRING STREET
SCALE: 1/8"=1'-0"



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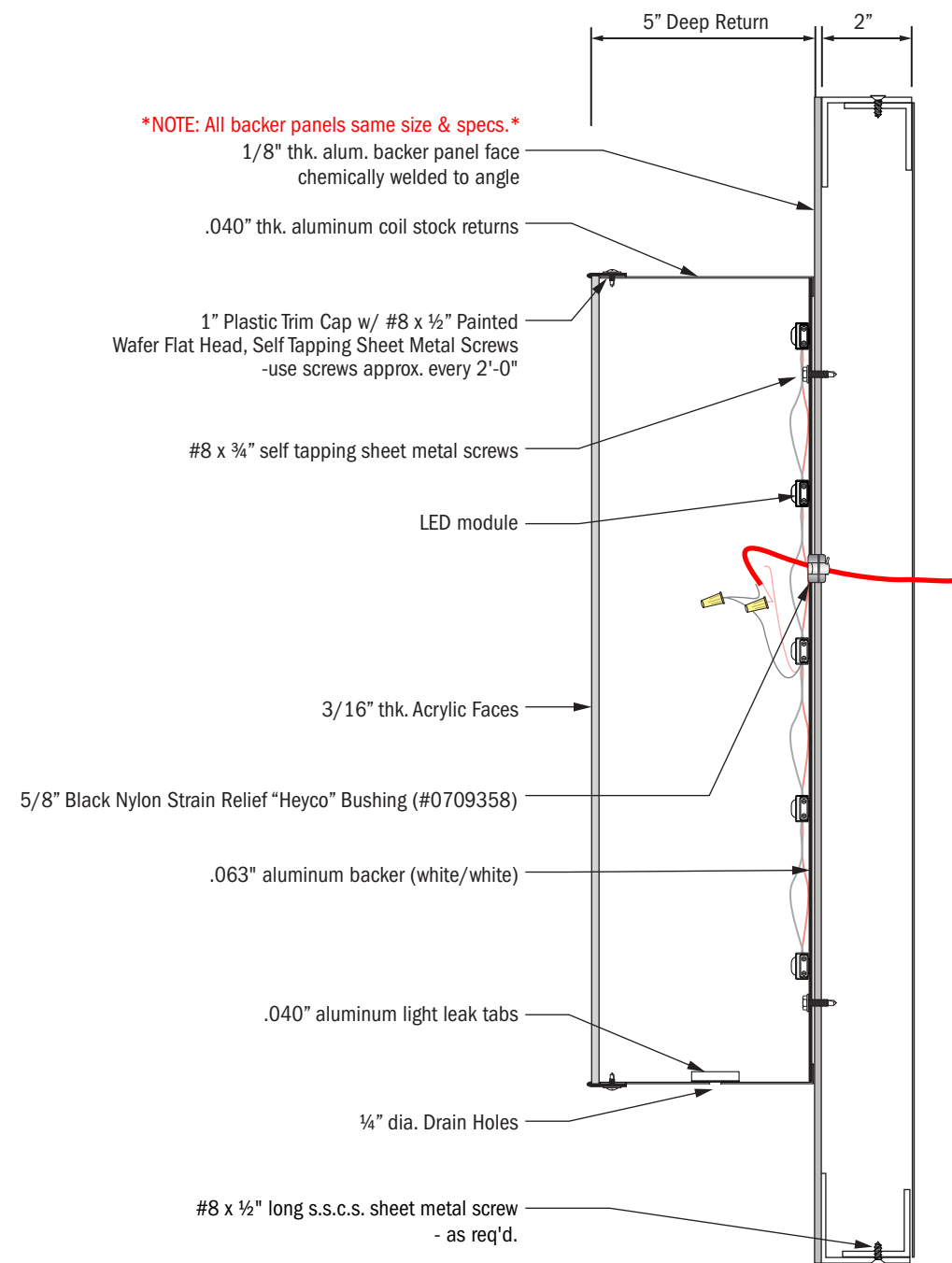
7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE:
S/F Illuminated
Channel Letters

DRAWING TYPE:
Elevation

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each
DWG. NO.		SHEET
0697MRO		A-100



1 TYPICAL - SECTION DETAIL
SCALE: 3" = 1'



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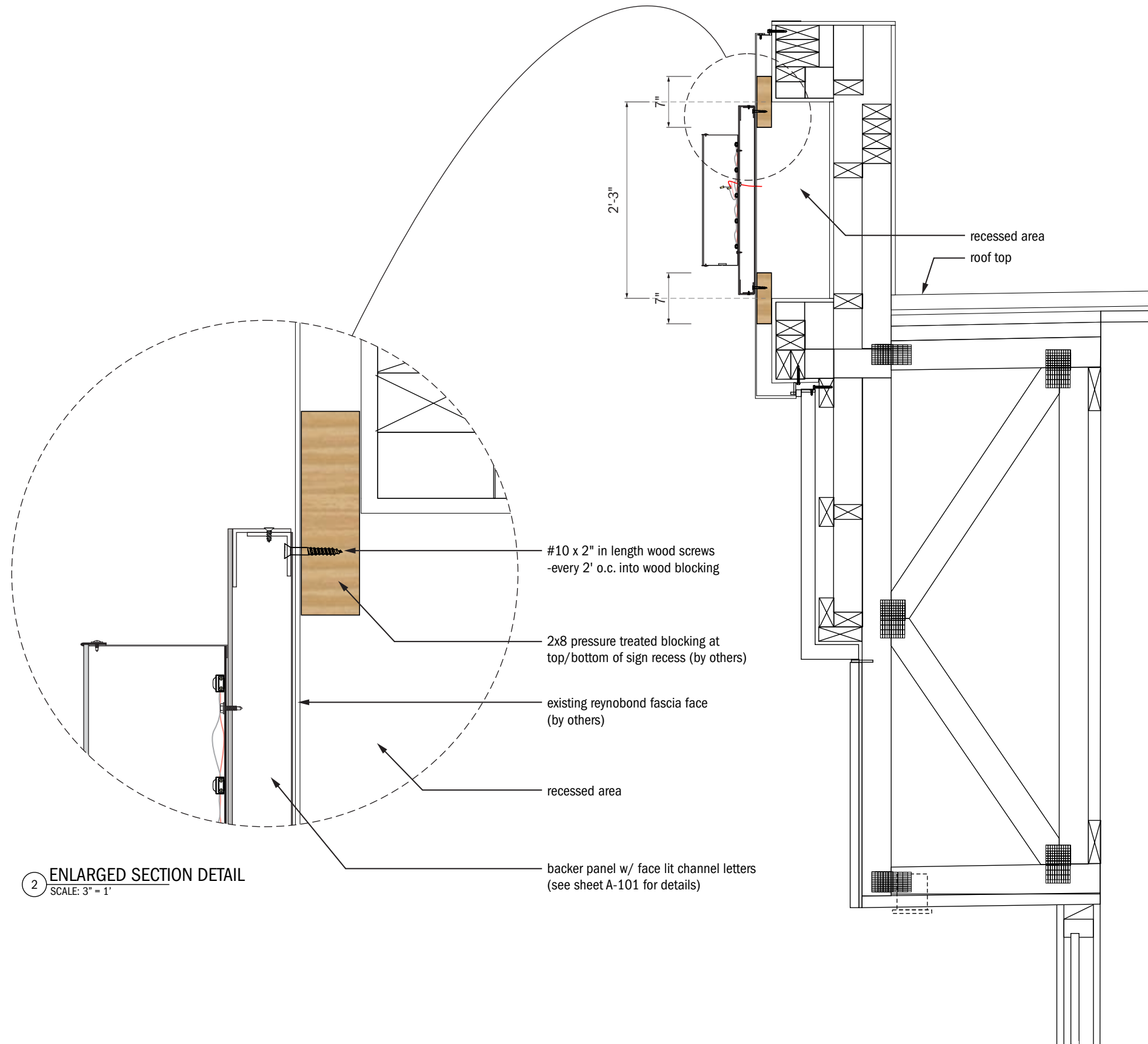
7440 Fort Smallwood Road
Baltimore, Maryland 21226
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PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE:
S/F Illuminated
Channel Letters

DRAWING TYPE:
Fabrication

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each
DWG. NO.		SHEET
0697MRO		A-101



2 ENLARGED SECTION DETAIL
SCALE: 3" = 1'

1 SECTION DETAIL
SCALE: 3/4" = 1'



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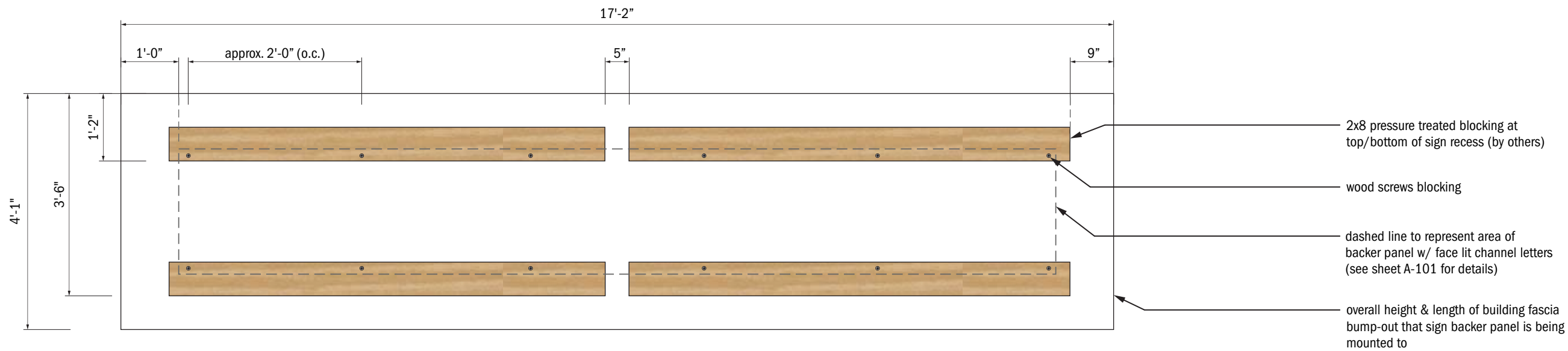
7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE:
S/F Illuminated
Channel Letters

DRAWING TYPE:
Structural

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each
DWG. NO.		SHEET
0697MRO		A-102



1 TYPICAL ELEVATION DETAIL - BLOCKING
SCALE: 1/2" = 1'

Qty. - 2 locations



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7440 Fort Smallwood Road
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800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE:
S/F Illuminated
Channel Letters

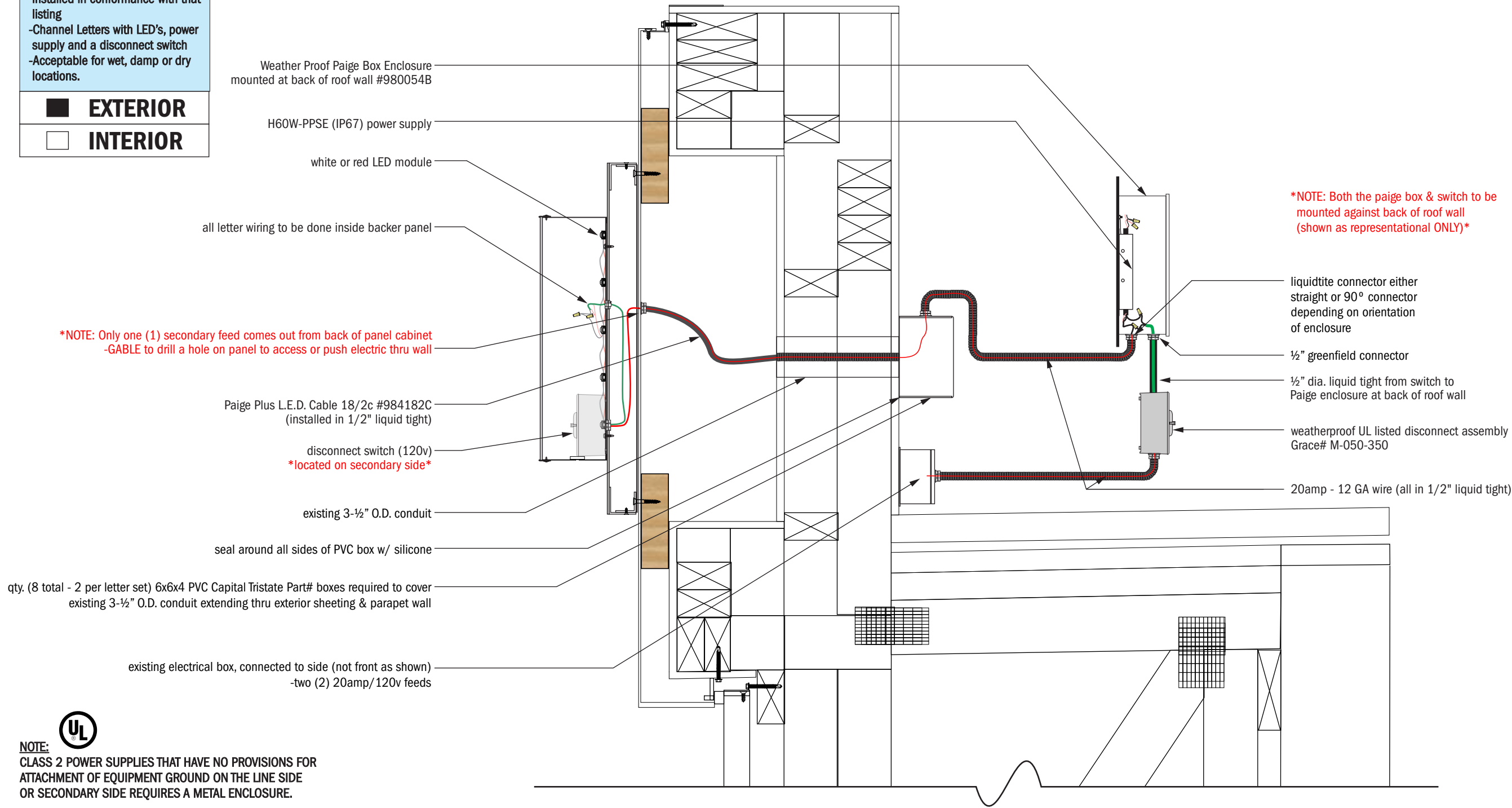
DRAWING TYPE:
Structural/Installation

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each
DWG. NO.		SHEET
0697MRO		A-103

Listed Sign or Sign Section 600.3
-All electric signs shall be listed & installed in conformance with that listing
-Channel Letters with LED's, power supply and a disconnect switch
-Acceptable for wet, damp or dry locations.

EXTERIOR

INTERIOR



NOTE: Both the paige box & switch to be mounted against back of roof wall (shown as representational ONLY)

NOTE:
CLASS 2 POWER SUPPLIES THAT HAVE NO PROVISIONS FOR ATTACHMENT OF EQUIPMENT GROUND ON THE LINE SIDE OR SECONDARY SIDE REQUIRES A METAL ENCLOSURE.

LED CIRCUITS FOR SIGN LETTERING PRESENTLY ARE GENERALLY AL DC. BECAUSE OF THIS, MANY LED COMPONENT MANUFACTURERS ARE USING BLACK WIRE FOR THE GROUND, WHITE FOR NEGATIVE OR NEUTRAL SIDE AND RED FOR THE POSITIVE SIDE. READ POWER SUPPLY INSTRUCTIONS CAREFULLY.

THE NEC 2005 ELECTRIC CODE ARTICLE 250, ARTICLE 600 AND ARTICLE 725 REQUIRE THAT ALL NON-CURRENT CARRYING METAL PARTS INCLUDING THE METAL LETTERS OF A SECTION SIGN MUST BE GROUNDED. THIS INCLUDES LOW VOLTAGE CIRCUITS OF LED ILLUMINATED SIGNS. MAKE SURE TO READ AND UNDERSTAND THESE SECTIONS PRIOR TO INSTALLATION.

1 SECTION DETAIL
SCALE: 1-1/2" = 1'

ELECTRICAL SPECIFICATIONS	
VOLTAGE	120v
AMPERAGE	5.88
CIRCUIT INFO	(2) 20amp



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7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE:
S/F Illuminated
Channel Letters

DRAWING TYPE:
Electrical

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each
DWG. NO.		SHEET
0697MRO		E-100

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.

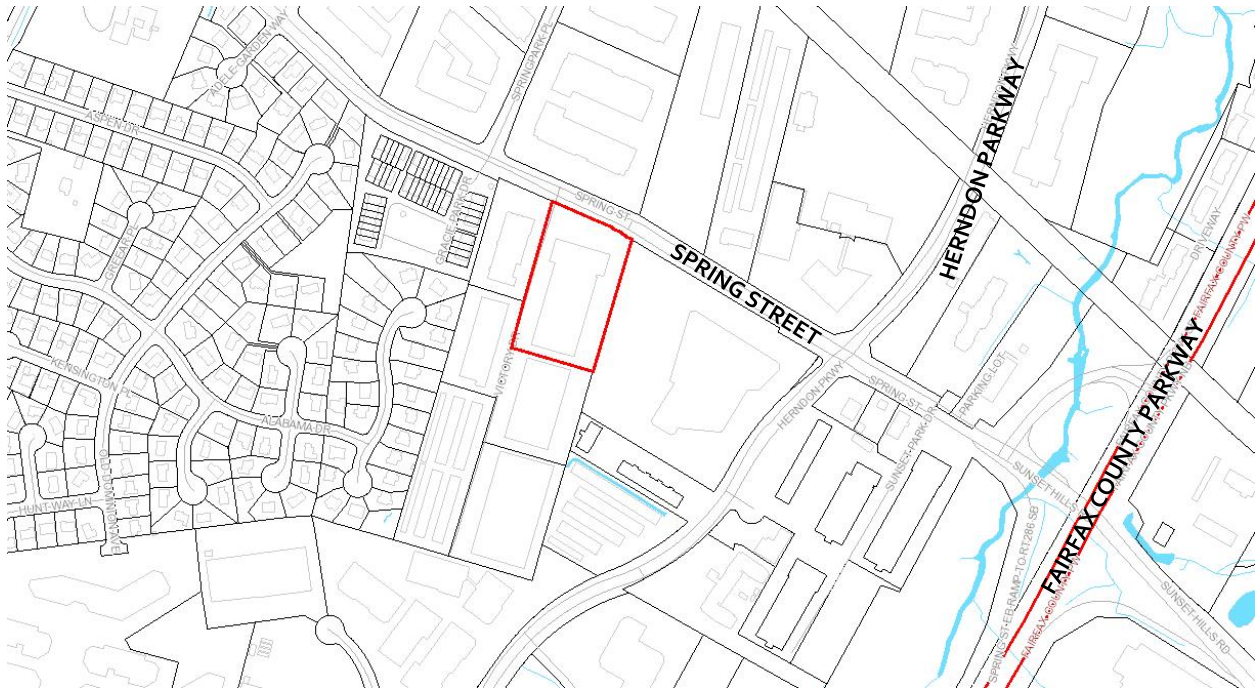
The board of architectural review and, on appeal, the town council shall use the following standards and criteria in considering applications filed under this article:

- (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)

Case Number & Type: ARB #19-28; Amendment to a Previous Approval
Case Summary: Revise/update approved design standards under a previously approved master sign plan
Case Location: 301 -315 Spring Street and 340-366 Victory Drive, Herndon – Reston Industrial Business Park

Location Map



Property Information

Owner / Applicant:	Herndon-Reston Industrial LLC c/o Kenwood Management Company		
Representative:	Heather Davis, Gable Company		
Business/Organization:	N/A		
Property Use:	Commercial office		
Zoning District:	PD-B, Planned Development - Business		
Adjacent Zoning:	North: PD-B, Planned Development - Business	East: O&LI, Office and Light Industrial	
	South: PD-B, Planned Development - Business	West: PD-B, Planned Development - Business	
Associated Cases:	ARB #17-20, ARB #17-24, ARB #19-27		
Building Type(s):	One-story, multi-tenant commercial	Date of Construction:	1975
Architectural Style(s):	Post-modern, typical suburban commercial / industrial expression		

Exterior Material(s):	Composite – Dryvit® synthetic stucco, architectural ceramic wall tiles, typical commercial storefronts with flat, parapet-typed roof
Neighborhood Design Profile:	Existing commercial and light industrial uses

Case Details

Case Description:

The applicant is proposing to modify the approved design standards to allow any corporate signage and logos on the building to be approved through landlord/property owner approvals and Town Staff administrative approvals. The intent is to permit maximum flexibility. The submitted materials only indicate standard sign colors and font type with only one specification for sign materials (Attachments #1, #2 and #3).

Case Background:

This building was subject of three recent ARB cases in 2017: 1) ARB #17-20 which authorized exterior alterations modernizing the façade design to its current state; 2) ARB #17-24 which modified the Master Sign Plan under MSP #47 Herndon Reston Industrial/Business Park; and 3) ARB #19-27 for new tenant signage, in which the proposed sign did not meet color and font type standards as are required by the approved master sign plan, thus requiring review and approval from the Architectural Review Board.

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 a blanket standard that allows flexibility for signs consisting of standard corporate signs and logos without Architectural Review Board review/approval and with little to no true design standards to apply. It appears that the rationale for this flexibility is to avoid ARB review and approval for virtually any business that is incorporated or claims corporate branding of their signage and/or logo(s). Under the proposed MSP any such claim would qualify the proposed sign for an administrative approval. In short, virtually any business with a sign design and/or business logo would, or could, claim established branding or corporate sign designs and thus be subject to an administrative review under a master sign plan versus an ARB review and approval. The Town of Herndon Zoning Ordinance, Section 78-140.5(h) states:

(h) Master sign plans. Any nonresidential development or district in which two or more individual establishments are located may request the approval of a

master sign plan, for signs within the development. A master sign plan establishes a comprehensive and coordinated sign program with a specific set of sign standards for the development.

(1) Master sign plan compliance license. Individual signs that meet all the standards set forth in an approved master sign plan shall be approved administratively with a master sign plan conformance license.

In this case, staff has determined that the proposed modifications and limited scope of design standards are not comprehensive in nature and do little to coordinate a unified design theme to achieve the intent of master sign plans as noted in the Town's Zoning Ordinance. In this case, the submission does very little to regulate sign design at the subject property and building, does not provide the staff with applicable standards and appears to be purposefully thwarting the intent of both ARB sign review and Master Sign Plans.

2. While the proposed standards do not conflict with the Town Zoning Ordinance, Section, 78-140.6. - *General standards for all signs*, regarding sign types, design, placement and illumination, this submission does not address many of the noted design features found in this zoning ordinance section, and which are usually covered within MSPs.
3. The proposed sign standards, though very limited and not comprehensive in nature, generally 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 sign standards will clearly serve the purpose of identifying the tenant business but does not further the idea of architectural standardization of signage at this location.

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:	Motion for denial of ARB #19-28, in accordance with Alternative #1, based upon the deficiencies of the application as discussed within the staff report.

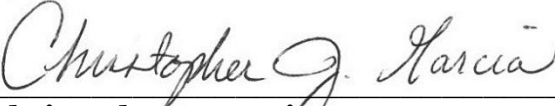
Report Attachments

1.	Aerial Image
2.	Applicant Letter

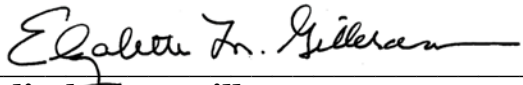
3.	Site Plan, Sign Elevations & Photos, Details and Product Information
4.	Town's Code of Ordinances Division 4 - Standards, Sec. 58-96. (ARB) Design Criteria

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



Elizabeth M. Gilleran
Director of Community Development

VICTORY DRIVE

301-315 SPRING STREET / St
340-366 VICTORY DRIVE

SPRING STREET

SITE LOCATION – AERIAL PHOTO



Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2018



June 6, 2019

Department of Community Development
Town of Herndon
777 Lynn Street
Herndon, VA 20170

**APPLICATION FOR AN AMENDMENT TO AN APPROVED APPLICATION,
ARB 17-24.**

This application serves the purpose to amend the above referenced approved application. In summary, an allowance has been added to the Master Sign Plan (MSP) for the variation of signage font and color for tenants with established branding. Well-known, established brands add value to the Site and the Town. Therefore, excessive limitations on custom signage would hinder the Landlord's ability to engage quality tenants that require strict brand compliance for their signage.

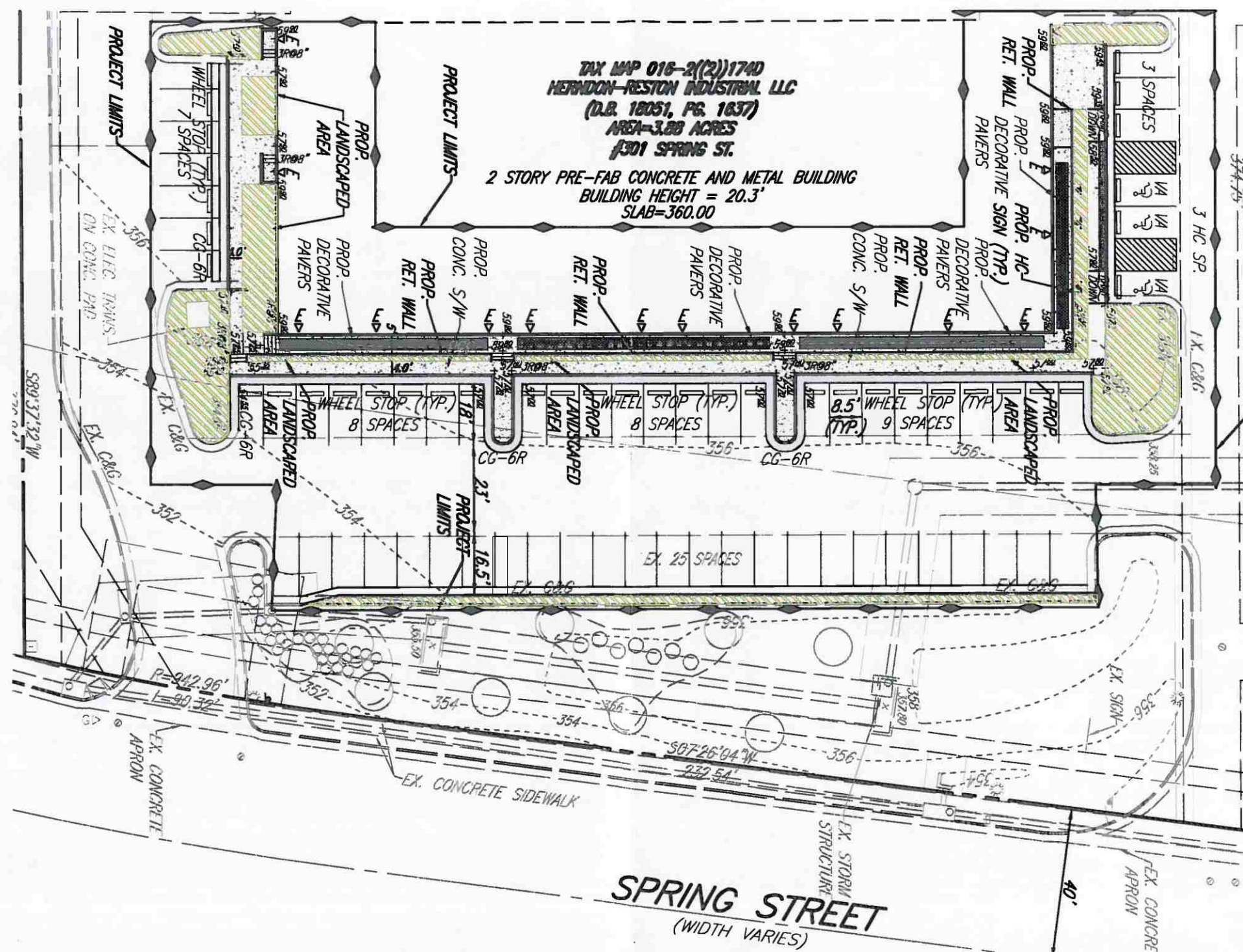
I have attached the following to this letter for your review:

1. Approval letter of ARB #17-24
2. Completed application form
3. \$75 application fee
4. Six (6) sets of photographs showing area affected by the amendment
5. Six (6) copies of elevation drawings
6. Six (6) copies of approved site plans
7. Vinyl color samples with standards sheet

Thank you for your consideration on this matter.

Sincerely,

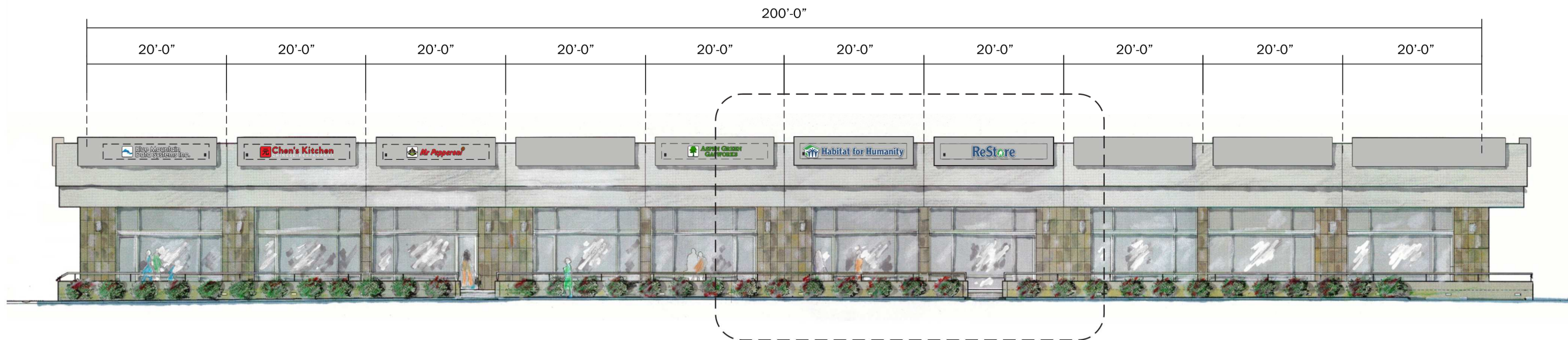
Heather Davis
Permit Coordinator



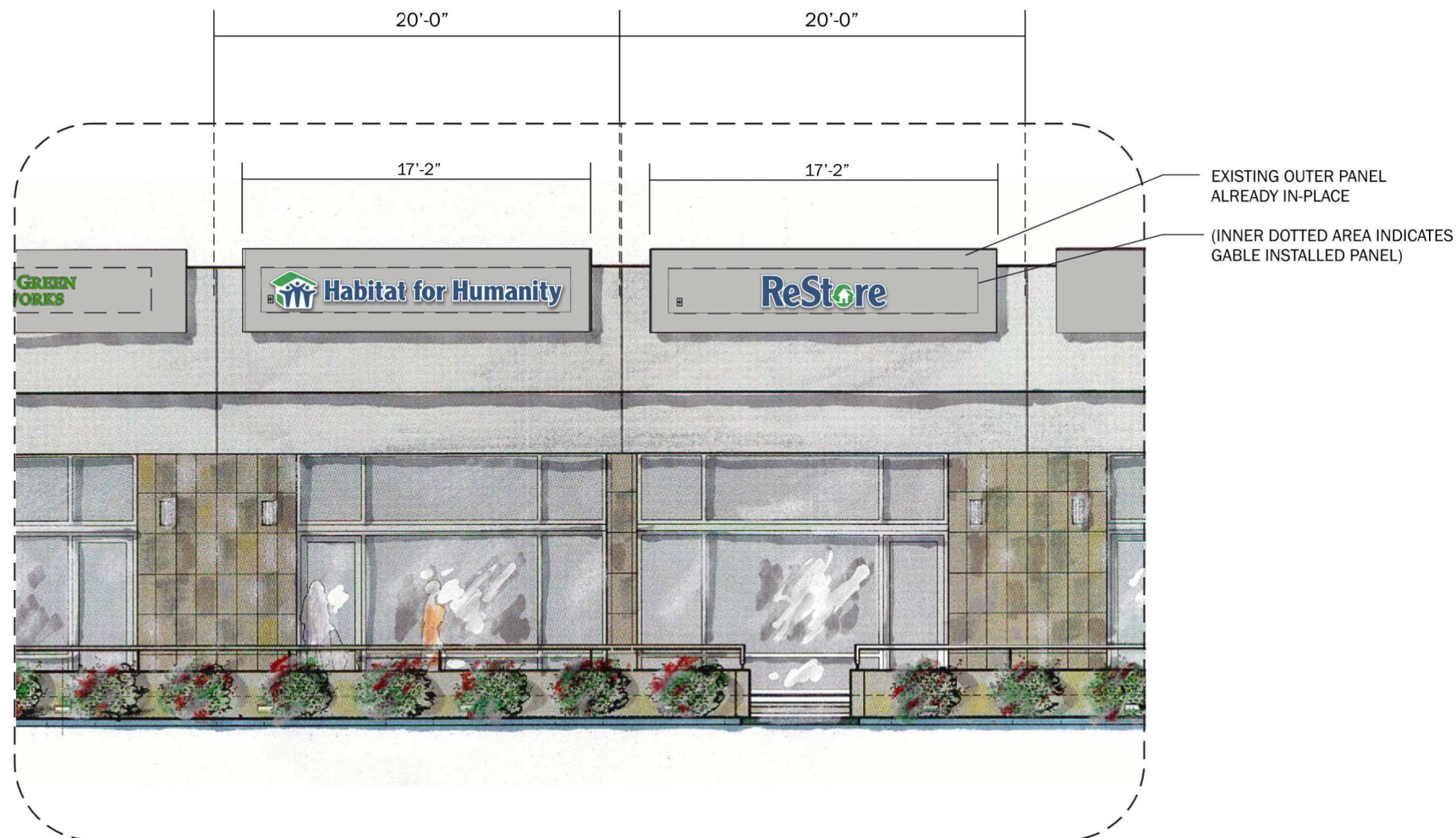
1 APPROVED SITE PLAN
SCALE: 1/32" = 1' - 0"







ELEVATION VIEW SPRING STREET
SCALE: 1/16"=1'-0"



ENLARGED ELEVATION VIEW SPRING STREET
SCALE: 1/8"=1'-0"



**A VISUAL
SOLUTIONS
COMPANY.**

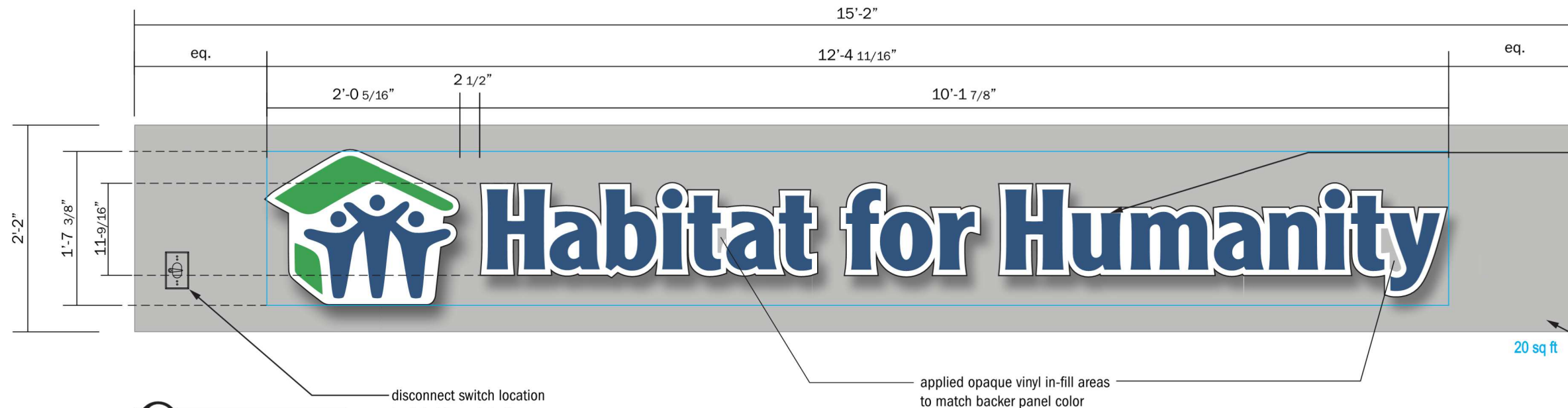
7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE:
S/F Illuminated
Channel Letters

DRAWING TYPE:
Elevation

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each
DWG. NO.	SHEET	
0697MRO	A-100	



ELEVATION DETAIL
SCALE: 3/4"=1'-0"

disconnect switch location
(painted to match silver
CM 359-A1 base coat
satin clear)

applied opaque vinyl in-fill areas
to match backer panel color

FACE LIT CHANNEL LETTERS:
Return Finish: silver to match
#359-A1 base coat satin clear
Face Color: white acrylic (logo)
w/ 3M #3630-97 Bristol Blue
& 3M #3630-136 Lime Green
trans vinyl applied
Backer color: pre-coated white
Trim: 1" black

revised 6/6

20 sq ft

backer panel painted to match
silver #359-A1 base coat
satin clear



ELEVATION DETAIL
SCALE: 3/4"=1'-0"

disconnect switch location
(painted to match silver
CM 359-A1 base coat
satin clear)

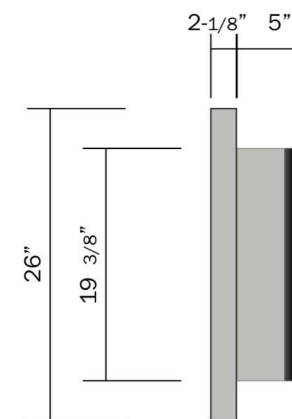
face break if needed

FACE LIT CHANNEL LETTERS:
Return Finish: silver to match
#359-A1 base coat satin clear
Face Color: white acrylic (logo)
w/ 3M #3630-97 Bristol Blue
& 3M #3630-136 Lime Green
trans vinyl applied
Backer color: pre-coated white
Trim: 1" black

revised 6/6

9.8 sq ft

backer panel painted to match
silver #359-A1 base coat
satin clear



SIDE DETAIL
SCALE: 3/4"=1'-0"

20.0 sq ft
9.8 sq ft
29.8 sq ft Overall TOTAL

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
1	6/6/19	0010IND	updated vinyl colors
All designs indicated in these drawings are the property of Gable. All copyrights reserved. No copies, transmissions, reproductions or electronic manipulation of any portion of these drawings in whole or in part are to be made without the express written permission of Gable			



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7440 Fort Smallwood Road
Baltimore, Maryland 21226
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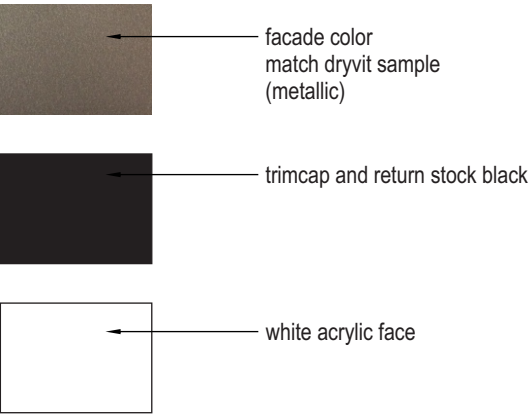
PROJECT TITLE: Reston Herndon Business Park		
ORDER TITLE: Reston Herndon Business Park Tenant Signs		
CITY/STATE Herndon, VA		
DRAWING DATE 4/30/19	GABLE REP JJ	PROJECT MGR. JJ

SIGN TYPE:
S/F Illuminated
Channel Letters

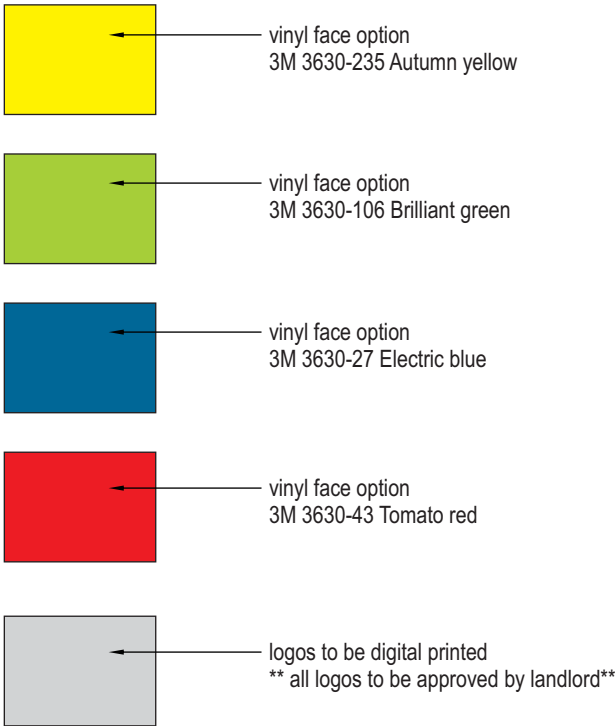
DRAWING TYPE:
Graphics/Finishes

PROJECT NO.	TASK NO.	QTY.
81741-1	189503	1 each
DWG. NO.		SHEET
0697MRO		GF-100

MATERIALS



STANDARD COLORS



STANDARD APPROVED FONT

univers 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NOTE: When written approval from the Landlord is provided, Tenant signs may incorporate CUSTOM logo art, fonts and/or colors in order to maintain compliance with their existing brand standards. Tenant will submit all drawings to Kenwood Management for review and approval. If Tenant does not have established branding, standard colors and font, as outlined in this MSP, should be utilized.



A VISUAL
SOLUTIONS
COMPANY.

7440 Fort Smallwood Road
Baltimore, Maryland 21226
410.255.6400

PROJECT TITLE: Reston-Herndon Business Park			
ORDER TITLE: Channel Letters			
CITY/STATE Herndon, VA		PHONE NUMBER	
DRAWING DATE 4/30/19	SALES REP Jason J	PROJECT MGR.	
REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION

ARCHITECTURAL REVIEW BOARD STANDARDS FOR DESIGN REVIEW

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DIVISION 4. STANDARDS* _____

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