

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
PUBLIC HEARING AGENDA
APRIL 15, 2020
HERNDON COUNCIL CHAMBERS BUILDING
765 LYNN STREET
7:30 P.M.**

CALL TO ORDER

1. Roll Call
2. Determination of Quorum

APPROVAL OF MINUTES

3. February 5, 2020 Work Session Draft Minutes
4. February 19, 2020 Public Hearing Draft Minutes
5. March 4, 2020 Work Session Draft Minutes
6. March 18, 2020 Public Hearing Draft Minutes

COMMENTS

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

PUBLIC HEARINGS

10. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-006**, to consider an application to install one new tenant business wall sign on the multi-tenant commercial building located at 366 Elden Street, Herndon, Virginia, located between the intersection of Elden Street and Herndon Parkway and the intersection of Elden Street and Grant Street, and further identified as Fairfax County Tax Map 0162-24-C1. The property is zoned PD-B, Planned Development - Business, and consists of 139,081 square feet of land. Owner/Applicant: Herndon Centre PH III, LP c/o Michael McGregor, A.J. Dwoskin & Associates, Inc.
11. **APPLICATION FOR AN ALTERATION TO AN EXISTING STRUCTURE, ARB #20-007**, to consider an application to deconstruct an existing brick wall and

brick automatic teller machine (ATM) enclosure and install a new ATM with protective bollards located at 1201 Elden Street, Herndon, Virginia, located at the intersection of Elden Street and Herndon and further identified as Fairfax County Tax Map 0161-02-0016D1. The property is zoned CS, Commercial Services, and consists of 38,754 square feet of land area. Owner/Applicant: Chevy Chase Bank FSB c/o Randy Levitt, Capital One. Applicant's Representative/Agent: Alan Su, Leo A Daly. ***Continued from the March 18, 2020 ARB Public Hearing.***

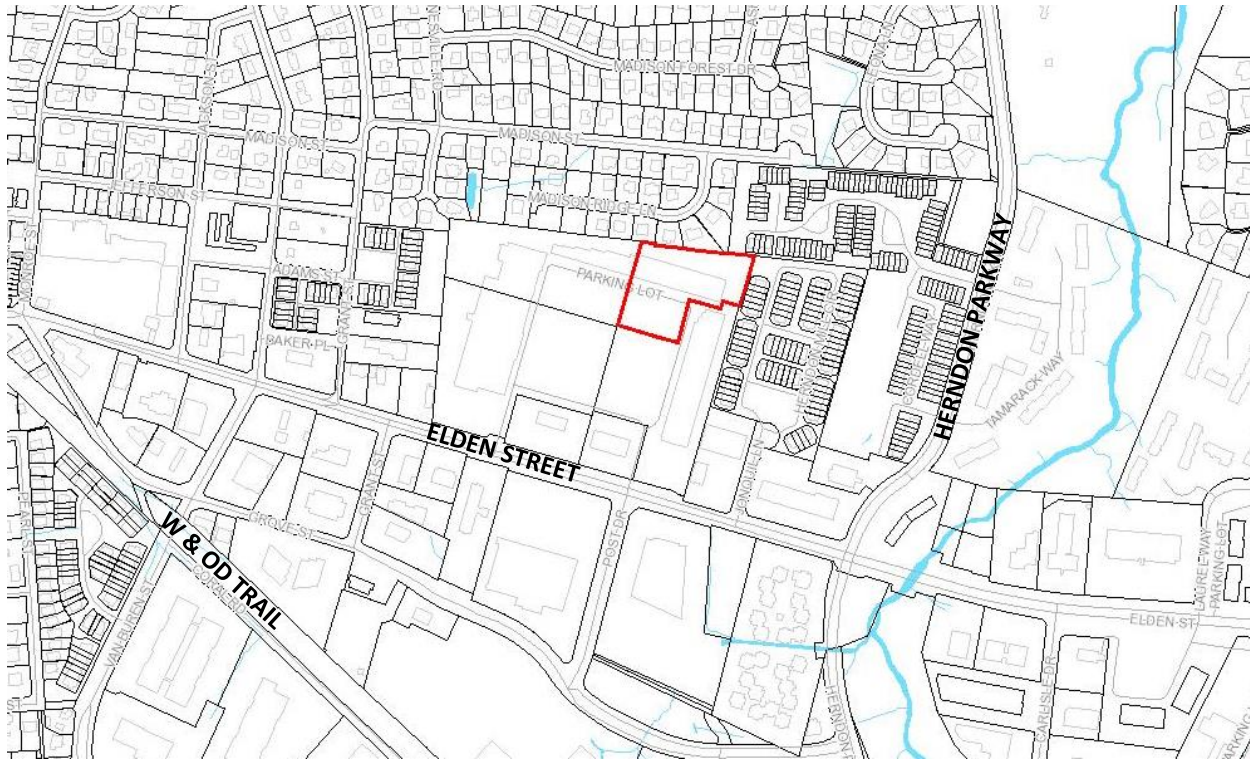
12. **APPLICATION FOR NEW CONSTRUCTION, ARB #20-008**, to consider an application to construct a new screening enclosure for a new backup power generator on a new concrete pad located adjacent to the multi-tenant commercial office building located at 1145 Herndon Parkway, Herndon, Virginia, located between the intersection of Herndon Parkway and Elden Street and the intersection of Herndon Parkway and Summerfield Drive, and further identified as Fairfax County Tax Map 0161-02-0015G. The property is zoned CO, Commercial Office, and consists of 384,073 square feet of land. Owner/Applicant: FMI Herndon Corporate Center, LLC c/o Finmarc Management. Applicant's Representative/Agent: Mary Seonarin, Finmarc Management. ***Continued from the March 18, 2020 ARB Public Hearing.***
13. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-009**, to consider an application to install new business wall signs on the commercial building located at 1051 Elden Street, Herndon, Virginia, located between the intersection of Elden Street and Alabama Drive and the intersection of Elden Street and Sterling Road/Locust Street, and further identified as Fairfax County Tax Map 0161-02-0023. The property is zoned CS, Commercial Services, and consists of 33,408 square feet of land. Owner/Applicant: Amed Investment LLC c/o Yusuf Mehmetoglu. Applicant's Representative/Agent: Anthony Bashorun, Signarama. ***Continued from the March 18, 2020 ARB Public Hearing.***
14. **APPLICATION FOR A MASTER SIGN PLAN, ARB #20-011**, to consider an application to approve a master sign plan for the multi-tenant commercial building located at 900, 902 and 904 Alabama Street, Herndon, Virginia, located between the intersection of Elden Street and Alabama Drive and the intersection of Alabama Drive and Arkansas Street, and further identified as Fairfax County Tax Map 0162-13010001B. The property is zoned PD-B, Planned Development - Business, and consists of 42,923 square feet of land. Owner/Applicant: Elden Corner Center, LLC c/o Sanjay Bajaj. Applicant's Representative/Agent: Anthony Bashorun, Signarama. ***Continued from the March 18, 2020 ARB Public Hearing.***
15. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-012**, to consider an application to install a new tenant business sign on the multi-tenant commercial building located at 360 Herndon Parkway, Suite 2150, Herndon, Virginia, located on the southwest corner of the intersection of Herndon Parkway and Grove Street, and further identified as Fairfax County Tax Map 0171-06-F4. The property is zoned O&LI, Office and Light Industrial, and consists of 226,639 square feet of land. Owner/Applicant: North Washington, LLC c/o Borger Management, Inc.

Applicant's Representative: Anthony Bashorun, Signarama. ***Continued from the March 18, 2020 ARB Public Hearing.***

ADJOURNMENT

Case Number & Type: ARB #20-006; Wall Sign
Case Summary: Install a new business identification sign on a primary façade of a multi-tenant commercial building
Case Location: 366 Elden Street, Herndon Centre retail center

Location Map



Property Information

Owner / Applicant:	Herndon Centre PH III, LP c/o A.J. Dwoskin & Associates		
Representative:	N/A		
Business/Organization:	Huntington Learning Center c/o Parag Ghodgaonkar		
Property Use:	Multi-tenant, single story commercial		
Zoning District:	PD-B, Planned Development - Business		
Adjacent Zoning:	North: R-10, Residential, Single-Family South: PD-B, Planned Development - Business	East: RTC – Residential, Townhome Cluster West: PD-B, Planned Development - Business	
Associated Cases:	N/A		
Building Type(s):	Single-story commercial strip with CMU structure and composite exterior materials	Date of Construction:	1985
Architectural Style(s):	Post-modern, typical suburban commercial /retail expression		

Exterior Material(s):	Composite – brick veneers, typical retail metal/glass storefronts, multi-form parapet roof with sign band and recessed electrical raceway
Neighborhood Design Profile:	Existing commercial uses with low and medium density residential uses adjacent to the subject property

Case Details

Case Description:

The proposed wall sign would display the business name of the new tenant business, Huntington Learning Center. The proposed wall sign would be centered above the tenant space bay, approximate 20'-3" from ground level to the highest point of the sign on the south facing façade.

The proposed sign would have overall dimensions of 11'-1" in length and 2'-3" in width. The sign would consist of the corporate *Huntington* name in 17" tall capital and 13" tall lower-case letters. The *Learning Center* capital lettering will be 9" in height and the three green leaf logo will be 24" in height and 20" in width. The sign lettering will be assembled using dark bronze channel letters with 5" aluminum returns, 1" aluminum trim caps, and with 1/8" translucent green plexiglass faces. The logo will be constructed of a 5" deep bronze aluminum channel form with a white acrylic face and green vinyl trim work and leaf details, mounted to the existing recessed electrical raceway. The channel letters and logo forms will be internally illuminated with white LED lights and flush-mounted to the exterior wall panel system over the tenant space entry using the existing recessed electrical raceway.

Using the method for calculating wall sign area(s) found in the Town's Zoning Ordinance, the proposed sign on the east elevation will have overall sign area totaling 24.5 square feet (Attachments #1, #2, and #3).

Case Background:

Numerous tenant spaces at this shopping center have been the subject of many administrative approvals and formal ARB sign cases over the years. In this case, the proposed sign does not meet the sign plan standards for the Herndon Centre master sign plan. Thus, an administrative approval for this corporate sign for this tenant is not permitted and must be reviewed and approved by the 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 24.5 square feet of signage to be placed on the south elevation of the multi-tenant building. 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 tenant space frontage is authorized in the PD-B zoning district with

a maximum of 150 square feet per sign. In this case, the tenant space along the south elevation occupies 25 linear feet of building frontage, and thus the sign may have up to 25 square feet of area for wall signs. The proposed signage does not exceed this maximum and meets the location, sign area, and overall sign dimensions of the referenced zoning ordinance section (Attachment #3).

2. The proposed sign meets the design standards found in the Town's Zoning Ordinance, Section, 78-140.6. - *General Standards for All Signs* regarding authorized sign types, placement, installation, 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 wall sign will clearly serve the purpose of identifying the new tenant business and will be in keeping with current signage design pattern(s) and previous ARB approvals for wall signs on this multi-tenant commercial building/property.

Staff Recommendation:

Motion Alternatives:	1. Motion to deny the application. 2. Motion to approve the application as submitted. 3. Motion to approve with condition(s). 4. Motion to continue public hearing to a date certain or the next ARB Public Hearing for action to address a specified design issue or concern of the Board.
Recommended Motion:	Staff is recommending approval of ARB #20-006 with the following conditions: 1. Proposed sign shall be constructed and installed in substantial conformance with the application and supporting materials as submitted March 10, 2020.

Report Attachments

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

Staff Contact

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



Christopher J. Garcia
Community Design Planner



Bryce A. Perry
Deputy Director

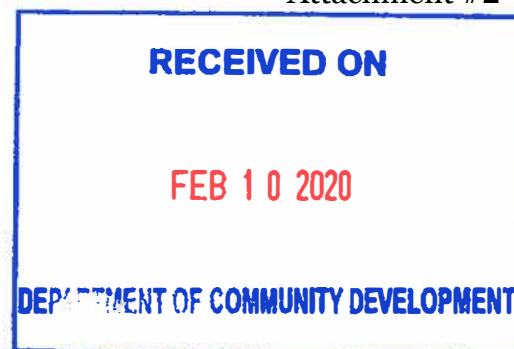


SITE LOCATION – AERIAL PHOTO



Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2018/2019

February 10, 2020
Department of Community Development
Town of Herndon
777 Lynn Street
Herndon, VA 20171



APPLICATION LETTER

This letter is to formally submit for ARB review for wall mounted sign, "Huntington Learning Center" directly to the store front.

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

1. Completed and signed application form
2. Approval letter from the landlord
3. Six (6) sets of photographs 8.5" x 11" of the entire store front with wide angle labeled with location of the sign
4. Six (6) sets of photographs 8.5" x 11" of the direct store front labeled with location of the sign
5. Six (6) color copies of 11" x 17" sheets showing scaled store front façade rendering and the proposed sign with dimensions specified including details of work specification. (These sheets are marked as (1) at the bottom)
6. Six (6) color copies of 11" x 17" sheets showing store front façade before and after rendering proposed sign with dimensions specified. The details show accurate sign color, dimensions of all letters, logos and line spacing. (These sheets are marked as (2) at the bottom)
7. Six (6) color copies of 11" x 17" sheets showing structural details of the sign, method of illumination and method of attachment to the structure. (These sheets are marked as (3) at the bottom)
8. Six (6) color copies 11" x 17" sheets showing Herndon Center leasing plan with location of Huntington Learning center, store #40 and location of the proposed sign.
9. Six (6) copies 11" x 17" of the site plan for Herndon Center with proposed location of the sign.
(Submissions 8 & 9 cover details such as footprint of the building, adjacent parking area, nearby vehicle entrances, public and private sidewalks, side property lines and proposed location of the sign)
10. Samples of exterior materials and colors to be used for the proposed sign.

Thank you for your consideration on this matter.

Sincerely,

Parag Ghodgaonkar/ Tenant
Bright Brains LLC dba Hunting Learning Center
571-383-6615

A.J. DWOSKIN

& ASSOCIATES, INC.

February 7, 2020

Huntington Learning Center
366 Elden Street, Herndon, VA ~~20190~~ 20170

Re: Huntington Learning Center
366 Elden Street

Dear Tenant,

Attached drawings are "APPROVED" by Landlord.

1. Per Section 11 of your lease agreement, Tenant, at its expense, shall install on or below the canopy at the front of the Premises signage ("Tenant's Exterior Sign") which complies with Landlord's signage criteria, and with all applicable building codes, regulations and laws. Tenant shall install Tenant's Exterior Sign within thirty (30) days after Tenant opens for business or within thirty (30) days after the Rent Commencement Date, whichever shall first occur. In addition, Tenant's sign contractor shall install Tenant's Exterior Sign with Landlord's representative present, who will supervise the installation. The dimensions, color, style and location of Tenant's Exterior Sign have been approved by Landlord. Tenant shall not display any other signs, lights, or advertisements on the exterior of the Premises. Upon termination of the Lease, Tenant, at Landlord's request, shall remove Tenant's Exterior Sign at Tenant's expense.
2. Please direct your sign contractor prior to installation to provide a current Certificate of Insurance naming Herndon Centre Phase III L/P as additional insured.
3. Provide a copy of a Fairfax County and Town of Herndon sign & electrical permit where applicable.
4. Landlord Approval is contingent upon the Town of Herndon Architectural Review Board Approval.

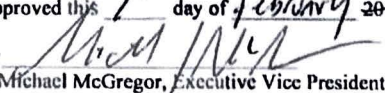
By signing below, the Tenant certifies their acceptance of the Landlord approval letter. Tenant agrees to construct premises in accordance with the attached Landlord approved plan. No deviations from the enclosed Approved as Noted exterior signage plans shall be made without prior written approval of the Landlord.

Should you have any questions or concerns, please do not hesitate to call. I can be reached at 703-246-6109.

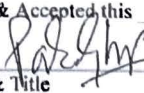
Sincerely,

Anthony Mead 
Commercial Operations Manager
A.J. Dwoskin & Associates

Approved this 7th day of February 2020

By 
Michael McGregor, Executive Vice President

Agreed & Accepted this 7 day of Feb 2020

By  PARAG GHODGAONKAR
Name & Title Owner

Enclosure: Approved Construction Documentation

Herndon Centre

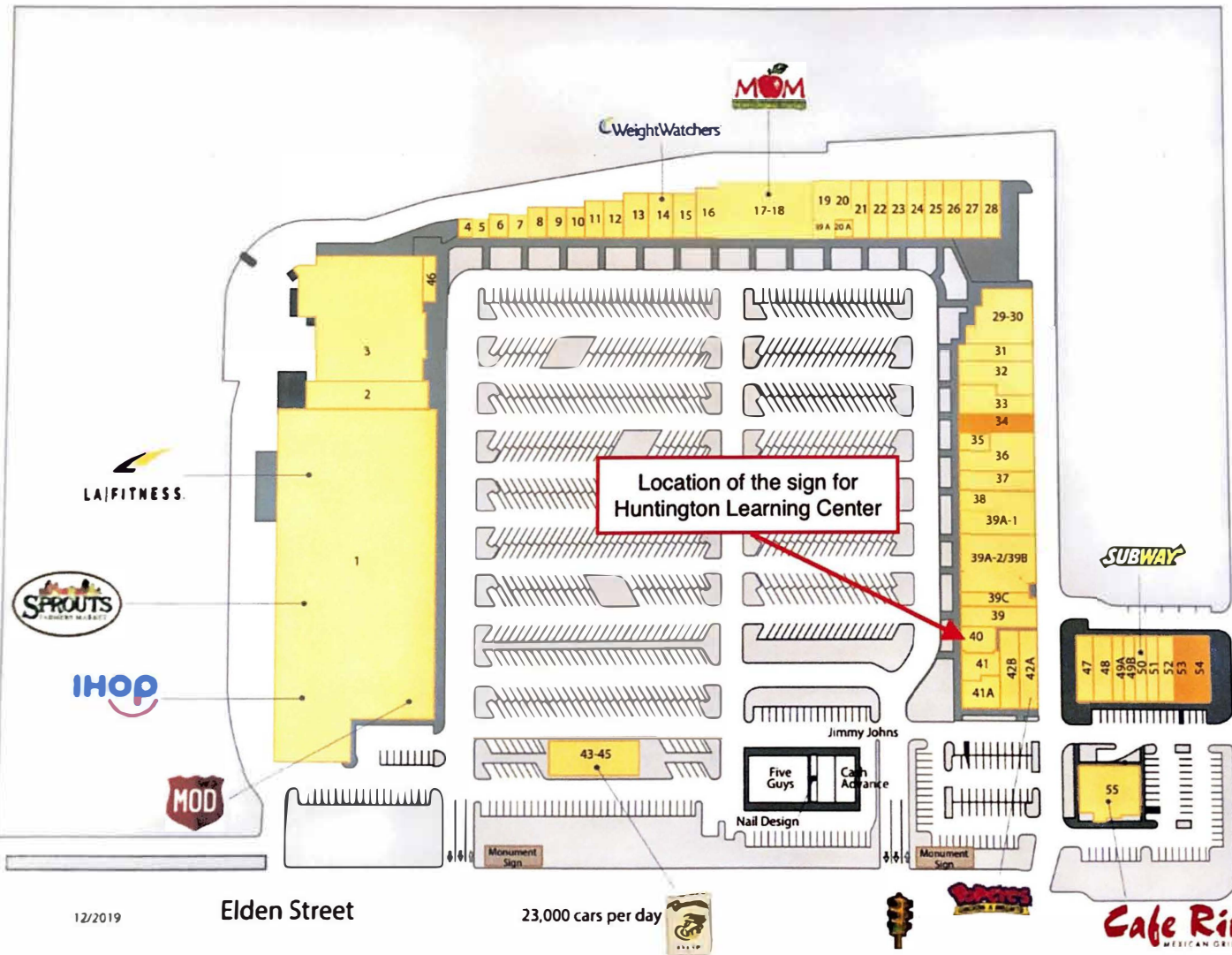
Herndon, Virginia

Attachment #3

A.J. DWOSKIN

& ASSOCIATES, INC.

Real Estate Development & Management



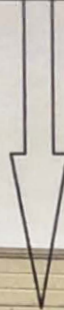
Space	SF	Tenant
1	88,562	Sprouts (KOP LA Fitness & More)
2	7,550	Royal Buffet
3	25,989	Lotte Plaza
4	520	Kim's Watchmakers
5	492	Art Threading & Spa
6	767	Nail Villa II
7	750	Old Bowl
8	1,007	The Deli
9	1,017	Postal Plus
10	997	Boost Mobile
11	1,250	Vacuums Unlimited
12	1,264	Spidersmart
13	2,026	Dona Gloria Tipicos
14	2,000	Russian Gourmet
15	1,965	Weight Watchers
16-20B	10,092	Mom's Organic Market
19A	1,013	Canine Carousel
20A	1,012	Family Immediate Care
21	2,025	Sonia Jewelry & Bridal
22	1,993	Phoenix Rehab
23	1,923	Chaan Thai Massage
24	2,025	My Doctors Pharmacy
25	2,025	Thai Shogun Restaurant
26	2,065	Greenfare
27-28	4,078	Escape Room
29-30	6,000	Fairfax County School Board
31	3,000	Stern's TKD Academy
32	3,623	Charcoal Kabob
33	3,164	Fresh Bakery
34	2,500	LA Fitness
35	1,000	Cirque Salon Studio
36	4,000	Cirque Salon Studio
37	2,500	Pho 75
38	1,250	VA ABC
39-A1	4,138	VA ABC
39-A2/B	7,511	Madina Market
39C	1,936	Grace's Pastries
39	2,500	Grenada Turkish Cafe and Bakery
40	1,460	Huntington Learning Center
41	1,540	Supper Club of India
41A	2,000	Apple FCU
42A	2,400	Popeye's
42B	2,400	Italian Market
43-45	5,124	Panera
46	1,087	The Barber Shop
47	1,456	Dessert Lounge
48	2,125	HyukSoo Kwon, DDS
49-A	1,275	Cell Depot
49-B	1,275	Wireless Communications
50	1,275	Subway
51	1,275	AD COMM
52	1,700	Sweet Leaf Cafe
53	1,318	Available
54	2,500	Available
55	4,800	Cafe Rio

Total GLA 246,584



Location of sign for
Huntington Learning Center

Location of the Sign for
Huntington Learning Center



RANADA

SUPPER



Sign City Plus
14586 Faith Ct.
woodbridge VA 22193
(703) 864 4928

Huntington Learning Center
Parag Ghogaonkar
416 Elden Street store # 40
Herndon VA, 20190

Proposal # 20200503
Date: March 05. 2020

Product Descriptions

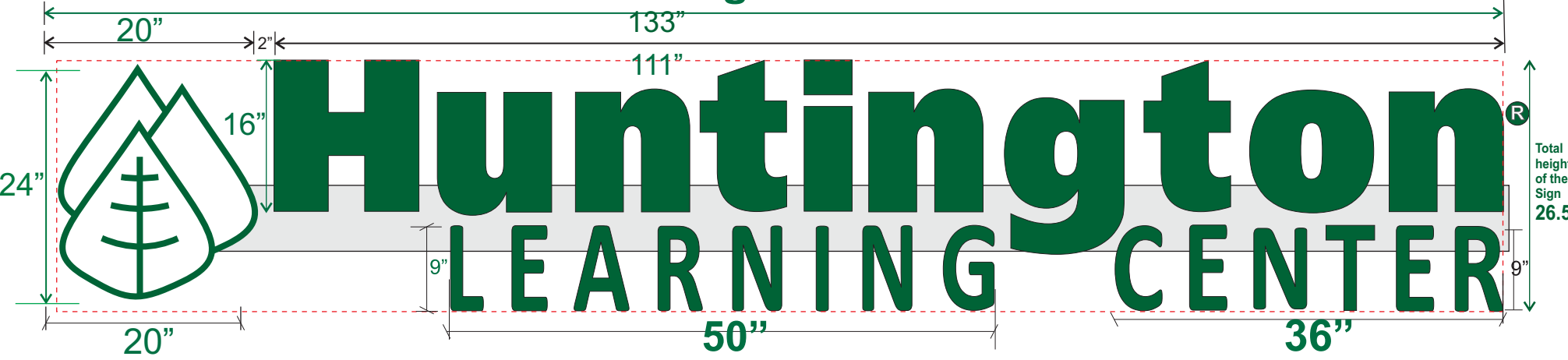
Price



Scaled =4% Store Front 25' Total sign Width 135"X 26.5"=24.84sqft

WORK SPECIFICATION:
Fabricate and install one set of individually illuminated channel letters Face Lit
First line 16" height by 111" for **Huntington** and 9" height for second line **LEARNING CENTER**.
Light box logo (tri leaf) 24" H. by 20" w. 5" deep bronze aluminum w/ white acrylic, decorated with green Vinyl, mounted on existing raceway left side of the sign. 1" Green Trim cap.
Faces are translucent Green #2030 Acrylic plexi glass 1/8" thickness.
Returns are 5" deep # 313 Dark bronze Aluminum with 1" Bronze color for Trim Cap.
White LED lighting system with 12 volt Transformer, will be mounted on existing building raceway, The sign will be installed center of store front. as in drawing shows.
All Components are UL labeled and UL approve. Seal all penetrations with clear silicone caulk.

DRAWING BELOW SCALED=7% Total sign width 133"



Project: Huntington Learning Center
Address: 416 Elden Street #40
Herndon VA 20190

Client: Prag
(571) 383 6615

Designed by Sign City Plus
14585 Faith CT.
Woodbridge VA 22193

Approved by :

Huntington Learning Center
Parag Ghogaonkar
416 Elden Street store # 40
Herndon VA, 20190

Sign City Plus
14586 Faith Ct.
woodbridge VA 22193
(703) 864 4928

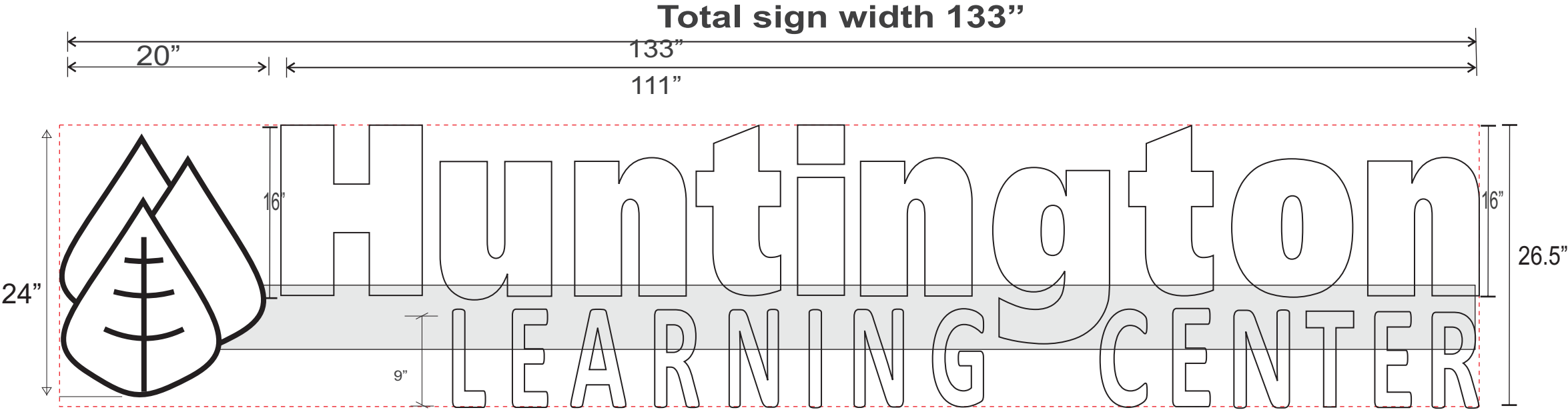
Proposal # 20200305
Date: March 05. 2020

Product Descriptions

Price

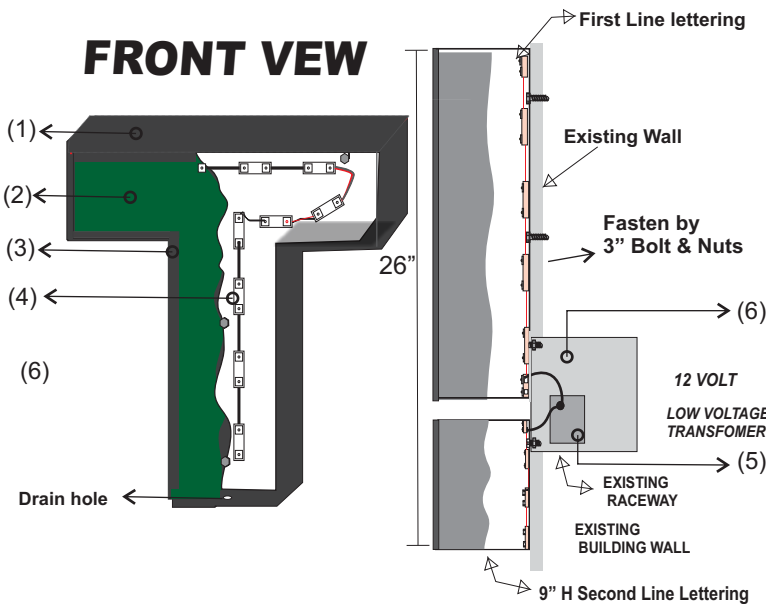
FACE LIT FLUSH MOUNTED CHANNEL LETTERS

scaled 1'ft = 1"



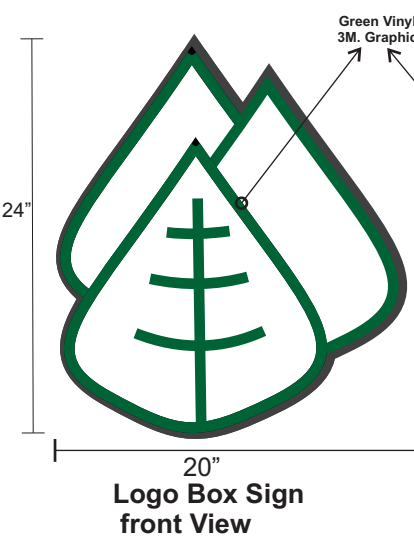
FACE LIT FLUSH MOUNTED CHANNEL LETTERS

SIDE VIEW

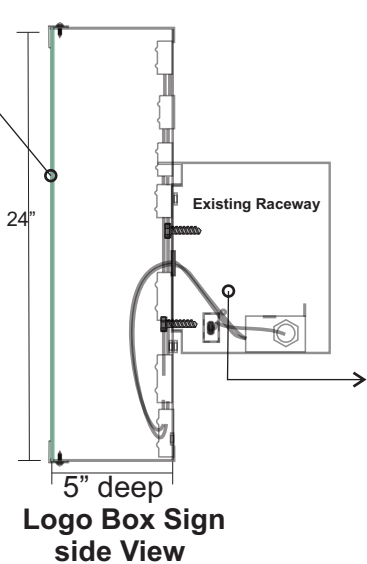


- (1) 5" Deep dark bronze #313 Aluminum Return
- (2) 3/16" Translucent Green Acrylic #2030
- (3) 1" Dark bronze trim Cap
- (4) White US. LED.
- (5) LED Transformer housing
- (6) Existing Building Raceway
- (7) 5" Deep Light box Logo (Trileaf) 26" H x 20"W overlay with Green 3M. Graphics w/ 1/2" Green outline.

FRONT VIEW
Logo Light box



SIDE VIEW
Logo Light box

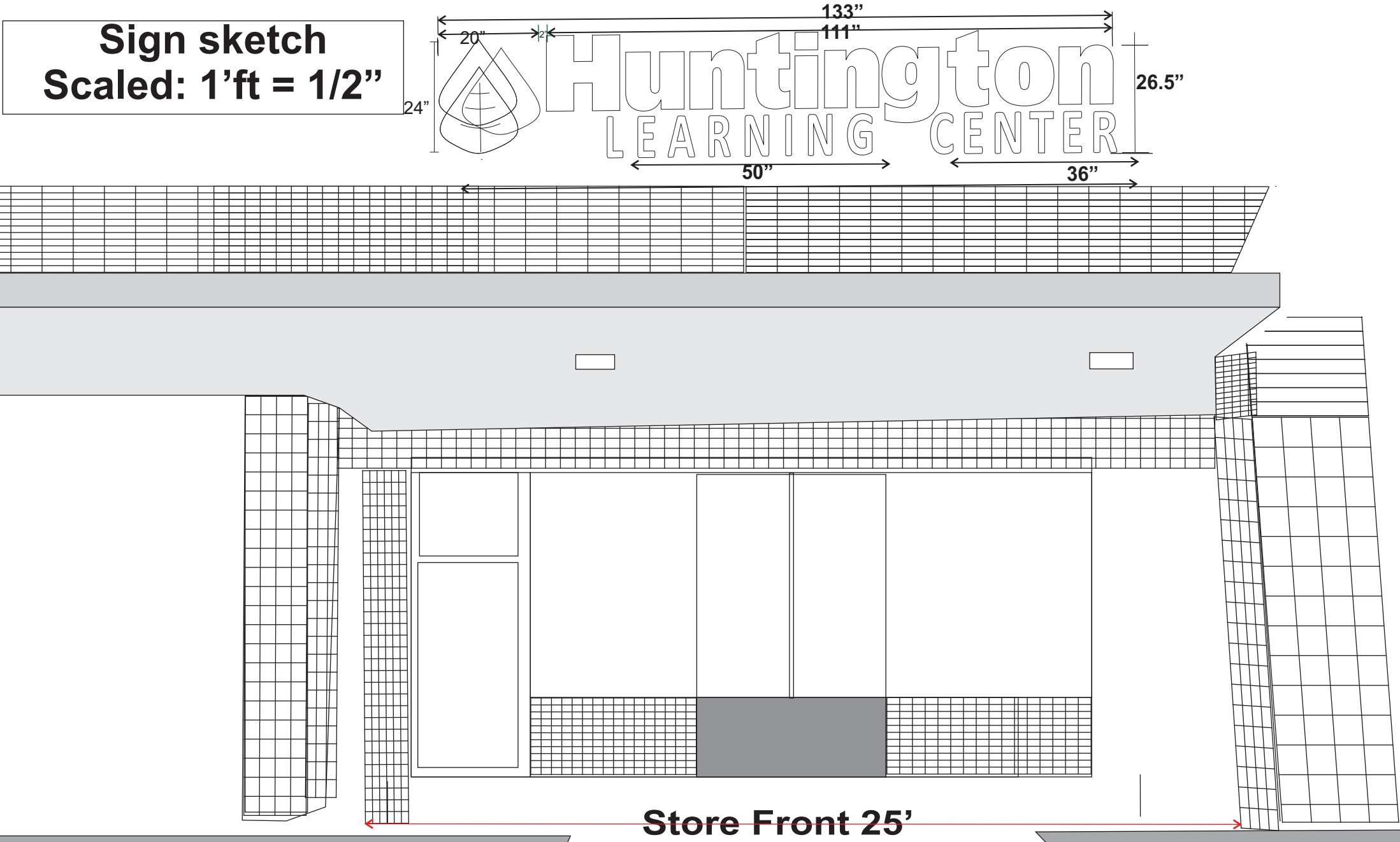


Huntington Learning Center
Parag Ghogaonkar
366 Elden Street store # 40
Herndon VA, 20190

Sign City Plus
14586 Faith Ct.
woodbridge VA 22193
(703) 864 4928

Proposal # 20200305
Date: March 05. 2020

Product Descriptions



WORK SPECIFICATION:

Fabricate and install one set of individually illuminated channel letters Face Lit

First line 16" height by 111" for **Huntington** and 9" height for second line **LEARNING CENTER**.

Light box logo (tri leaf) 24" H. by 20" w. 5" deep bronze aluminum w/ white acrylic, decorated with green Vinyl, mounted on existing raceway left side of the sign.

1" Green Trim cap. Faces are translucent Green #2030 Acrylic plexi glass 1/8" thickness. Returns are 5" deep # 313 Dark bronze Aluminum with 1" Bronze color for Trim Cap.

White LED lighting system with 12 volt Transformer, will be mounted on existing building raceway, The sign will be installed center of store front.

All Components are UL labeled and UL approve. Seal all penetrations with clear silicone caulk. Total Sign area is 133" X 26.5 = 24.5 sqft scaled : 1'ft = 0.5"

ARCHITECTURAL REVIEW BOARD STANDARDS FOR DESIGN REVIEW

Taken from ARB Charter – Chapter 58 (Planning) of Herndon Town Code (2000)

DIVISION 4. STANDARDS* _____

***Charter references:** Standards and purpose, § 7.4:1(c). _____

Sec. 58-96. Design criteria.

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

- (1) Whether or not the proposed architectural design is suitable for a good suburban community in terms of external architectural features, including signs subject to public view, general design and arrangement, texture, color, line, mass, dimension, material and lighting.
- (2) Whether or not the proposed structure, building or improvement is compatible with existing well-designed structures, acceptable to the board, in the vicinity and in the town as a whole.
- (3) Whether or not, and to what extent, the proposed structure, building or improvement would promote the general welfare and protect the public health, safety and morals by tending to maintain or augment the town's tax base as a whole, generating business activity, maintaining and creating employment opportunity, preserving historical sites and structures and making the town a more attractive and desirable place in which to live.
- (4) Whether or not proposed freestanding buildings use the same or architecturally harmonious materials, color, texture and treatment for all exterior walls; and in the case of partially freestanding buildings, whether or not the same or architecturally harmonious materials, color, texture and treatment are used on all portions of all exterior walls exposed to public view.
- (5) Whether or not the combination of architectural elements proposed for a structure, building or improvement, in terms of design, line, mass, dimension, color, material, texture, lighting, landscaping and roofline and height conform to accepted architectural principles for permanent buildings as contrasted with engineering standards designed to satisfy safety requirements only; and exhibit external characteristics of demonstrated architecture and aesthetic durability.
- (6) Whether or not, in terms of design, material, texture, color, lighting, landscaping, dimension, line, mass or roof line and height, the proposed structure, building or improvement is designed to serve primarily as an advertisement or commercial display, exhibits exterior characteristics likely to deteriorate rapidly, would be of temporary or shortterm architectural or aesthetic acceptability, would be plainly offensive to human sensibilities or would otherwise constitute a reasonable foreseeable detriment to the community.

(Code 1992, § 4-16)



MEMORANDUM

To: Chairman Walker and Members of the Architectural Review Board

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

Date: April 10, 2020

Subject: ARB #20-007, 1201 Elden St. Alterations Update

This memo serves as an update for the referenced ARB case previously scheduled for the March 18, 2020 ARB Public Hearing, which was canceled.

As discussed at the March 4, 2020 Architectural Review Board (ARB) Work Session, the Board appeared to agree with the staff recommendations related to the bollard covering color to which the applicant agreed to re-evaluate. The applicant has submitted revised elevations showing the new bollards to be installed for the project to now have red coverings and a note on the drawings presumably requiring matching the size and color of the existing bollards on the site. Staff has reviewed the design revisions and has updated its recommendation accordingly.

Staff is recommending approval of ARB #20-007 with the following conditions:

- 1. Proposed alteration shall be constructed in substantial conformance with the application and supporting materials as submitted February 10, 2020 and March 11, 2020.**

Thank you.



MEMORANDUM

To: Chairman Walker and Members of the Architectural Review Board

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

Date: April 10, 2020

Subject: ARB #20-008, 1145 Herndon Parkway New Construction – Generator Enclosure Update

This memo serves as an update for the referenced ARB case previously scheduled for the March 18, 2020 ARB Public Hearing, which was canceled.

As discussed at the March 4, 2020 Architectural Review Board (ARB) Work Session, the Board appeared to agree with the staff recommendations related to re-evaluating the wall design to include a wall cap or cornice to be more complimentary to the existing single-story commercial building. The applicant has submitted revised elevations showing the new cornice feature at the top of the enclosure wall. The applicant has specified a stucco finish applied directly to the brick wall face over the top portion of the wall, which staff finds partially achieves the visual compatibility recommended but still lacks the depth and relief of a true cornice feature.

Staff has researched a few materials such as a pre-formed lightweight EIFS or Dryvit® cornice panel (at 16"-18" in height) to provide the color and relief similar to that of the existing cornice. Staff find that a simple stucco application directly on the wall surface will appear painted or pasted on the brick surface. Staff has reviewed the design revisions and has maintained its recommendation and the alternative motion preceding as provided to the Board in the staff update memo dated March 13, 2020.

Alternatively, should the Board find the revised design to be appropriate, the Board may move for approval with the following recommended condition:

1. Proposed alteration shall be constructed in substantial conformance with the application and supporting materials as submitted February 10, 2020, and updates submitted on March 11, 2020.

Staff is recommending approval of ARB #20-008 with the following conditions:

1. **Applicant shall collaborate with staff to address the noted cornice design with an appropriate cornice material/form; and should staff and/or the applicant not determine an appropriate or acceptable design, staff shall remand the case back to the ARB for further consideration; and**
2. **Proposed alteration shall be constructed in substantial conformance with the application and supporting materials as submitted February 10, 2020, and any future updates required by the Board meeting Condition #1.**

Thank you.



MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: April 10, 2020

Subject: ARB #20-009, 1051 Elden St. Wall Sign Update

This memo serves as an update for the referenced Architectural Review Board (ARB) case scheduled for the March 18, 2020 ARB Public Hearing, which was canceled.

As stated in the staff report and presentation for ARB #20-009 on March 4, 2020, staff had several design issues and recommendations that would significantly alter the design and placement of the applicant's new wall sign on the subject building. The Board appeared to concur with many of the staff recommendations to which the applicant appeared to be willing to continue to work on with staff.

Staff has continued to work with the applicant and property owner since the March 4, 2002 ARB Work Session and has received an updated design for the Board's consideration. This update includes the following:

- Relocation of the proposed wall sign to be centered horizontally on the longer brick wall to overall height of 15' above grade at the sign's highest point on the front (street-facing) elevation of the building;
- Overall wall sign dimensions of 5'-3" tall by 12'-6" wide, totaling 65.6 square feet of sign area using the business's corporate identity design;
- Construction of a 1'-0" x 12'-6" lower blue sign panel consisting of an approximately 1/4" deep aluminum backer panel with a blue metal face flush-mounted to the brick façade and 7" white vinyl letters in one-line text, "*Quality Hardwood Floor Discounters*";
- Construction of an adjacent (above) 3'-0" x 12'-6" brown sign panel consisting of a 1/4" deep aluminum backer panel with a brown metal face flush-mounted to the brick façade and 1'-8" tall and 9.5" tall aluminum channel letter with 5" deep black aluminum returns, 1" black trim caps, and 3/16" white acrylic faces with two lines of text, "*District Floor Depot*";
- Construction of three red stars above the brown sign panels and two lines of text, "District Floor Depot" channel letters using approximately 10 3/4" x 10 3/4" star forms with 5" deep black aluminum returns, 1" black trim caps and 3/16" translucent red acrylic faces; and

- Internal illumination of the “District Floor Depot” channel letters with white LED lights so that the sign faces illuminate white at night and the white led lights so that three red stars illuminate red and night.

Staff has re-evaluated the design and sign re-location and finds that the applicant has responded to staff's initial design concerns. The applicant has moved the sign to a location on the building that does not detract from the key architectural character defining features of this uniquely styled building in Herndon. Further, the applicant has been successful in eliminating the zoning compliance issues of the previous design(s) and integrating the new business' corporate identity into the new design. However, staff has identified two minor details that need to be clearly articulated in the submission materials for clarity of what is to be approved. The first is the overall thickness of the aluminum backer panels as two different dimensions appear on the revised sign details page. The second is the specific color numbers of the blue and brown backgrounds and the red acyclic faces of the star channel forms which are not identified in the revisions Staff believes that these are minor details that can be clarified as a condition of an approval. However, should the colors or details be determined to be different than what appears in the latest design submission, staff reserves the ability to return the case to the Board for reconsideration based on any substantive deviation(s).

Staff offers a revised recommendation with conditions based on the Board's work session discussion and the applicant's revised submission materials.

Staff is recommending approval of ARB #20-009 with following conditions:

- 1) The applicant shall provide revised submission materials with the specific color names and / numbers that match the selected colors of the blue and brown metal backer panels and the red stars as presented in the sign design revisions on March 23, 2020 and March 27, 2020;**
- 2) The applicant shall provide revised submission materials that clarify the thickness of the blue and brown metal backer panels; and**
- 3) The Applicant shall construct and install the wall sign in substantial conformance with the original application and revised sign design received by staff March 23, 2020 and March 27, 2020, specifically the new sign location and final design details on March 27, 2020, and any future updates required meeting Conditions #1 and #2.**

Thank you.

Attachment:

ARB #20-009 Sign Plan, Revised Elevations and Sign Details



Scale: 1" = 50'



316 Victory Drive
Herndon VA 22303

703-481-8858
info@signarama-herndon.com

NOTE: COLORS MAY VARY SLIGHTLY FROM FINAL PRODUCED PRODUCT DUE TO DIFFERENCES BETWEEN VARIOUS VISUAL MEDIUMS.
PLEASE ENSURE THERE ARE NO ERRORS IN BRANDING, SPELLING, OR PRESENTATION BEFORE SIGNING.

CLIENT: District Floor Depot	Date: 3/16/2020	File Name: District Floor Depot Permit.fs	Latest Revision By: RC
CONTACT:	Approved by:	Signature:	
DESIGNS PROPOSED IN THIS DOCUMENT ARE THE WORK OF SIGNARAMA OF HERNDON, VA THESE PROOFS MAY NOT BE REPLICATED, COPIED, EXHIBITED IN ANY WAY WITHOUT WRITTEN PERMISSION PROVIDED BY AN AUTHORIZED SIGNARAMA OF HERNDON EMPLOYEE			

District Floor Depot
1051 Elden Street
Herndon, VA 20170

Proposed Sign



Current Building

Sign Night View

Scale: 3/16" = 1'



316 Victory Drive
Herndon VA 22303

703-481-8858
info@signarama-herndon.com

NOTE: COLORS MAY VARY SLIGHTLY FROM FINAL PRODUCED PRODUCT DUE TO DIFFERENCES BETWEEN VARIOUS VISUAL MEDIUMS.
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PAGE: 1/4

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District Floor Depot
1051 Elden Street
Herndon, VA 20170



Current Building

Sign Night View

Scale: 3/16" = 1'



316 Victory Drive
Herndon VA 22303

703-481-8858
info@signarama-herndon.com

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PAGE: 2/4

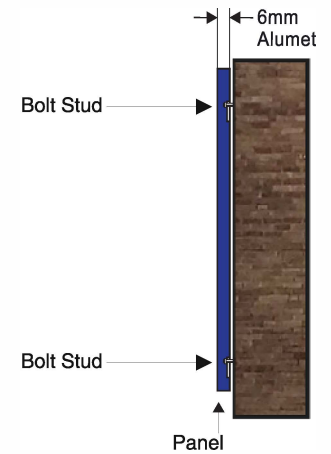
CLIENT: District Floor Depot	Date: 3/16/2020	File Name: District Floor Depot Permit.fs	Latest Revision By: RC
CONTACT:	Approved by:	Signature:	
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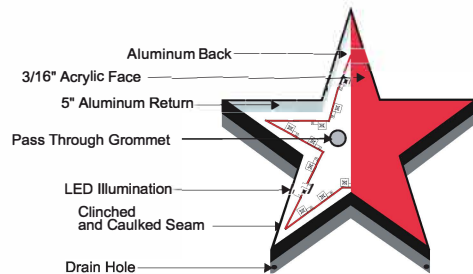
Channel Letters w/ White Acrylic Faces and LEDs (Stars Red Acrylic Faces and LEDs - PMS TBD)
Black Trims & Returns

Letters Mounted on Brown Backer Panel (PMS TBD) - Stars Mounted Directly to Wall

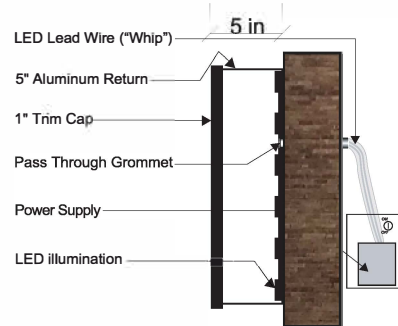
Blue (PMS TBD) Panel Below w/White Vinyl Letters



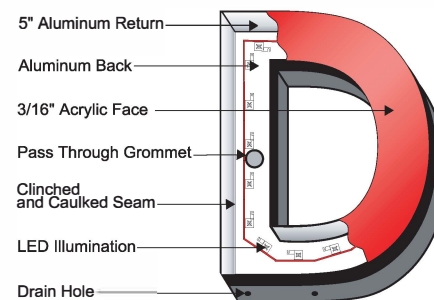
SIDE VIEW
Blue Panel w/ Vinyl Letters



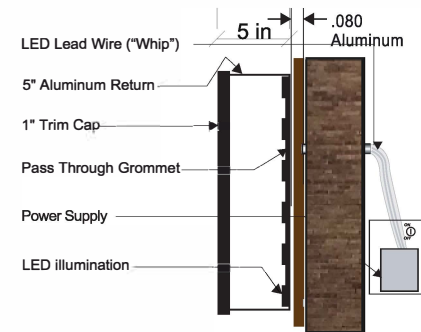
FRONT VIEW
Red Stars



SIDE VIEW FLUSH MOUNT
Red Stars



FRONT VIEW
Brown Backer w/ Channel Letters



SIDE VIEW
Brown Backer w/ Channel Letters

NOTE: COLORS MAY VARY SLIGHTLY FROM FINAL PRODUCED PRODUCT DUE TO DIFFERENCES BETWEEN VARIOUS VISUAL MEDIUMS.
PLEASE ENSURE THERE ARE NO ERRORS IN BRANDING, SPELLING, OR PRESENTATION BEFORE SIGNING.

PAGE: 3/4



316 Victory Drive
Herndon VA 22303

703-481-8858
info@signarama-herndon.com

CLIENT: District Floor Depot	Date: 3/16/2020	File Name: District Floor Depot Permit.fs	Latest Revision By: RC
CONTACT:	Approved by:	Signature:	
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MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: April 10, 2020

Subject: ARB #20-011, 900-904 Alabama Drive, Master Sign Plan Update

This memo serves as an update for the referenced Architectural Review Board (ARB) case scheduled for the March 18, 2020 ARB Public Hearing, which was canceled.

As stated in the staff report and presentation for ARB #20-011 on March 4, 2020, staff had several design issues and recommendations that would significantly alter the content and effect of the master sign plan for the subject property. The Board appeared to concur with many of the staff recommendations and concerns to which the applicant appeared to be willing to continue to work on with staff.

Staff has continued to work with the applicant and property owner since the March 4, 2020 ARB Work Session and has collaborated with the applicant to develop an updated set of sign design standards and graphic examples for the Board's consideration. This update includes the following:

- Refining the sign location standards to be underneath existing exterior gooseneck lights;
- Refinement of dimensional standards of each tenant sign to be more consistent across tenant spaces and in conformance with the Town's Zoning Ordinance;
- Revision of the sign materials, color(s), attachment method, and lighting method;
- Clarification of sign text and logo requirements;
- Revision of window sign standards to allow a reasonable amount of window signage without allowing excessive use of window signs on the building's storefront system; and
- Revision of standards language and administrative requirements to be more consistent with existing language found within the Town's zoning ordinance;

Staff and the applicant appear to agree on the revisions provided in Attachment #1. Staff finds that the master sign plan standards and graphics to be in general conformance with the Town's zoning ordinance requirements, the Board's design review criteria, and are more appropriate to the architecture of this newly constructed building. However, staff would like the opportunity to perform one more internal staff review and a final review

with the applicant to ensure appropriate language and diagrams are consistent and are understood for implementation purposes. Staff believes that this process of finalization and any modification of minor details can be accepted as a condition of an approval. However, should any standards or details revised therein be determined to be substantially different than what appears in the latest design standards and graphics submission, staff reserves the ability to return the case to the Board for reconsideration based on any substantive deviation(s).

Staff offers a revised recommendation with conditions based on the Board's work session discussion and the revised design standards and graphic materials attached.

Staff is recommending approval of ARB #20-011 with following conditions:

- 1) The applicant and staff shall collaborate to finalize the master sign plan standards and accompanying design graphics and drawings ensuring appropriate design standards language and drawings are refined as necessary;**
- 2) Staff shall assign a master sign plan number, produce the final master sign plan standards, incorporate the revised sign design graphic example(s) with the standards and provide finalized master sign plan documentation to the applicant and appropriate Town files; and**
- 3) The applicant shall ensure the existing and future tenants are provided the master sign plan standards for reference in future sign design applications.**

Thank you.

Attachment:

- 1) ARB #20-011 Revised Elevations and Sign Details

MSP # ____ Elden Corner Center Master Sign Plan Standards DRAFT

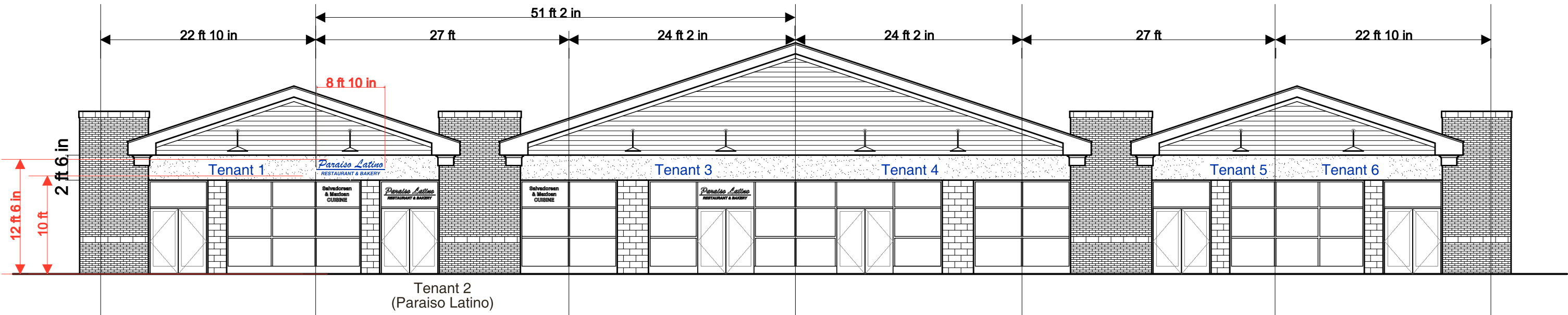
900-904 Alabama Drive, Herndon, VA

MSP Name	Elden Corner Center
MSP Address	900-904 Alabama Drive, Herndon, VA
Sign Type	Wall and Window Signs
Sign Description	Individually wall-mounted letters using 1/4" to 1/2" thick metal forms, painted or fabricated in a blue (Pantone® PMS # 286C) and stud-mounted to the building façade's sign band above the glass and metal storefront system.
Sign Number	Each tenant space shall be limited to one wall sign on the designated sign band area above the storefront system.
Sign Materials	Each sign shall be constructed using a metal material such as, sheet metal, Dibond® or aluminum.
Mounting style	Signs shall be wall-mounted using metal studs and mounted on the sign band located above the storefront system and positioned using the sign location standard.
Sign Form	Signs shall include letters, text, logos and symbols flush mounted to the designated sign area on the facade. Signs projecting greater than 3" from the primary façade wall plane are not permitted.
Sign Location	Signs shall be horizontally centered underneath the exterior goosenecks lights mounted above the sign band and as close to the primary entrance to each tenant space as possible. Sign lettering/text, symbols, and logos shall be sized and centered vertically on the sign band so that the top and bottom edges of the sign components are no closer than 3" from the top and/or bottom of the sign band respectively.

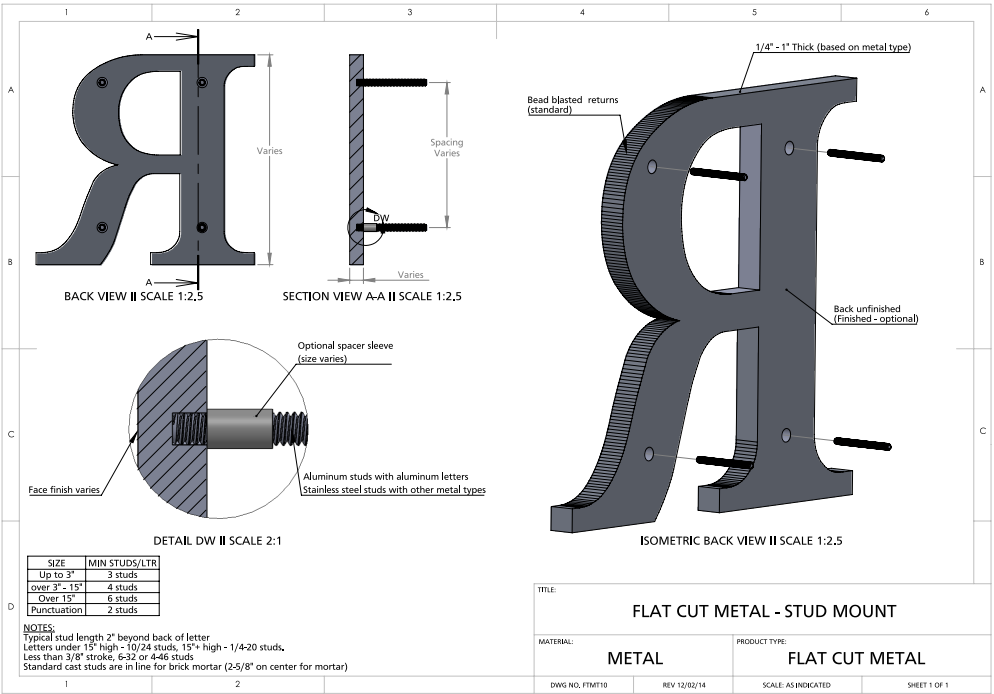
Sign Color	Sign lettering and text shall be blue (Pantone® PMS #286C). Logos and symbols of multiple colors are permitted with landlord review and approval.
Sign Dimensions and Area	Total sign area shall not exceed 1 square foot of sign area per linear foot of establishment frontage. Sign dimensions shall not exceed 2'-6" in height and shall allow 3" spacing from the top and bottom edge of the sign and the top and bottom of the sign band edges.
Text and Font	Sign text shall be limited to two (2) lines of text. No specified font is required.
Logo Color	Specific logo colors not required. Logos using colors other than standard blue (Pantone ® PMS # 286C) or multiple colors are permitted with landlord review and approval.
Logo Permitted	Logos and symbols of any design are permitted and should be combined with text and/or lettering. Logos shall comply sign dimension and area standards. Logos without text are permitted, but subject to owner property review and approval.
Illumination / Illumination Color	Text and Lettering shall not be internally illuminated and shall be illuminated by the existing exterior gooseneck lights; logos may only be halo-lit or non-illuminated (internally). Halo lit logos may only use white light to illuminate the logo at night.
Window Signage	Window signage is allowed at the center. Window signage shall be limited to two glass storefront panels, the glass transom panel above the main tenant space entrance and the main entrance doors for each tenant space and no other storefront area(s). Window signage area shall not exceed 50% of each of

	two the glass storefront panels area and the transom panel above the main storefront entrance designated for window signage for each tenant space. Window signage on storefront doors shall be limited to no more than 25% of the glass area of each door.
Administrative Approval Requirement (1)	*To receive administrative sign approval, new signs at this property must adhere to all the above standards.
Administrative Approval Requirement (3)	N/A
Administrative Approval Requirement (3)	N/A

902 Alabama Street Suite 102-103
Herndon, VA 20170



Scale: 3/32" = 1'



1/4" Blue aluminum letters
Flushed Mounted to Building
PMS Color: 286C



MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: April 10, 2020

Subject: ARB #20-012, 360 Herndon Parkway Wall Sign Update

This memo serves as an update for the referenced ARB case previously scheduled for the March 18, 2020 ARB Public Hearing, which was canceled.

The staff recommendation for denial remains as previously reported to the Board in the staff update memo dated March 13, 2020.

Staff recommends denial of ARB #20-012 for the following reasons:

- 1. Inability of the sign design to comply with Section 78-141.4. - Sign standards for commercial districts, Table 141.4(a).**
- 2. Proposed signage is a short-term architectural aesthetic and primarily serve as advertisement/commercial display of marginal business or functional utility.**

Thank you.