



ARCHITECTURAL REVIEW BOARD MEETING AGENDA

Herndon Municipal Center
Large Conference Room, 2nd Floor
777 Lynn Street
Wednesday, April 5, 2023 | 7:30 p.m.

1. Call to Order

2. Public Hearing

- a. **APPLICATION FOR MASTER SIGN PLAN, ARB #23-005**, to consider an application for updates to an existing Master Sign Plan for the Worldgate Centre, which consists of two parcels located at 13001 and 13101 Worldgate Drive, Herndon, Virginia. The property is further identified as Fairfax County Tax Map 0163 02 0001A and 0163 02 0001B and is located in the southwestern quadrant of the Centerville Road and Worldgate Drive intersection. The property is zoned PD-W (Planned Development-Worldgate) and the parcels consist of 217,534 and 314,756 square feet of land respectively. Owners: Worldgate Centre Owner LLC (13001) and Dulles Suites LLC (13101). Applicant: Kathryn R. Taylor, Walsh, Colucci, Lubeley & Walsh, PC. **(Continued from the March 15, 2023 ARB Public Hearing)**
- b. **APPLICATION FOR SIGNAGE, ARB #23-006**, to consider an application for signage located at 632 Grant Street, Herndon, Virginia, located on the east side of Grant Street between the intersections with Elden Street and Grove Street. The subject property is further identified as Fairfax County Tax Map 0162 02 0212C, is zoned CS (Commercial Services District) and consists of 36,397 square feet of land. Owner: Herndon Propco LLC. Applicant/Agent: John Martel, Complete Sign.
- c. **APPLICATION FOR ALTERATION, ARB #23-007**, to consider an application for alteration to existing structures located at 315 Elden Street, Herndon, Virginia, located in the southwest corner of the Elden Street and Herndon Parkway intersection. The subject property is further identified as Fairfax County Tax Map 0171 02 0007, is zoned CS (Commercial Services District) and consists of 281,243 square feet of land. Owner: 315 Elden Street Owner LLC. Applicant/Agent: Ethan Frey, Blue Ocean.

3. Comments

- a. Comments from the Staff Members
- b. Comments from the Board Members

4. Adjournment



MEMORANDUM

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

From: Tamsin Himes, Lead Planner / Design and Development 

Date: April 5, 2023

**Subject: ARB #23-005; Master Sign Plan Update; 13001 and 13101
Worldgate Drive**

This memo serves as an addendum to the staff report provided to the board prior to the ARB work session held on March 1st, 2023 and the staff memo provided prior to the March 15th public hearing.

The applicant's agent has provided this statement to staff:

"On behalf of the Applicant, I would like to request a one-month deferral of the above-reference application to the ARB May agenda. This brief deferral will allow the Applicant to continue its evaluation of certain outstanding signage issues and the overall need for a Master Sign Plan at Worldgate Centre."

In accordance with the request by the applicant, staff is recommending the ARB continue this case to the May 17, 2023, public hearing.

Title: ARB #23-006; Signage; 632 Grant Street

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

Summary Information

Applicant Request	Wall signs		
Address	632 Grant Street		
Fairfax County Tax Map Number	0162 02 0212C		
Owner	Herndon Propco LLC		
Applicant	John Martel, Complete Sign		
Business/Organization	Flagship Carwash		
Property Use	Commercial business		
Zoning District	CS, Commercial Services District		
Adjacent Zoning	North: CS, Commercial Services District South: CS, Commercial Services District East: CS, Commercial Services District West: CS, Commercial Services District		
Building Type(s)	Industrial commercial	Date of Construction:	2009
Architectural Style(s)	Contemporary industrial		
Exterior Material(s)	Brick, CMU, precast concrete, glass and aluminum		
Neighborhood Design Profile	Commercial and office		
Comprehensive Plan Land Use Designation	Business Corridor		

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

Proposal:

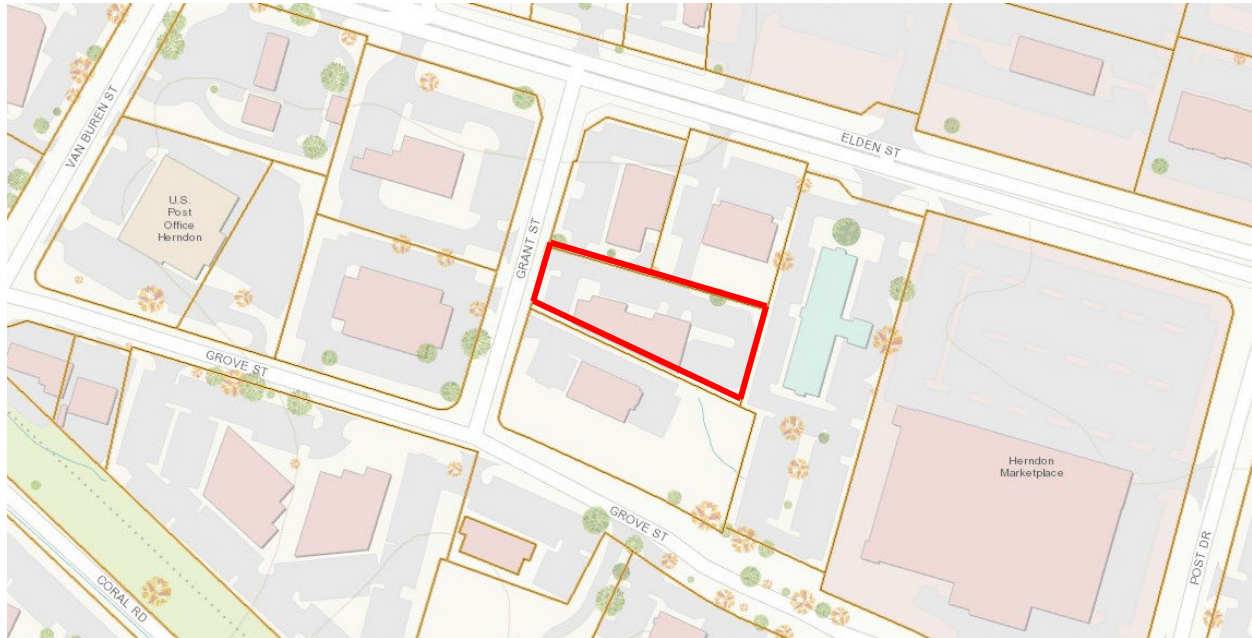
This application is for the installation of two wall signs at the business located at 632 Grant Street. Sign C on the sign documents does not require review and is not addressed in this report. Sign A and sign B would replace existing wall signs in the same location. Both signs are comprised of internally illuminated channel letter wall signs.

Proposed sign A is located above the carwash exit and faces Grant Street. It consists of 64.3 square feet of signage and is 24 feet above grade. Sign B Also is placed above a secondary entrance to the car wash building and faces the alleyway north of the building. It consists of 75.65 square feet of sign and is 25.9 feet above grade.

Site Description:

The property at 632 Grant Street is an elongated lot with the narrow end of the lot facing Grant Street. A grade change from Grant Street to the building, the narrowness of the lot, and landscaping partially limit visibility from Grant Street. The carwash building is uniquely shaped to fill the lot with a narrower façade facing Grant Street and a long façade facing the alleyway on the north of the lot which has partially visibility from Elden Street.

Location Map



Applicable Design Guidance:

- Town Code of Ordinances, Section 58-96 – *Design criteria*

Staff Analysis

1. The proposed signage does not meet the applicable standards and requirements of the Town of Herndon Zoning Ordinances. However, this business was granted a zoning variance in 2010 allowing for the height of the signs to exceed the 20 feet permitted in the Zoning Ordinance. A condition of this approval was that the signs be reviewed by the Architectural Review Board. This being the case, these signs are not eligible to be reviewed administratively under the newly adopted Uniform Sign Standards.
2. With the findings expressed below, staff believes the proposed signage generally complies with the applicable design criteria within the Town's Architectural Control District as specified in Section 58-96 of the Town Code of Ordinances.
 - a. The proposed wall signs in their design and construction are suitable for a good suburban community and promote the use and improvement of the surrounding buildings.
 - b. The proposed wall signs clearly and legibly represent the intended business.

- c. The proposed wall signs are constructed in a way so as to remain in good condition and withstand normal weather and climate conditions without deteriorating.
3. This project should include specifications that masonry brick or mortar joints damaged as a result of removal of the existing signage should be repaired prior to installation of new signs.
4. Existing temporary signage on the building is not in compliance with the Zoning Ordinance. Staff has added a condition that the existing temporary signage be removed prior to application for a building permit.
5. Staff is supportive of this project and believes that the updated signs will enhance the business and the area.

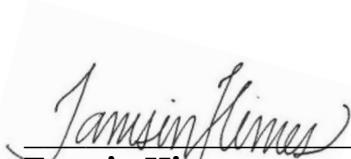
Staff Recommendation:

ARB Alternatives:	1. Resolution to deny the application. 2. Resolution to approve the application as submitted. 3. Resolution to approve with condition(s). 4. The ARB may also continue the review of this item to a future public hearing
Staff Recommendation:	Staff is recommending approval of this application with conditions in accordance with the draft resolution.

Report Attachments

1.	Draft Resolution
2.	Wall sign drawings

Staff Signatures



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director

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

DRAFT RESOLUTION

April 19, 2023

Resolution- to approve ARB #23-006, for signage on a building at 632 Grant Street, Herndon, Virginia, further identified as Fairfax County Tax Map 0162 02 0212C.

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

WHEREAS, the proposed signage complies with the applicable zoning ordinance regulations as specified in the Town of Herndon Zoning Ordinance Article XIV; and

WHEREAS, the Town of Herndon Architectural Review Board has found that the proposed signage complies with the applicable Design Criteria as stated in the Town of Herndon Code of Ordinances Section 58-96; and

WHEREAS, the Town of Herndon Architectural Review Board has held a duly advertised public hearing concerning this application on April 19, 2023.

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

Approves ARB #23-006, for signage on a building at 632 Grant Street, Herndon, Virginia, in substantial conformance with the design shown in the case materials reviewed by the ARB and with the following standard condition:

- 1) The applicant shall provide to staff a physical copy of all application materials prior to applying for a building permit.
- 2) Any damage to façade, brick or mortar joints shall be repaired prior to the installation of new signs.
- 3) Existing temporary signage on the building facades shall be removed prior to applying for a building permit.



Client:
Flagship Car Wash
950 Herndon Parkway #400
Herndon, VA 20170

Location Address:
Flagship Carwash
632 Grant St,
Herndon, VA 20170

Description:
Sign Code Information

Color Key:

Layout Date:
01/04/2023 - RS/AR

Revision Date:
01/10/2023 - AR

File Name:
30307_Herndon.pdf
Project Number: 30307

PRE-PERMIT SIGN INFO		Property ID:	Flagship Carwash
A.) Project Name:	Flagship Carwash	Date Completed:	1/4/23
B.) Street Address:	632 Grant Street		
C.) City, State Zip:	Herndon, VA 20170		
D.) Municipal Contact:	Tamsin Himes		
E.) Contact Phone:	703-435-6800	Email:	tamsin.himes@herndon-va.gov
F.) Address, City, ST Zip:	777 Lynn Street, Herndon, VA 20170		
G.) Jurisdiction:	City/Town of: Herndon	Fax:	Not available
H.) Zone/Category/Class:	CS / Commercial Services		
I.) Overlay/ MSP?:	No		
J.) Permit app fee:	\$75		
K.) Permit Process time:	30 days		
L.) How long are Permits Valid?	6 months		
M.) Permit required if only refacing?		Yes/No	Yes
N.) Property Owner approval required?		Yes/No	Yes
O.) Temp./coming-soon Banners allowed?	24 sf	Yes/No	Yes
P.) Temporary freestanding Signs allowed?	24 sf, If freestanding: 6' max.	Yes/No	Yes
Q.) Permit required for Temp Signs? Time allowed:	Short term: 60 Days, per calendar years Long term: 6 months, per cal		
R.) If UL Label & Disconnect must be specifically placed, where?	Not stipulated - submit for review.		
Note:			
WALL SIGNS			
1.) Formula(Max- Main ID & Secondary):	1 SF of sign area for each linear foot of frontage. 150 SF Max. per sign. See Note 1		
2.) Bldg sides/rear:	Formula		
3.) Transferrable?	No		
4.) # allowed:	Unlimited	Illumination:	Internally Lit, Halo-lit or Indirect Lit
5.) Max. Overall Ht.:	No more than 20' high on building façade... see note 1		
6.) Calculation Method:	Box Cabinet/Entire letter set; including Backer Panel		
7.) Sign Projection Limit	Not stipulated - submit for review. Cabinet signs allowed? Yes (verify with LL)		
8.) Special Wall sign codes:	None		
9.) Storefront Bldg colors:	Not to be confused with traffic signals		
Note:			

ROOF & CANOPY	
1.) Is permit required to paint the roof and Canopy structure?	Roof signs not stipulated. Canopy signs are prohibited in this zone.
2.) Is the branded blue, PMS 287 C restricted in any way?	
3.) Is wording & Logo on Canopy included in Wall Signs?	
4.) Formula, if separate:	
5.) # allowed:	Illumination:
Note:	
FREESTANDING SIGNS	
1.) Formula(Max- Main ID & Secondary):	1 SF of sign area for each linear foot of frontage. 50 sf max per sign
2.) # allowed:	1 per street frontage, 2 max.; or,... see note
Illumination:	Internally Lit, Halo-lit or Indirect Lit
3.) Height Max:	8' Max. 6" Min. letter height
Grade-to-sign Clearance:	Not stipulated - submit for review.
4.) Set-back	5' Min. from ROW
Calculation Method:	Largest face
Note:	
Sign criteria is reported as presented to us as of the "Date Completed". This provider is not responsible for changes in local sign code after the completion date, nor for the review process, interpretations, calculations or fees of local authorities. Where required by local authority, it is understood a permit will be obtained prior to manufacture.	

PRE-PERMIT SIGN INFO - Page 2		Property ID:	Flagship Carwash
DIRECTIONAL SIGNS			
1.) # Allowed:	Not stipulated - submit for review.	Illumination:	Not stipulated - submit for review.
2.) Max. SqFt:	Not stipulated - submit for review.	Max. Height:	Not stipulated - submit for review.
3.) Permit:	Not stipulated - submit for review.	Custom Logo:	Not stipulated - submit for review.



Sign Code Information



1100 Berkshire Blvd. Suite 200, Wyomissing, PA | (Toll Free): 844.460.6631 | (Fax): 610.478.1332 | www.egansign.com

This design/engineering proposal will remain the exclusive property of Egan Sign until approved and accepted through purchase by client named directly on drawing and may not be duplicated by other parties or design fee will apply @ \$95 per hour.

Sign Management Made Simple



Client:
Flagship Car Wash
950 Herndon Parkway #400
Herndon, VA 20170

Location Address:
Flagship Carwash
632 Grant St,
Herndon, VA 20170

Description:

Color Key:

Layout Date:
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READERBOARD / EMU

1.) Readerboards allowed for: ☐ Wall mount ☐ Pole/Pylons ☐ Monument signs ☒ None **Not specifically allowed - submit for review**

2.) Readerboard types allowed: ☐ Manual ☐ LED ☐ Both ☐ Other:

3.) Size Allowed:

4.) Is size determined as separate allowance, or as percentage of entire sign face?

IF LED's are allowed:

A. Colors **NOT** allowed: ☐ Amber/Yellow ☐ Red ☐ Green ☐ No Color Restriction

Other:

B. If certain colors, ie. red, green, yellow are restricted is a full-color unit prohibited?

C. Operating Restrictions: ☐ No Restrictions ☐ No Scrolling ☐ No Graphics ☐ Time-Temp Required ☐ No Animations/Moving Pictures ☐ No Flashing ☐ No Logos ☐ Community Message Required

Other (Explain)

D. Interval: times per ☐ Seconds ☐ Minutes ☐ Hours ☐ Day ☐ Static Msg. ☐ Interval Not Stipulated ☐ See Notes

E. Is 24-hour operation of LED readerboard allowed? ☐ Yes ☐ No ☐ With Restrictions, explain

F. If special-use permit or review board required, explain:

CONSTRUCTION SIGNS

1.) # allowed: **One** Custom Logo Allowed: ☒ Yes ☐ No

2.) Sq Ft Formula: **24 sf**

3.) Max. Sq Ft: **24 sf** Max. Height: **6'**

4.) Grade-to-sign Clearance: **Not stipulated - submit for review.** Setback: **Out of ROW and behind property lines**

5.) Time Allowed: **Short term: 60 Days, per calendar years Long term: 6 months, per calendar year**

6.) Mount restrictions: **None**

Note:

VARIANCE

1.) Variance Meeting: **fourth Thursday of every month** App. Deadline: **30 days**

2.) Processing Time: **2-3 months** Est. Fees: **\$100 min**

3.) Attorney or expeditor required? ☐ Yes ☒ No ☒ Sign Details ☐ Engineering Seal ☐ UL Number

4.) Documents Required- # Sets: **As advised** ☒ Building Elevations ☒ Owner Authorization Ltr. ☐ Property ID#

5.) Probability of Variance? **Depends on hardship** ☒ Site Plan ☐ Legal Description ☐ Addtl Prof Seals

Note:

PRE-PERMIT SIGN INFO - NOTES, Page 3

Property ID:

Flagship Carwash

Note 1

TABLE 78-141.4(a):
SIGN STANDARDS FOR FREESTANDING, WALL AND TEMPORARY SIGNS IN COMMERCIAL DISTRICTS

Type	Freestanding	Wall	Temporary
Number	1 per street frontage, 2 max.; or, 2 max. per street frontage with more than one primary entrance and more than 300' of frontage	Unlimited	Up to 1 per street frontage
Size	1 SF of sign area for each linear foot of frontage. 50 SF Max. per sign	1 SF of sign area for each linear foot of frontage. 150 SF Max. per sign	24 SF Max.
Height	8' Max. 6" Min. letter height		If freestanding: 6' max.
Location	5' Min. from ROW	No more than 20' high on building facade; except on properties zoned CS or PD-B, where wall signage may be located an additional 1' higher on the building's façade than otherwise permitted, for every 5' of distance greater than 100 feet from the façade to the ROW, but shall not exceed 30'	If freestanding: 5' from ROW; if wall: No more than 20' high on building
Illumination	Internally Lit, Halo-lit or Indirect Lit	Internally Lit, Halo-lit or Indirect Lit	None
Duration	Unlimited	Unlimited	Short term: 60 Days, per calendar years Long term: 6 months, per calendar year

CC

Sign Code Information



Client:
Flagship Car Wash
950 Herndon Parkway #400
Herndon, VA 20170

Location Address:
Flagship Carwash
632 Grant St,
Herndon, VA 20170

Description:
FCW-ISCLF-70
Illuminated Channel Letters
(64.3 Sq Ft)

Qty: 1

Remove existing channel letters.
Patch a fill holes with paintable
caulk.

Color Key:

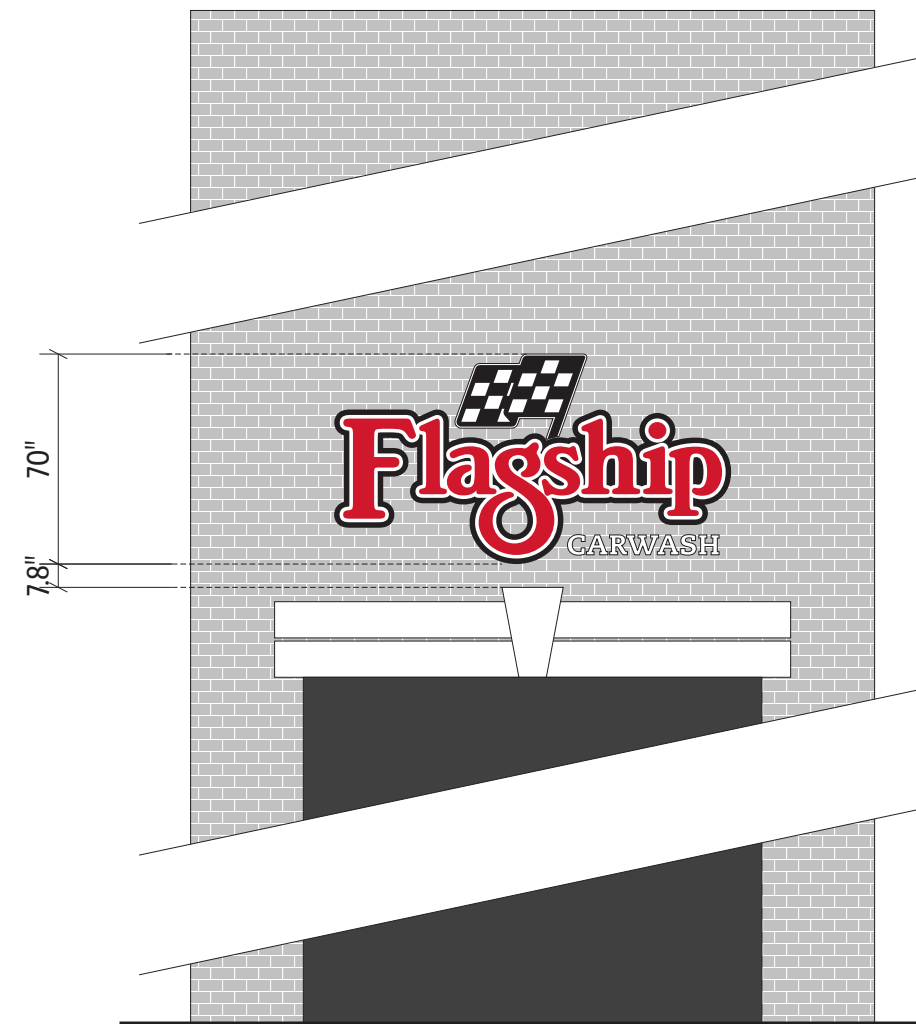
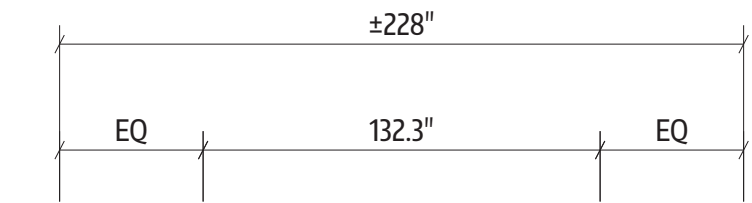
Layout Date:
01/04/2023 - RS/AR

Revision Date:
01/10/2023 - AR

File Name:
30307_Herndon.pdf
Project Number: 30307

Square Footage Calculation:

Code: 1 SF of sign area for each linear
foot of frontage. 150 SF Max. per sign.
Calculation: 1* 66 lf = 66 sft
Allowed: 66 sft.
Used: 64.3 sft.
Existing: ±76 sft.



Proposed 50



Existing

A Illuminated Channel Letters
Scale: 3/16" = 1' 0"



NIGHT RENDERING



Client:
Flagship Car Wash
950 Herndon Parkway #400
Herndon, VA 20170

Location Address:
Flagship Carwash
632 Grant St,
Herndon, VA 20170

Description:
FCW-ISCLF-70
Illuminated Channel Letters
(64.3 Sq Ft)

Qty: 1
Provide LED illuminated channel letters per detail; mounted flush to facade.

Color Key:
■ 3M 3730-33L Red (PMS 186 C)
■ Black
□ White

Layout Date:
01/04/2023 - RS/AR

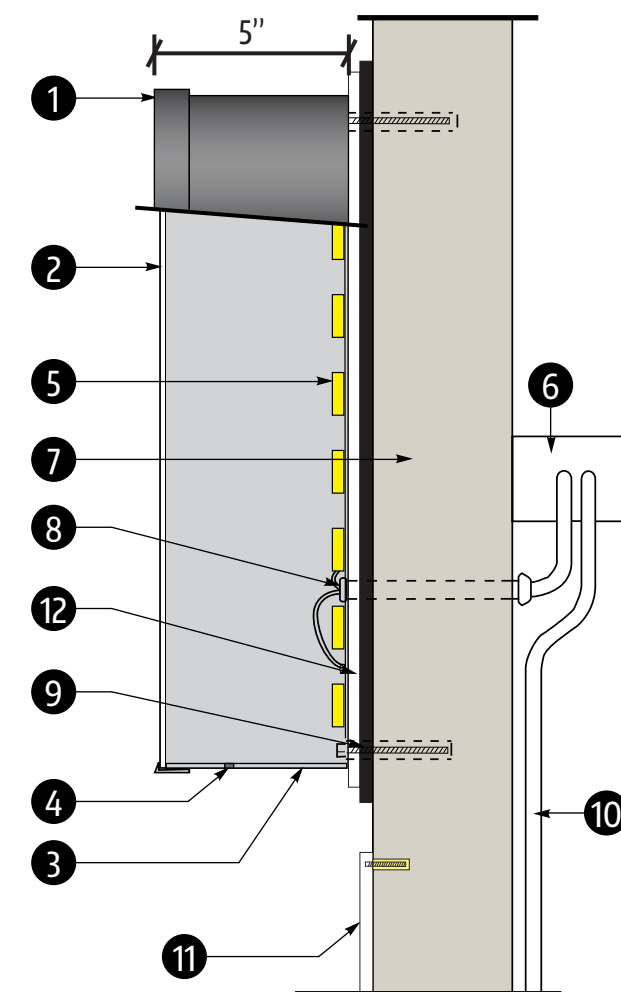
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CROSS SECTION OF UL LISTED CHANNEL LETTERS w/ LEDS

- (1) 1" PLASTIC TRIM CAP PAINTED BLACK
- (2) 3/16 PLEXIGLAS FACE W/ SURFACE APPLIED TRANSLUCENT VINYL
- (3) .040 ALUMINUM RETURN PAINTED BLACK (.063 BACK)
- (4) 1/4" DRAIN HOLES (Min. 2 per letter)
- (5) LED ILLUMINATION
- (6) LED POWER SUPPLY
- (7) FACADE
- (8) LOW VOLTAGE CLASS 2 POWER LINE
- (9) MOUNTING HARDWARE (3/8"x5" Bolts)
- (10) EXISTING 120 VOLT SERVICE
- (11) 3/8" (thk) ACRYLIC FCOS; STUD MOUNTED TO WALL
- (12) 3MM (THK) ACM PANELS MOUNTED FLUSH TO FACADE (2 LAYERS)

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes.
This includes proper grounding and bonding of the sign.



Illum. Channel Letters	X	X1	X2	Y	Y1	Total Square Feet:
FCW-ISCLF-50	50	23.8	4.9	94.5	36	32.8
FCW-ISCLF-54	54	25.75	5.3	102.1	39	38.3
FCW-ISCLF-58	58	27.7	5.7	109.6	41.9	44.1
FCW-ISCLF-62	62	29.6	6.1	117.2	44.8	50.5
FCW-ISCLF-66	66	31.5	6.5	124.8	47.6	57.2
FCW-ISCLF-70	70	33.4	6.8	132.3	50.5	64.3
FCW-ISCLF-74	74	35.3	7.2	139.9	53.4	71.9
FCW-ISCLF-78	78	37.2	7.6	147.5	56.3	79.9
FCW-ISCLF-82	82	39	8	155	59.2	88.3

A

Illuminated Channel Letters

Scale: NTS

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SIGN

1100 Berkshire Blvd. Suite 200, Wyomissing, PA | (Toll Free): 844.460.6631 | (Fax): 610.478.1332 | www.egansign.com

This design/engineering proposal will remain the exclusive property of Egan Sign until approved and accepted through purchase by client named directly on drawing and may not be duplicated by other parties or design fee will apply @ \$95 per hour.

Sign Management Made Simple



Client:
Flagship Car Wash
950 Herndon Parkway #400
Herndon, VA 20170

Location Address:
Flagship Carwash
632 Grant St,
Herndon, VA 20170

Description:
FCW-ILCLR-CUSTOM
Illuminated Channel Letters
(75.6 Sq Ft)

Note:
Remove existing letterset; patch
wall as needed

Color Key:

Layout Date:
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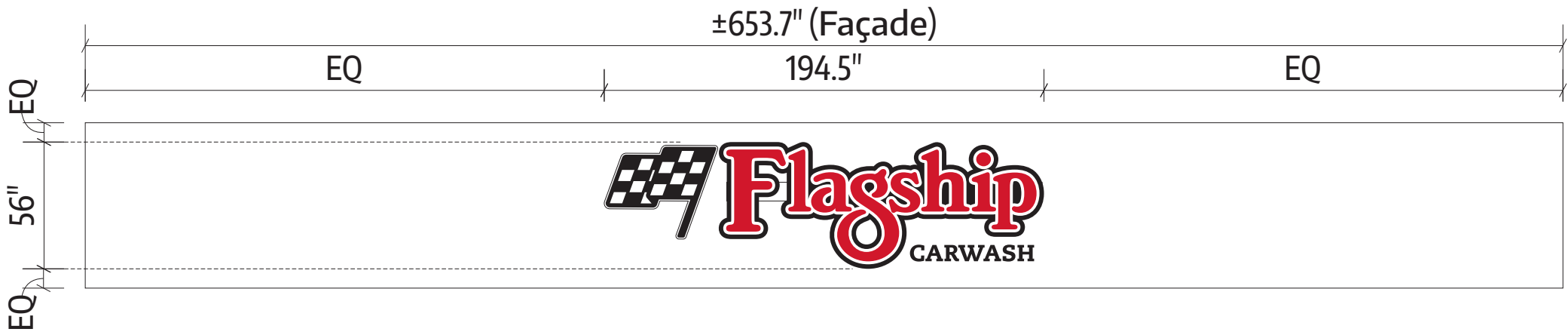
Proposed 95



Existing

Square Footage Calculation:
Code: 1 SF of sign area for each linear
foot of frontage. 150 SF Max. per sign.
Allowed: 150 sft. (Frontage is 177 LF)
Used: 75.65 sft.
Existing: ±61 sft.

Note: Facade to row is ±47 ft.
Code states no more than 20 ft
height on building facade if less
than 100 ft from row.
Zone CS allows 1' higher.



B Illuminated Channel Letters

Scale: 3/16" = 1' - 0"



Client:
Flagship Car Wash
950 Herndon Parkway #400
Herndon, VA 20170

Location Address:
Flagship Carwash
632 Grant St,
Herndon, VA 20170

Description:
FCW-ILCLR-CUSTOM
Illuminated Channel Letters
(75.6 Sq Ft)

Qty: 1

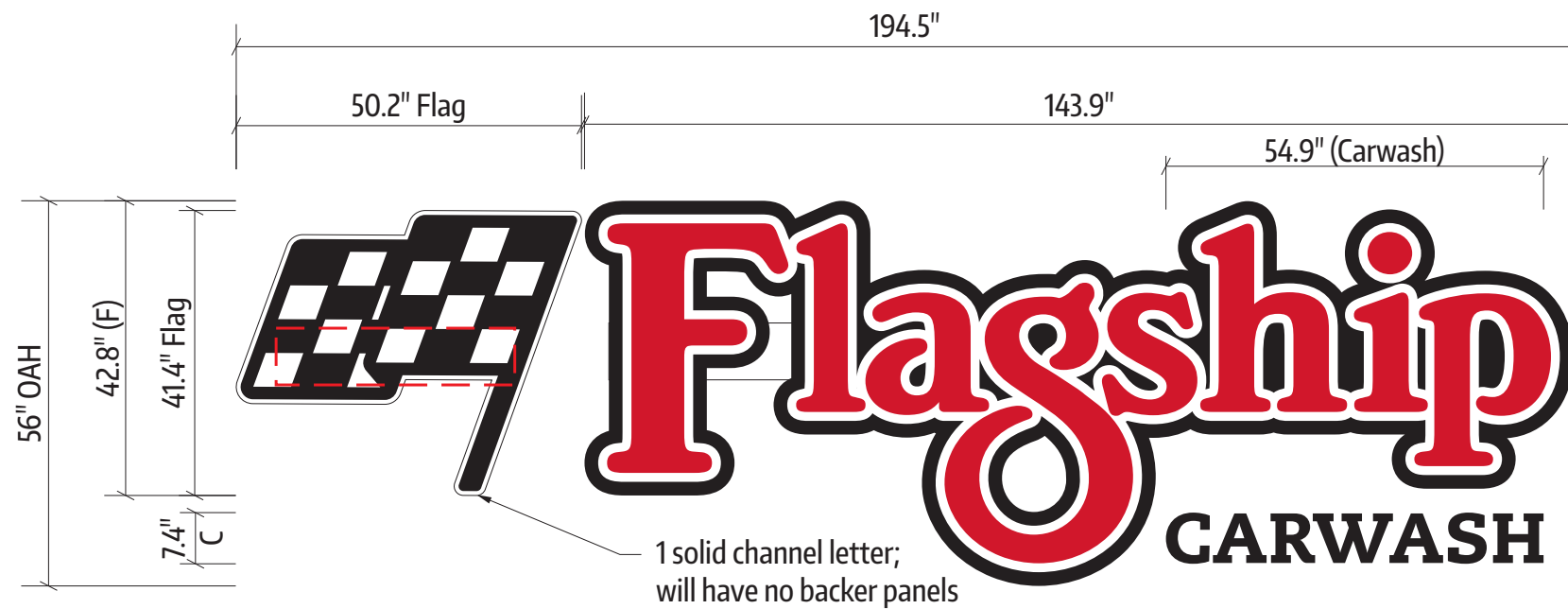
Provide LED illuminated channel letters per detail; mounted flush to raceway painted to match facade.

Color Key:
■ 3M 3730-33L Red (PMS 186 C)
■ Black
□ White
■ Wall Color TBD

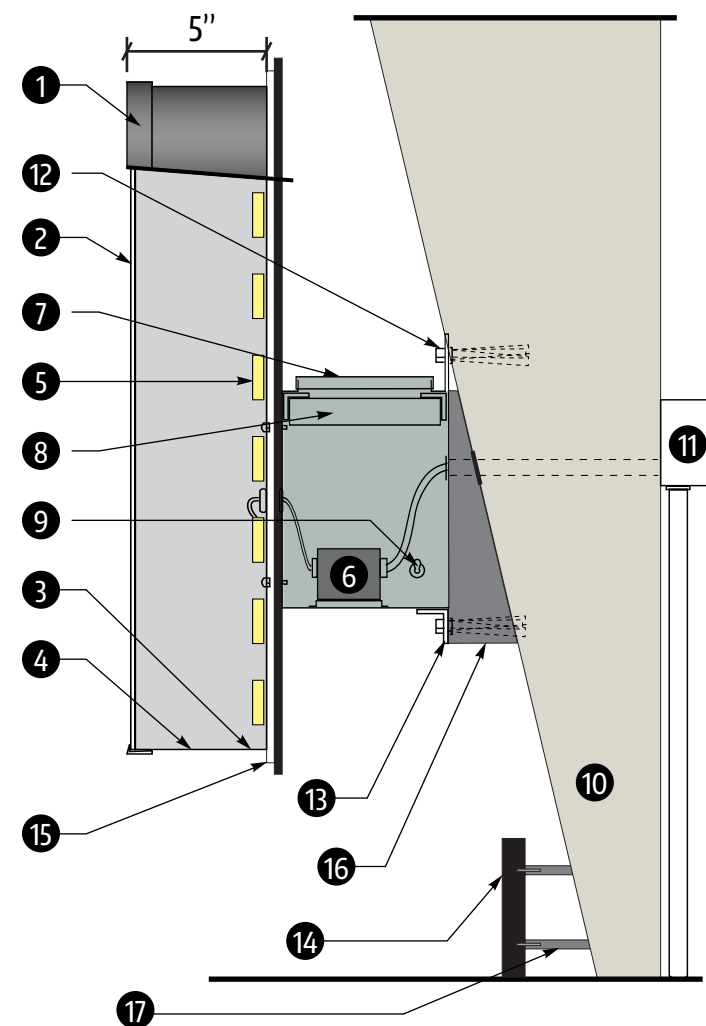
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NIGHT RENDERING



CROSS SECTION OF UL LISTED RACEWAY CHANNEL LETTERS w/ LED ILLUMINATION

- ❶ 1" BLACK PLASTIC TRIM CAP
- ❷ 3/16 PLEXIGLAS FACE W/ TRANSLUCENT VINYL TO MATCH COLOR KEY
- ❸ .040 ALUMINUM RETURN PAINTED BLACK(.063 BACK)
- ❹ 1/4" DRAIN HOLES (Min. 2 per letter)
Raceway also has drainholes as needed
- ❺ LED ILLUMINATION
- ❻ LED POWER SUPPLY
- ❼ 8"x5"x.040 ALUMINUM RACEWAY (Length varies)
Raceway has 2 lip at the top for hanging;
paint to match wall background
(raceway formed from one piece of aluminum)
- ❽ 1"x1" INTERNAL WELDED ALUMINUM ANGLE
continuous along the length of top (front & back)
w/ angle cross supports spaced along length
- ❾ TOGGLE DISCONNECT SWITCH
- ❿ FACADE - WALL STRUCTURE (TBV)
- ⓫ EXISTING 120 VOLT SERVICE
- ⓬ MOUNTING HARDWARE (TBD" Bolts)
- ⓭ ANGLE SHOE FOR ATTACHMENT AT BOTTOM
- ⓮ 3/8" (THK) ACRYLIC FCOS STUD MOUNTED
TO FACADE PAINTED BLACK
- ⓯ 3MM (THK) ACM PANELS MOUNTED TO RACEWAY
(2 LAYERS)
- ⓰ ANGLED SUPPORT TO MOUNT RACEWAY.
- ⓱ SPACERS TO MOUNT FCO'S 90°

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes.
This includes proper grounding and bonding of the sign.

B

Illuminated Channel Letters

Scale: NTS

EGAN
SIGN

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This design/engineering proposal will remain the exclusive property of Egan Sign until approved and accepted through purchase by client named directly on drawing and may not be duplicated by other parties or design fee will apply @ \$95 per hour.

Sign Management Made Simple



Client:
Flagship Car Wash
950 Herndon Parkway #400
Herndon, VA 20170

Location Address:
Flagship Carwash
632 Grant St,
Herndon, VA 20170

Description:
Non-illuminated Pan Face Sign
(13.5 Sq Ft)

QTY: 2

Provide new 1" deep aluminum pan face sign painted to match PMS 609 C w/ digitally printed graphics to match color key.

Color Key:

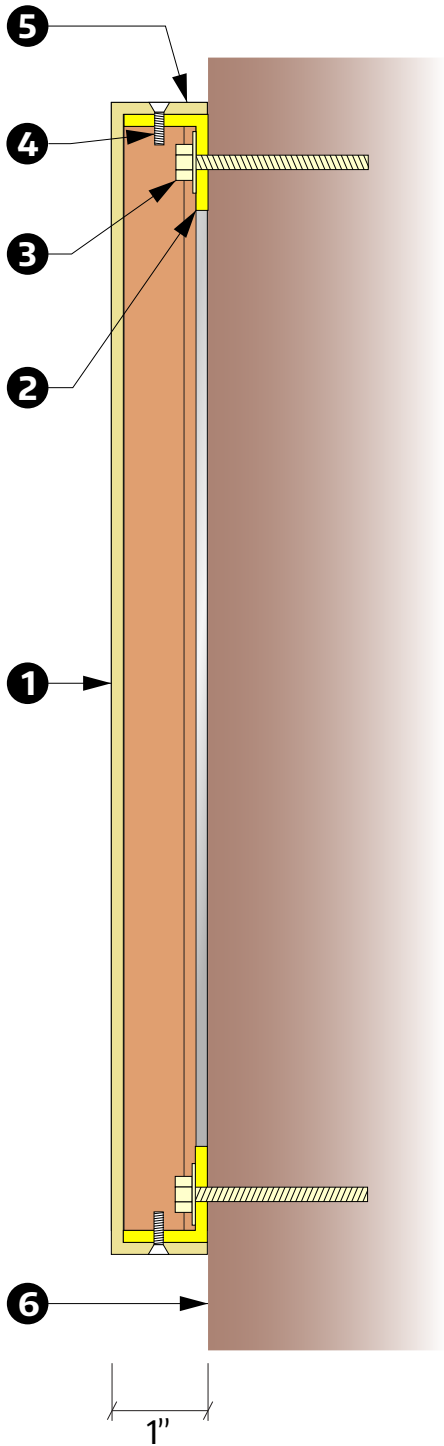
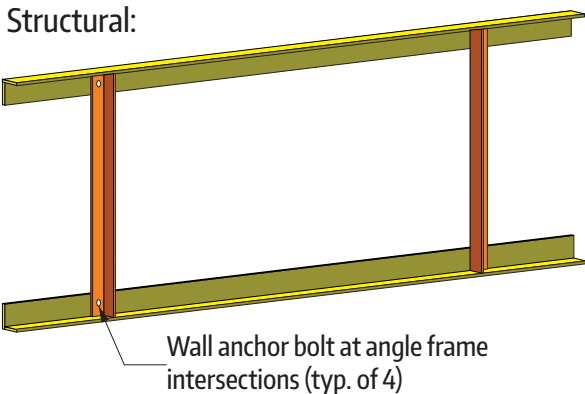
- PMS 121 C
- PMS 186 C
- Black
- White

Layout Date:
01/04/2023 - RS/AR

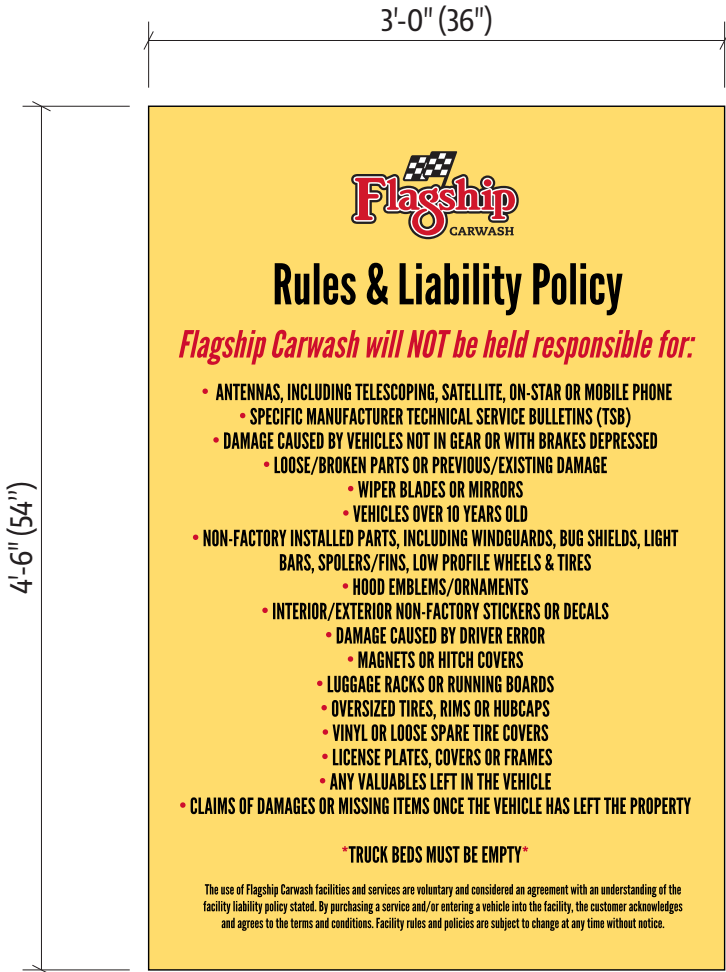
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- SECTION DETAILS:**
- 1 0.090" Alum non-illuminated pan face sign panel w/ digitally printed graphics & edge to match
 - 2 1" x 1" (1/4"t) Fabricated alum. angle framing fastened to exterior wall
 - 3 Stainless steel attachment fastener per existing wall structure and site conditions
 - 4 S.S. countersink machine screws painted to match sign (min of 3 per clip angle)
 - 5 Paint to match PMS 609C
 - 6 Existing wall (no change)



Attachment Detail - Section View:
SCALE: NTS



C Non-Illuminated Pan Face Sign

Scale: 1"=1'-0"

Title: ARB #23-007; Building Alteration; 315 Elden Street

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

Summary Information

Applicant Request	Building alteration		
Address	315 Elden Street		
Fairfax County Tax Map Number	0171 02 0007		
Owner	315 Elden Street Owner LLC		
Applicant	Ethan Frey, Blue Ocean		
Business/Organization	Blue Ocean		
Property Use	Former hotel		
Zoning District	PD-UR, Planned Development – Urban Residential		
Adjacent Zoning	North: CS, Commercial Services District South: O & LI; Office and Light Industrial East: O & LI; Office and Light Industrial West: CO, Commercial Office District		
Building Type(s)	Multi-building hotel	Date of Construction:	1990
Architectural Style(s)	Traditional multi-family residential		
Exterior Material(s)	Brick, EFIS, aluminum		
Neighborhood Design Profile	Commercial		
Comprehensive Plan Land Use Designation	Business Corridor		

Staff Recommendation	Staff is withholding a recommendation
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Case Details

Proposal:

This application proposes exterior modifications to the apartment buildings at 315 Elden Street. These modifications include exterior painting the façade, window and door surrounds, gutters and downspout systems and chimney hoods. Currently the façade is a combination of unpainted brick and off-white EFIS paneling, with tan gutters and downspouts and brown window surrounds. The proposed project would paint the entire facades of the buildings including brick and EFIS the same color (SW 7004 Snowbound),

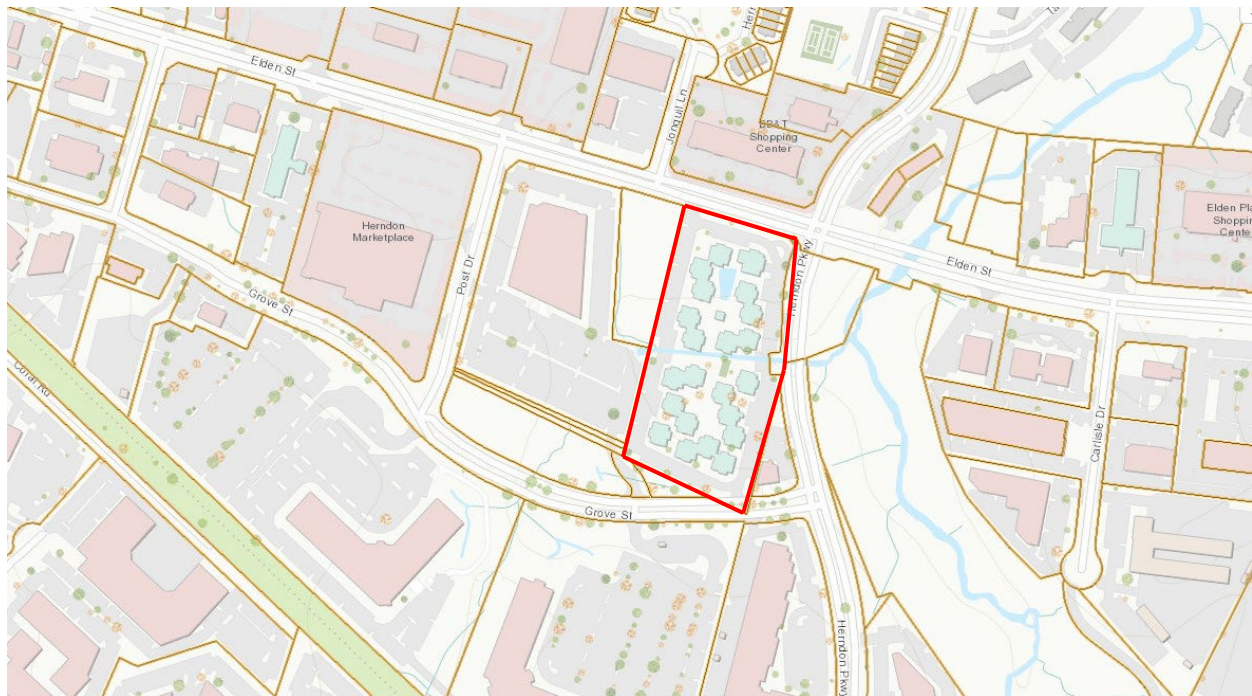
with the gutters, downspouts, window/door trim and chimney caps painted black (SW 7069 Iron Ore). The applicant has provided an image of one of the buildings as existing and a rendering of this building with the proposed alterations.

The property at 315 Elden Street was the subject of a discussion item at the February 2nd, 2022, ARB work session at which time the ARB reviewed these and other alterations for the property. The Board was supportive of the changes discussed and expressed interest in the project and its formal application to the Board. The site was also the subject of a Zoning Map Amendment (ZMA #21-01) to change the zoning district from CS, Commercial Services, to PD-UR, Planned Development – Urban Residential in order to accommodate the new use.

Site Description:

The property at 315 Elden Street is improved with 2- and 3-story buildings built in 1990 that formerly functioned as a Residence Inn hotel. The buildings are in the process of being repurposed from a hotel to multi-family residential units. The complex sits on approximately 6 ½ acres of land on the corner of Elden Street and Herndon Parkway.

Location Map



Applicable Design Guidance:

- Town Code of Ordinances, Section 58-96 – *Design criteria*

Staff Analysis

1. Staff has found that the proposed building alteration meets the applicable standards and requirements of the Town of Herndon Zoning Ordinance.

2. With the findings expressed below, staff believes the proposed building alteration generally complies with the applicable design criteria within the Town's Architectural Control District as specified in Section 58-96 of the Town Code of Ordinances.
 - a. The alteration is compatible with existing well-designed structures.
 - b. The alteration conforms to accepted architectural principles for permanent buildings.
 - c. The proposed alteration appears to be constructed durably and to be suitable for the enhancement of a good suburban community.
3. There are specific types of paint that should be used for masonry and for metal elements such as window frames and chimney hoods. If the correct types of paint are not used the paint can deteriorate quickly resulting in damage and unsightliness. Staff is requesting that the applicant provide specifications for the paint and their appropriateness for the different surfaces.
4. When this project was reviewed by the ARB as a discussion item in February 2022 there was additional work proposed including a bike shelter/enclosure. Staff is requesting clarity from the applicant regarding those portions of the project not included in this application, why they were not included, and if those improvements are still a part of the overall project.
5. Overall staff believes that the proposed modifications are appropriate and will be an improvement to the existing structures but is requesting that the applicant provide information regarding the items below prior to a recommendation from staff to the Board:
 - a. Paint specifications.
 - b. Clarity regarding the bike enclosure present in the discussion item that is absent in this application.

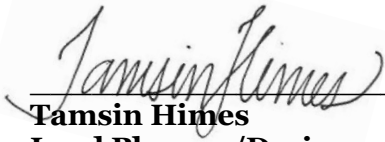
Staff Recommendation:

ARB Alternatives:	1. Resolution to deny the application. 2. Resolution to approve the application as submitted. 3. Resolution to approve with condition(s). 4. The ARB may also continue the review of this item to a future public hearing
Staff Recommendation:	Staff is withholding a recommendation pending information from the applicant.

Report Attachments

1.	Project Rendering
2.	Applicant Letter

Staff Signatures



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director

Location: 315 Elden St, Herndon, VA 20170

Attachment #1

Project: Exterior painting of building facades

Existing conditions:



Proposed painting:



SW 7069 Iron Ore
(Gutters, downspouts and chimney
caps, aluminium window trims)

SW 7004 Snowbound
(Brick and EFIS)



RE: 315 Elden Street, exterior paint enhancement

Dear Architectural Review Board team,

We are pleased to submit the attached application and supporting pictures for the Board's consideration for the exterior painting enhancement of the property located at 315 Elden Street.

The property is comprised of 20 near identical buildings that are in the process of being converted to residential apartments from a previous hotel use.

The existing façade of each building is comprised of a brownish brick and painted cream colored EFIS. Second floor apartments have a Juliette balcony with metal railing.

Existing conditions:



Site map of property:

The purpose of our exterior enhancement project is to provide the buildings with a rejuvenated, more contemporary yet classic finish. We propose to paint the EFIS and brick with the same paint color, Sherwin Williams 7004 Snowbound, and the metal surfaces (railing, window panes, chimney cap, gutters and downspout) with Sherwin Williams 7069 Iron Ore.

As seen in the rendering below, the light color of the façade will contrast nicely with the dark metal accents and is aesthetically congruent with the existing reddish roof shingles.

The proposed painting scheme will greatly enhance the visual experience for future residents, as well as for the Herndon community experiencing the property from the street as pedestrians or in traveling in vehicles.

Proposed rendering:

Attachment #2

I am looking forward to attending the ARB's working session on April 5, 2023 for any feedback that you may have for us.

Respectfully,

Ethan Frey