

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
WORK SESSION AGENDA
FEBRUARY 5, 2020
HERNDON COUNCIL CHAMBERS BUILDING
765 LYNN STREET
7:30 P.M.**

CALL TO ORDER

1. Determination of Quorum

PUBLIC HEARING

2. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #20-005**, to consider an application to install two new tenant business wall signs 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 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.

DISCUSSION

3. **Parkview Mixed Use Development – Development Concept Plan and Design Review:** Board discussion item regarding the design of future mixed use, transit-oriented development in the Herndon Transit-Oriented Core (HTOC), which is the subject of a formal development plan, DP # 19-01, being considered by the Town of Herndon Planning Commission.

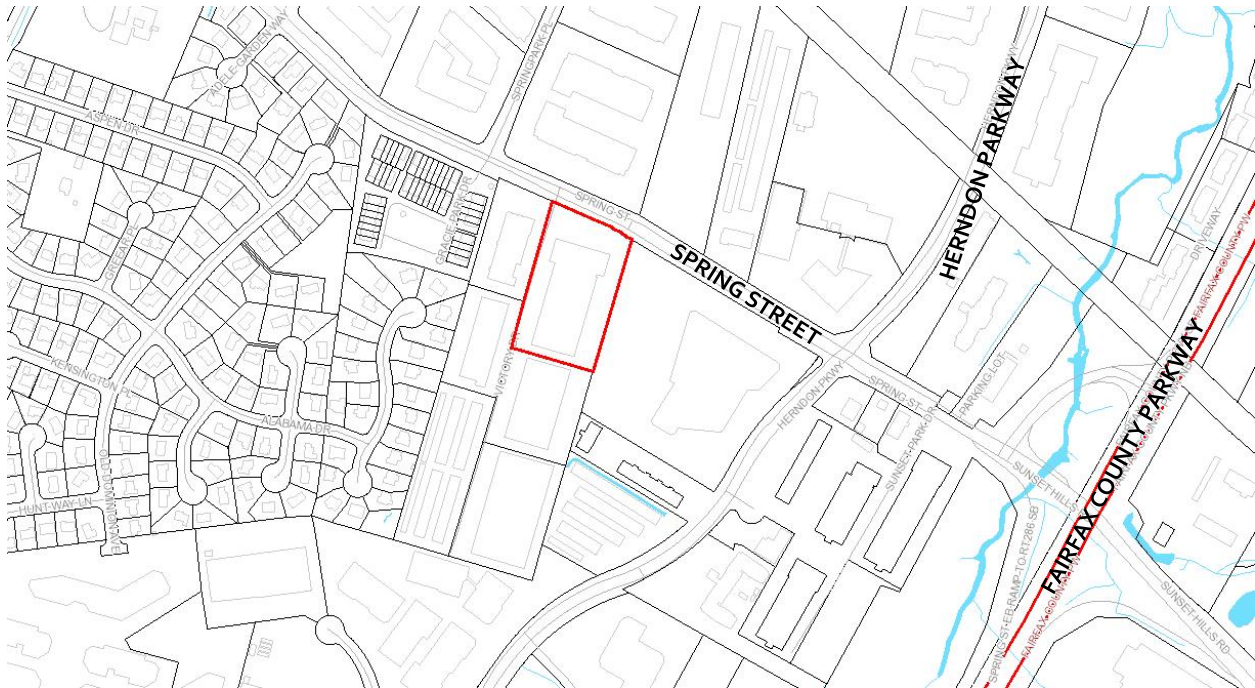
COMMENTS

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

ADJOURNMENT

Case Number & Type: ARB #20-005; 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:	AR Workshop		
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 install commercial business signage for a new retail business, AR Workshop. The application proposes to utilize two sign panels of the tenant space that is to be occupied by this business.

One sign panel will contain a 1'-5" X 9'-11" *Frosted Coke Bottle Green* vinyl sheet applied over the standard 2'-2" silver aluminum backer panel with 2" deep aluminum returns painted silver to match the sign face. The *DIY – Parties - Decor* lettering will be constructed of approximately 8 -5/8" tall X 4-1/2" wide channel letters with 3" deep aluminum returns, 3/4" black trim caps with a 3/16" translucent white acrylic face with opaque black (3M Day/Night) vinyl film applied to the white acrylic surface. The channel letters will be internally lit with white LED lights with light leak holes in the letter returns to create a halo-lit effect at night. The *DIY – Parties - Decor* and green vinyl panel will cover 14.08 square feet of surface area on one sign panel.

On the second sign panel, *AR Workshop* 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 12'-3" wide and will occupy approximately 19.35 square feet. The *AR* lettering will be constructed of approximately 1'-2" tall X 9" wide channel letters with 5" deep aluminum returns, 3/4" black trim caps with a 3/16" translucent white acrylic faces and a translucent *Frosted Coke Bottle Green* (3M vinyl film applied to the white acrylic surface. The *Workshop* lettering and integrated logo will be constructed identically as the *AR* lettering except the acrylic faces will be translucent white. The lettering and logo will be internally lit with white LED lights so that the letters and logo illuminate in the color of the acrylic faces. The *AR Workshop* lettering appears to be mounted over an unidentified material and appears to be incorrectly drawn in the applicant submission materials.

As noted, 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) as found in the Town's Zoning Ordinance, the signs will have overall sign areas of 14.08 square feet and 19.35 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 the 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 ARB also reviewed and approved a recent sign case through ARB #19-27 for new tenant signage that did not comply with the referenced Master Sign Plan. The current proposed signs do not meet the color and font type standards 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 33.4 square feet of signage 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.

Staff has noted that the sign design of the AR Workshop sign panel shows an unidentified gray material behind the channel letters. Staff has made a presumption that the approximately 1'-7" tall by 12'-3" wide panel dimensions shown in the drawing is the desired panel size which is used to calculate the sign area (see Sheet GF-100, Attachment #1) and meets the zoning ordinance. This discrepancy will need to be clarified and/or corrected to meet the applicant's desired design and assure compliance with the Town's Zoning Ordinance requirements, in order to be considered by the Board.

2. Dependent upon the necessary clarification referenced above, 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. Furthermore, the proposed colors of the sign and the façade are complementary.

However, staff has also note that the *DIY – Parties – Décor* sign on the building elevations on Sheet A-100 (Attachment #3) is placed off-center on the pre-designed sign panel. Staff recommends the Board discuss this sign placement with the applicant. Staff also recommends that the sign be centered on the sign panel as has been consistently approved for this property and in accord with the Master Sign Plan intent.

Staff Recommendation:

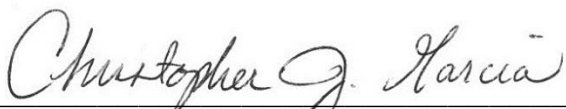
Motion Alternatives:	1. Motion to deny the application. 2. Motion to approve the application as submitted. 3. Motion to approve with condition(s). 4. Motion to continue public hearing to a date certain or the next ARB Public Hearing for action to address a specified design issue or concern of the Board.
Recommended Motion:	Staff is withholding its recommendation until the following design issues are clarified or revised: 1) Clarification of the design of size, material and placement of the gray backing material shown behind the <i>AR Workshop</i> lettering (Sheet GF-100, Attachment #1); and 2) Clarification of the placement of the <i>DIY-Parties-Décor</i> sign on the pre-designed sign panel

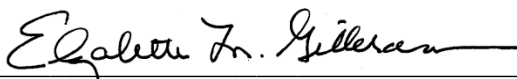
Report Attachments

1.	Aerial Image
2.	Applicant Letter
3.	Existing Conditions, Site Plan, Sign Elevations, 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 © 2018/2019



January 10, 2020

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

APPLICATION LETTER

This letter is to formally submit for ARB review for wall mounted signs, “ AR Workshop, and “DIY Parties Décor” both directly to store front. This is in correlation to ARB 17-24 in reference to Reston Herndon Business Park Signage.

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. Approved samples of exterior materials and colors

Thank you for your consideration on this matter.

Sincerely,

Heather Davis
Permit Coordinator

Area for proposed signs





Area for proposed signs



Reston Herndon Business Park

315-317 Spring St. Herndon, VA 20170

Internally Illuminated Channel Letters

Issued Date: 12/20/19

REVISED Date: 1/21/20

PERMIT DRAWING



A VISUAL
SOLUTIONS
COMPANY.

7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE:
AR Workshop

ORDER TITLE:
RHBP - AR Workshop Storefront Signage

CITY/STATE:
Herndon, VA

DRAWING DATE: 12/20/10	SALES REP: JJ	PROJECT MGR. 00
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ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

CLIENT APPROVAL:	
DEPARTMENT APPROVAL: _____ DATE: _____	
TSD: _____ / _____	
PROJECT MANAGEMENT: _____ / _____	
PRODUCTION: _____ / _____	

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION

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PROJECT TYPE:
Internally Illuminated Channel
Letters

DRAWING TYPE:
Cover Page

PROJECT NO.	TASK NO.	QTY.
83851-1	201153	
DWG. NO.	SHEET	
0814MRO	C-100	

[illegible]

ORDER TITLE:
RHBP - AR Workshop Storefront Signage

DRAWING DATE 12/20/10	SALES REP JJ	PROJECT MGR. 00
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ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

PROJECT TYPE: Internally Illuminated Channel Letters		
DRAWING TYPE: Drawing Index		
PROJECT NO.	TASK NO.	QTY.
83851-1	201153	
DWG. NO.		SHEET
0814MRO		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.

REVISION HISTORY				PROJECT TYPE: Internally Illuminated Channel Letters		
NO.	DATE	PREV DRWG	DESCRIPTION			
				DRAWING TYPE: General Notes		
				PROJECT NO.	TASK NO.	QTY.
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				DWG. NO.	SHEET	
				0814MRO	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.
- Joining 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.

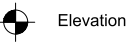
General Spray Finishing Notes:

- 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



A VISUAL
SOLUTIONS
COMPANY.

7440 Fort Smallwood Road
Baltimore, Maryland 21226
800.854.0568

PROJECT TITLE:
AR Workshop

ORDER TITLE:
RHBP - AR Workshop Storefront Signage

CITY/STATE
Herndon, VA

DRAWING DATE	SALES REP	PROJECT MGR.
12/20/10	JJ	00

ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

REVISION HISTORY				PROJECT TYPE:		
NO.	DATE	PREV DRWG	DESCRIPTION	Internally Illuminated Channel Letters		
				DRAWING TYPE: General Notes		
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				83851-1	201153	
				DWG. NO.		SHEET
				0814MRO		GN-101



A VISUAL
SOLUTIONS
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7440 Fort Smallwood Road
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PROJECT TITLE:
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CITY/STATE:
Herndon, VA

DRAWING DATE: 12/20/10	SALES REP: JJ	PROJECT MGR. 00
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ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

PROJECT TYPE:
Internally Illuminated Channel
Letters

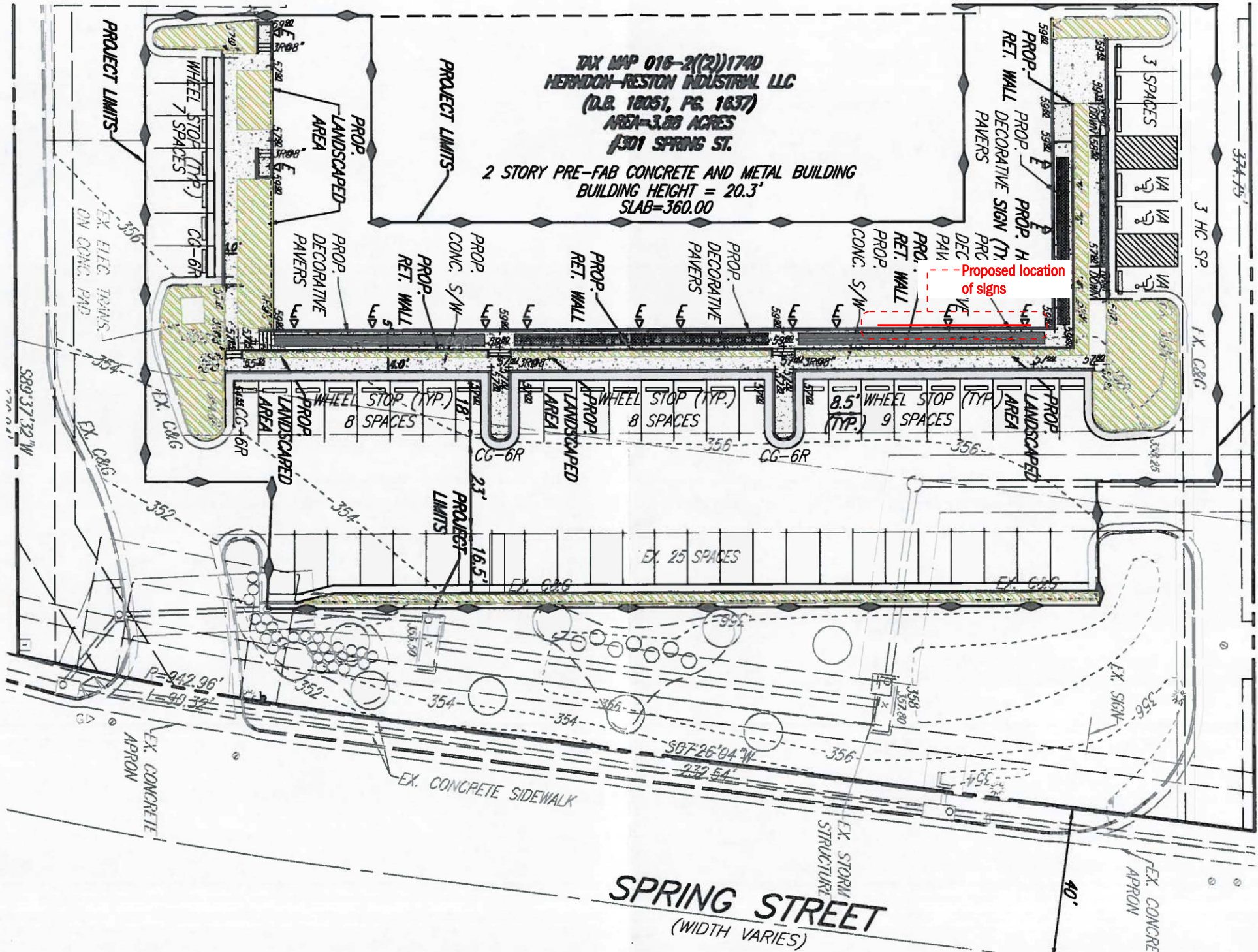
DRAWING TYPE:
Site Plan

PROJECT NO.	TASK NO.	QTY.
83851-1	201153	

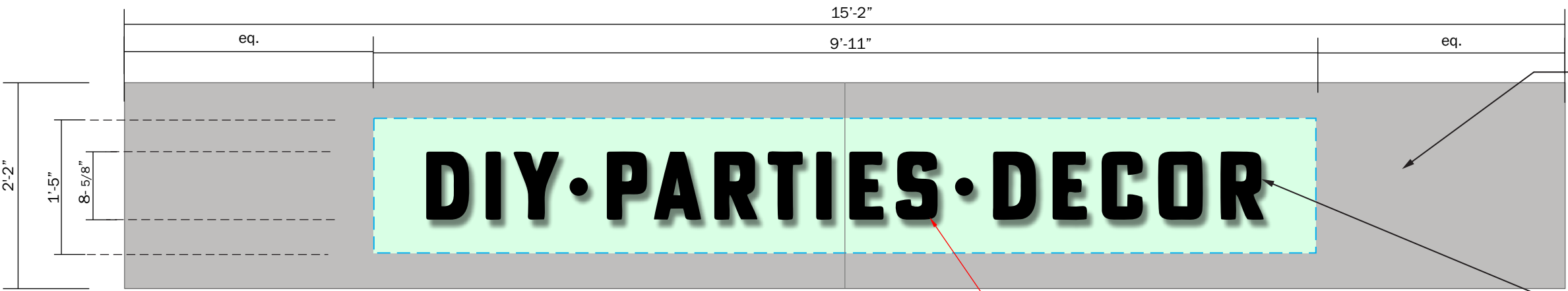
DWG. NO.	SHEET
0814MRO	SP-100

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION

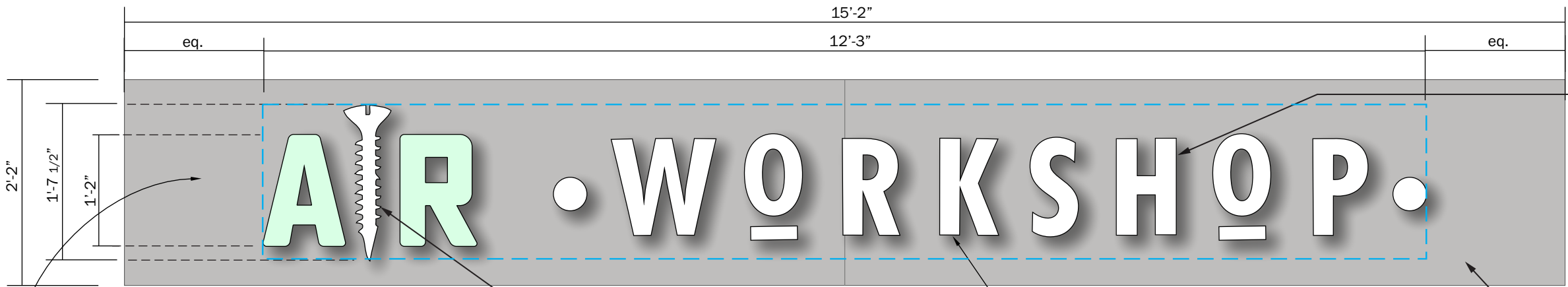
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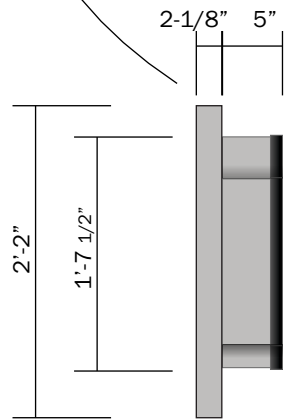
1 SITE MAP
SCALE: 1/32" = 1' - 0"



1 ELEVATION DETAIL - TOTAL SF = 14.04
SCALE: 3/4" = 1'



2 ELEVATION DETAIL - TOTAL SF = 19.91
SCALE: 3/4" = 1'



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

NOTE: client to send file with clean LineArt File for letters
(prior to production, placeholder shown)

*NOTE: Screw threads may need
to be enlarged OR removed for
proper illumination*

NOTE: client to send file with clean LineArt File for letters
(prior to production, placeholder shown)

FABRICATED BACKER PANEL:
Return Finish on panel: painted
CM 359-A1 silver base coat
satin clear
Face Finish: masked & painted
CM 359-A1 silver base coat satin
clear & to match frosted coke
bottle green vinyl

1 revised 1/21

3" DEEP FACE LIT CHANNEL
LETTERS:
Return Finish: painted CM 359-A1
silver base coat satin clear
Face Finish: #7328 trans white
acrylic w/ surface applied
3M Day/Night Vinyl black
Trim Cap: 3/4" Black

1 revised 1/21

FACE LIT CHANNEL LETTERS:
Return Finish: painted CM 359-A1
silver base coat satin clear
Face Color: white acrylic (logo)
trans vinyl frosted coke bottle
green on "AR" faces, (client
to confirm)
Backer color: pre-coated white
Trim: 1" black



disconnect switch (painted to
match silver building fascia
color between cabinets)
PM to confirm #

BACKER PANEL painted
CM 359-A1 silver base coat
satin clear

14.04 sq ft
19.91 sq ft
33.95 sq ft Overall TOTAL



A VISUAL
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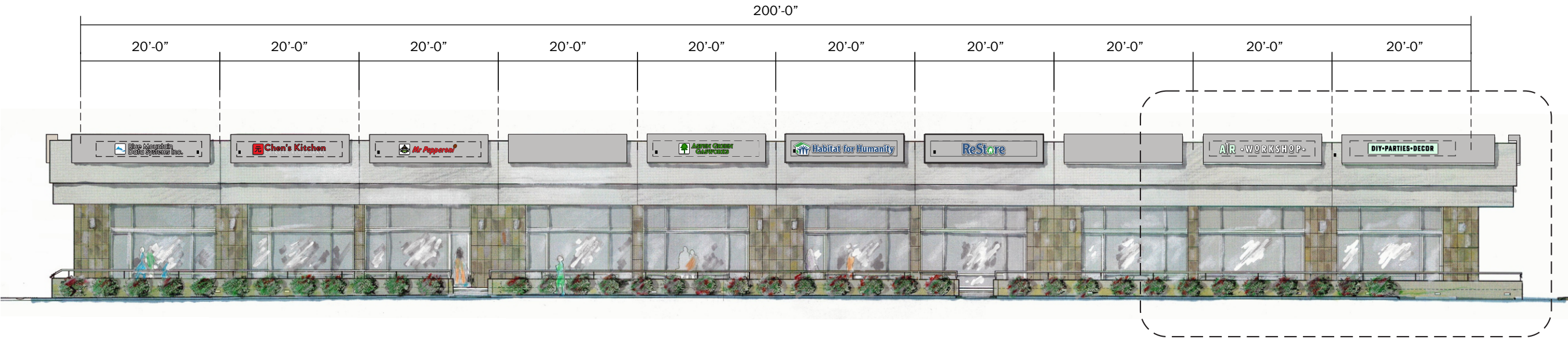
PROJECT TITLE: AR Workshop		
ORDER TITLE: RHBP - AR Workshop Storefront Signage		
CITY/STATE: Herndon, VA		
DRAWING DATE: 12/20/10	SALES REP: JJ	PROJECT MGR. 00

ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

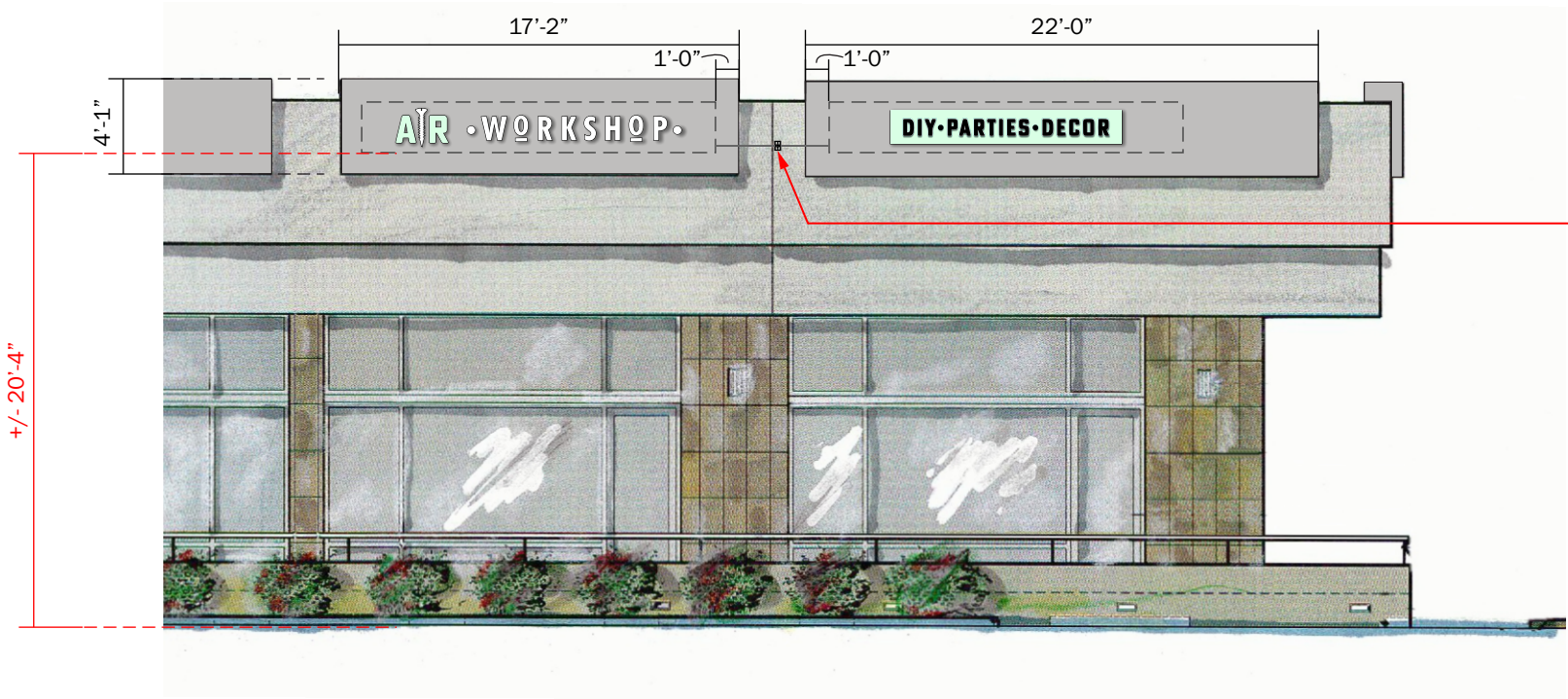
REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
1	1/21/20	0796MRO	3" DEEP CHANNEL LETTER

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PROJECT TYPE: Internally Illuminated Channel Letters		
DRAWING TYPE: Graphics / Finishes		
PROJECT NO.	TASK NO.	QTY.
83851-1	201153	1 each
DWG. NO.	SHEET	
0814MRO	GF-100	



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



*NOTE: Approx. disconnect switch location
(both signs connected to x1 switch
in between on building fascia,
NOT on backer panel)*

2 ENLARGED ELEVATION VIEW @ STOREFRONT
SCALE: 1/8" = 1'



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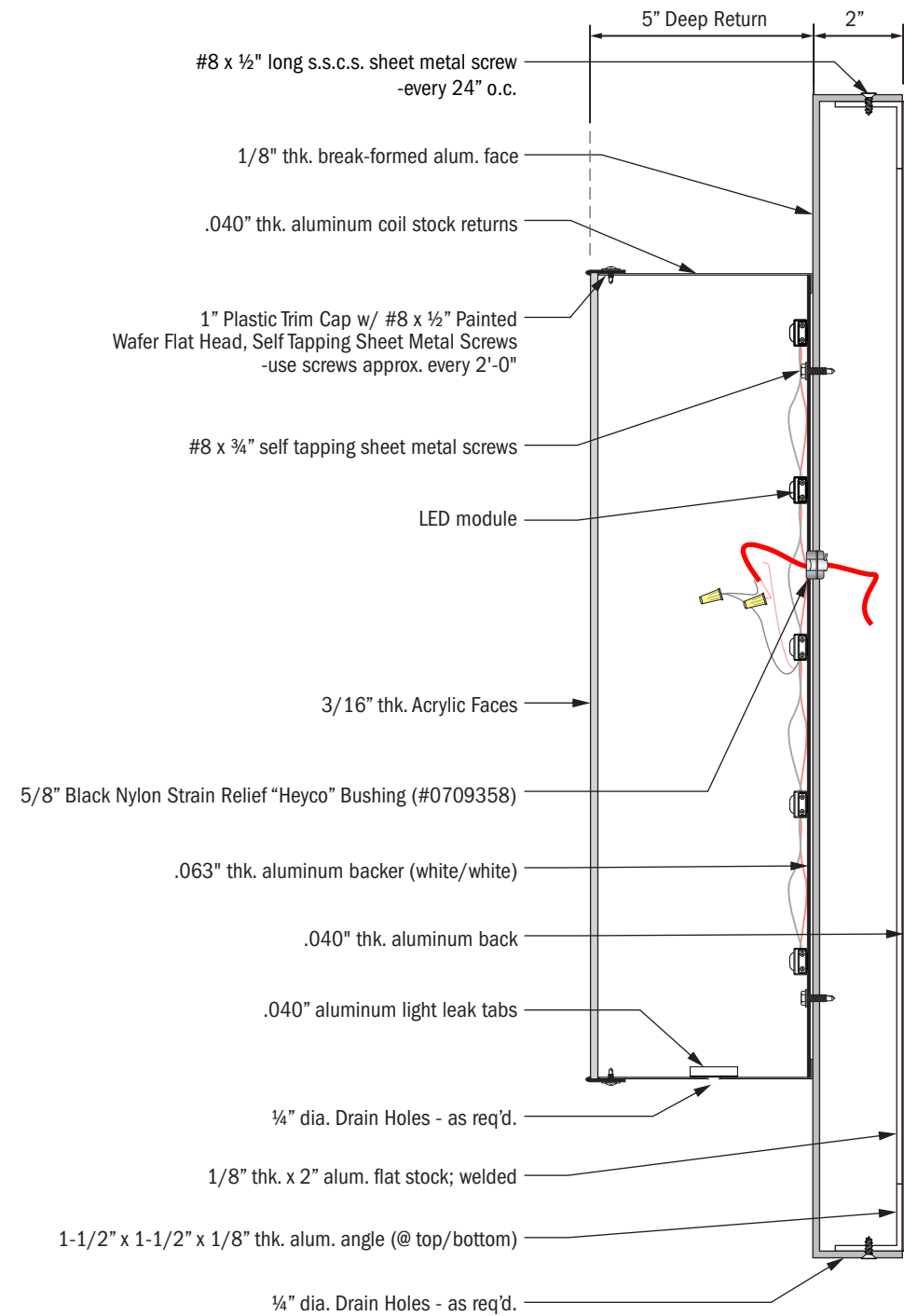
PROJECT TITLE: AR Workshop		
ORDER TITLE: RHBP - AR Workshop Storefront Signage		
CITY/STATE: Herndon, VA		
DRAWING DATE: 12/20/10	SALES REP: JJ	PROJECT MGR.: 00

ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

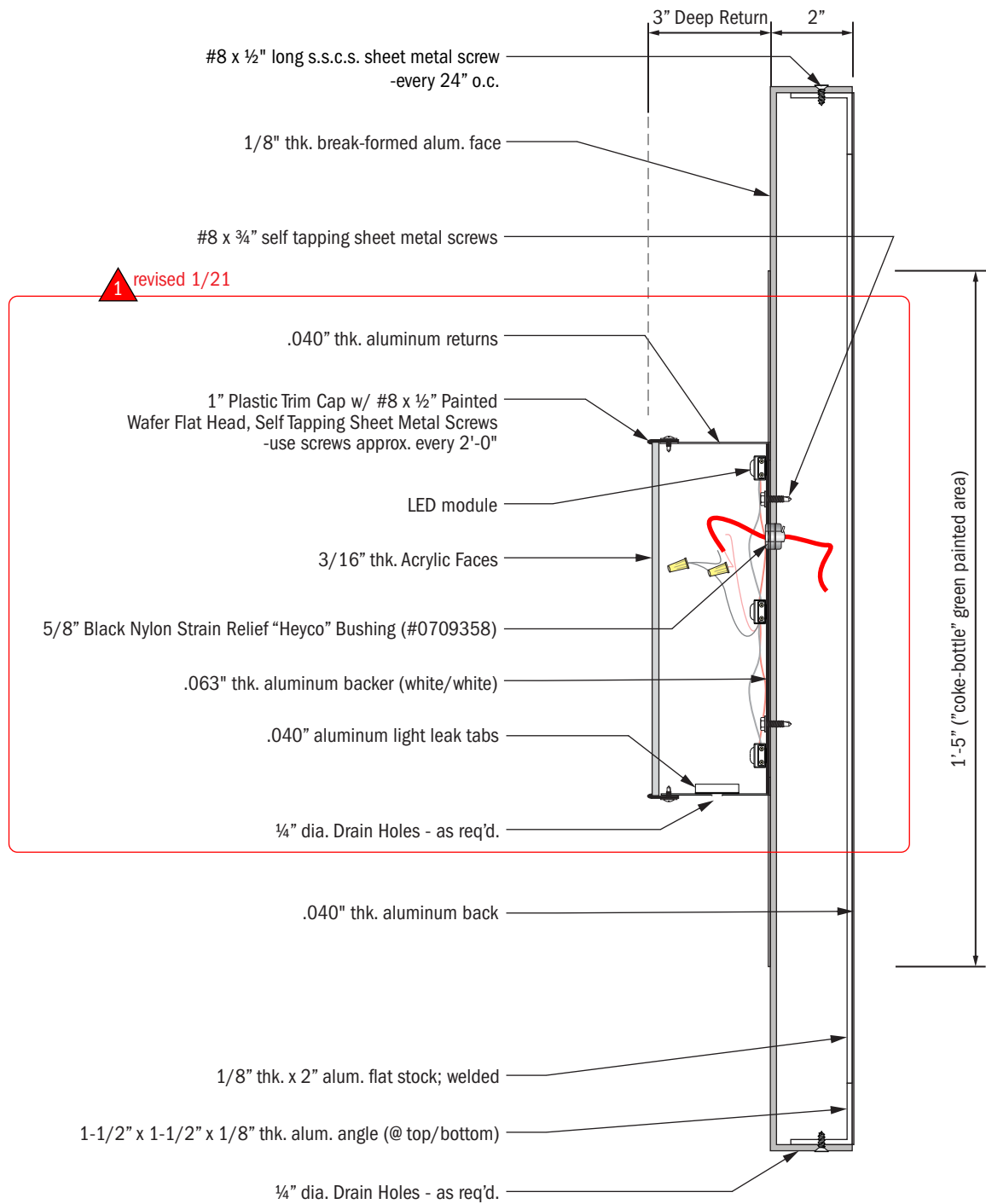
NO.	DATE	PREV DRWG	DESCRIPTION
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PROJECT TYPE: Internally Illuminated Channel Letters		
DRAWING TYPE: Arch. - Elevation		
PROJECT NO.	TASK NO.	QTY.
83851-1	201153	shown
DWG. NO.	SHEET	
0814MRO	A-100	

1 SECTION DETAIL - "AR WORKSHOP LETTERS"
SCALE: 3" = 1'



2 SECTION DETAIL - DIY/PARTIES/DECOR LETTERS
SCALE: 3" = 1'



NOTE: Some letters to have "floating centers"

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
1	1/21/20	0796MRO	3" DEEP CHANNEL LETTER
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PROJECT TYPE: Internally Illuminated Channel Letters		
DRAWING TYPE: Arch. - Fabrication Details		
PROJECT NO.	TASK NO.	QTY.
83851-1	201153	1 each
DWG. NO.	SHEET	
0814MRO	A-101	



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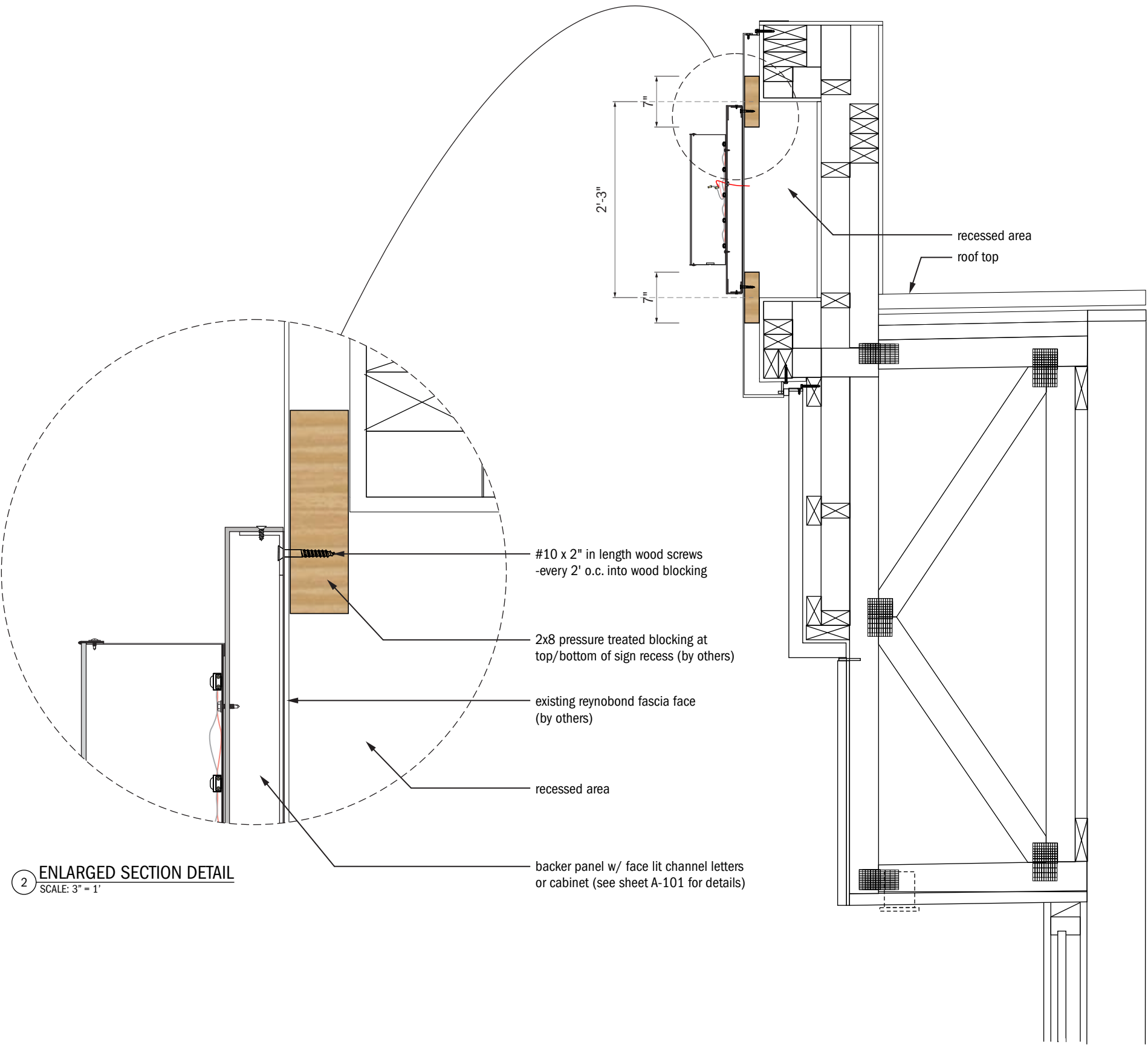
PROJECT TITLE:
AR Workshop

ORDER TITLE:
RHBP - AR Workshop Storefront Signage

CITY/STATE
Herndon, VA

DRAWING DATE	SALES REP	PROJECT MGR.
12/20/10	JJ	00

ENGINEER OF RECORD SEAL/SIGNATURE/DATE:



2 ENLARGED SECTION DETAIL
SCALE: 3" = 1'

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



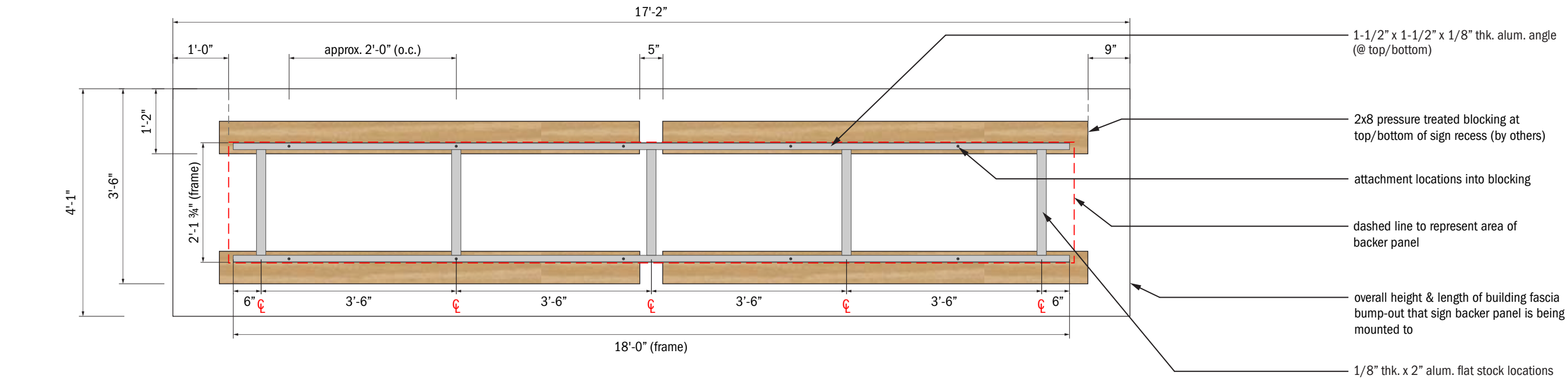
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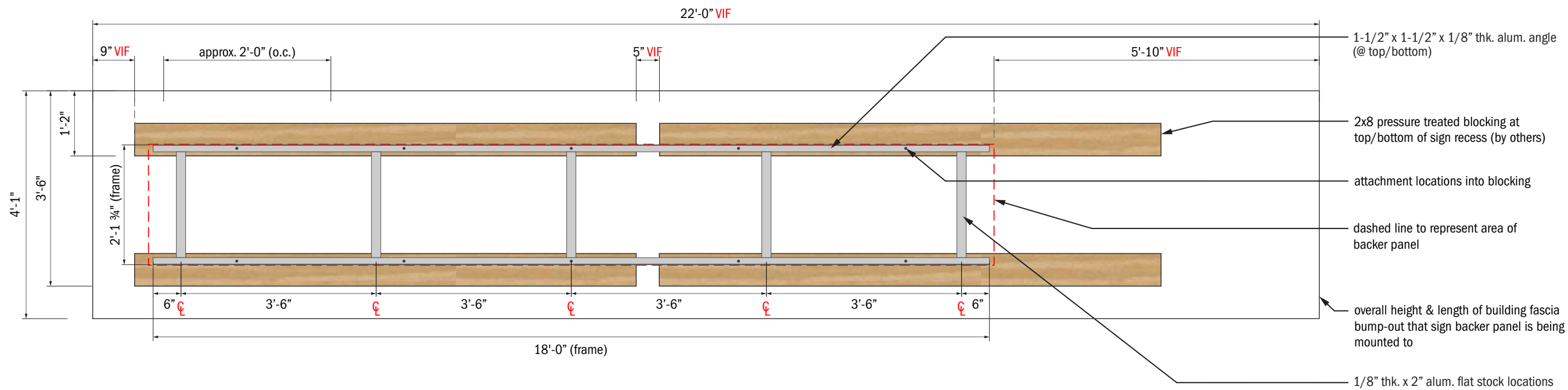
PROJECT TITLE: AR Workshop		
ORDER TITLE: RHBP - AR Workshop Storefront Signage		
CITY/STATE: Herndon, VA		
DRAWING DATE: 12/20/10	SALES REP: JJ	PROJECT MGR.: 00
ENGINEER OF RECORD SEAL/SIGNATURE/DATE:		

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
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PROJECT TYPE: Internally Illuminated Channel Letters		
DRAWING TYPE: Arch. - Attachment Details		
PROJECT NO. 83851-1	TASK NO. 201153	QTY. shown
DWG. NO. 0814MRO	SHEET A-102	



1 ELEVATION DETAIL - BLOCKING (BEHIND FASCIA OF “AR WORKSHOP” LETTERS)
SCALE: 1/2" = 1'



2 ELEVATION DETAIL - BLOCKING (BEHIND FASCIA OF “DIY/PARTIES/DECOR” CABINET)
SCALE: 1/2" = 1'



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PROJECT TITLE: AR Workshop		
ORDER TITLE: RHBP - AR Workshop Storefront Signage		
CITY/STATE: Herndon, VA		
DRAWING DATE: 12/20/10	SALES REP: JJ	PROJECT MGR.: 00
ENGINEER OF RECORD SEAL/SIGNATURE/DATE:		

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION

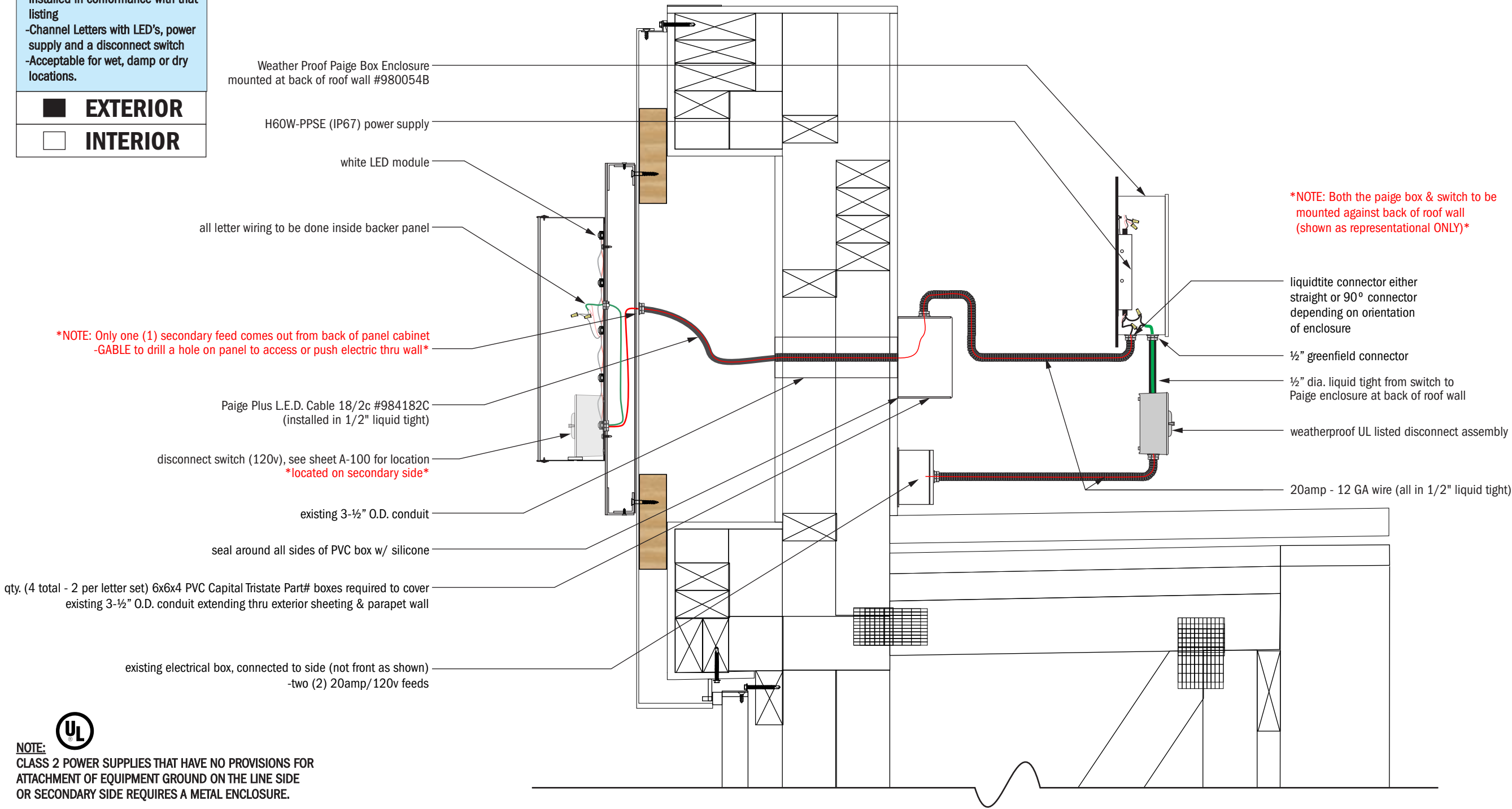
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PROJECT TYPE: Internally Illuminated Channel Letters		
DRAWING TYPE: Arch. - Blocking Details		
PROJECT NO. 83851-1	TASK NO. 201153	QTY. shown
DWG. NO. 0814MRO		SHEET A-103

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:
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		2.1 (1.05 per cabinet)	
CIRCUIT INFO		(2) 20amp	
REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
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PROJECT TITLE:
AR Workshop

ORDER TITLE:
RHBP - AR Workshop Storefront Signage

CITY/STATE
Herndon, VA

DRAWING DATE
12/20/10

SALES REP
JJ

PROJECT MGR.
00

ENGINEER OF RECORD SEAL/SIGNATURE/DATE:

PROJECT TYPE:
Internally Illuminated Channel Letters

DRAWING TYPE:
Electrical

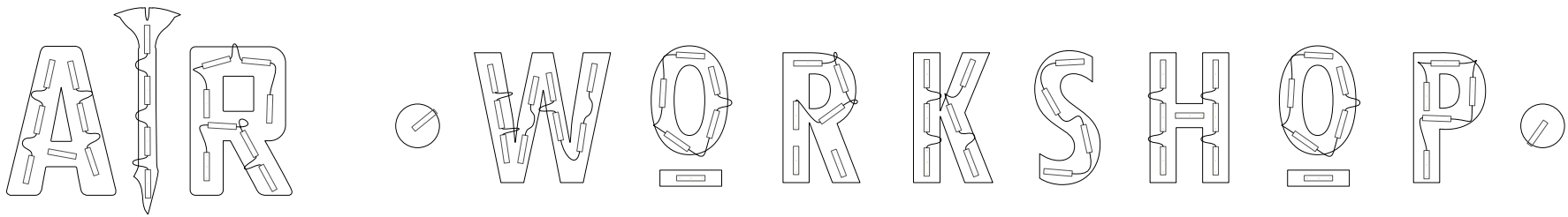
PROJECT NO.
83851-1

TASK NO.
201153

QTY.
shown

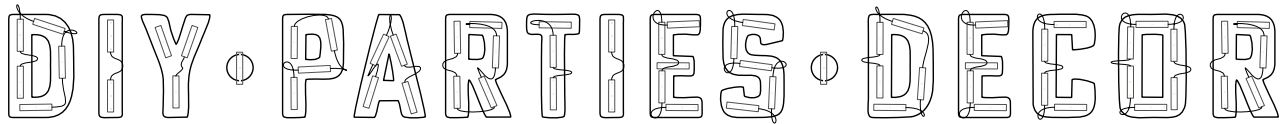
DWG. NO.
0814MRO

SHEET
E-100



Module type	standard white													Totals
Letter	A	LOGO	R	●	W	O_	R	K	S	H	O_	P	●	
Module #	7	4	8	1	9	6	6	6	4	7	6	5	1	70
Power supply	1(70)													1
Perimeter														53.3'

1 LED LAYOUT
SCALE: 3/4" = 1'



Module type	standard white																	Totals
Letter	D	I	Y	●	P	A	R	T	I	E	S	●	D	E	C	O	R	
Module #	5	2	3	1	4	4	5	3	2	5	5	1	5	5	4	6	5	65
Power supply	1(65)																	1
Perimeter																		42'

1 revised 1/21

2 LED LAYOUT
SCALE: 3/4" = 1'



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PROJECT TITLE: AR Workshop		
ORDER TITLE: RHBP - AR Workshop Storefront Signage		
CITY/STATE: Herndon, VA		
DRAWING DATE: 12/20/10	SALES REP: JJ	PROJECT MGR.: 00
ENGINEER OF RECORD SEAL/SIGNATURE/DATE:		

REVISION HISTORY			
NO.	DATE	PREV DRWG	DESCRIPTION
1	1/21/20	0796MRO	3" DEEP CHANNEL LETTER
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PROJECT TYPE: Internally Illuminated Channel Letters		
DRAWING TYPE: LED Layout		
PROJECT NO.	TASK NO.	QTY.
83851-1	201153	1 each
DWG. NO.		SHEET
0814MRO		E-101

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; and Bryce A. Perry, Deputy Director of Community Development 

Date: February 5, 2020

Subject: Discussion Item – Development Plan for Parkview HTOC Development Plan

Please consider the following memo as a report on the above referenced discussion item.

Review Process

The applicant, McGuire Woods LLC, on behalf of Lerner Enterprises, has submitted a Development Plan for a mixed-use development within the Planned Development - Transit-Oriented Core (PD-TOC) Zoning District. Prior to Planning Commission review of a PD-TOC Development Plan, the plan's architectural and open space design must be reviewed by the Town's Architectural Review Board (ARB). Following review by the ARB, staff and the ARB will draft a report based on the comments expressed by the Board members during the work session of February 5th, 2020 and any subsequent work sessions. The report from the ARB, conveying its evaluation of the plan's architecture and open space design, will be provided to the Planning Commission for consideration during the Commission's review of the Development Plan.

The ARB, in its review of this Development Plan, is tasked with evaluating the proposal's architecture and open space design for compliance with the Urban Design and Architectural Guidelines for the Herndon Transit-Oriented Core (the Guidelines) and adherence to Sec.58-96 of the Herndon Town Code of Ordinances. In this memo, staff offers its design review comments in that regard and identifies areas where it believes the Board's ability to effectively assess design guideline compliance requires additional design information from the applicant. The applicant has submitted the following document to solicit design comments from the Board:

- Parkview Development Conceptual Design Presentation with Executive Summary and Development Overview, Illustrative Site Plan, Development Feature Narrative(s), and Rendered Perspective Drawings.

Following ARB review of the Development Plan architecture and open space components, the Planning Commission will consider the plan, followed by Town Council consideration. If approved, the plan would then require (administrative) site plan review proceeded by

formal ARB review and action prior to approval of any building permits. At the formal ARB case review, the Board will again evaluate the design based on the applicable design guidelines and sections of the Town Code of Ordinances. While the architecture is more conceptual in form at the Development Plan level, it should be remembered that the concepts proposed will be the core template for the final design and will be instrumental in setting the bar for the future development. Of course, extensive detailed information will be required for the formal ARB review, as is customary for all ARB case reviews.

Overview of Development Plan & Architecture

As proposed, the plan includes three distinct buildings consisting of an office tower and two residential towers. Building A, the office building, is located along the site's southern edge abutting a future street. Building B, a residential building, is located on the western edge of the site abutting the future Worldgate Drive extension and Building C, a residential building, sits along the northern portion of the site, abutting the Herndon Parkway. The open space is highlighted by a central plaza and the future promenade along the eastern boundary. The promenade extends from the Metrorail pavilion to the Herndon Parkway and will serve as the pedestrian gateway to the Town. Private open space and outdoor amenities are consolidated on the top of the podium and roof tops. All three buildings sit on aboveground structured parking garage podiums, which are partially lined with active uses on the ground level and are connected between Buildings A and B.

The development provides several multi-modal transportation facilities including a bisecting internal street along a north and south axis, an internal street along the site's western boundary, and an internal street along its southern boundary. All internal streets provide pedestrian facilities in addition to the central bisecting pedestrian connection perpendicular to the internal street and the pedestrian promenade.

The proposed architecture relies heavily on contemporary forms arranged in a manner to accentuate the scale and mass of the development with simple yet strong lines. On the towers, dramatic displays of geometric forms create dynamic facades that are further defined by variations in solid to void ratios and in the case of the office tower, glass curtain walls. The residential buildings' compositions are characterized by repetitive patterns of fenestration, unadorned spandrel panels, and residential unit balconies. The architecture for the entire development seems to lean on gray and flat earth color tones and flat surfaces. The parking garage screening relies heavily on perforated metal panel treatments framed by large monolithic concrete members. The storefront design at pedestrian level is largely defined by floor to ceiling glass systems and alternating brick veneers that appear to cover or encase large structural support members.

Staff Comments

While staff recognizes that the detail required for this initial ARB review is of a more general and conceptual nature than that required for the later formal review by the ARB, the staff is concerned that due to the lack of information noted below, the ARB cannot

provide the Planning Commission with the level of review and guidance envisioned when this process was adopted by the Town Council. Staff recommends that the Board, in its discussion with the applicant, inquire as to when this information can be provided, in order for a thorough Board and staff review can be completed with comprehensive design comments provided to the Planning Commission as required. Staff does not believe that the ARB can make a sufficient evaluation of the open space and building design without the following information:

- 1) Building elevation drawings (all four sides of each building);
- 2) Perspective drawing of the south façade of the development;
- 3) Close up perspective and elevation drawings of the street level architecture and materials for each façade;
- 4) Drawings, details, and plans regarding site design, streetscape design, and landscape design of public spaces. (Note, that the conceptual landscape design shown on the architectural drawings are different than the landscape design proposed in the development plan);
- 5) Information on the textures and surface quality of building materials and site materials;
- 6) Information related to rooftop outdoor use and design; and
- 7) Information concerning building function and uses which will help the Board understand why design forms, features or materials are being proposed.

While staff is unable to fully evaluate the buildings and open space design due to the lack of information, and thus considers this only a partial review of the project, there are some notable general comments that can be provided at this time based on the attached design presentation (Attachment #1). Those comments are as follows:

- 1) **Storefront Design:** More material and compositional variation and articulation of the first-floor facades along the sections with active floor area is necessary to establish a pedestrian scale and enhance the storefront urban design objectives as expressed in the HTOC design guidelines. The guidelines state that storefronts should be distinguished with interesting design features and varied materials in an area no greater than 30' in width. As proposed, this design guideline is not achieved. Breaking the storefronts into smaller sections improves the scale to a pedestrian level and provides an opportunity for more varied details and articulation along the sidewalks and walkways.

As proposed, first floor sections with either retail, lobby, or residential amenity space, appear faced with simple and expansive architectural compositions either the same size or larger than the compositions of the towers and podium building. Those compositions are defined by a minimal material palette, simple repetitive forms, and relative flatness in wall plane. The visual effect seems stark and has an overreliance on awnings, street furnishing and signage to attempt to add visual interest and

compensate for the flat, building base design with a recessed first floor. The façade treatment would benefit from enhanced adornment and articulation applied in a manner to add depth and visual interest to the storefronts and better distinguish the ground floor from the rest of the buildings. In addition, the storefronts appear to span to over 20' in height and awnings that appear to be attached to the façade at heights of 15' or greater which detracts from the pedestrian scale of the outdoor spaces adjacent to the buildings at street level.

- 2) **Podium Building Design:** The guidelines state that podium buildings should read as separate buildings with architecturally distinct compositions spanning 60 to 120 feet in width. As proposed, this design guideline is not achieved. The storefront and podium buildings are designed with much wider compositions and larger scales. Neither the office tower building nor the north residential tower have defined podium compositions and are nearly identical except in color and in that the office tower podium having one more floor. These podiums visually dominate the view of the respective buildings with the large unbroken mass to five stories and uniform expanses of perforated metal panels along the long expanses of the respective podiums. When viewed in perspective, these forms on Buildings A and C (and portions of Building B) appear to visually overpower the ground floor architecture and even distract from the articulation, though limited, of the residential towers and ground level retail spaces. Though wall planes are broken in places, that effect alone does not create the visual differentiation cited in the guidelines.

The guidelines emphasize the reliance on the basic design concept of a defined building base, middle, and top architectural compositions on a podium façade. For Building A and C, these distinctions are weak or absent in the podium with uniform monolithic parking garage bases. The goal in separating a façade in this manner relates to managing scale and ensuring architectural interest. The “top” of Buildings B and C should be capped with a stronger and more varied roofline, cornice, and parapet treatment. Further articulating the “base” of Building A is discussed in comment #1 above. In addition, the expanses of perforated metal on the podium of Building A appears an odd composition in contrast to the glass curtain wall of the office tower. There appears to be no perspective view of the south elevation(s), thus making any further comments about the south garage and office tower architecture prohibitive and incomplete in evaluation.

- 3) **Garage Treatment:** The architectural elevations on four sides of the development are dominated by open structured parking garages on the bottom floors. The proposed design on the all four elevations do not meet the design guidelines for parking which stress essential design characteristics to include façade designed with high architectural quality to resemble adjacent buildings, screened and lined with active

uses, with clearly visible pedestrian access. While acknowledging the difficulty in wrapping active uses around the entire garage on all elevations, contrastingly carrying the garage to the edge or near the of the sidewalk for all of the south elevation and the east elevation without any active uses and minimal attempt to use articulated facades similar to those of the portions of the building with active uses fails to adequately address the design objectives of the HTOC.

The proposed expanses of uniform perforated metal screening for the garages are of particular concern. Though, as presented, the metal panels could be used as the canvas for large art displays on the east elevation, the reliance on artwork solely to articulate the building instead of architecture should be avoided. The use of the grey perforated system creates expansive, unbroken, hard edges along virtually every elevation. All the landscaping shown in the drawings located against the building also hides the architecture of the buildings at pedestrian level and should not be included in true elevations if and when provided.

The metal panels create a four (4) floor flat relatively unarticulated surface on virtually all elevations. This design can be broken up both horizontally and vertically by carrying forms and materials down from the towers and across from the podium buildings. Visual interest might be achieved by articulating the façade in a manner that better reflects a pedestrian scale with variation in materials, textures, and wall planes. Artwork and/or architectural accents can be important components when scaled and located appropriately for users to experience at street level versus on three to four stories above ground level as proposed on the east elevation.

One specific solution to break up the garage treatment, activate, albeit minimally, the street on the west and south elevation, and provide the expected level of pedestrian access would be to add separate pedestrian entrances into the garage abutting the vehicle entrances or at other locations where sensible to improve the internal pedestrian circulation and add access into the large parking structures and the internal plaza.

- 4) **Colors, Materials, & Textures:** Overall the project with its grey and beige tones, large-scaled forms, and flat surfaces seem to present a cold, stark and hard-edged industrial-like image. This is reinforced by the lack of identification of many specific materials to be used. Over usage of flat paneling on each component of the development especially with little understanding of the texture, scoring, or other means of articulation is a concern. The concern expands where the material is experienced at the street level particularly along the east elevation and potentially south elevation. The use of warmer materials, textures with more relief, and more color variation, to a greater degree, would help create distinguishable architectural

compositions across the development vertically and horizontally, and help to soften edges with the intent of breaking up the seemingly homogeneity in design and material, most notably in the first six floors of buildings.

- 5) **Open Space Design:** The attached design packet does not show the landscape architecture as proposed in the Development Plan, so the ARB is unable to evaluate the open space design. Staff did have substantial concerns with the open space design as shown in the Development Plan specifically in regards to design of the promenade to the Metro, the design of some of the streetscapes, the use of decorative and varied surface materials, and the use of site furnishings and amenities. Variation in ground plane materials is an important ingredient to well-designed open space in an urban transportation-oriented development. Decorative sidewalk treatments that carry across curb cut aprons are important as are special pavement treatments in streets. The internal drive itself should be designed to function and appear as a mixed mode plaza area and fully treated with unit pavers or a similar treatment to accentuate the special nature of the internal circulation components. Without at least a ground level floor plan and limited site/landscape design information provided, staff cannot comment further on the internal site and building design features.

Staff recognizes the ARB's challenge of evaluating the architecture and urban design of this development for compliance with the applicable design guidelines at a conceptual stage of development. With the previous development plan reviewed for 555 Herndon Parkway, staff encouraged the ARB to evaluate the design based on the information given with the assumption that the design would be refined and tweaked as it went through the various approval processes. The same should apply in this case. Also, as was done with previous development plans, it will be important for the ARB to not evaluate something that is not understood because of a lack of information and request additional information as needed to properly evaluate the proposed design. The applicant can move on to the Planning Commission review without returning the ARB with additional information however, the ARB's report to the Planning Commission can effectively state that a review was not completed given a lack of information. It would then leave it to the Planning Commission to decide how to proceed without the ARB's guidance on the design.

Thank you.

Attachment:

- 1) Parkview Development Conceptual Design Presentation



HERNDON, VIRGINIA

ARB PRESENTATION 01/13
2020

EXECUTIVE SUMMARY

Parkview is envisioned as a vibrant mixed-use development on a 5.48-acre site that anchors the new Herndon Transit-Oriented Core (HTOC). Situated directly adjacent to the north entrance of the new Herndon-Monroe Metro Station, Parkview will flank the west edge of the proposed Promenade that links Herndon Parkway to the metro entrance.

Composed of three buildings organized around an outdoor public space, the Parkview development welcomes Metro commuters as they exit the station, and facilitates their transition to local public transportation or nearby sites through the newly created Herndon Station Promenade.

DEVELOPMENT OVERVIEW

Three modern high-rise buildings, two residential and one office, are strategically positioned to create at its core a public space opening to the Herndon Station Promenade. The splayed conical shaped of the plaza strengthens the relationship with the Promenade, encourages pedestrian movement both into the site and out onto the Promenade, and creates a sense of place while avoiding the “canyon effect”. The central plaza will be an inviting area with both hardscape and soft-scape/landscape areas, focal points which could be a water feature or art, seating, walkways, and an open amenity lawn area for un-programmed or programmed use. The naturalistic form of the central plaza area is designed in juxtaposition to the angular geometry of the promenade and massing of the proposed residential and office buildings. This provides several entry and exit points with ample seating to elicit a feeling of retreat from the urban landscape into the calm of nature within the park. The chosen plant palette will be complementary of the naturalistic form of the central park. Pedestrian porosity is envisioned throughout the site with a dedicated pedestrian realm from the entrance along Herndon Parkway through the site to the southern access road.

Building A, the office building, is located closest to the Metro entrance and will attract Metro commuting workers. A water feature on the plaza will provide subtle ambient noise and act as a focal point that will add to the sensory experience for users of the site. The layout of the plaza and its plantings elicit a feeling of retreat from the urban landscape into the calm of nature within the park and is inviting to a variety of passive activities.

Building B, the west residential building, parallels Worldgate Drive while Building C, the north residential building, parallels Herndon Parkway. A private street is created within the site along to allow for a safe passenger drop-off area for all three buildings as well as emergency vehicle access. The private street will empty onto an access road serving the parking garages and the WMATA maintenance vehicle access.

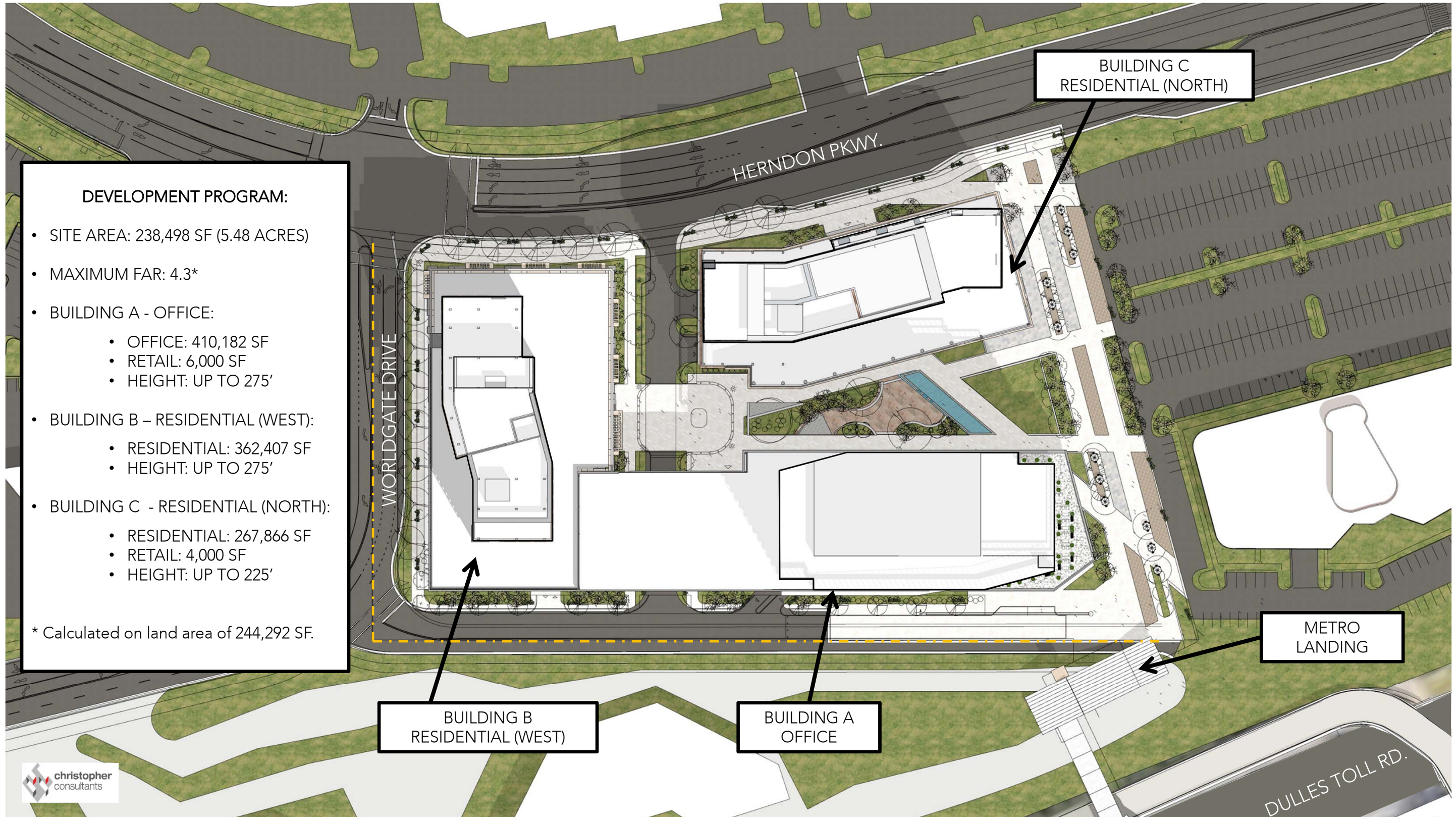
The windowed floor spaces within the buildings offer expanded views of the surrounding areas, including distant views of the Blue Ridge Mountains to the west-southwest and Sugarloaf Mountain to the north.

DEVELOPMENT GOALS

- Reinforce the role of the Promenade as a central focal element for the HTOC district and gateway to the Town of Herndon for Metro users.
- Provide an active central outdoor amenity space for use and access by residents, workers, and visitors of the development as well as for the surrounding community, and as the main organizing element for the three development buildings.
- Create a sense of arrival and a sense of place using massing and architectural articulation to clearly define the Promenade and the central outdoor plaza as important public spaces.
- Activate the main public spaces with active uses along their edges and by providing urban landscape elements designed to accommodate a variety of outdoor uses and programmed activities.
- Adhere to the guiding principles, goals and objectives that the 2012 amendment to the Comprehensive Plan set forth for the Herndon Transit-Oriented Core (HTOC).

DESIGN STANDARDS

The proposed buildings follow the design guidelines and heights outlined by the Town for the PD-TOC zone. The office tower is proposed to be 275 feet in height. The north residential tower along Herndon Parkway is 225 feet in height with a step down of the lower 11 floors on the Promenade side to 182 feet. The west residential tower along Worldgate Drive steps down from 275 feet to 225 feet to 80 feet moving from south to north. The minimum tower separation requirement of 65 feet is met not only between the residential towers but also with the office building.



* CONCEPTUAL DESIGN – FOR ILLUSTRATIVE PURPOSES ONLY

CHARACTER OF BUILDINGS

All three building are podium type with each tower sitting atop an above-grade parking podium. The exterior architecture of the buildings and their parking structures are designed to create a unique sense of place and a cohesive identity for the site while respecting the vernacular of new buildings in the region. This will be accomplished through the use of a variety of materials, colors and textures that are diverse, yet complementary, to one another in a manner as generally shown in the Development Plan and the HTOC Urban Design and Architectural Guidelines. Lighting is strategically positioned on the outside of the buildings to signal entry points and accentuate architectural features up and down the façade.

The office building is a concrete or steel structure with glass curtainwall facades. Two corners of the tower are angled to allow for an architectural glass feature, at the southeast corner offering a “landmark” to Metro riders and commuters on the Dulles Tolls Road, and at the northwest corner to mark the main entrance and lobby below. Simple yet elegant in its design and finishes, the building architecture is modern, state-of-the-art, and universally appealing. With the orientation of the building, the glass facade offers well-lit office spaces and a multitude of nighttime lighting options. The main entrance to the office building is located at the northwest corner of the building, by the drop off area on the private street and is identified by a covered entry supported by a structural column wrapped with metal panels.

The main entrance for the north residential building (Building C) is on Herndon Parkway with the entrance to the residential lobby marked by a portal feature, with a secondary entrance providing direct access to the internal outdoor plaza space. The façade at ground level is activated by the retail and residential amenities where a mix of glass storefronts and brick will be used and to which some signage will be applied. The residential tower is a concrete structure with brick exterior walls with metal accents to which a mix of contemporary and traditional finishes are applied. Large architectural window elements are strategically positioned on the facades to break the mass and provide structure to the organization of the finishes and integrated balconies.

An extended canopy feature on the private street marks the entrance to west residential building (Building B). This tower is also a concrete structure and uses similar exterior features and finishes as the north residential tower with variations in their arrangement and distribution. A combination of brick, CMU and precast concrete elements, dark-frame contemporary windows, and dark metal railing are used on the façade of the residential liner units at the north end of the building and create relatable façades along the Parkway.

The office building and the north residential building each feature an arcade at the ground level which adds to the activation of the central public space. Pedestrians and users of the site will be able to use these arcades to shelter themselves from the sun or inclement weather as they transit across the site or gather outside.

Planting beds, open sidewalk and space for outdoor dining can be accommodated on the commercial frontage along the Promenade. This offers a myriad of opportunities for passive recreation that feeds into the central urban park of the site, thus adding cohesion with the public accessible realm. The southeast corner of the site is anticipated to experience the most amount of foot traffic and visibility from the metro platform. For this reason, the commercial space that aligns with the Promenade provides direction towards pedestrian oriented options.

ACTIVATED STREET LEVEL

A guiding principle in the Design Guidelines is activation of the ground level of buildings within the HTOC. The Herndon Parkway frontage is fully activated with retail, residential lobby and amenity space in the north residential building and with ground level units in the west residential building. These types of ground floor uses provides the exact type of variety needed to successfully create a vibrant pedestrian atmosphere. The Promenade frontage will be activated with retail or commercial uses in the ground floor of the north residential building and the south office building. Planting beds, open sidewalk and space for outdoor dining can be accommodated on the commercial frontage along the Promenade. This offers a myriad of opportunities for passive recreation that feeds into the central urban park of the site, thus adding cohesion with the public accessible realm. The southeast corner of the site is anticipated to experience the most amount of foot traffic and visibility from the metro platform. For this reason, the commercial space that aligns with the Promenade provides direction towards pedestrian oriented options.

PARKING GARAGES

Parking on the site is provided by a podium garage under each building and is accessed from the private street for the north residential building and from the Metro access road for west residential building and the office building. A ramp leads vehicles from the garage entrance to the first parking level, at an elevation above the loading dock, so that the ground floor space can be used for lobbies, building services, amenities, and retail. The garages are screened and articulated with architectural features and finishes in a variety of materials, textures, and colors that are complementary to the architecture of each tower, while providing natural ventilation. For example, the garage facades facing toward the Promenade will feature perforated metal panels with varied-sized perforations to create a functional mural image relating to the railroad history of the Town of Herndon. These dynamic podium facades help further animate the buildings at street level and enhance the pedestrian experience throughout the site while meeting code requirements for natural ventilation in the garages.

BICYCLE ACCESS/PARKING

A new bike trail running through the site along Herndon Parkway will encourage bicycle transit to and from the site. Cyclists will be able to travel across the site on the paved surfaces and access the Metro entrance from using the Promenade or the Service Road off Worldgate Drive. Bike racks will be provided at strategic locations on the site to accommodate visiting cyclists. Secured/long term bicycle facilities will be provided on the ground level of each building as required by the zoning ordinance.

RETAIL

Retail adjacent to the Promenade at the east end of the office building and north residential building ground level will activate the Promenade and the east end of the central plaza. Each retail space has direct access to an outdoor paved area that provides an extension of the indoor space when the weather is clement. The retail spaces in the office building further benefit from a large covered outdoor area, thus eliminating the need for awnings or umbrellas, and avoiding disruption of retail activities during mild inclement weather events.

PROMENADE

The Development Plan shows purposeful integration of the Promenade elements into the central plaza area, which serves to expand the Promenade area and the pedestrian experience. It is anticipated that the adjacent property to the east create a similar area opening into a public plaza on the east side of the Promenade. The Promenade includes paving arrangements that are incorporated into the design to help facilitate pedestrian movement throughout the site and define areas of programmatic spaces and aid in wayfinding. Additionally, an icon feature that is strategically placed at the southern end of the Promenade serves as a landmark unique to Herndon and establishes a sense of place adding to the Promenade’s distinct character. The Central Plaza and Promenade intentionally differ in their design treatment to visually distinguish the two. However, the building and pedestrian path layout will have the two spaces essentially reading as one. The Promenade is designed to be more organized, crisp, and modern invoking movement, while the Central Plaza area has elements that are more naturalistic and organic invoking more passive activities. Each space will incorporate similar materials both in hardscape and in plantings, but in different arrangements. Furnishings will also necessarily be different, but both will compliment and help to create an identity for their respective functions.

PEDESTRIAN ACCESS AND CIRCULATION

Access to the site is made easy with the Metro entrance to the south and sidewalks along the existing and proposed streets. The limited vehicular access on the site further encourages pedestrian traffic which is made easy through paved pathways that are gently sloped to adjust to the site topography. Steps are kept to a minimum so that everyone can access all areas of the site regardless of physical ability. Paving arrangements will facilitate pedestrian movement throughout the site and define areas of programmatic spaces and aid in wayfinding.

LANDSCAPING

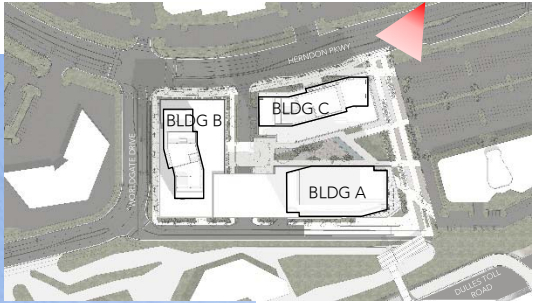
The ground plane of the proposed development is designed to promote optimal pedestrian movement patterns and provide areas for relaxation and amenities throughout the site, which are distinguished by decorative paving, site furnishings, and lush landscape plantings. Proposed vegetation will be utilized in a variety of planting mediums such as moveable planters, fixed planters/seat walls, planting beds, hanging/vertical planting, and green roofs. Naturalistic and curvilinear forms are proposed in the central plaza’s meandering pathway accented by seat walls, ground cover shrubs and/or perennials and grasses, and shade trees to offer respite from the bustle of the surrounding urban corridor.

A central community green area has been incorporated into the design at a major convergence point of the development. It serves to bridge the promenade and the central plaza space as well as activate the inner plaza. The central green can be natural lawn or artificial turf and may contain interactive sculptural elements/furnishings. Vegetation forms will compliment building architecture and other hardscape elements to create a cohesive, living and breathing space for all visitors to live, work, and play within. There are opportunities around and within the site for “parklets” providing multiple areas for interaction or activity around the site not just concentrated along Herndon Parkway or on the Promenade.

Landscape plantings will not only be pleasant to look at and serve to help define the development’s character but are also intended to be functional. Plantings may be part of the site’s stormwater management system, as well as following “high-performance” landscape principals of minimal human input for water and chemicals and support of wildlife and pollinators.

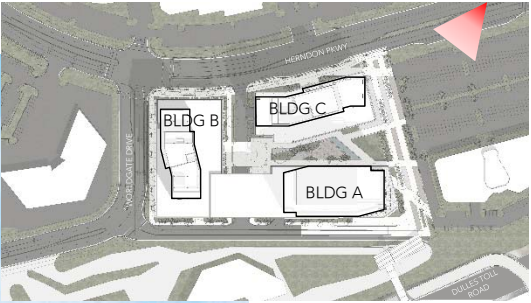
LIGHTING

In addition to proposed vegetation, artificial lighting will be used to enhance building features, pedestrian walkways, building entrances and promote security through visibility. Human scale lighting is recommended and may be used in the form of wall sconces, bollards, and private street lights. Ground plane lighting is expected to be uniform in intensity and complimentary to architectural character of the site. Mitigation of light spill upwards and/or onto adjacent parcels will be considered based on a photometric study, proposed lighting plan, and product specification.



KEY PLAN

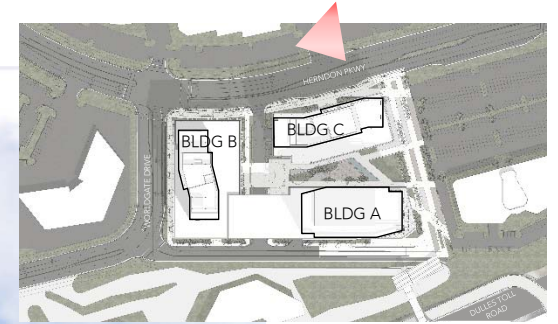
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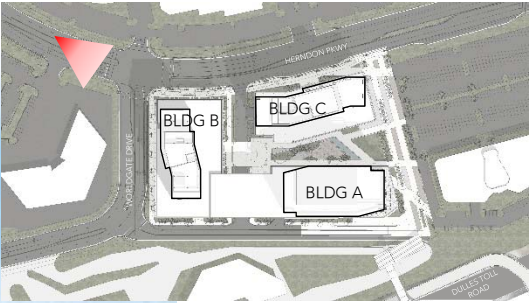
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VIEW FROM NORTH – BUILDINGS B AND C



KEY PLAN

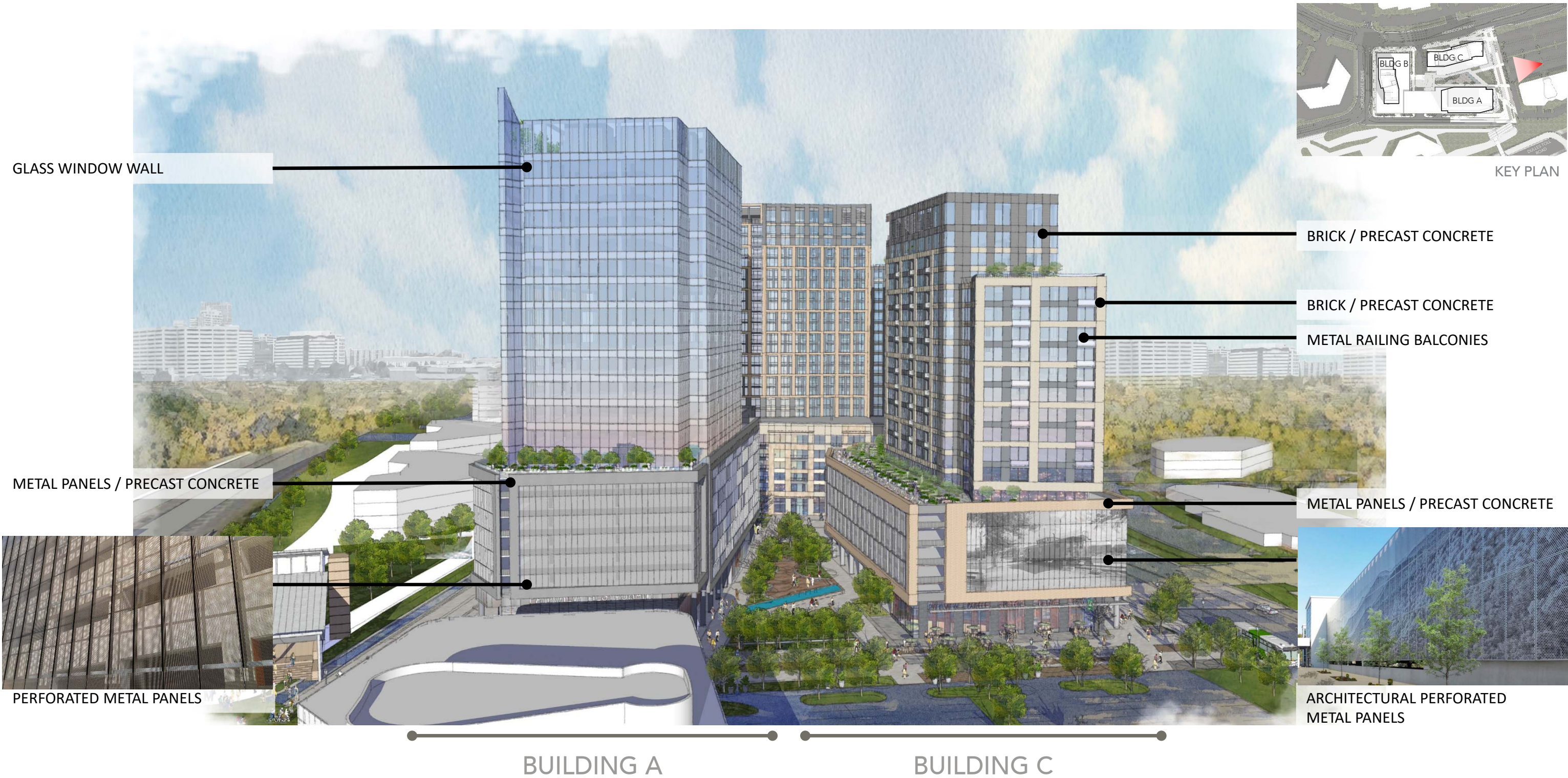
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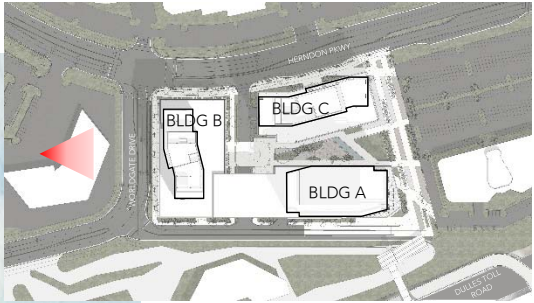
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EAST ELEVATION – BUILDINGS A AND B



* CONCEPTUAL DESIGN – FOR ILLUSTRATIVE PURPOSES ONLY

WEST ELEVATION – BUILDING B



KEY PLAN

BRICK / PRECAST CONCRETE

METAL RAILING BALCONIES

BRICK / PRECAST CONCRETE

BRICK / PRECAST CONCRETE /
ARCHITECTURAL CMU

METAL PANELS / PRECAST CONCRETE

PERFORATED METAL PANELS

BRICK / ARCHITECTURAL CMU

BUILDING B

* CONCEPTUAL DESIGN – FOR ILLUSTRATIVE PURPOSES ONLY

BUILDINGS LOADING AREA ENTRANCE PRECEDENTS

