

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
VIRTUAL WORK SESSION AGENDA
FEBRUARY 3, 2021
HERNDON COUNCIL CHAMBERS BUILDING
765 LYNN STREET
7:30 P.M.**

CALL TO ORDER

1. Determination of Quorum

DISCUSSION ITEMS

2. **South Elden Street Area Plan:** Staff initiated discussion item providing an overview of the South Elden Street Area Plan (adopted 2019), which amended the Herndon 2030 Comprehensive Plan and its applicability to the design review of the following discussion item, SE #20-01, 1131 Elden Street - Pollo Campero, Preliminary Design Review.
3. **SE #20-01, 1131 Elden Street - Pollo Campero, Preliminary Design Review:** Board discussion item regarding the conceptual architectural design of a proposed restaurant development with a drive-through to be located at 1131 Elden Street currently under consideration by the Town of Herndon through Special Exception SE #20-01.

COMMENTS

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

ADJOURNMENT



MEMORANDUM

To: Chairman Walker and Members of the Architectural Review Board

From: Christopher J. Garcia, AICP, Community Design Planner 
Bryce A. Perry, Deputy Director of Community Development 

Date: January 29, 2021

Subject: Discussion Item – 1131 Elden Street, Pollo Campero Restaurant Preliminary Design Review

The following memo offers a staff evaluation of the conceptual building and landscape architecture for the above referenced plan. This evaluation should be reviewed as staff's first assessment of the proposed conceptual design. (Attachment #1)

The applicant, Menemsha Solution, on behalf of Pollo Campero, USA and its franchisee, has submitted a Special Exception, SE #20-01, to allow redevelopment of a property with a vacant auto repair building with parking to a new 2,900 square foot restaurant with a drive-thru and site parking. The property is located at 1131 Elden Street. The building is essentially a typical retail commercial rectangular form with the building placed at the northern section of the site, twenty-three (23) parking spaces located at the center and the southern sections of the site and the drive-thru circulation near the periphery of the square parcel of land. The building has rectangular forms that protrude from the rectangular building envelope that help announce the building's pedestrian entries, a walk-up ordering/pick-up window, and drive-thru window. An outdoor dining area is front-loaded on the west elevation facing Elden Street and is defined by half-height walls with planters and a trellis feature to help enclose the outdoor space. Awnings with stainless steel cladding are overhead the building's pedestrian entries to help accentuate them and awnings over the storefront windows are placed to help with sun-shading of the interior spaces. The storefront door and window systems are an anodized metal finish with clear glass. The exterior cladding appears to be a beige colored tile to about mid-height of the walls with an upper cladding section to the metal coping of the roofline made of EIFS of various corporate colors. The upper portions of cladding on and near the architectural front of the building are clad with a faux wood panel, presumably a cementitious fiber board. The elevations and perspectives also indicate proposed corporate signage on the building (of unknown materials) which includes a corporate symbology graphic and the corporate name of the restaurant, Pollo Campero, on the south and west elevations. The north elevation has the corporate identification sign at the northwest corner. Other features such as site signage, a refuse container enclosure, building lighting, site lighting, site fencing, and menu board/ordering kiosk that appears in the submission, but has little to no design or materials information provided.

Review Process

This property is currently subject to an on-going Special Exception case, SE #20-01) being considered by the Town to allow for the proposed drive-thru service for this business. The special exception process does not mandate that the applicant submit a preliminary design for review and comment by the ARB. However, the applicant has opted to do so to receive early feedback from staff and the Board members regarding the preliminary design of the building.

In this memo, staff offers a preliminary set of design comments that will focus on critiques of the proposed design as submitted, and identifying information that will become important to the design review and will be required for a future ARB case submission for formal consideration by the Board. The applicant has submitted a design exhibit (Attachment #1) with a brief written overview of the project, a site plan, rendered building elevations, perspective renderings, signage examples and a small palette of proposed materials and colors.

Following this informal ARB review, the applicant will continue on with the special exception approval process which is expected to conclude in March 2021. 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 still conceptual in form, it should be remembered that the concepts proposed serve as the core template for the final design. Of course, more detailed information will be required for the formal ARB review, when the architecture is more refined, and while comments by the Board members during this work session are very preliminary and non-binding, they will impact the applicant's future formal submittal and expectations.

Staff Comments

Staff offers the following comments related to the submission:

- 1) Overreliance on Corporate Architecture and Architectural Trends.** As shown conceptually, this design seems to rely heavily on an off-the-shelf corporate design intended to brand the architecture as an extension of the business' image and advertisement. The design is also reliant on current trends in design to include the use of simple rectangular forms, flat roofs, and mass management by changing cladding materials often in lieu of changing wall planes. The ARB was partially created to manage and mitigate these design tendencies and guide the design in a manner that is unique to Herndon and represents thoughtful, context-sensitive, timeless architecture and durable, traditional materials. The other comments listed below offer some specific concerns to address but before considering those, staff recommends that the board gives a strong look at the overall design narrative and intent and have a discussion on whether and how, in this case, the design can be re-

thought with more of an emphasis on a uniquely Herndon design profile both existing and planned or preferred for the future.

- 2) Exterior Materials.** The design utilizes extensive swaths of EIFS which contributes to flat, unarticulated elevations. Architectural and material durability is questioned when a design relies on heavy use of EIFS or similar exterior finishing materials. The Town has consistently made efforts to decrease the use of EIFS throughout the Town to increase the material variety and visual interest of buildings and decrease the sense of non-descript suburban development along major commercial corridors. While the design attempts to break up flatness with the use of vibrant (corporate) colors, some accent materials, and statement forms, the design somewhat ignores the context of local materials of buildings. Highly durable regional materials with complimentary textures throughout this design are most appropriate.
- 3) Façade Articulation.** Façade articulation is a substantive concern. Breaking up wall planes with more-than-surface-level reveal depths and utilizing recessed and protruding forms in addition to utilizing various cladding materials with differing colors and textures are all important solutions for dealing with the shallowness and flatness that is sometime inherent with contemporary architecture and buildings with simple building forms. The design utilizes the variation of wall plane around entries and service windows; however, these variations are shallow and tend to fade into the primary rectangular building form. The roofline also follows this pattern of small variations that blend into an all too typical building form found in any commercial corridor across the country. The building materials and color, while festive in nature, should consider the context of Herndon while communicating the corporate image desired. The ARB has previously expressed the importance of this and should focus on this potential issue when reviewing the design during its formal review after site plan approval.
- 4) Wall Fenestration.** There is an awkward limitation of window openings confined to the front 25% of the building. While this lack of window openings on the remaining 75% of the building facades may be a function of the internal spaces of the floor plan, this gives the building a less inviting feel and evokes images of the existing building's design (just re-oriented on the site with superficial, cosmetic appurtenances). With the somewhat festive theme, the design of wall fenestrations should be reconsidered to ensure an inviting sense of the building with windows to reveal activity in the inside space(s).

5) Outdoor Seating Space Design. The outdoor seating space appears to be placed in an optimal location facing Elden Street. The combination of the half height walls, and trellis design appropriately frames the outdoor space, however the vertical features of the trellis somewhat obscure views from the space out into the street, and views of activity within the outdoor space from along Elden Street.

6) Information for the Formal Submission: While staff is able to discern the basic design concepts and features of the building design, many of the design features are either unclear or missing relevant design information, as listed below. Providing this information comprehensively will be beneficial for a more thorough evaluation of this project's architectural design. Provision of this information will be necessary when the project returns to the ARB for its formal review following the special exception and site plan approvals.

- Details of open space design. These details should include, but not limited to materials and product information for site / outdoor furnishings, refuse container enclosure, menu board/ordering kiosk, site lighting, and site fencing;
- Materials and product details for exterior building materials such as window and door systems, cladding materials, particularly, exterior tile, faux wood paneling system, Sto® EIFS (or equivalent) system(s), window awnings, door awnings, exterior building lighting, trellis materials, and outdoor seating area enclosure walls;
- Materials and product information for wall signs, freestanding sign, and site directional signage;
- An architectural materials sheet with improved close up images of the materials to be used, conveying the appearance of the proposed materials. The drawings, given their scale, do not effectively portray the actual material textures, pattern, and scale.

The basis of some of these initial staff comments stem from the Herndon 2030 Comprehensive Plan, more specifically the South Elden Area Plan (adopted 2019). The area plan seeks to further the vision of a mixed use, multi-modal corridor with emphasis on a pedestrian friendly environment. While the arrangement of the building and site features for this project are addressing the walkability and pedestrian-friendly design through the special exception and site plan review processes, the building design should seek to create visual interest, context-sensitive design, and an inviting design that reveals activity inside and outside the building. Staff will provide a short presentation concerning the South Elden Area Plan to the ARB during the upcoming work session.

Staff acknowledges that the building is still in a conceptual design phase and that many details remain to be designed and specified. However, the concerns expressed above may have a substantial impact to the concept design. It is important to note that if the ARB

review results in substantial building design changes, as long as the general floorplan and site layout is not greatly impacted, any building design changes should not create any residual issues with other Town approvals, such as special exception noncompliance.

Staff recommends that the ARB consider staff comments carefully and provide the applicant specific comments regarding their proposed design.

Thank you.

Attachment:

- 1) 1131 Elden Street, Pollo Campero Restaurant Preliminary Design



Herndon, VA

15 January 2021

COVER LETTER

To the Town of Herndon,

Pollo Campero is excited to join the Elden streetscape and looks forward to working together to bring this new Pollo Campero location to life.

Just south of Alabama Drive at 1131 Elden Street is where the proposed Pollo Campero restaurant will sit. The current site is home to a closed auto body shop. Pollo Campero is a quick service restaurant offering dine in, drive thru, and take away options. The front of house is typically 40% of the building footprint. Offering a homestyle feel is key to Pollo Campero's success.

The new restaurant of about 2,900 sf sits on the north east corner of the lot and offers a warm and approachable patio dining view. The front of the building opens to the parking lot and conveniently connects to Town sidewalks. In direct response to the Town's desire to increase and engage walkability as well as thoughtful response to the growing trends in quick service restaurants, the Herndon location incorporates a walk up pick up window. This window will serve walk up ordering, online ordering, as well as third party pickups. The restaurant also provides a drive-thru tucked away at the back of the site as not to hinder the more personal walk up approach.

The exterior of the building will remain true to the core values and design of Pollo Campero and utilize the signature green architectural fin and orange portal at the entry. Faux wood ACM panels with color accents wrap the upper half of the building while a warm neutral beige compliments the bottom. At the exterior dining a wood trellis with planters connects the treescape and restaurant with a bright and festive attitude.

With one entry into the site, there will be entry signage to greet and guide guests as they drive in. On the building itself guests will be greeted with Pollito's welcoming hello above the main entry. Additional exterior signage includes the box logo for drive by traffic, and awnings at the windows for a more subtle connection to Pollo Campero. Building site lighting is very clean and simple, seeking only to invite guests to enter while simultaneously celebrating the architecture of the building. Site lighting will include maintaining a safe and welcoming parking lot with street lamp.

We truly feel the new Pollo Campero restaurant will be a great addition to the neighborhood and are excited to work together with Town staff and the Architectural Review Board to create a new town favourite.

Thank you,



Shaghayegh T Osipov

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Project Manager
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310.263.3531

WHO IS POLLO CAMPERO



To Those that love fresh flavorful chicken looking for easy convenient meals for themselves or their families in a warm friendly atmosphere or at home, Pollo Campero is the Famous Latin Chicken Restaurant that uses a fusion of culinary magic, propriety cooking methods and authentic Latin American inspiration. Campero's passion comes from a long-standing heritage and is demonstrated in our fried chicken with the indescribable "Sabor Campero" flavor and citrus infused grilled chicken - - all worth discovering. Campero delivers quick service with a personal touch always providing a vibrantly authentic experience - - Whether for dine in, take out or using our drive thru.

The menu focuses on individual and family meals (grilled or fried chicken with Campero side dishes and a bread offering); boneless hand held chicken with flavorful dipping sauces; Latin inspired grilled chicken sandwiches on bread you won't find elsewhere; chicken bowls (fresh salads and hot corn/rice base creations); a chicken empanada that's a great addition to any Campero meal; side dishes that are perfect pairings to chicken (staples, authentic Latin favorites and signatures); and a refreshing line up of Latin inspired beverages (all with free refills).

Campero's vibrantly authentic experience celebrates our heritage and draws you in with happy noise, bright colors and inspiring flavors all that ignite your senses. You are welcomed by genuine and passionate employees who have a burning desire to serve and always go that one extra step to provide a personal touch, varying from a warm welcome, check in at your table or a refill of your beverage.

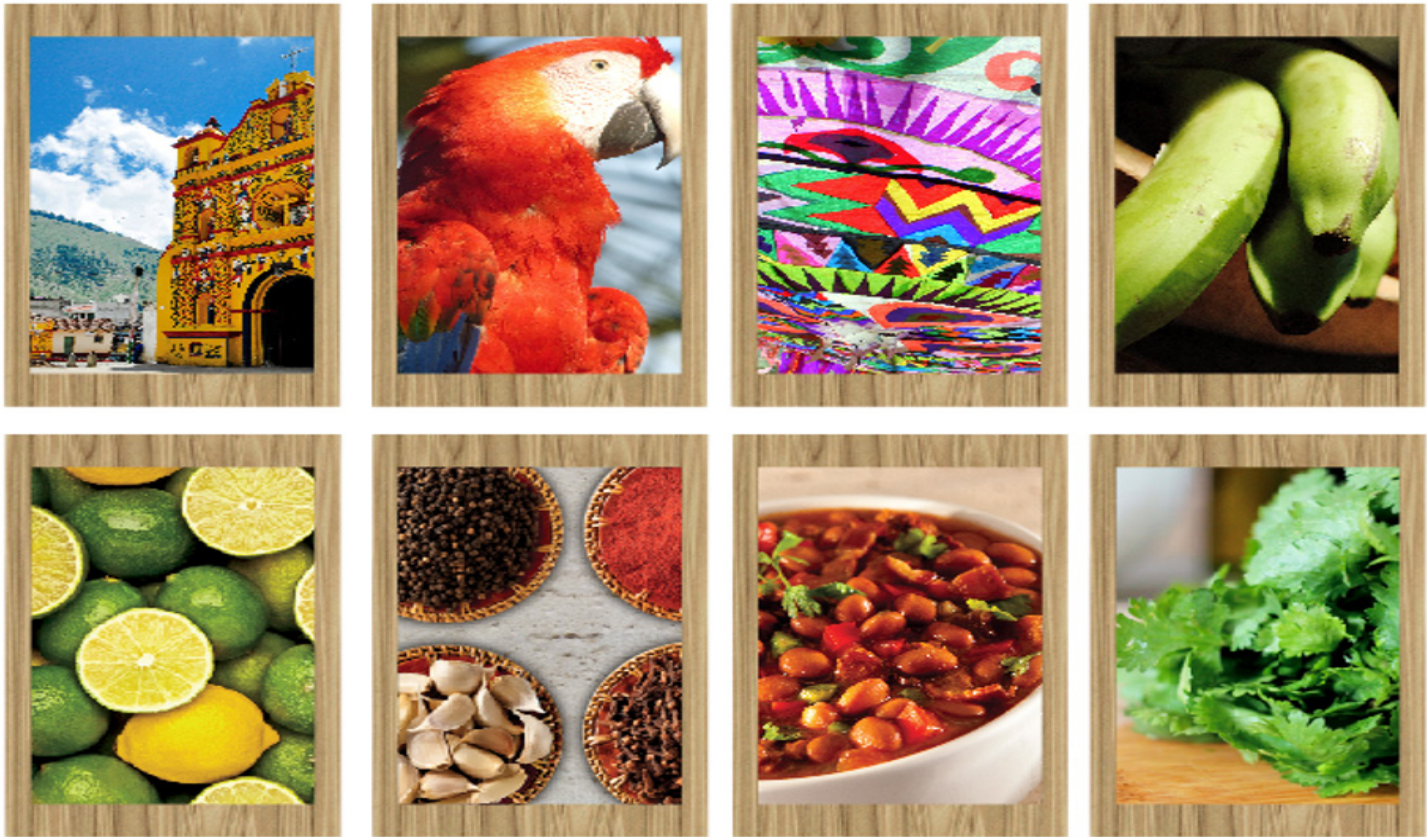
WHO IS POLLO CAMPERO

Since we opened our doors in Guatemala in 1971, we’ve had the honor of being part of millions of great stories, full of joy and unforgettable moments.

Inspired by family values and a commitment to delight our customers, we are dedicated to go above and beyond your expectations by providing the freshest, highest quality products with that indescribable flavor you’ll want to share.

We want to share our unique Latin flavor with the world while staying true to our roots and origin.

Welcome to your Pollo Campero



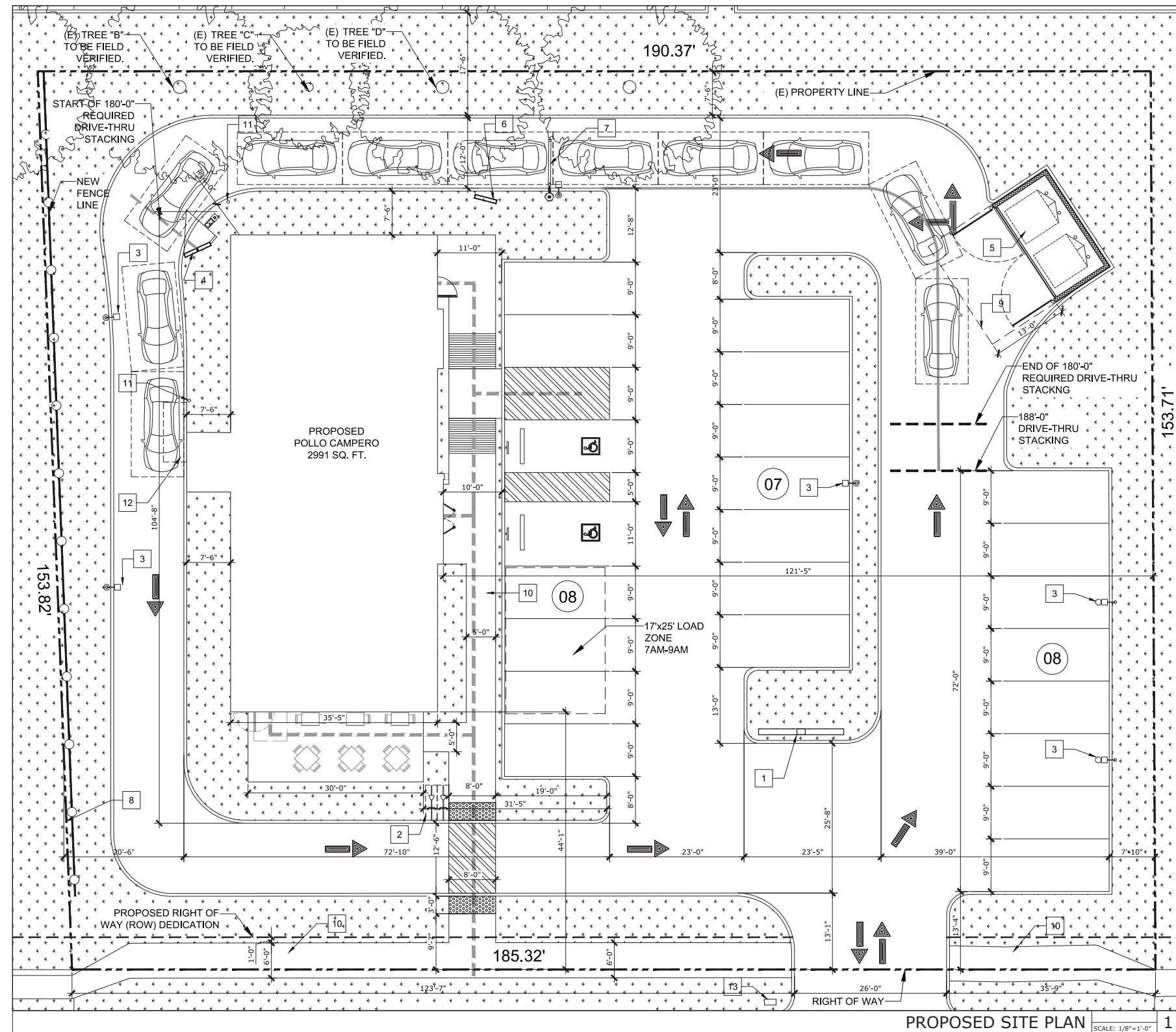
FRESHNESS

Food made to order with the freshest and most flavorful ingredients is what makes us special. We call it “tasteable freshness” and it’s what sets us apart.

AUTHENTICITY

Incredible flavors that have inspired us for generations are at the heart of every authentic Latin dish we serve. We create food that invigorates your senses and lift your spirit with the best of Latin America.

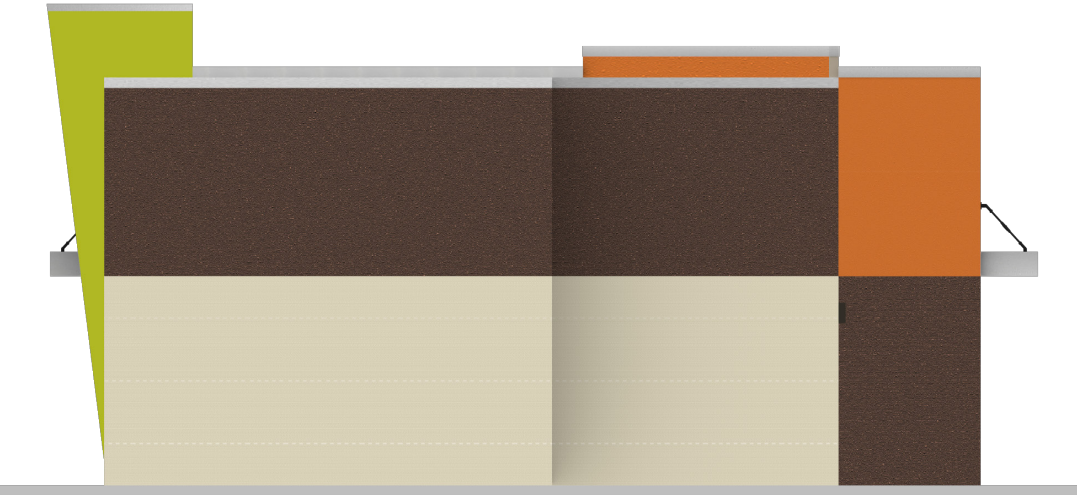
SITE PLAN



SPECIAL EXCEPTIONS APPLICATION SITE PLAN

- CURRENTLY UNDER REVIEW BY TOWN STAFF
- ENGAGES SITE
- SUPPORTS STREETSCAPE DESIGN INTENT
- MEETS DRIVE-THRU STACKING REQUIREMENTS

SITE ELEVATIONS - PROTOTYPICAL



SITE PERSPECTIVES - PROJECT SPECIFIC



EXTERIOR PATIO WITH GREEN TRELLIS AND PLANTERS TO ENGAGE WITH SITE WHILE OFFERING PRIVACY TO GUESTS FROM ADJACENT DRIVE-THRU AND PARKING LOT



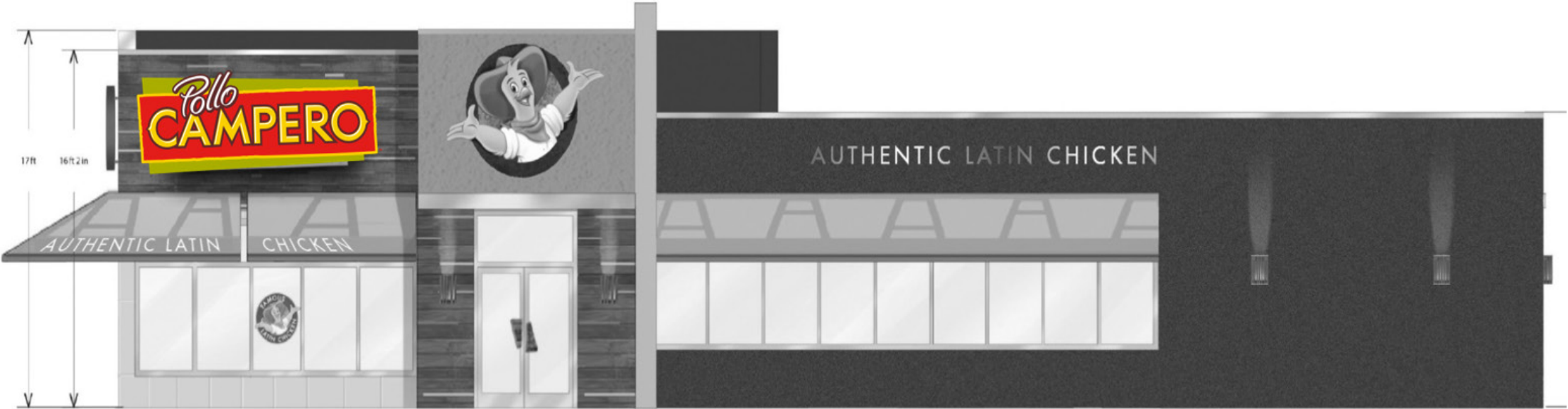
SITE PERSPECTIVES



NEW WALK UP PICK UP WINDOW

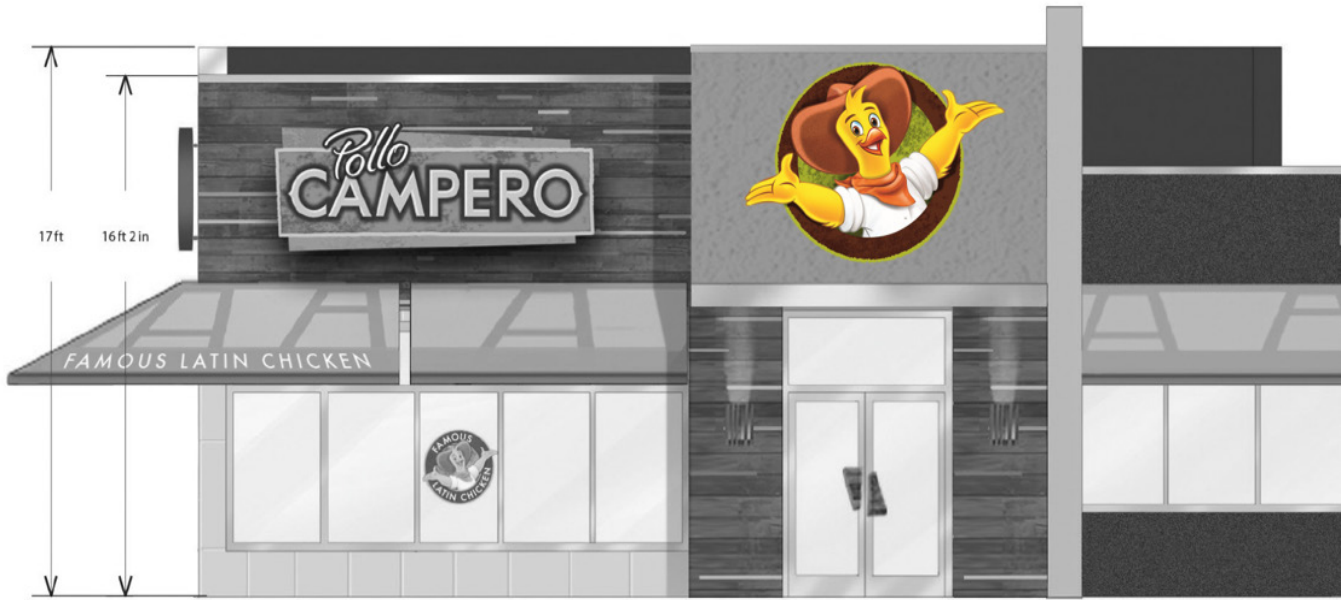
- ALLOWS MORE GUEST OPTIONS
- ENGAGES WITH SITE FOOT TRACK
- SUPPORTS TOWN'S DESIRE TO INCREASE WALKABILITY

EXTERIOR SIGNAGE - LOGO BOX SIGN



ELEVATION SHOWN FOR REFERENCE ONLY, NOT ACTUAL PROJECT

EXTERIOR SIGNAGE - POLLITO SEAL



ELEVATION SHOWN FOR REFERENCE ONLY, NOT ACTUAL PROJECT

EXTERIOR SIGNAGE - MONUMENT + PYLON & AWNINGS



ELEVATION SHOWN FOR REFERENCE ONLY, NOT ACTUAL PROJECT

MATERIALS PALETTE



MAIN FILED TILE

MFR: DAL TILE
FINISH: UNPOLISHED
SIZE: 12"x24"



METAL COPING

MFR: LOCAL SUPPLIER
FINISH: STAINLESS STEEL OR POLISHED ALUMINUM



STAINLESS STEEL CLADDING

MFR: LOCAL SUPPLIER
FINISH: STAINLESS STEEL OR POLISHED ALUMINUM



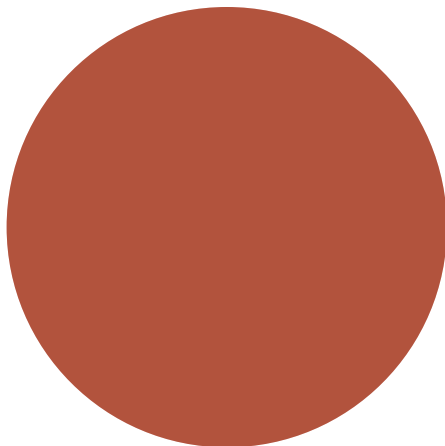
FAUX WOOD PANEL

COLOR: COUNTRY-WOOD W/ LIME GREEN, GOLD
YELLOW & RED ORANGE ACCENTS
MFR: GENERAL THEMING
SIZE: 12"x24"



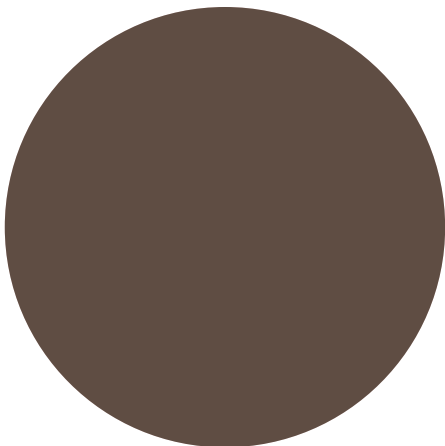
STOREFRONT

COLOR: CLEAR ANODIZED
MFR: KAWNEER OR EQUAL



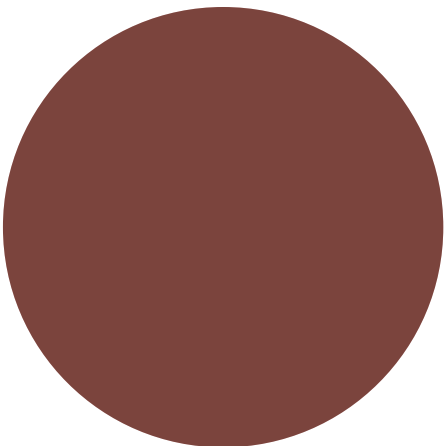
EXTERIOR EIFS

COLOR: MATCH GLIDDEN 53YR 17/504
ORANGE COPPER
MFR: STO CORP. OR EQUAL
FINISH: FINE SAND



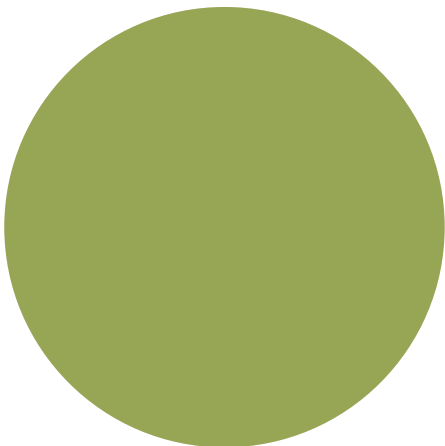
EXTERIOR EIFS

COLOR: MATCH GLIDDEN 70YR 07/093 DEEP
BROWN
MFR: STO CORP. OR EQUAL
FINISH: FINE SAND



EXTERIOR EIFS

COLOR: MATCH GLIDDEN 50YR 09/244 RED
BRICK
MFR: STO CORP. OR EQUAL
FINISH: FINE SAND



EXTERIOR PAINT

COLOR: ENGLISH APPLE
MFR: SHERWIN WILLIAMS
FINISH: BRP 1500 STAIN ACRYLIC
URETHANE



EXTERIOR PAINT

COLOR: PROFESSIONAL BEIGE
MFR: SHERWIN WILLIAMS
FINISH: BRP 1500 STAIN ACRYLIC
URETHANE