TOWN OF HERNDON, VIRGINIA

ARCHITECTURAL REVIEW BOARD
VIRTUAL PUBLIC HEARING AGENDA
JANUARY 20, 2021
HERNDON COUNCIL CHAMBERS BUILDING
765 LYNN STREET
7:30 P.M.

CALL TO ORDER

1. Roll Call
2. Determination of Quorum

NEW BUSINESS

3. 2021 Election of Officers

APPROVAL OF MINUTES

4. December 2, 2020 Work Session Draft Minutes

5. December 16, 2020 Public Hearing Draft Minutes

COMMENTS

6. Comments from the Board Members

7. Comments from the Staff Members

PUBLIC HEARINGS

8. **APPLICATION FOR A MASTER SIGN PLAN, ARB #20-027,** to consider an application to approve a master sign plan for the multi-tenant commercial building and accessory low rise commercial buildings located at 1025 Herndon Parkway, Herndon, Virginia, located at the southwest corner of the intersection of Elden Street and Herndon Parkway, and further identified as Fairfax County Tax Map 0161-02-0015E. The property is zoned CS, Commercial Services, and consists of 325,968 square feet of land. Owner/Applicant: Elden LLC c/o Ryan Lorey, EDENS. Applicant's Representative/Agent: Gary Brent, MG Permits. ***(Continued from the December 16, 2020 ARB Public Hearing)***

9. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #21-001,** to consider an application to construct a new wall sign on the multi-tenant commercial building located at 171 Elden Street, more specifically for Unit 3B, Herndon, Virginia, located between the intersection of Elden Street and Carlisle Drive and the intersection of

Elden Street and Fairfax County Parkway, and further identified as Fairfax County Tax Maps 0171-29020302A and 0171-29020302B. The property is zoned O&LI, Office and Light Industrial, and consists of 2,673 square feet of floor area within the multi-tenant building. Owner/Applicant: Matthew Fitzer. Applicant's Representative/Agent: Ken Padgett, Mid-Atlantic Permit Services.

10. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #21-002,** to consider an application to construct a new wall sign on the southern multi-tenant commercial building located at 450 Springpark Place, Herndon, Virginia, located at the northeast corner of the intersection of Springpark Place and Spring Street, and further identified as Fairfax County Tax Map 0162-02-0164B. The property is zoned PD-B, Planned Development - Business, and consists of 274,148 square feet of land area. Owner/Applicant: Springpark Place, LLC c/o Penzance Management, LLC. Applicant's Representative/Agent: William M. Kuker, Klas Government, Inc.

11. **APPLICATION FOR A WALL OR WINDOW SIGN, ARB #21-003,** to consider an application to construct a new wall sign on the southern multi-tenant commercial building located at 505 Huntmar Park Drive, Herndon, Virginia, located at the north corner of the intersection of Huntmar Park Drive and Spring Street, and further identified as Fairfax County Tax Map 0162-02-0156D. The property is zoned O&LI, Office and Light Industrial, and consists of 221,890 square feet of land area. Owner/Applicant: Brit-Herndon Square, LLC c/o Kevin Lewis, BECO Management, Inc. Applicant's Representative/Agent: Ken Lake, ARK Sign Services, Inc.

ADJOURNMENT

TOWN OF Herndon VIRGINIA

MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: January 15, 2021

Subject: ARB #20-027, 1025 Herndon Parkway Master Sign Plan Update

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This memo serves as an update for the above referenced ARB case, scheduled to be heard by the Architectural Review Board at its Public Hearing on January 20, 2021.

Town staff and the applicant team have continued to collaborate to revise the proposed master sign plan standards and accompanying graphic materials to address the sign design issues and concerns discussed in the case staff report, dated December 2, 2020. Since the last work session, the applicant has provided an additional update with graphics which has addressed most of the staff design concerns (Attachment #1).

However, staff finds that revised Master Sign Plan Standards have not addressed the following issues described in the Staff Analysis of the staff memo dated December 30, 2020:

1. The applicant has more clearly defined the allowed colors, limiting it to black, gray, or white, with one other color and red or shades of red prohibited. Staff agrees with limiting colors. A multitude of colors can be distracting and often detract from the building design. The use of "one other color" however should be more expressly stated. If the intent is to allow the additional color as a secondary or accent color on the sign, which staff believes is appropriate, the standard should specifically state that the additional color cannot comprise more than a certain percentage of the sign such as 50% or 30%.
2. The applicant has specified that the illumination source will be LED between 3000K-3500K in color temperature. Staff believes that either 3000K or 3500K should be standardized, not both. Different color temperatures could undermine the coordination between signs.

Staff has determined that the latest iteration of the Master Sign Plan standards and graphics are in state in which the Board could approve the case with the revisions submitted in Attachment #1 and with some conditions to resolve the issues noted in this memo. Staff finds that the proposed standards will result in updated signage patterns that will achieve the applicant's design goals and objectives, will be compatible with the architecture of the building(s), and 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.

Staff Recommendation:

Staff recommends approval of ARB #20-027, to allow enactment and implementation of a new master sign plan for the property located at 1025 Herndon Parkway in Herndon, VA, in accordance with the draft resolution (Attachment #2) and with the following conditions:

1. **The master sign plan standards shall resolve a specific, measurable design standard concerning allowable colors such that a unifying sign color pattern with flexibility of limited variation is permitted; and**
2. **The master sign plan shall specify either 3000K or 3500K white light temperature standard for uniformity of illuminated signs across the building; and**
3. **The revised master sign plan standards with graphics shall be subject to final review by the Town's Zoning Administrator prior to implementation of the master sign plan; and**
4. **The applicant shall be required to submit revised sign design standards and graphics meeting Conditions #1, #2, and #3 to Town staff prior to issuance of any administrative approvals of signs under a master sign plan and any corresponding building permits for signs at the subject property.**

Thank you.

Attachments:

1. ARB #20-027 Revised Master Sign Plan
2. ARB #20-027 Draft Resolution

Part 4 - Photographs

Photos along entire building storefront

A

B

C

D

EDENS

Elden Street Marketplace
ARB Application for
Master Sign Plan Permit

Part 4 - Photographs

Photos along entire building storefront

E

F

G

H

EDENS.

Elden Street Marketplace
ARB Application for
Master Sign Plan Permit

Part 4 - Photographs

Photos along entire building storefront

I

J

K

L

EDENS

Elden Street Marketplace
ARB Application for
Master Sign Plan Permit

Part 4 - Photographs

Photos along entire building storefront

M

N

EDENS

Elden Street Marketplace
ARB Application for
Master Sign Plan Permit

ELDEN STREET MARKETPLACE MASTER SIGN PLAN GUIDELINES

MSP Name	Elden Street Marketplace
MSP Address	1025 Herndon Parkway, Herndon, VA
Material and Design	Signs shall be reverse channel-type with 3-inches deep returns and faces recessed 1/2-inch. Signs shall have standoffs and shall be offset from the facade 2-inches. Letters and figures shall be individually mounted. The permitted primary material is aluminum with powder-coat-applied paint.
Material and Design - Anchor Tenants Only*	Anchor signs with characters equal to or larger than 36-inches tall may increase the return dimension from 3-inches to a maximum 6-inches,
Sign Locations	Signs shall be placed within the bounding boxes shown on the enclosed elevations. Signs shall be offset a minimum of 3-inches from adjacent changes in wall plane or material. Sign horizontal placement shall be centered within the business storefront frontage. Sign vertical placement shall be centered within the bounding boxes.
Sign Locations - Anchor Tenants Only*	Signs shall be placed within the bounding boxes shown on the attached elevations.
Permitted Sign Area (Square Footage)	Permitted Sign Area is related to the tenant's storefront frontage. Reference the table on this page.
Sign Size	Max character height is 20-inches. Max stacked height is 32-inches. Two rows of characters are permitted.
Sign Size - Anchor Tenants Only*	Character height is not limited. Stacked height is not limited. Two rows of characters are permitted.
Color	Signs may be white, black, gray, plus one other color. Red and shades of red (spectral wavelength of 630–740 nm) are not permitted. If a logo is part of the sign, the logo may include one additional color.
Color - Anchor Tenants Only*	Signs may be any colors
Lighting	All signs shall be internally-lit with halo-illumination. Light color temperature of all sign lighting shall be 3000 to 3500 degrees kelvin.
Electrical	Electrical components shall be concealed from view. Signs mounted to raceways are not permitted. Existing raceways may not be reused and must be removed.

Logos	Logos that form a part of a sign shall be constructed and installed in accordance with all requirements above. Logos may include face-applied vinyl or painted lettering or graphics, and shall be black, gray, or white.
Freestanding Signs	The Landlord is permitted to have freestanding signs in accordance with applicable zoning ordinances.
Blade Signs	Tenants may have one blade sign, fabricated and installed in accordance with the enclosed details. Blade signs may include the individual logo and lettering of the tenant name. All blade signs shall have dimensional qualities (such as dimensional lettering and graphics) and shall be composed of powder coated aluminum bodies with aluminum or acrylic lettering and graphics. Mounting components shall match the sign body color. Blade signs shall not include internal or external lighting.
Window Signs	Tenants may have window signs (signs attached to or placed within 18-inches of the storefront glazing). Window signs shall not occupy no more than 25 percent of the tenant's window area and shall not be located on the outside of storefronts.
Landlord Review	Tenants shall submit sign drawings including dimensions, construction and installation details, placement location including storefront photographs, and noted material and color selections to the Landlord for review and approval prior to submitting to the City of Herndon for permit.

*Anchor Tenants are 15,000 SF or greater in leasable area.

Calculation of Permitted Sign Area

ELDEN STREET FACADE PERMITTED SIGN AREA

Unit	Frontage		Permitted Sign Area		Notes
Unit 10	33.00	Feet	33.00	Square Feet	1 SF of sign area per 1 LF of frontage
Unit 20	25.58	Feet	25.58	Square Feet	1 SF of sign area per 1 LF of frontage
Unit 30	14.50	Feet	14.50	Square Feet	1 SF of sign area per 1 LF of frontage
Unit 40	19.83	Feet	19.83	Square Feet	1 SF of sign area per 1 LF of frontage
Unit 50	20.08	Feet	20.08	Square Feet	1 SF of sign area per 1 LF of frontage
Unit 60	15.25	Feet	15.25	Square Feet	1 SF of sign area per 1 LF of frontage
Unit 70	29.25	Feet	29.25	Square Feet	1 SF of sign area per 1 LF of frontage
Unit 80	40.17	Feet	40.17	Square Feet	1 SF of sign area per 1 LF of frontage
Unit 90	31.00	Feet	31.00	Square Feet	1 SF of sign area per 1 LF of frontage
Elden St Wall Sign	0.00	Feet	121.40	Square Feet	**
Grocer	286.17	Feet	203.44	Square Feet	Max 203.44 SF of sign area permitted
Unaffiliated Frontage	38.67	Feet	0.00	Square Feet	No business signs permitted here
Unit 100	37.00	Feet	37.00	Square Feet	1 SF of sign area per 1 LF of frontage
Total	**590.5**		**590.5**	**Square Feet**	1 SF of sign area per 1 LF of frontage

**The Elden Street Wall Sign is not associated with any particular tenant or frontage. To determine its perrmitted sign area, a portion of the Grocer's frontage is used as is the "Unaffiliated Frontage" of the drive through fascia located between the Grocer and Unit 100.

Allocating sign area in this manner ensures the total sign area on the Elden Street Facade does not exceed 1 Square Foot per 1 Linear Foot of frontage.

South Facade

Herndon Parkway (North) Facade

Elden Street (East) Facade

Elden Street
Wall Sign

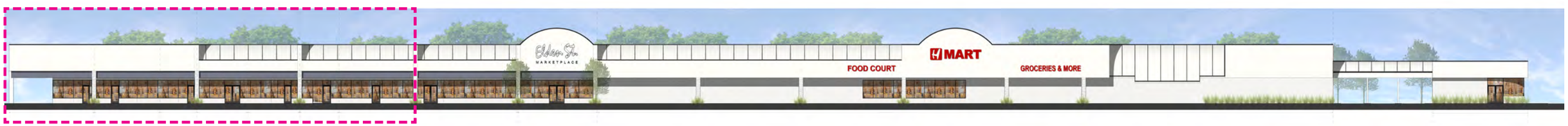
EDENS.

Building Elevations, 1:10 Scale

= Permitted wall sign mounting area

Lease Line | Unit 10 | 33'-0" frontage | 33 SF sign area | Lease Line | Unit 20 | 25'-7" frontage | 25.58 SF sign area | Lease Line | Unit 30 | 14'-6" frontage | 14.5 SF sign area | Lease Line | Unit 40 | 19-10" frontage | 19.83 SF sign area | Lease Line | Unit 50 | 20'-1" frontage | 20.08 SF sign area | Lease Line | Unit 60 | 15'-3" frontage | 15.25 SF sign area | Lease Line | Unit 70 | 29'-3" frontage | 29.25 SF sign area | Lease Line

Elden Street (East) Elevation)

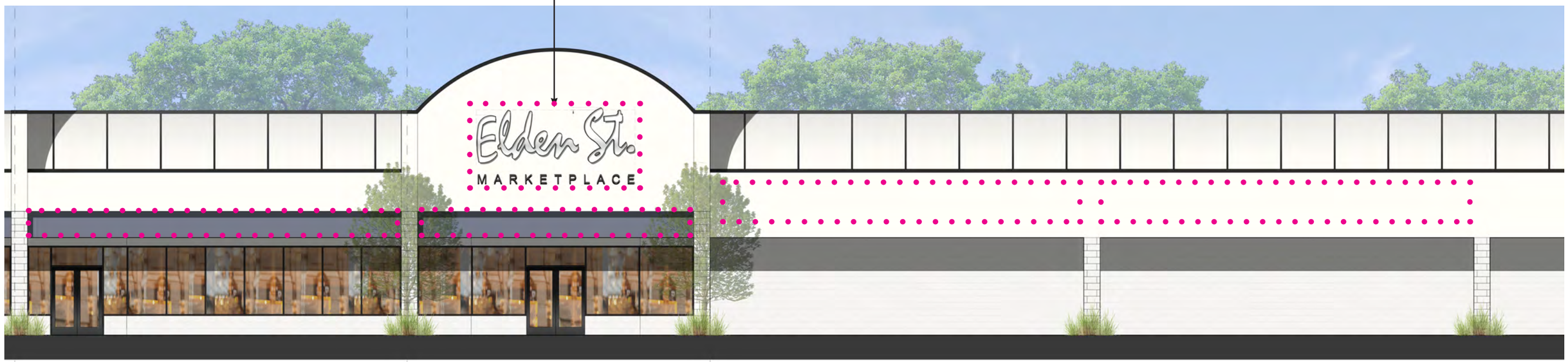


Building Elevation Key

Building Elevations, 1:10 Scale

= Permitted wall sign mounting area

Elden Street
Wall Sign



Lease Line

Unit 80 | 40'-2" frontage
40.17 SF sign area

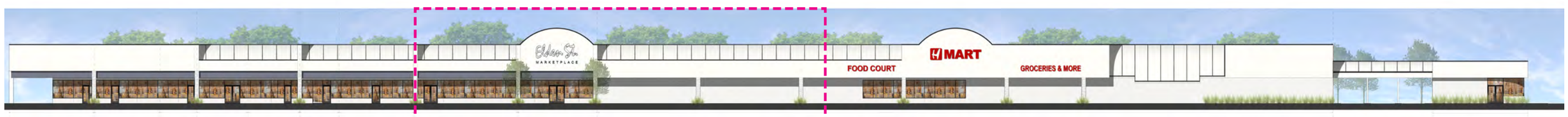
Lease Line

Unit 90
31'-0" frontage
31 SF sign area

Lease Line

Grocer
286'-2" frontage
203.44 SF sign area

Elden Street (East) Elevation)

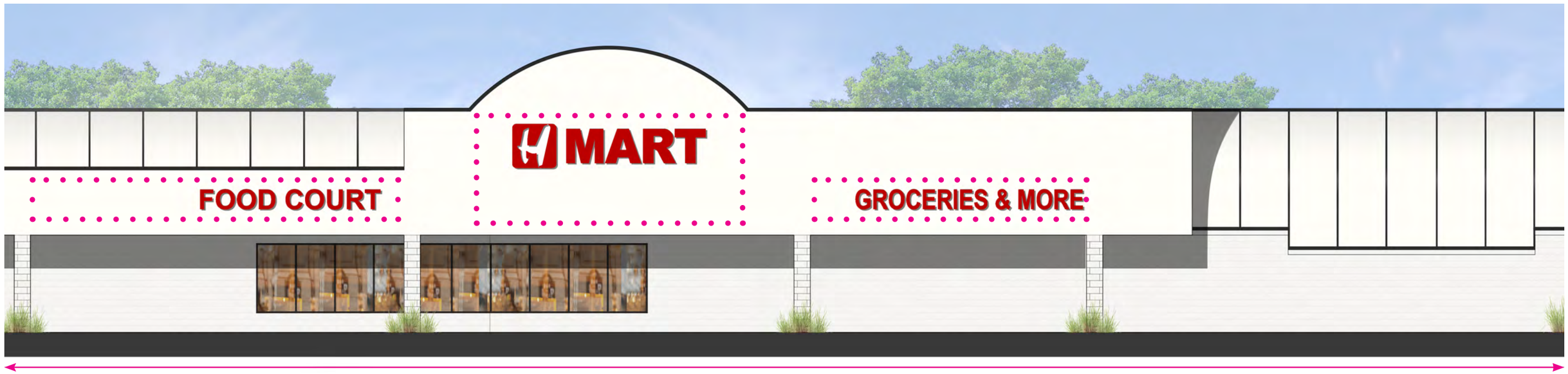


Building Elevation Key

EDENS.

Building Elevations, 1:10 Scale

= Permitted wall sign mounting area



Elden Street (East) Elevation)

Grocer
286'-2" frontage
203.44 SF sign area

Building Elevation Key

Building Elevations, 1:10 Scale

= Permitted wall sign mounting area

Elden Street (East) Elevation)

Grocer
286'-2" frontage
203.44 SF sign area

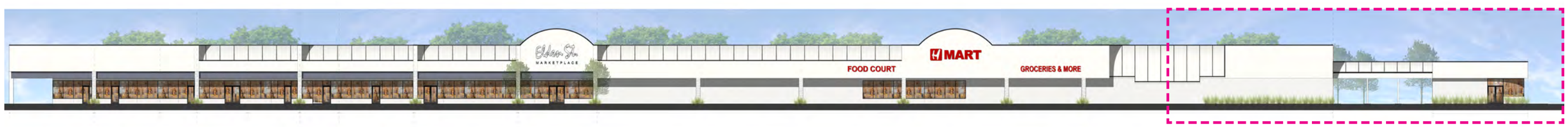
Lease Line

Unaffiliated frontage
38'-8" frontage
0 SF sign area

Lease Line

Unit 100
37'-0" frontage
37.00 SF sign area

Lease Line



Building Elevation Key

Building Elevations, 1:10 Scale

= Permitted wall sign mounting area

Lease Line

Unit 100
50’-6” frontage
50.5 SF sign area

Lease Line

Lease Line

Unit 110
102’-0” frontage
102.0 SF sign area

Lease Line

Herndon Parkway (North) Elevations

Lease Line

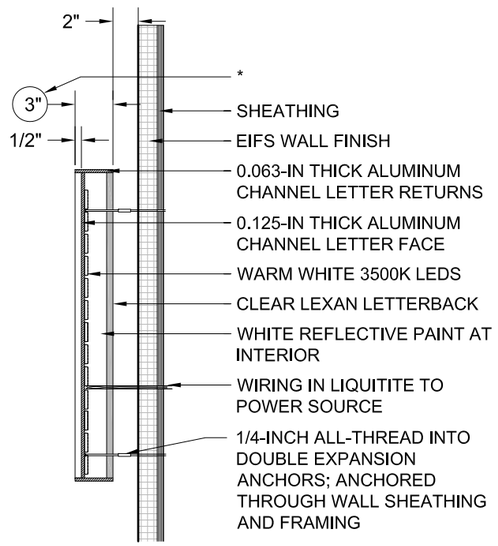
South Elevation

Unit 10
91’-0” frontage
50.0 SF sign area

Lease Line

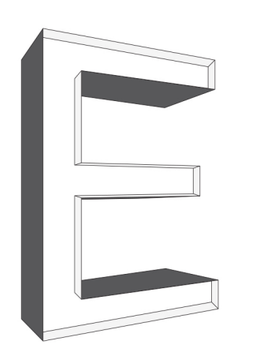
EDENS.

Elden Street Marketplace
ARB Application for
Master Sign Plan Permit



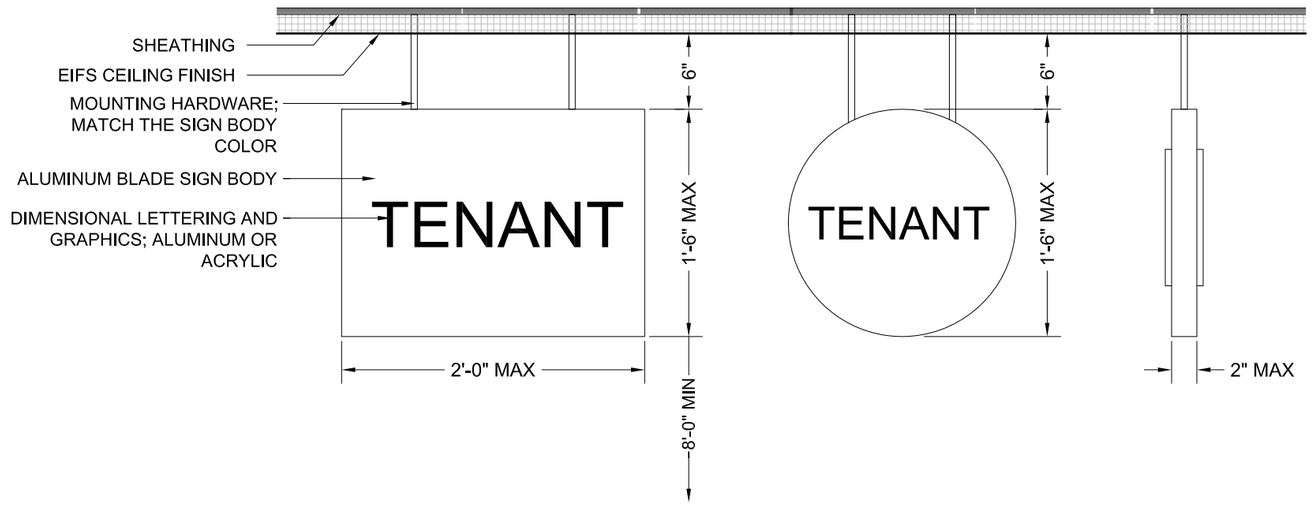
*ANCHOR SIGNS WITH CHARACTERS EQUAL TO OR LARGER THAN 36-INCHES TALL MAY INCREASE THE RETURN DIMENSION FROM 3-INCHES TO A MAXIMUM 6-INCHES.

Typical Wall Sign Detail



ISOMETRIC VIEW NTS

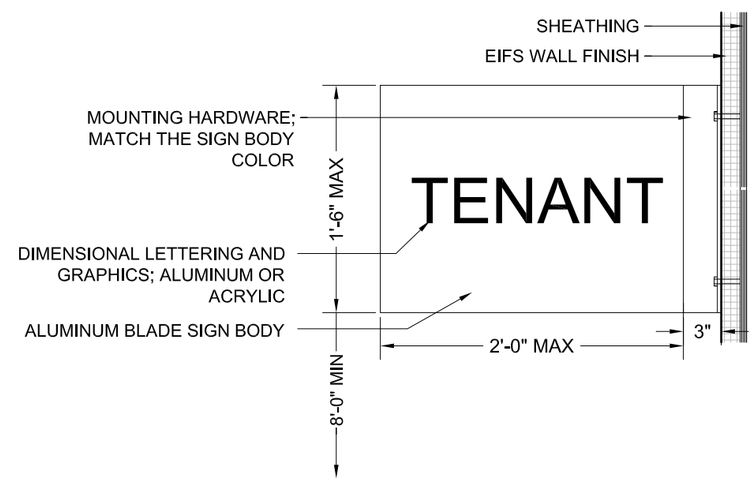
Technical Drawings - Sign Design Guide for Blade Signs



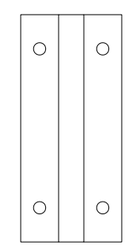
Blade Sign Option 1

Blade Sign Option 2

Blade Sign Option 1&2 Side View

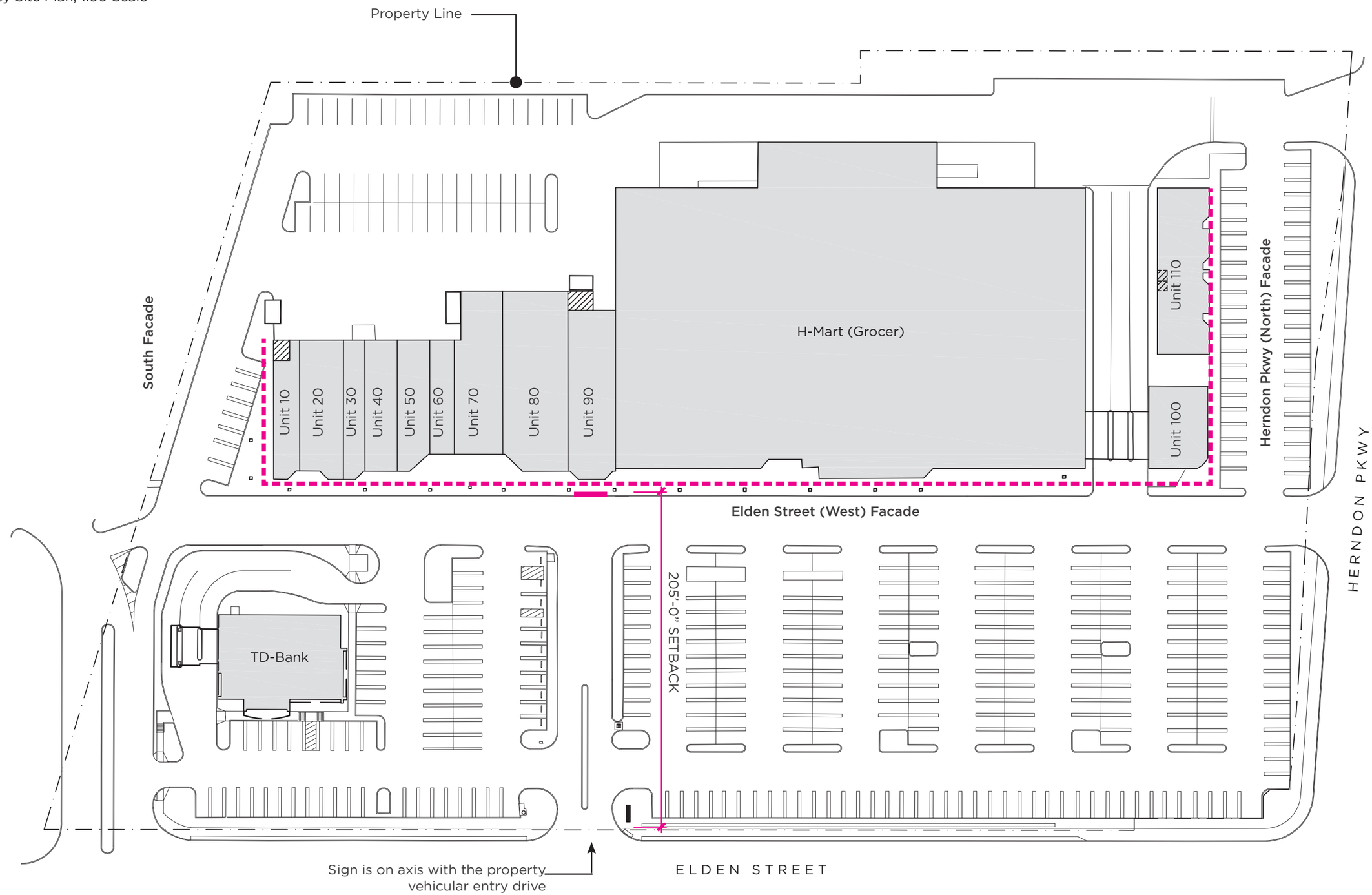


Blade Sign Option 3



Blade Sign Option 3 Side View

Property Site Plan, 1:60 Scale



EDENS

Elden Street Marketplace
ARB Application for
Master Sign Plan Permit

TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD

DRAFT RESOLUTION

January 20, 2021

Resolution to consider ARB #20-027, to allow enactment and implementation of a new master sign plan for the property located at 1025 Herndon Parkway, Fairfax County Tax Map Number 0161-02-0015E.

WHEREAS, the applicant has submitted an application to implement a new master sign plan at the above referenced address; and

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

WHEREAS, the proposed master sign plan generally complies with the applicable Design Criteria as stated in the Town of Herndon Code of Ordinances Section 58-96; and

WHEREAS, the allowance of the new master sign plan removes existing nonconformities to comply with the current zoning ordinance standards related to signs on the subject property; and

WHEREAS, the proposed master sign plan will replace and supersede all previous master sign plan(s), more specifically MSP #36 Elden Street Marketplace, for the referenced address; and

WHEREAS, the Town of Herndon Architectural Review Board has reviewed this application and has held a public hearing on January 20, 2021.

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

Approves ARB #20-027, to allow enactment and implementation of a new master sign plan for the property located at 1025 Herndon Parkway in Herndon, VA, with the following conditions

1. The master sign plan standards shall resolve a specific, measurable design standard concerning allowable colors such that a unifying sign pattern with flexibility of limited variation is permitted ; and

2. The master sign plan shall select either 3000K or 3500K white light temperature standard for uniformity of illuminated signs across the building; and

3. The revised master sign plan standards with graphics shall be subject to final review by the Town's Zoning Administrator prior to implementation of the master sign plan; and

4. The applicant shall be required to submit revised master sign plan design standards and graphics meeting Conditions #1, #2, and #3 to Town staff prior to issuance of any administrative approval of signs under a master sign plan and any corresponding building permits for signs.

TOWN OF Herndon VIRGINIA

MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: January 15, 2021

Subject: ARB #21-001, 171 Elden Street Update

This memo serves as an update for the referenced ARB case scheduled for the January 20, 2021 ARB Public Hearing.

At the January 6, 2021 ARB Work Session, staff presented recommended conditions of approval which specifically included locating the proposed parapet wall sign in the same manner as an existing parapet wall sign. The applicant was generally amenable to this stipulation at the work session. However, staff has not received any additional information or updates confirming that the proposed condition is applied to the proposed sign design

While staff and the Board had no major design issues with the proposed sign, staff is recommending that the submission of a revised sign design specifies the identical parapet wall sign location as the existing parapet wall sign be required prior to issuance of a building permit.

Staff recommend approval of ARB #21-001, to allow a wall sign on the upper parapet of the multi-story office building at 171 Elden Street in Herndon, VA the revised draft resolution, Attachment #1, with the following conditions:

1. **The sign shall be installed and aligned in a manner that exactly matches the indent from the parapet cap and indent from the parapet corner that exists for the other parapet wall sign installed on the left side of the building's west elevation.**

2. **The applicant shall resubmit the sign design with location information specifying the requirements of Condition #1 prior to issuance of a building permit for the approved sign.**

Thank you.

Attachment:

1. ARB #21-001 Revised Draft Resolution

TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD

DRAFT RESOLUTION (REVISED)

January 20, 2021

Resolution to consider ARB #21-001, to allow a new wall sign located at 171 Elden Street, Fairfax County Tax Map Numbers 0171-29020302A & 0171-29020302B.

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

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

WHEREAS, the allowance of a sign cabinet is permitted as a legal nonconformity to comply with the approved Master Sign Plan of the subject property; and

WHEREAS, the proposed sign generally complies with the applicable Design Criteria as stated in the Town of Herndon Code of Ordinances Section 58-96; and

WHEREAS, the Town of Herndon Architectural Review Board has reviewed this application and has held a public hearing on January 20, 2021.

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

Approves ARB #21-001, to allow a wall sign on the upper parapet of the multi-story office building at 171 Elden Street in Herndon, VA with the following condition:

1. The sign shall be installed and aligned in a manner that exactly matches the indent from the parapet cap and indent from the parapet corner that exists for the other parapet wall sign installed on the left side of the building's west elevation.

2. The applicant shall resubmit the sign design with location information specifying the requirements of Condition #1 prior to issuance of a building permit for the approved sign.

TOWN OF Herndon VIRGINIA

MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: January 15, 2021

Subject: ARB #21-002, 450 Springpark Place Update

This memo serves as an update for the referenced ARB case scheduled for the January 20, 2021 ARB Public Hearing.

At the January 6, 2021 ARB Work Session, staff presented a recommended condition of approval which specifically included locating the proposed wall sign such that it is centered horizontally between the two nearest arcade columns and centered vertically between the bottom edge of the brick fascia and the decorate brick band at the fascia mid-point. The applicant was generally amenable to this stipulation at the work session. Staff received updated sign design information confirming that the proposed condition is to be applied to the proposed sign design (Attachment #1).

However, in the previous staff report, staff described design issues with a formed plastic sign, which the applicant has elected to retain. The Board can consider and require an alternative sign material so that the sign is more compatible with the building's architecture and exterior materials. Staff would support a design alternative such as a metal reverse channel letter and logo design form, however staff is not recommending a denial on the grounds of the less appropriate materials currently proposed.

Staff recommends approval of ARB #21-002, to allow a wall sign on the south elevation of the office building at 450 Springpark Place in Herndon, VA in accordance with the revised resolution, Attachment #2, and with the following condition:

1. **The sign shall be centered horizontally between the two nearest arcade columns and centered vertically between the bottom edge of the brick fascia and the decorate brick band at the fascia mid-point, as revised by the applicant.**

Thank you.

Attachments:

1. ARB #21-002 Revised Sign Design with Updated Location
2. ARB #21-002 Revised Draft Resolution

Item 5

A: Existing Sign
B: New Sign
C: Size Comparison

Attachment #1

Klas store front: approx 60 ft

Building frontage: 385 ft

Sign to be centered horizontally between the two nearest arcade columns and centered vertically between the bottom edge of the brick fascia and the decorative brick band at the fascia mid-point.

TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD

DRAFT RESOLUTION (REVISED)

January 20, 2021

Resolution to consider ARB #21-002, to allow a new wall sign located at 450 Springpark Place, Fairfax County Tax Map Number 0162-02-0164B.

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

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

WHEREAS, the proposed sign generally complies with the applicable Design Criteria as stated in the Town of Herndon Code of Ordinances Section 58-96; and

WHEREAS, the Town of Herndon Architectural Review Board has reviewed this application and has held a public hearing on January 20, 2021.

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

Approves ARB #21-002, to allow a wall sign on the south elevation of the office building at 450 Springpark Place in Herndon, VA with the following condition:

1. The sign shall be centered horizontally between the two nearest arcade columns and centered vertically between the bottom edge of the brick fascia and the decorate brick band at the fascia mid-point, as revised by the applicant.

TOWN OF Herndon VIRGINIA

MEMORANDUM

To: Chair Walker & Members of the Architectural Review Board

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

Date: January 15, 2021

Subject: ARB #21-003, 505 Huntmar Park Drive Update

This memo serves as an update for the referenced ARB case scheduled for the January 20, 2021 ARB Public Hearing.

At the January 6, 2021 ARB Work Session, staff presented recommendations for an alternative sign design that would be made of dimensional metal or similar non-illuminated signage, indirectly illuminated or at most, halo-lit, that would be more appropriate for an office building and more in alignment with the approved Master Sign Plan. Staff, at that time, had withheld its recommendation due to a potential zoning compliance issue related to face-lit signs adjacent to residential zoning districts. In the course of the work session presentation, staff informed the Board that the Town's Zoning Administrator had determined that the proposed wall sign along Spring Street, on the east complied with the Town's Zoning Ordinance, and that staff would return to the Board with a recommendation pending any updates from the applicant. Two Board members agreed with the staff comments regarding an alternative sign design described in the staff report dated January 6, 2021.

Since the work session, the applicant has opted to retain its original sign design while further illustrating how the trim cap design will look using the proposed design (Attachment #1). Staff's position remains unchanged and recommends a different sign design with a metal, reverse channel letter sign that is non-illuminated or a halo-lit 3" deep reverse channel letter design with 2"-3" spacing offset form the building wall plane to allow for the halo-lighting effect with internal white LED lights. Staff is not recommending any alterations to the lettering size or font nor any alterations to the proposed corporate logo design/form, only materials.

The Board may alternatively approve the signs as (re-)submitted on January 13, 2021. Staff has provided an alternative resolution accordingly (Attachment #3), though not recommended. The Board may also deny ARB #21-003 due to an inappropriate sign materials selection that is not compatible with the building's architecture, specifically the building's exterior materials.

Staff recommends approval of ARB #21-003, to allow for one wall sign on the east elevation and one wall sign on the west elevation of the office building at 505 Huntmar Park Drive in Herndon, VA in accordance with the draft resolution, Attachment #2, and with the following condition:

1. **The sign shall be centered horizontally over the respective window bays on the first floor and centered vertically between the bottom brick**

header course and the top brick header course between the first and second floor; and

2. **The sign shall be constructed of 1" metal, reverse channel letters and forms, pin-mounted to the existing brick façade using the proposed sign lettering, size, font, arrangements and the logo form/design as originally proposed; and**
3. **The applicant shall be required to submit revised sign design materials meeting Conditions #1 and #2 to Town staff prior to issuance of a building permit for the proposed sign.**

Thank you.

Attachments:

1. ARB #21-003 Revised Sign Design
2. ARB #21-003 Draft Resolution
3. ARB #21-003 Draft Resolution (Alternate)

Site Identification

Beacon Building Products
HQ - 505 Huntmar Park Drive
Herndon, VA

File: KS2001776 12/03/2020

BEACON
Building Products

HERNDON, VA

Site Plan w/ Sign Placement

SIGN LEGEND

A 2'- 6" Internally Illuminated Channel Logo \ Letters

B 2'- 6" Internally Illuminated Channel Logo \ Letters

SIDEWALK

PROPERTY LINE

VEHICLE ENTRANCES

CODE:
These wall signs shall be no more than 2'-4" high and 16'-0" feet long.

Kieffer | Starlite
National Sign Manufacturers and Consultants

BEACON
Building Products

HQ - 505 Huntmar Park Drive, Herndon, VA

BEACON
Building Products

HERNDON, VA

Site Plan w/ Sign Locations

SIGN LEGEND

A 2'- 6" Internally Illuminated Channel Logo \ Letters

B 2'- 6" Internally Illuminated Channel Logo \ Letters

CODE:
These wall signs shall be no more than 2'-4" high and 16'-0" feet long.

HQ - 505 Huntmar Park Drive, Herndon, VA

Kieffer | Starlite
National Sign Manufacturers and Consultants

BEACON
Building Products

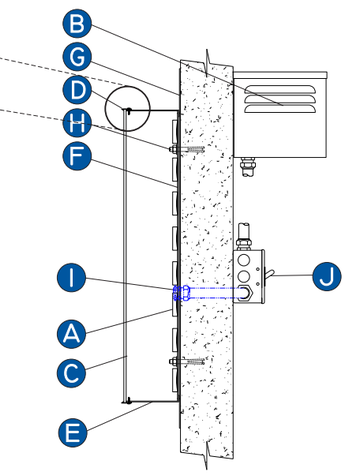
HQ - 505 Huntmar Park Drive, Herndon, VA

PROPOSED
A
9'-10"
2'-6"
BEACON
Building Products
SCALE: 3/8" = 1'-0"
Kieffer | Starlite
National Sign Manufacturers and Consultants
BEACON
Building Products
HQ - 505 Huntmar Park Drive, Herndon, VA

EXISTING
B
19’-8”
10'-8"
Remove existing signage, caulk holes in brick to match color as best as possible. There may be ghosting left behind from old signage.
2'-6"
Beacon
4'-6"
11’-6”
A.F.F.
SCALE: 3/8” = 1’-0”
Kieffer | Starlite
National Sign Manufacturers and Consultants
BEACON
Building Products
HQ - 505 Huntmar Park Drive, Herndon, VA

PROPOSED
B
9’-10”
2’-6”
BEACON
Building Products
SCALE: 3/8” = 1’-0”
Kieffer | Starlite
National Sign Manufacturers and Consultants
BEACON
Building Products
HQ - 505 Huntmar Park Drive, Herndon, VA

PHOTO OF LETTER WITH TRIM CAP RETAINERS



A	Illumination	LED / color	Sloan Prism Mini-White
		LED / color	-
		LED / color	-
B	Power Supply	Type	Per Manuf.
		Type	-
C	Face	Material	Acrylic
		Color	2406 White
		Vinyl	See color sched.
		Logo/Beacon	Dual Color Blue
		Product Tag-Line	Dual Color Gray
		Vinyl	See color sched.
D	All Retainers	Type	trim cap
		Color	Metallic Silver
E	All Returns	Material	3.3” aluminum
		Color	Silver
		Depth	3”
F	Back	Gauge	
		Material	ACM
G	B/G Panel	Material	NA
		Color	-
H	Mounting	Type	Mechanical
		Fastener	1/4-20NC sleeve anchor
I	Electrical	Type	Pass thru
		Type	-
J	Switch	Type	Disconnect/toggle
		Location	By electrician

*weep hole(s) per mfg. standards
*caulk required
*UL Listed Product

Illuminated Letter Detail - Remote Flush Mount

A **INDIVIDUAL ILLUMINATED LOGO/LETTERS - LINEAR** — Area = 24.6 Sq. Ft.

w/ MODIFIED LIGHTHOUSE LOGO for use with individual letter sets ONLY — Scale: 3/4” = 1’- 0”

Color Schedule

Vinyl

3M#3635-8062
Dual Color Blue

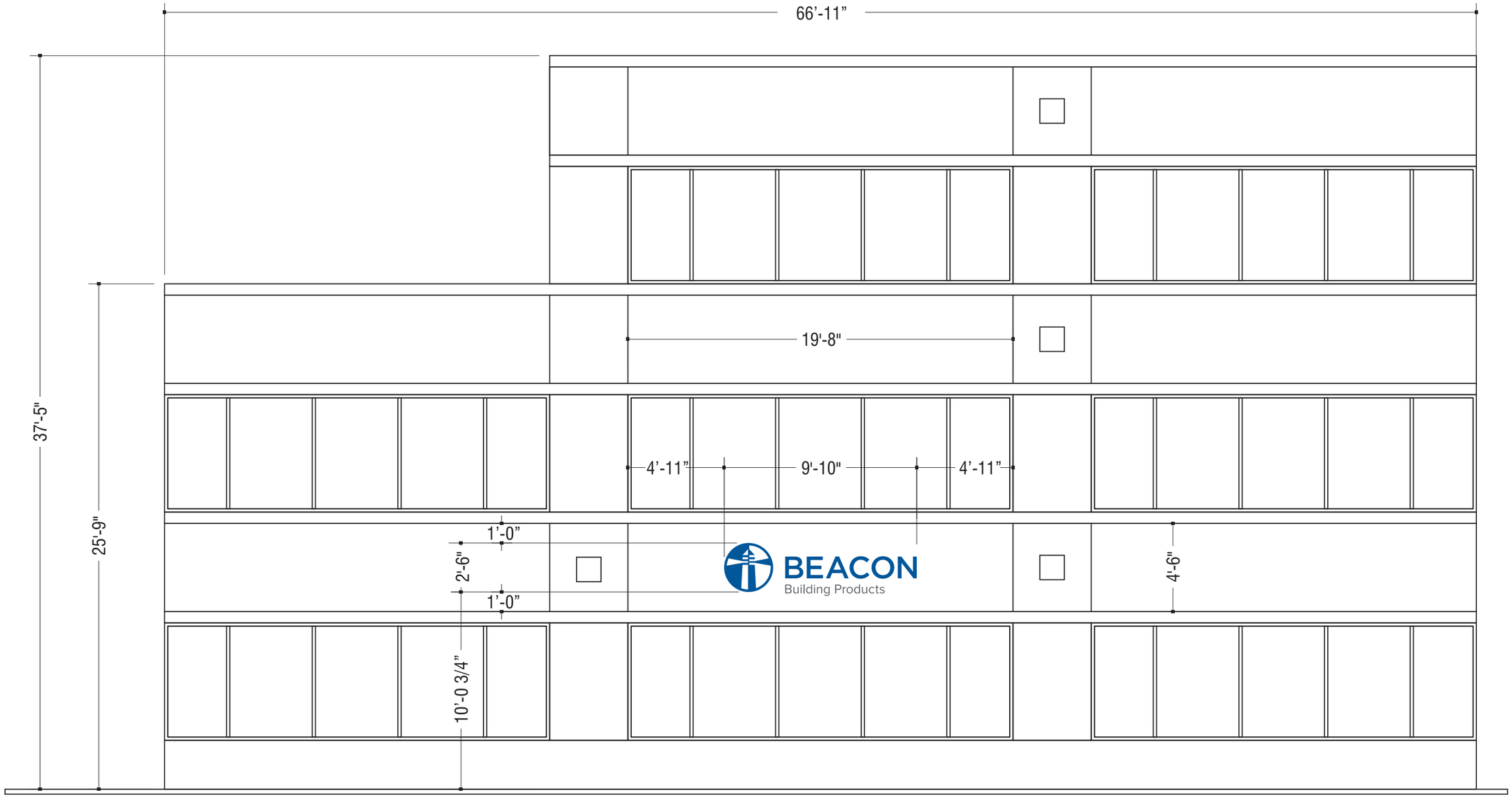
3M#VDC4-3635-0252
Dual Color Gray

NOTE:
STROKE OF ‘BUILDING PRODUCTS’ LETTERS WILL HAVE TO BE INCREASED TO ILLUMINATE.

BEACON
Building Products

HERNDON, VA

2'-6" Internally Illuminated Logo Letters



EAST PARTIAL ELEVATION

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

Kieffer | Starlite
National Sign Manufacturers and Consultants

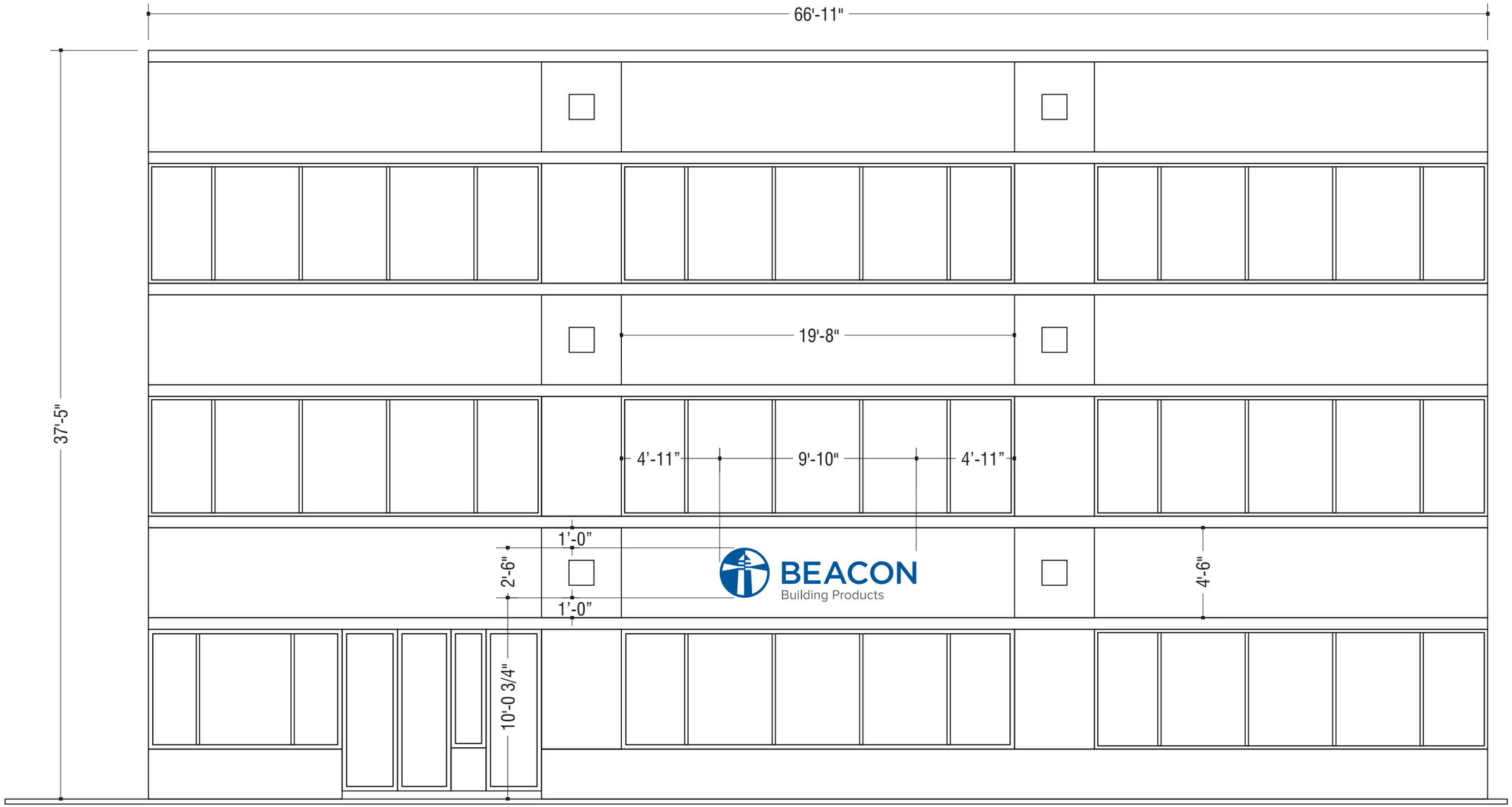
BEACON
Building Products

HQ - 505 Huntmar Park Drive, Herndon, VA

BEACON
Building Products

HERNDON, VA

2’-6” Internally Illuminated Logo Letters



WEST PARTIAL ELEVATION

SCALE: 3/16” = 1’-0”

Kieffer | Starlite
National Sign Manufacturers and Consultants

BEACON
Building Products

HQ - 505 Huntmar Park Drive, Herndon, VA

A **INDIVIDUAL ILLUMINATED LOGO/LETTERS - LINEAR** — Area = 24.6 Sq. Ft.

w/ MODIFIED LIGHTHOUSE LOGO for use with individual letter sets ONLY — Scale: 3/4” = 1’- 0”

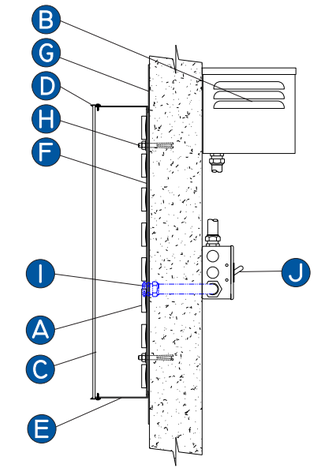
Color Schedule

Vinyl

3M#3635-8062
Dual Color Blue

3M#VDC4-3635-0252
Dual Color Gray

NOTE:
STROKE OF ‘BUILDING PRODUCTS’ LETTERS WILL HAVE TO BE INCREASED TO ILLUMINATE.



A Illumination	LED / color	Sloan Prism Mini-White
	LED / color	-
	LED / color	-
B Power Supply	Type	Per Manuf.
	Type	-
C Face	Material	Acrylic
	Color	2406 White
	Vinyl	See color sched.
	Logo/Beacon	Dual Color Blue
	Product Tag-Line	Dual Color Gray
	Vinyl	See color sched.
D All Retainers	Type	trim cap
	Color	Metallic Silver
E All Returns	Material	3.3” aluminum
	Color	Silver
	Depth	3”
F Back	Gauge	
	Material	ACM
G B/G Panel	Material	NA
	Color	-
H Mounting	Type	Mechanical
	Fastener	1/4-20NC sleeve anchor
I Electrical	Type	Pass thru
	Type	-
J Switch	Type	Disconnect/toggle
	Location	By electrician

*weep hole(s) per mfg. standards
*caulk required
*UL Listed Product

Illuminated Letter Detail - Remote Flush Mount

TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD

DRAFT RESOLUTION

January 20, 2021

Resolution to consider ARB #21-003, to allow a new wall sign located at 505 Huntmar Park Drive, Fairfax County Tax Map Number 0162-02-0156D.

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

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

WHEREAS, the proposed sign proposed sign with staff recommended sign materials generally complies with the applicable Design Criteria as stated in the Town of Herndon Code of Ordinances Section 58-96; and

WHEREAS, the Town of Herndon Architectural Review Board has reviewed this application and has held a public hearing on January 20, 2021.

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

Approves ARB #21-003, to allow one wall sign on the east elevation and one wall sign on the west elevation of the office building at 505 Huntmar Park Drive in Herndon, VA with the following conditions:

1. The sign shall be centered horizontally over the respective window bays on the first floor and centered vertically between the bottom brick header course and the top brick header course between the first and second floor; and
2. The sign shall be constructed of 1" metal, reverse channel letters and forms, pin-mounted to the existing brick façade using the proposed sing lettering, size, font, arrangements and the logo form/design as originally proposed; and
3. The applicant shall be required to submit revised sign designs meeting Conditions #1 and #2.

TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD

DRAFT RESOLUTION (ALTERNATE)

January 20, 2021

Resolution to consider ARB #21-003, to allow a new wall sign located at 505 Huntmar Park Drive, Fairfax County Tax Map Number 0162-02-0156D.

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

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

WHEREAS, the proposed sign proposed sign generally complies with the applicable Design Criteria as stated in the Town of Herndon Code of Ordinances Section 58-96; and

WHEREAS, the Town of Herndon Architectural Review Board has reviewed this application and has held a public hearing on January 20, 2021.

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

Approves ARB #21-003, to allow one wall sign on the east elevation and one wall sign on the west elevation of the office building at 505 Huntmar Park Drive in Herndon, VA with the following conditions:

1. The sign shall be centered horizontally over the respective window bays on the first floor and centered vertically between the bottom brick header course and the top brick header course between the first and second floor; and