TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD
VIRTUAL WORK SESSION AGENDA
JANUARY 6, 2021
HERNDON COUNCIL CHAMBERS BUILDING
765 LYNN STREET
7:30 P.M.

CALL TO ORDER

1. Determination of Quorum

PUBLIC HEARINGS

2. **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)***

3. **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.

4. **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.

5. **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.

COMMENTS

6. Comments from the Staff Members

7. Comments from the Board Members

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: December 31, 2020

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.

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. Attachment #1 is the revised Master Sign Plan standards proposed by the applicant. Attachment #2 are the Master Sign Plan visual exhibit to accompany the standards. Note that the visual exhibit has not changed since the initial submission, and the old standards are shown on sheet 1. Before any ARB approval a revised visual exhibit should be submitted to include the revised sign standards.

Staff Analysis:

1. The applicant has limited the sign type to halo-lit metal letters. This change would help ensure appropriate coordination across the shopping center.
2. The applicant has specified a vertical and horizontal alignment for the sign for each tenant. Staff agrees that the sign should share these alignments across the façade.
3. 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%.
4. The applicant has specified the size, including letter depth and spacing between the sign and wall. Staff supports the dimensional provided and agrees with uniform sizes.
5. 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.
6. The revised standards include the allowance of blade signs. The location, materials, and design of these signs are not addressed. These types of signs would be permitted by the zoning ordinance as "projecting" signs, but more information and a drawing detail must be included for the blade signs to be part of a coordinated Master Sign Plan.
7. The revised standards include a line for window signs however no standard is provided. Staff does believe that coordinated window signage is a vital component of

a successful Master Sign Plan and continues to recommend that window sign standards are included.

Staff Recommendation:

Staff is withholding its recommendation at this time.

Staff believes that this case has improved greatly from the initial submission and is appreciative of the continued collaboration with the applicant. Though staff is not able to provide a recommendation for approval at this time, there is expectation that with further clarity on whether blade/projecting sign and window sign standards are included, staff will have a recommendation for a conditional approval prepared for the January 20, 2021 ARB public hearing.

REVISED MASTER SIGN PLAN STANDARDS (12/15/2020)

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.
Sign Locations	Signs shall be placed within the bounding boxes shown on the attached 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	Permitted Sign Area is related to the tenant's storefront frontage. See 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, and one other color. Red and shades of red (spectral wavelength of 630–740 nm) are not permitted.
Color - Anchor Tenants Only*	Signs may be white, black, gray, and one other color. If a logo is part of the sign, the logo may include one additional color.
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.
Logos	Logos are permitted.
Freestanding Signs	The Landlord is permitted to have freestanding signs in accordance with applicable zoning ordinances.
Blade Signs	Tenants may each have one blade sign, 24" wide by 12" tall, mounted to the ceiling.
Window Signs	
Historic Preservation Review Board	N/A

Part 5 - Storefront Elevations

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.

MASTER SIGN PLAN GUIDELINES

MSP Name	Elden Street Marketplace
MSP Address	1228-1258 Elden Street, Herndon, VA
Historic Preservation Review Board	N/A
Sign Locations	Signs shall be placed within the bounding boxes shown on the attached elevations. Signs shall be offset a minimum of 3-inches from adjacent changes in wall plane or material. Signs shall be centered within storefront frontages unless otherwise approved by Landlord.
Material	The permitted primary material includes aluminum with powder-coat-applied paint. Exposed acrylic is permitted for characters 12-inches tall or smaller. Other materials may be considered but must be approved by Landlord. All signs shall have standoffs and be offset from the facade 2-inches.
Permitted Sign Area	Permitted Sign Area is related to the tenant's storefront frontage. See the table on this page.
Sign Size - Anchor Tenants*	Character height is not limited. Stacked height is not limited. Two rows of characters are permitted.
Sign Size - All Other Tenants	Max character height is 20-inches. Max stacked height is 32-inches. Two rows of characters are permitted.
Color - Anchor Tenants*	Signs may be white, black, gray, and one other color. If a logo is part of the sign, the logo may include one additional color.
Color - All Other Tenants	No limitations on colors but red is discouraged.
Lighting	All signs shall be Internal, halo-illumination. Color temperature shall be 3000 to 3500 degrees kelvin.
Logos	Logos are permitted.

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

South Facade

Herndon Parkway (North) Facade

Elden Street (East) Facade

Elden Street
Wall Sign

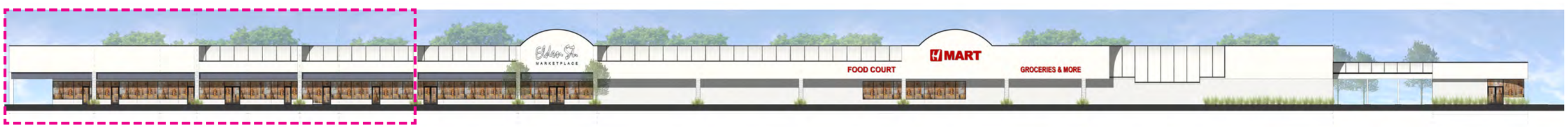
EDENS

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)

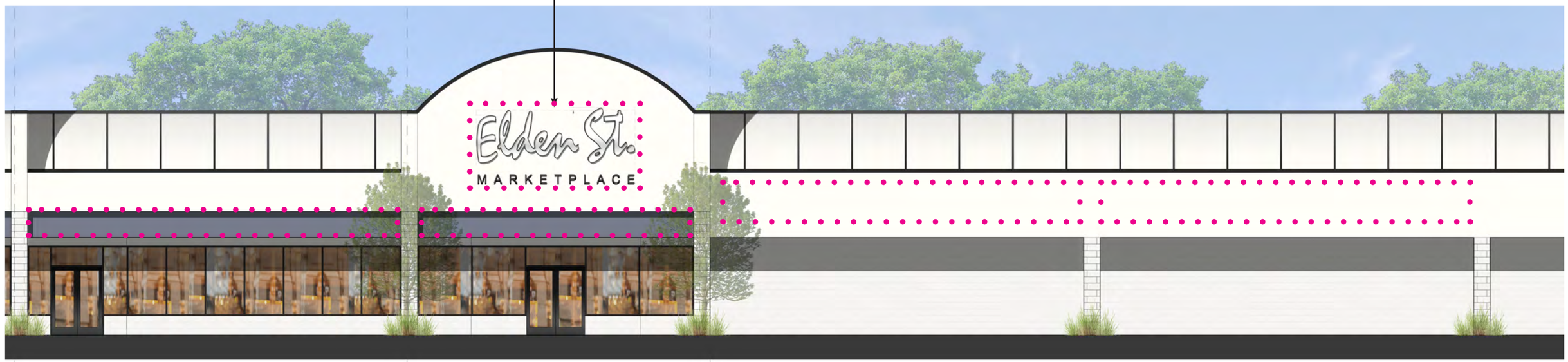


Building Elevation Key

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

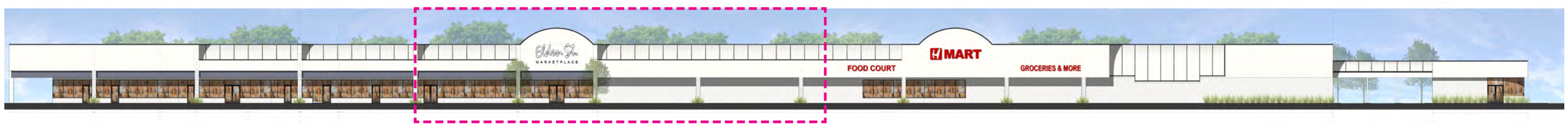
Elden Street (East) Elevation)

Lease Line

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

Lease Line

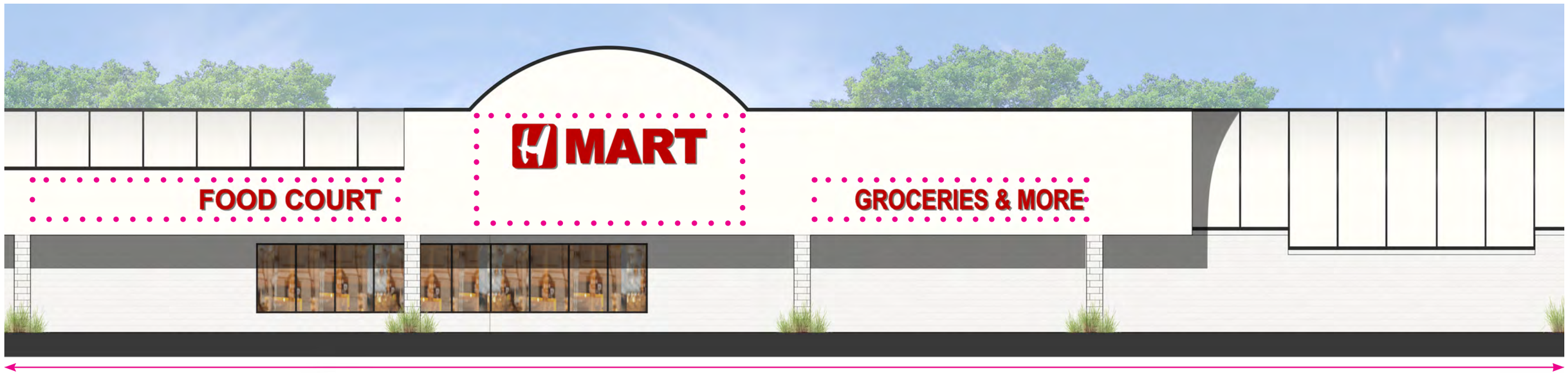
Grocer
286'-2" frontage
203.44 SF sign area



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

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

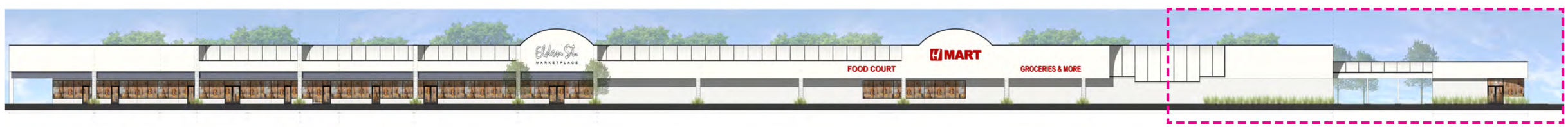
Lease Line

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

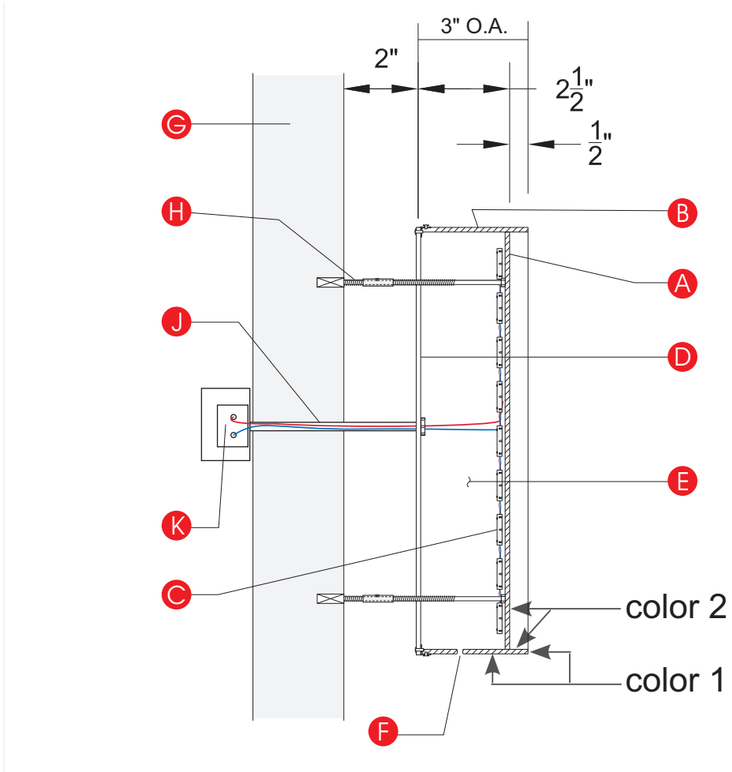
South Elevation

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

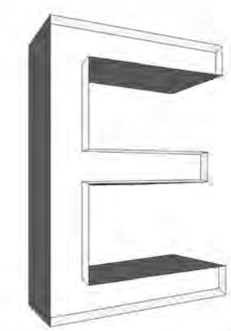
Lease Line

EDENS.

Elden Street Marketplace
ARB Application for
Master Sign Plan Permit



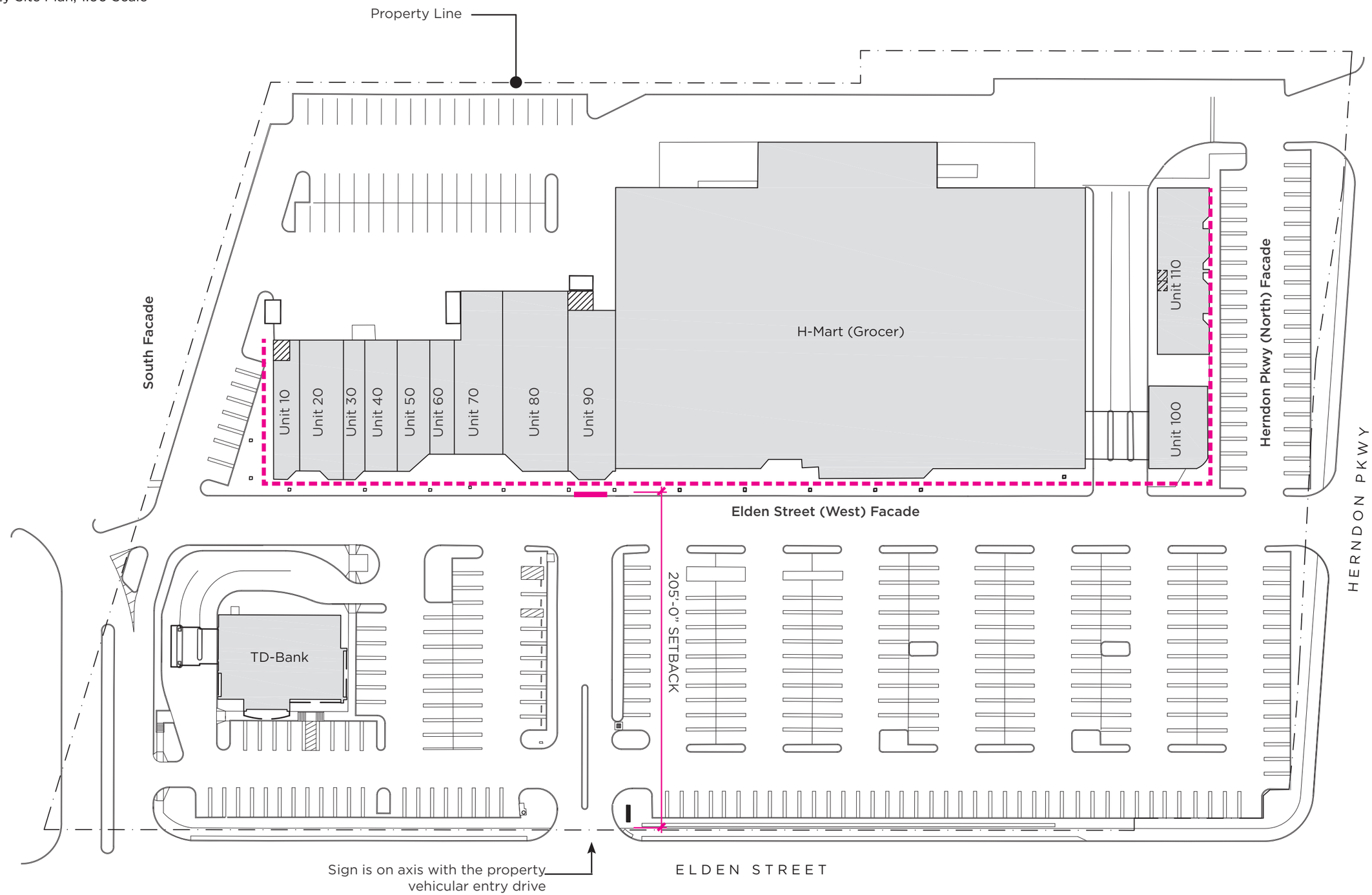
A. .125 ALUM. FACE
B. .063 WELDED ALUM. RETURNS
C. WHITE LX-ECO3S 6500k NC LED'S
D. CLEAR LEXAN LETTERBACKS
E. LETTER INTERIOR PTD. W/ WHITE LIGHT ENHANCING PAINT
F. WEEP HOLES AS REQ'D
G. BLDG. FACADE
H. 1/4" ALL-THREAD INTO DBL. EXP. ANCHORS
J. WIRING IN LIQUATITE TO ELEC. CIRCUIT
K. REMOTE POWER SOURCE IN METAL BOX



ISOMETRIC VIEW NTS

Signs shall be reverse channel letters. Faces may be flush or recessed.
A sample sign design is shown here with a recessed face.

Property Site Plan, 1:60 Scale



EDENS

Elden Street Marketplace
ARB Application for
Master Sign Plan Permit

TOWN OF Herndon VIRGINIA

STAFF REPORT
Architectural Review Board
January 6, 2021

Title: ARB #21-001; Wall Sign; 171 Elden Street

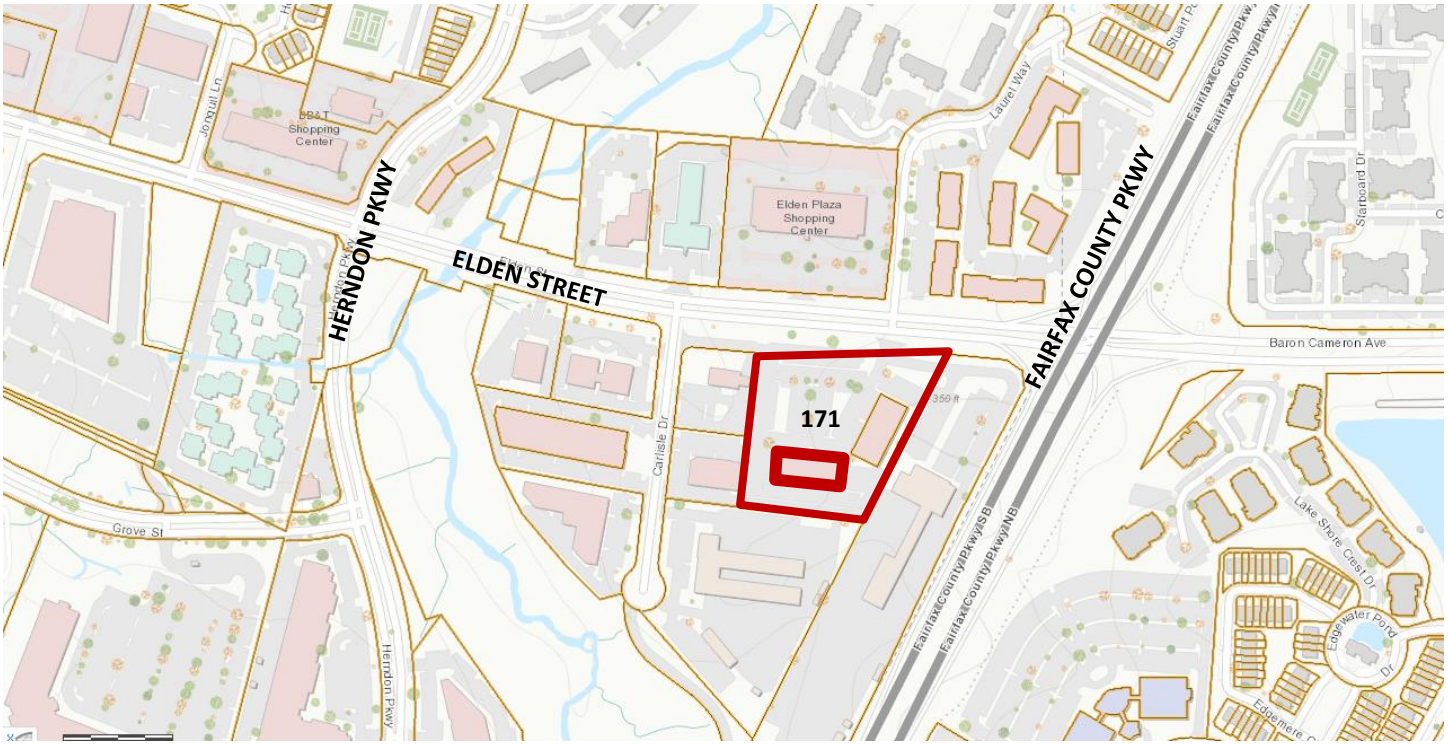
Staff Contact: Christopher J. Garcia, AICP
Community Design Planner
christopher.garcia@herndon-va.gov
(703) 787-7380

Summary Information

Applicant Request	Installation of a wall sign		
Address	171 Elden Street, Reston-Herndon Center		
Fairfax County Tax Map Number	0171-29020302A & 0171-29020302B		
Applicant/Owner	Matthew Fitzer		
Agent	Ken Padgett, Mid-Atlantic Permitting Services		
Business/Organization	Virginia Bariatric Surgery Center		
Property Use	Office		
Zoning District	O&LI; Office & Light Industrial		
Unit GFA	2673SF		
Adjacent Zoning	**North:** CS; Commercial Service **South:** O&LI; Office & Light Industrial	**East:** O&LI; Office & Light Industrial **West:** CS, Commercial Service	
Associated Cases	ARB#84-33; ARB#86-05		
Building Type(s)	Three-story office building	**Date of Construction:**	1984
Architectural Style(s)	Post-modern, typical suburban commercial office expression with vague Miesian/International style features		
Exterior Material(s)	CMU structure, brick exterior, precast concrete panel system, ribbon windows		
Neighborhood Design Profile	Suburban Office Parks, Shopping Centers, and Service/Retails sites with surface parking and significant setbacks		
Comprehensive Plan Land Use Designation	Business Corridor		

Staff Recommendation	Staff recommends approval with conditions

Location Map



Case Details

Description:

The new wall sign would be a 1'-6" wide by 14'-0" long by 7" deep. As proposed, it is constructed of an aluminum cabinet finished with a Duradonic bronze color. The face would be acrylic with the same Duradonic bronze color for the opaque background and translucent white copy for the business name comprised on a single line. The sign would be internally illuminated and installed on the upper parapet of the building near the right corner of the parapet facing west (Attachment #1, #2, and #3).

Background:

This ARB case is part of a series of cases over the years that have installed new and/or replaced existing sign cabinets as tenants leave and new tenant occupy the two buildings of the Reston-Herndon Center. The ARB approved a Master Sign Plan for this office complex when it was built in 1984. It remains one of the few centers in Herndon in which the wall signage remains almost entirely aligned with the approved Master Sign Plan. The proposed sign meets all of the standards of the Master Sign Plan for the Reston-Herndon Center regarding size, type, design, and color. The only matter of non-compliance and reason for the required ARB review is its location. The Master Sign Plan only applies to signs located on the first floor.

Applicable Zoning Ordinance Regulations and Design Guidance:

- Town Zoning Ordinance Section 78-140.4. - Prohibited signs
- 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 (Attachment #4)

Staff Analysis

1. The proposed sign complies with all applicable provisions in the Town of Herndon Zoning Ordinance with the exception of the sign type. Cabinet signs are specifically prohibited in the sign ordinance. However, the approved Master Sign Plan standards continue to allow this sign type. For that reason the proposed cabinet sign would be allowed as a legally nonconforming sign type at this location.

2. Given the highly geometric and symmetrical nature of the building design, staff believes it is important to ensure that the proposed sign will be placed with an indent from the parapet cap and indent from the parapet corner that exactly matches the spacing of the other parapet wall sign installed on the other end of the building's west elevation.

3. Staff finds that 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). The wall sign will be consistent with previous sign approvals for the office complex and will not detract from the architecture of the building or that of the adjacent buildings.

Staff Recommendation:

ARB Alternatives:	1. Resolution to deny the application. 2. Resolution to approve the application as submitted. 3. Resolution to approve with condition(s). The ARB may also continue the review of this item to a future public hearing
Staff Recommendation:	Staff is recommending approval in accordance with Alternative #3. A draft resolution is provided as Attachment #5.

Report Attachments

1.	Aerial Photograph
2.	Applicant Letter
3.	Proposed Site Plan, Site Photos, Elevations and Materials Information
4.	Town's Zoning Ordinance, Section 78-60.3.
5.	ARB #21-001 Resolution Draft

Christopher J. Garcia
Community Design Planner

Bryce A. Perry
Deputy Director

SITE LOCATION – AERIAL PHOTO

N

Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2020

Mid-Atlantic Permitting Services, LLC

Permit Process Management

6 BAFFIN BAY COURT ROCKVILLE, MD 20853
301-591-4002

December 7, 2020

Town of Herndon
Architectural Review Board
777 Lynn Street
Herndon, VA 20170

Dear Members of the Board,

The enclosed proposal is made on behalf of Virginia Bariatric Surgery Center located at 171 Elden Street for the installation of (1) building mounted sign. The proposed sign is depicted in the enclosed drawings and exhibits.

The proposed sign is a box style sign internally illuminated with LED lighting. The new sign housing is constructed of aluminum with an acrylic face. The housing will be painted Duranodic bronze and the face colors consist of white letters on a bronze background. Samples of these materials and their colors are enclosed with our applications and are represented in the enclosed drawings.

As part of our application package we have enclosed the following:

- One (1) letter outlining the proposal
- One (1) application for ARB review
- One check for the application fee required
- Six (6) sets of photographs of the existing conditions and subject property
- Six (6) Sets of drawings that include building elevations, sign details, and property site layout.
- Samples of the materials composing the construction of the signs
- Electronic copy of the above referenced documents.

Thank you for your consideration of our application.

Kind Regards,

Ken Padgett

Ken Padgett
Mid-Atlantic Permitting Services
301-370-2126

List of signs at 171 Elden St Herdon VA

Tiny Tooth Pediatric Dentistry—on front left 3rd floor

Glaucoma Consultants of Washington Glaucomadoctor.com with logo – on front left of entrance 1st floor

Children's Heart Institute – front over entrance on 2nd floor

JMU TAX Accounting Payroll Business Consulting- Right of entrance 1st floor

ORI Innovative Insights. Driving Results with logo – right of JMU TAX sign on 1st floor.

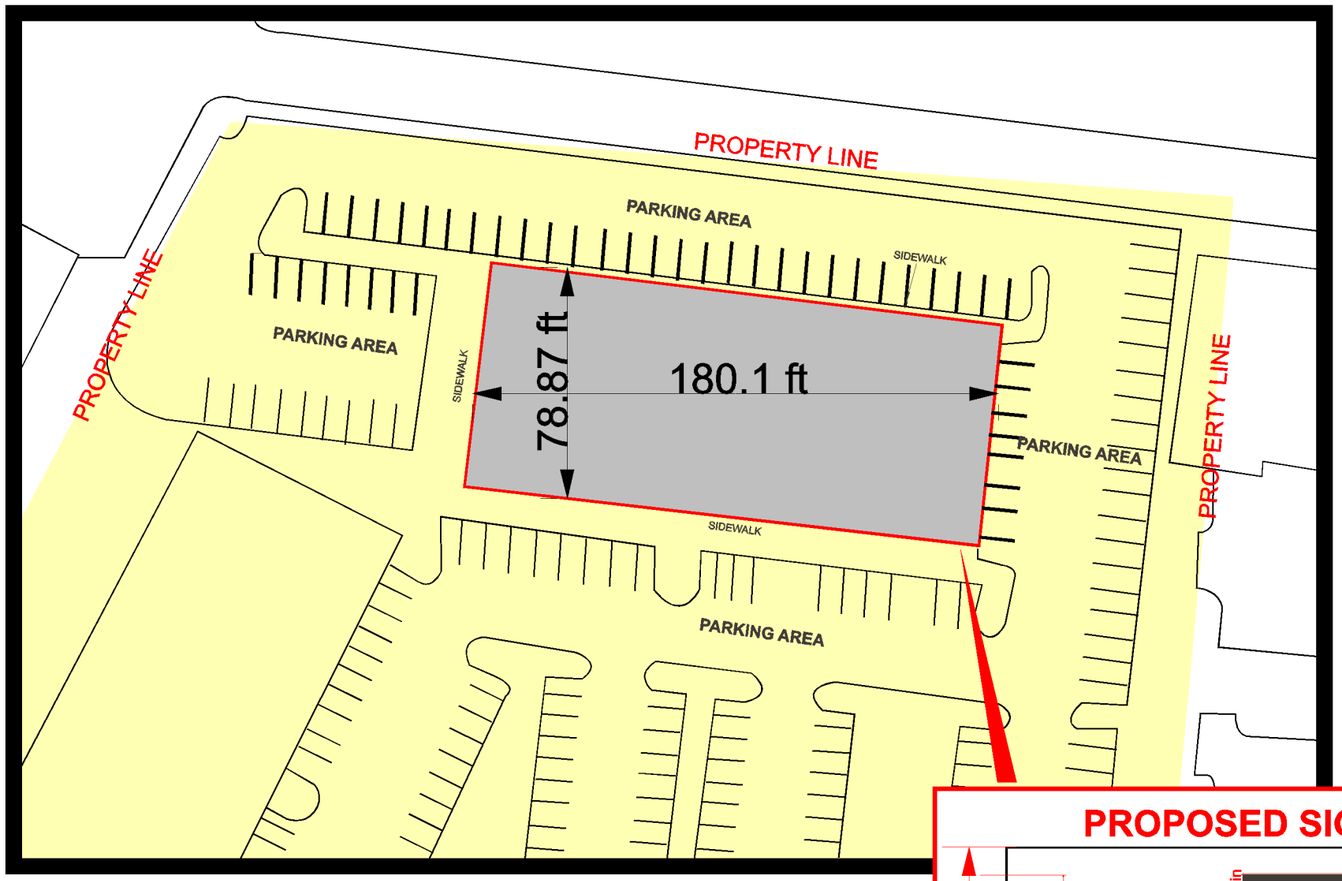
Thai Luang Restaurant- front elevation far right side on 1st floor.

Thai Luang Resturant canopy sign- Right side elevation over side entrance.

Front Elevation

171 Elden Street
Herndon, VA

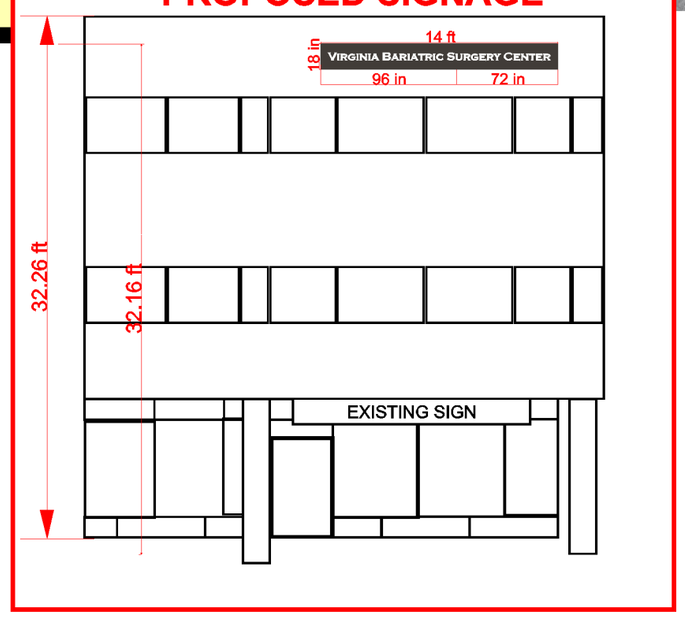
CHILDREN'S HEART INSTITUTE
171
ACCOUNTING • PAYROLL • BUSINESS CONSULTING
ORI Innovative Insights. Driving Results.
Thai Luang Restaurant



PROPOSED

1"= 10'

PROPOSED SIGNAGE



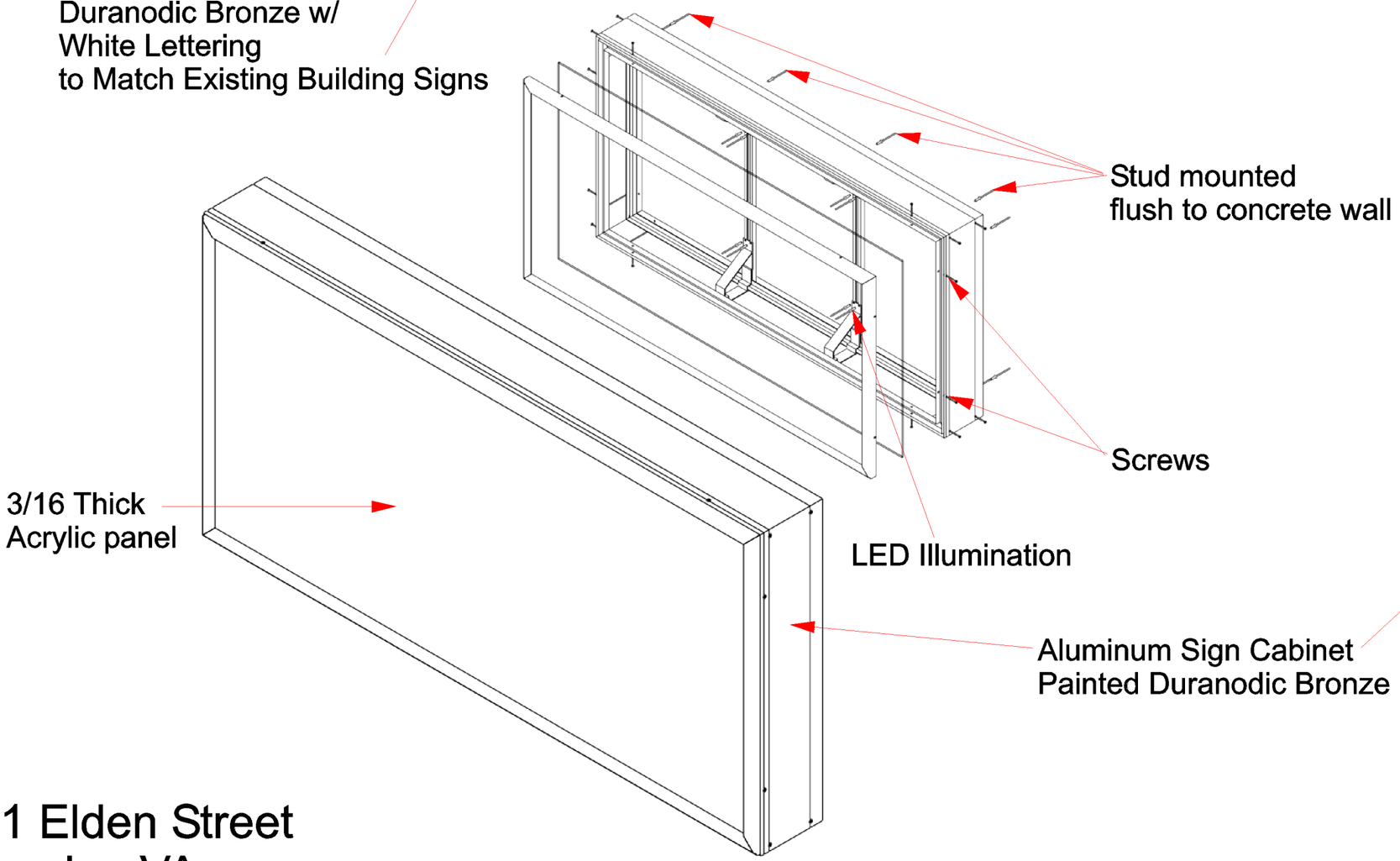
171 Elden Street
Herndon,VA

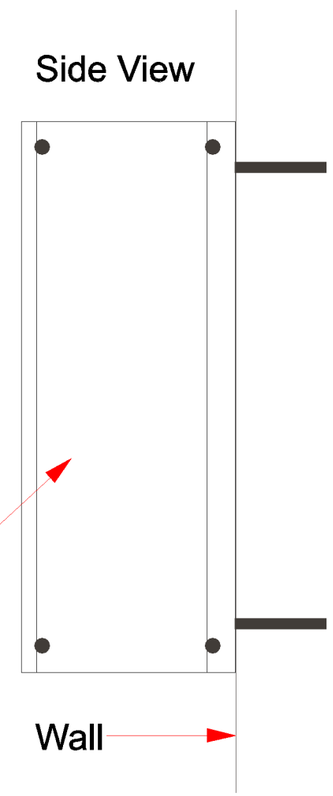
image360
Graphics › Signage › Displays
4131 Howard Ave.
Kensington, MD 20895

18" Hx14' Wx7" D
3/16" Thick Acrylic
Duranodic Bronze w/ White Lettering;
Font: Copperplate Gothic Bold

1"= 10'

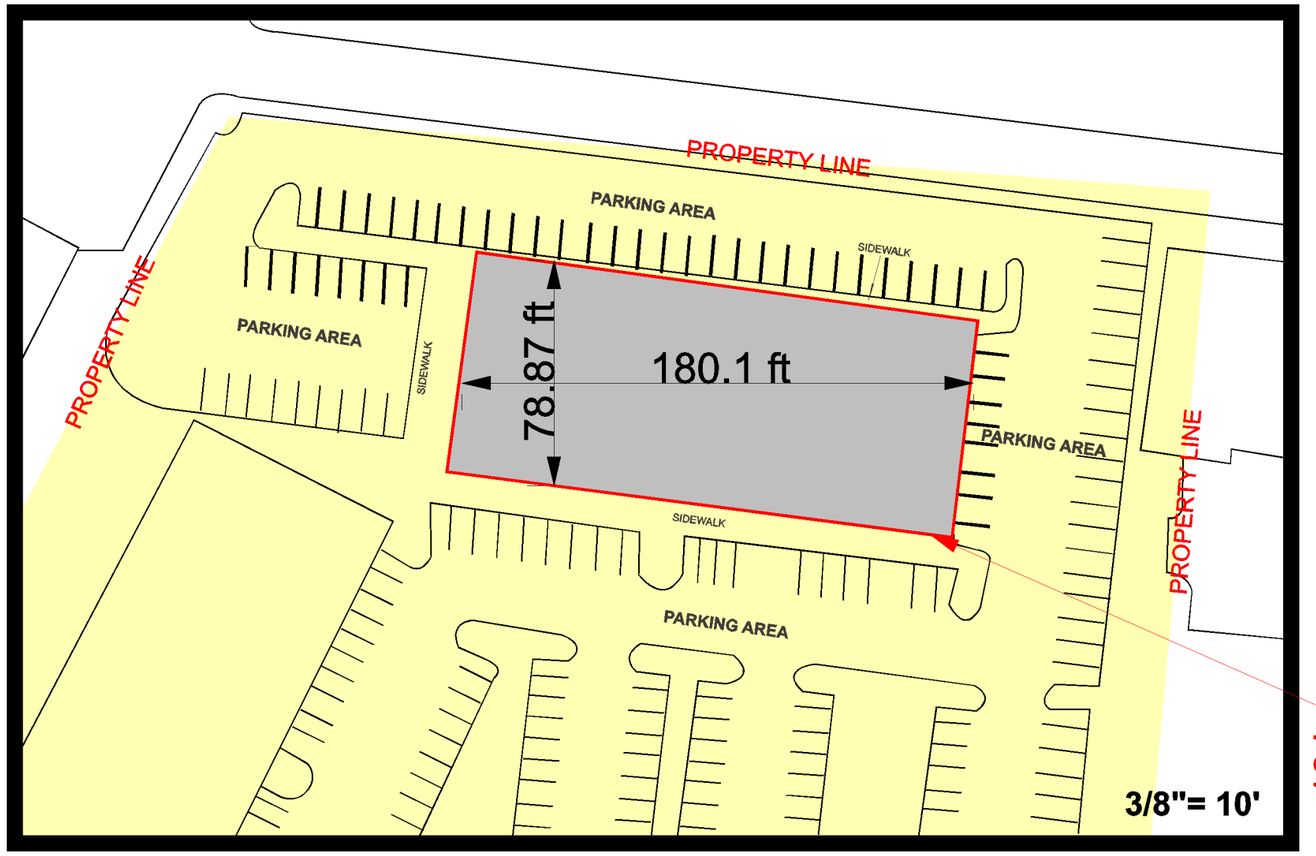
Duranodic Bronze w/
White Lettering
to Match Existing Building Signs

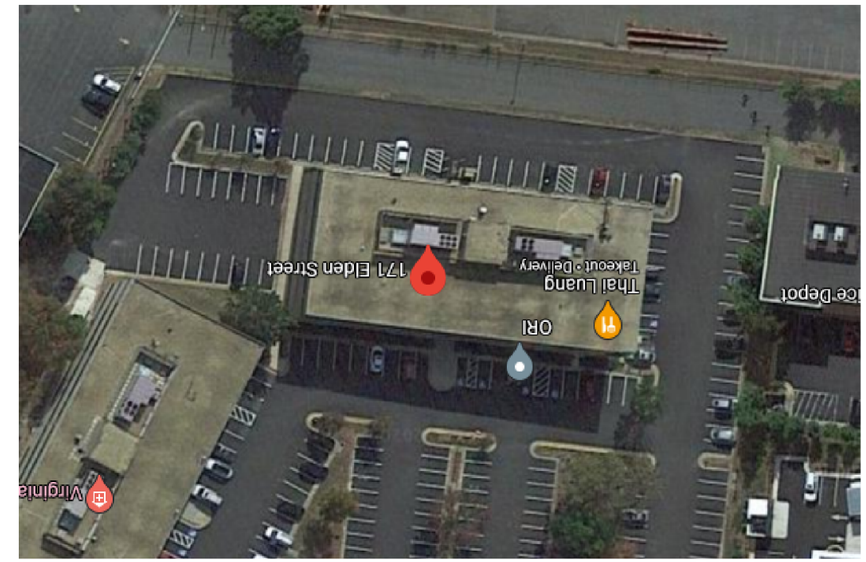




171 Elden Street
Herndon,VA

image360
Graphics › Signage › Displays
4131 Howard Ave.
Kensington, MD 20895





1/4"= 10'

171 Elden Street
Herndon,VA

image360
Graphics › Signage › Displays
4131 Howard Ave.
Kensington, MD 20895

SIGN FACE MATERIAL
WHITE ACRYLIC W/ BRONZE VINYL

171 ELDEN ST.
HERNDON, VA 20170

SIGN CABINET MATERIAL
ALUMINUM

171 ELDEN ST.
HERNDON, VA 20170

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)

TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD

DRAFT RESOLUTION

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 Section 78-60.3; 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.

TOWN OF Herndon VIRGINIA

STAFF REPORT
Architectural Review Board
January 6, 2021

Title: ARB #21-002; Wall Sign; 450 Spring Park Place

Staff Contact: Christopher J. Garcia, AICP
Community Design Planner
christopher.garcia@herndon-va.gov
(703) 787-7380

Summary Information

Applicant Request	Installation of a wall sign		
Address	450 Springpark Place		
Fairfax County Tax Map Number	0162-02-0164B		
Applicant/Owner	Springpark Place, LLC		
Agent	William M. Kuker		
Business/Organization	Klas Government, Inc.		
Property Use	Office		
Zoning District	PD-B; Planned Development - Business		
Building GFA	125,942 SF		
Adjacent Zoning	**North:** PD-B; Planned Development Business **South:** PD-B; Planned Development Business	**East:** O&LI; Office & Light Industrial **West:** PD-B; Planned Development Business	
Associated Cases	ARB#15-19		
Building Type(s)	Single-story office building	**Date of Construction:**	1985
Architectural Style(s)	Post-modern, typical suburban commercial office expression with vague Miesian/International style features		
Exterior Material(s)	CMU structure, brick exterior, glass storefront and accent bays		
Neighborhood Design Profile	Suburban Office Parks, single family residential, Warehousing		
Comprehensive Plan Land Use Designation	Office Parks and Flexible Space		

Staff Recommendation	Staff recommends approval with conditions.

Location Map

Case Details

Description:

The new wall sign would be a 7'-6.55" wide by 3'-4" high" by 3/8" thick. The total size will be 24.9SF. As proposed, the sign is constructed of dimensional acrylic, individually flush-mounted letters with a dark grey color and glossy finish, and square edges. The two-line sign would not be illuminated and installed on a lower brick fascia on the ground floor above the tenant space. The location matches the existing tenant sign which would be replaced with the proposed sign. The location is near the center of the building's south elevation facing Spring Street (Attachment #1, #2, and #3).

Background:

The tenant is replacing its existing sign as a branding update. The existing sign was approved by the ARB in 2015 (case ARB#15-19).

The subject property is part of an office complex that has an ARB approved Master Sign Plan, however that plan only applies to building address numbers, directory signs, and tenant freestanding signs.

Applicable Zoning Ordinance Regulations and Design Guidance:

- 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 (Attachment #4)

Staff Analysis

1. The proposed sign complies with all applicable provisions in the Town of Herndon Zoning Ordinance. Its size at 24.9SF is well below the allowed 60SF allowed for this business.

2. To fit most appropriately with the fascia on which it is proposed to be installed, the sign should 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. This alignment may be intended but it is not expressly explained in the submitted materials.

3. Generally, the use of formed acrylic letters can be problematic. The aesthetic quality of plastic is limited depending on how well plastic can be shaped and finished to appear as another material. Rounded edges and glossy finishes can add to a plastic image, which is usually incongruous with the glass, metal, and masonry building materials often used on commercial building in Herndon. In this case, the proposed material has a square (90 degree) edge and though it does have a glossy finish, its dark color may help to offset the impact the glossiness will have on the overall plastic-image characteristic of the sign.

4. Staff finds that 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). The wall sign will be consistent with previous sign approvals for the office complex and will not detract from the architecture of the building or that of the adjacent buildings.

Staff Recommendation:

ARB Alternatives:	1. Resolution to deny the application. 2. Resolution to approve the application as submitted. 3. Resolution to approve with condition(s). The ARB may also continue the review of this item to a future public hearing.
Staff Recommendation:	Staff is recommending approval in accordance with Alternative #3. A draft resolution is provided as Attachment #5.

Report Attachments

1.	Aerial Photograph
2.	Applicant Letter
3.	Proposed Site Plan, Site Photos, Elevations and Materials Information
4.	Town's Zoning Ordinance, Section 78-60.3.
5.	ARB #21-002 Resolution Draft

Christopher J. Garcia
Community Design Planner

Bryce A. Perry
Deputy Director

SITE LOCATION – AERIAL PHOTO

N

Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2020

Item 1:

The proposed sign is a non-illuminated, dimensional acrylic logo, installed on the front of the building.

It will be3/8” thick solid acrylic, painted a very dark gray, and installed into the brick with metal studs/screws.

The sign is replacing an existing non-illuminated, dimensional acrylic logo of slightly larger proportions.

We are including prints outs and documents of the signage, including a sample acrylic letter.

450 Springpark Place
Klas Sign Location
455
450
Springpark Pl
Spring St
Spring St
Spring St
Spring St
Spring St
Spring St
Spring St
Spring St
Gracie Park Dr
385
101
109
Victory Dr
Victory Dr

Item 4:

Panorama photo of entire building – shows Klas sign is the only signage on the building front

New sign replacing existing sign

New sign replacing existing sign

Item 5

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

Klas store front: approx 60 ft

Building frontage: 385 ft

Exterior
Logo Lettering

Quantity: 1

3/8"-thick Acrylic painted Custom Grey 433C, Glossy
Stud-Mounted Flush into Brick

KLAS Stealth Grey (433C)
CMYK 80/63/50/54

image 360®
Fairfax, VA
Image360FairfaxVA.com
(703) 591-2444

Proof #1 ○
#2 ●
#3 ○
#4 ○ + $30
#5 ○ + $30

» Please Proof Carefully! «
It is the customer's responsibility to double check all spelling, grammar, layout and design of any artwork. Your email response and approval will be regarded as written approval on all jobs.

NOTE: If any errors are overlooked and approved, ALL original and reprint costs must be paid for by the customer.

Client: KLAS
Order #: FFX-11080
Date: 11-11-2020
Designer: Tracy

Copyright Notice
This drawing and all reproductions therefore are the property of Image360 Fairfax and may not be reproduced, published, charged or used in any way without written consent.

Approval Signature: _____ **Date:** _____

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)

TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD

DRAFT RESOLUTION

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 Section 78-60.3; 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.

TOWN OF Herndon VIRGINIA

STAFF REPORT
Architectural Review Board
January 6, 2021

Title: ARB #21-003; Wall Signs; 505 Huntmar Park Drive

Staff Contact: Christopher J. Garcia, AICP
Community Design Planner
christopher.garcia@herndon-va.gov
(703) 787-7380

Summary Information

Applicant Request	Installation of a two wall signs		
Address	505 Huntmar Park Drive		
Fairfax County Tax Map Number	0162-02-0156D		
Applicant/Owner	Brit-Herndon Square, LLC		
Agent	Ken Lake, ARK Sign Services, Inc.		
Business/Organization	Beacon Building Products		
Property Use	Office		
Zoning District	O&LI; Office & Light Industrial		
Building GFA	92,129SF		
Adjacent Zoning	**North:** O&LI; Office & Light Industrial **South:** R-10, Single Family Residential	**East:** O&LI; Office & Light Industrial **West:** O&LI; Office & Light Industrial	
Associated Cases	ARB#17-01, ARB#93-24		
Building Type(s)	Multi-story office building	**Date of Construction:**	1988
Architectural Style(s)	Post-modern		
Exterior Material(s)	Brick, Split-face Concrete Block		
Neighborhood Design Profile	Suburban Office Parks, Established Detached and Attached Single Family Residential		
Comprehensive Plan Land Use Designation	Office Parks and Flexible Space		

Staff Recommendation	Staff is withholding its recommendation.

Location Map

Case Details

Description:

The new wall signs would replace two existing walls signs for the same tenant at the same locations. The new wall signs would be a 2'-6" high by 9'-10" long by 3.3" deep, for a total of 24.6SF. As proposed, they are comprised of individually pin-mounted aluminum channel letters with acrylic faces and trim caps. The sign would include the company logo and two lines of copy. The faces of the logo and first line of text would have perforated blue vinyl that shows blue during the day and white at night. The second line of text would have a dark gray vinyl face. All trim caps and returns would have metallic silver finish. The signs would be internally illuminated and installed on the ground floor fascia. One sign would be located on west building elevation facing Spring Street and the other on an east building elevation facing Huntmar Park Drive.

Background:

The signs to be replaced were approved by the ARB (case ARB#17-01). They are also comprised of internally illuminated, individually pin-mounted channel letters, and were similarly sized.

The subject property is part of an ARB approved Master Sign Plan (ARB Case ARB#93-24). The proposed sign however does not comply with the standards of the Master Sign Plan, which calls for non-illuminated signs and has some specific material and size standards the proposed signs diverge from.

Applicable Zoning Ordinance Regulations and Design Guidance:

- 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 proposed sign complies with all applicable provisions in the Town of Herndon Zoning Ordinance with a possible exception of the illumination of the sign facing Spring Street. The zoning ordinance states that "*Internally illuminated wall signs shall not be placed on any building elevation that faces adjacent properties zoned residential*". In this case, the one proposed sign does face, albeit somewhat obliquely, property zoned residential. A determination on whether this matter must be mitigated to comply with the zoning ordinance under consideration by zoning staff. The intent is to provide an update at the January 6, 2020 ARB work session.

2. To fit most appropriately with the fascia on which it is proposed to be installed, the signs should be centered horizontally between the two nearest imbedded block motifs and centered vertically between block accent bands. This alignment appears to be intended but it is not expressly explained in the submitted materials.

3. Though the existing signs are comprised of channel letters, staff has concerns with the renewed use of channel letters at this location. Internally illuminated channel letters with acrylic faces and trim caps are often used for retail and service establishments as a means of advertisement and attention from the road often to attract walk-in customers. Office building signage often does not have those same objectives, at least not to the same degree. Dimensional metal or similar signage non-illuminated, indirectly illuminated or at most, halo-lit, is more appropriate for an office building and more in alignment with the approved Master Sign Plan. Re-designing the signs in this manner would also address the issues raised in Comment #1 above.

   In further expressing staff's concern in this regard, it is important to note that the metallic silver trim caps are indicated in the proposed sign drawings but not shown on the drawings. Trim caps, especially when a different color than the face, are very impactful of the overall design size. They outline the copy, adding volume to the letters and logo and contributing to a more plastic look to the sign. This is exemplified by the images of the existing signs which clearly show the black trim caps. As stated with the previous case reviewed (ARB#21-002), signs with a heavy reliance on plastic characteristics are usually incongruous with the glass, metal, and masonry building materials often used on commercial building in Herndon. If a metal sign either indirectly lit of halo-lit is proposed, trim caps would not be necessary, and the sign would be more consistent with the image proposed in the drawings.

   If the applicant moves forward with the channel letters, revised drawings showing the trim caps are required.

4. Staff finds that 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). With zoning compliance, the wall

sign will be consistent with previous sign approvals for the office complex and will not detract from the architecture of the building or that of the adjacent buildings.

Staff Recommendation:

ARB Alternatives:	1. Resolution to deny the application. 2. Resolution to approve the application as submitted. 3. Resolution to approve with condition(s). The ARB may also continue the review of this item to a future public hearing.
Staff Recommendation:	Staff is withholding its recommendation at this time, while the zoning compliance matter discussed in the staff analysis is determined.

Report Attachments

1.	Aerial Photograph
2.	Applicant Letter
3.	Proposed Site Plan, Site Photos, Elevations and Materials Information
4.	Town's Zoning Ordinance, Section 78-60.3.

Christopher J. Garcia
Community Design Planner

Bryce A. Perry
Deputy Director

SITE LOCATION – AERIAL PHOTO

Imagery prepared by Town of Herndon
Department of Community Development
Image source: Google Earth © 2020

December 4, 2020

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

RE: Beacon Building Products
505 Huntmar Park Dr.
Herndon, VA 20170

Dear Architectural Review Board,

I am applying for a Wall Sign Permit for ARK Sign Services, Inc. to install exterior signage at the Beacon Building Products in Herndon, VA.

The proposed signs on the front and back elevations are identical and would replace the existing signs. The signs would say Beacon Building Products, consist of individually illuminated logo/letters, and each would be 2.5' x 9.83' (24.6 SF) in size. Drawings are provided to show the logo/letters, materials, colors, electrical, etc.

Materials submitted with the application include:

- One completed application form.
- One Owner Approval Letter.
- One Tenant Approval Letter.
- Six sets of labeled color photographs of the front and back of the building.
- Six color copies of 11" x 17" drawings of the front and back of the building showing the location of the signs.
- Six color copies of 11" x 17" drawings of the proposed signs with details.
- Six color copies of 11" x 17" photo/drawing of the site plan.
- Samples of all exterior materials and colors for the signs.

All of the above, excluding the materials, were submitted via e-mail.

Please advise if anything else is required.

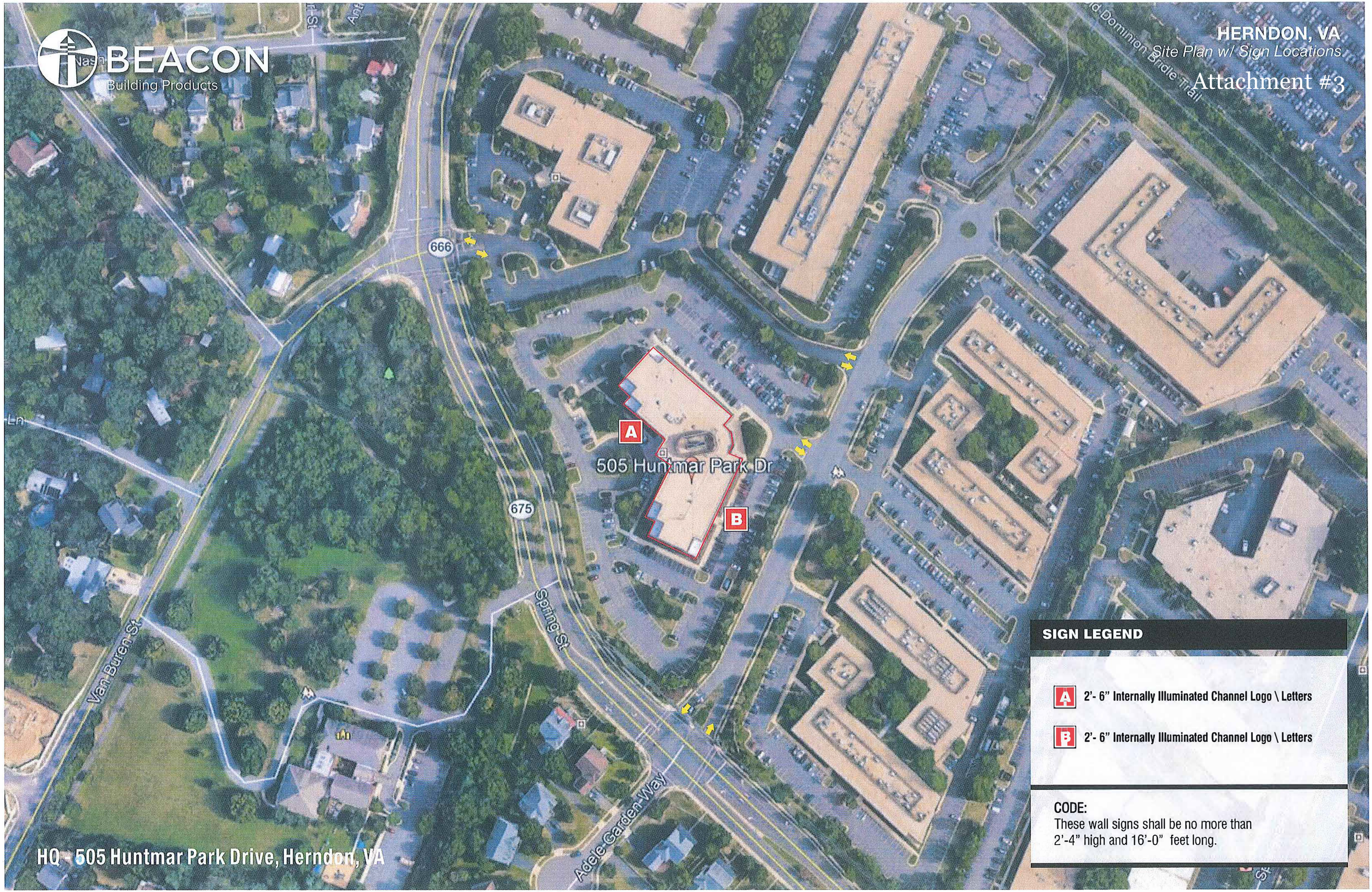
Thank you for the consideration.

Sincerely,

Ken Lake
ARK Sign Services, Inc.
3622 East St.
Hyattsville, MD 20785
301-384-1300

BEACON
Building Products

HERNDON, VA
Site Plan w/ Sign Locations
Attachment #3



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

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

EXISTING
A
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
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

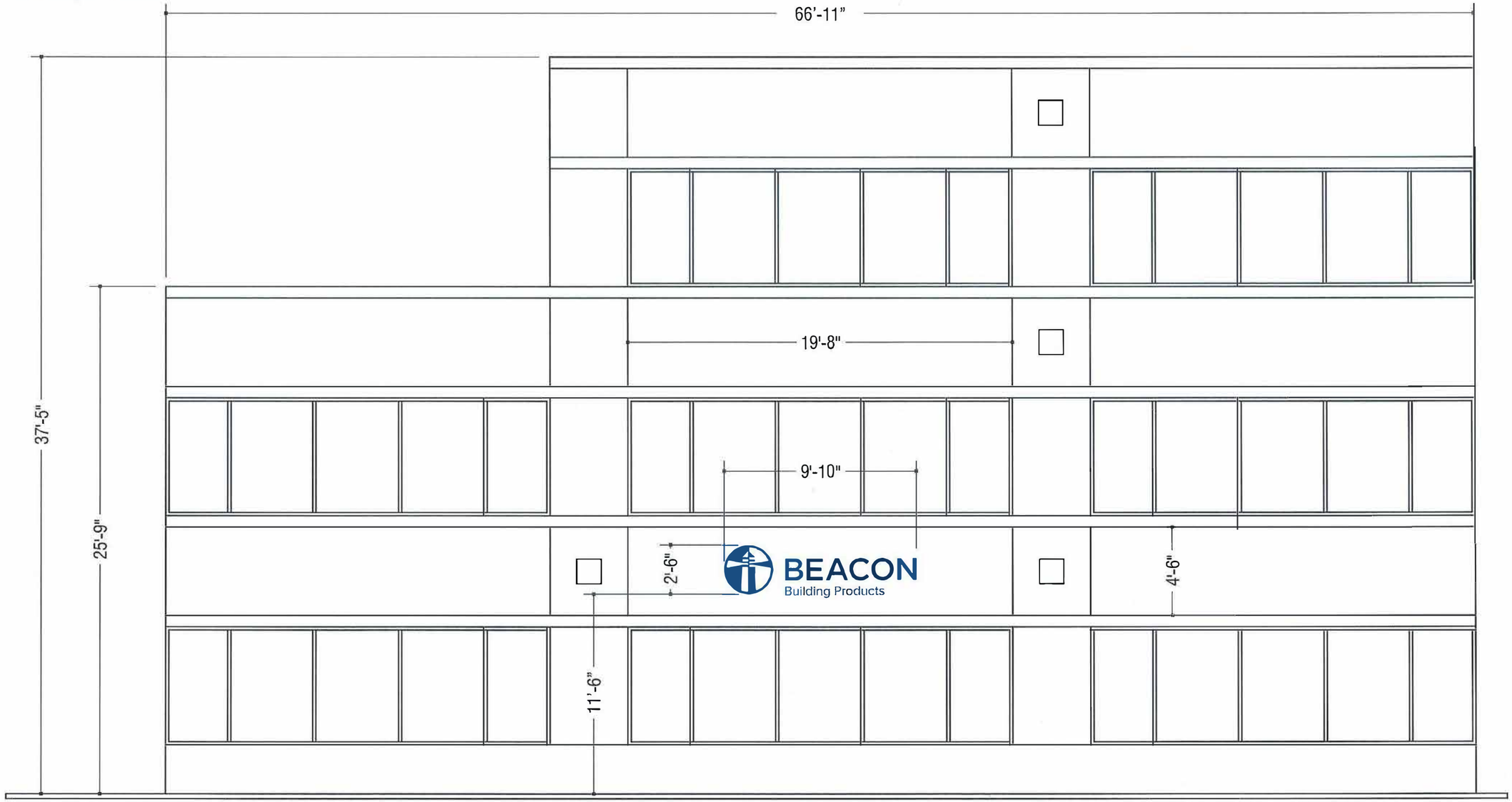
EXISTING
B
19'-8"
10'-8"
Remove existing signage, caulk holes in brick to match color as best as possible. There may be ghosting left behind from old signage.
2'-6"
Beacon
4'-6"
11'-6" A.F.F.
SCALE: 3/8" = 1'-0"
Kieffer | Starlite
National Sign Manufacturers and Consultants
BEACON
Building Products
HQ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

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

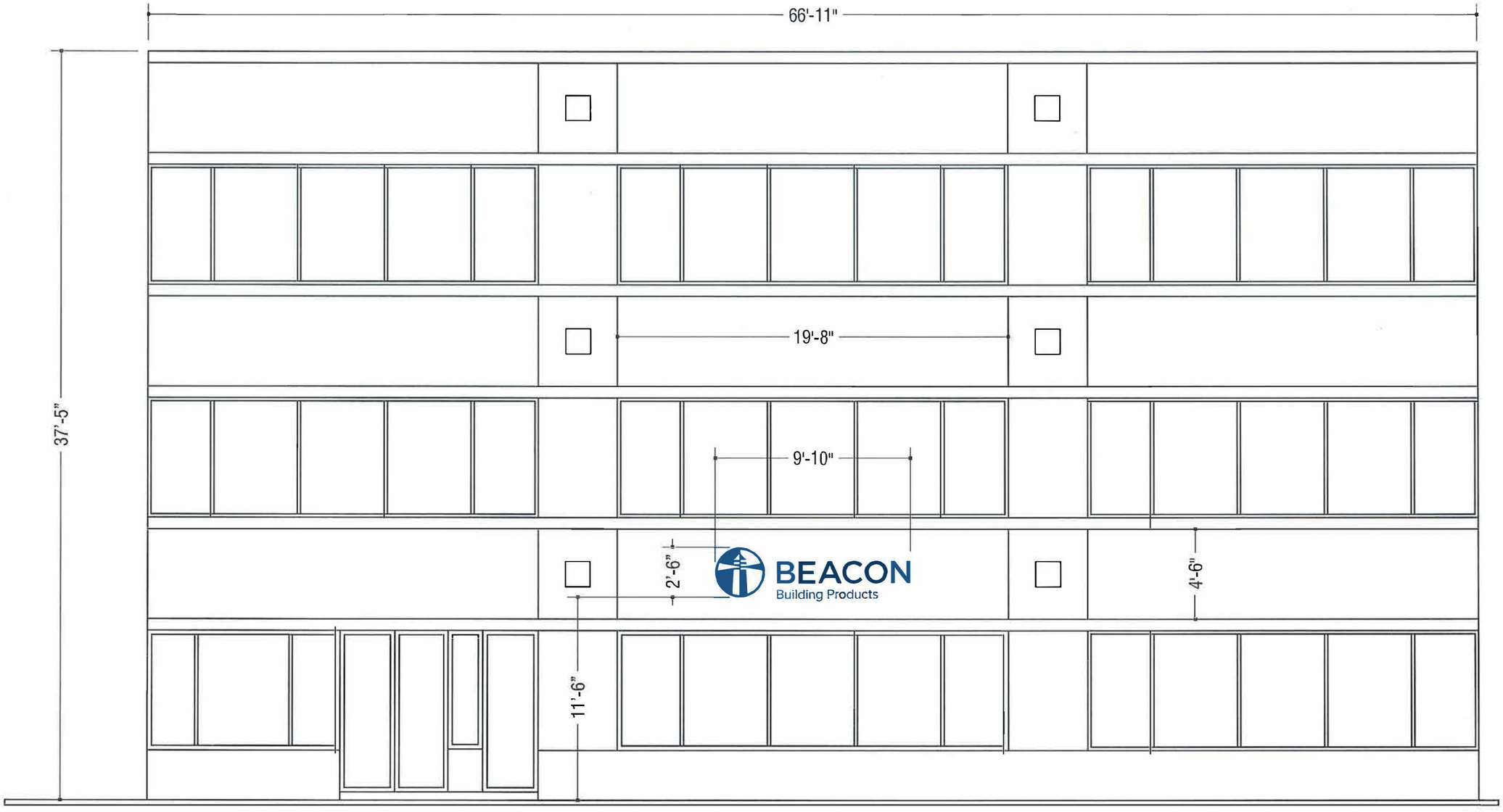
BEACON
Building Products

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

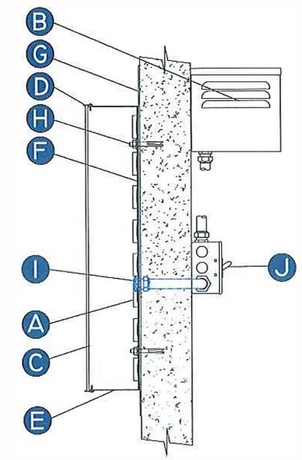
BEACON
Building Products

HQ - 505 Huntmar Park Drive, Herndon, VA

BEACON
Building Products

HERNDON, VA

2'-6" Internally Illuminated Logo Letters



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"

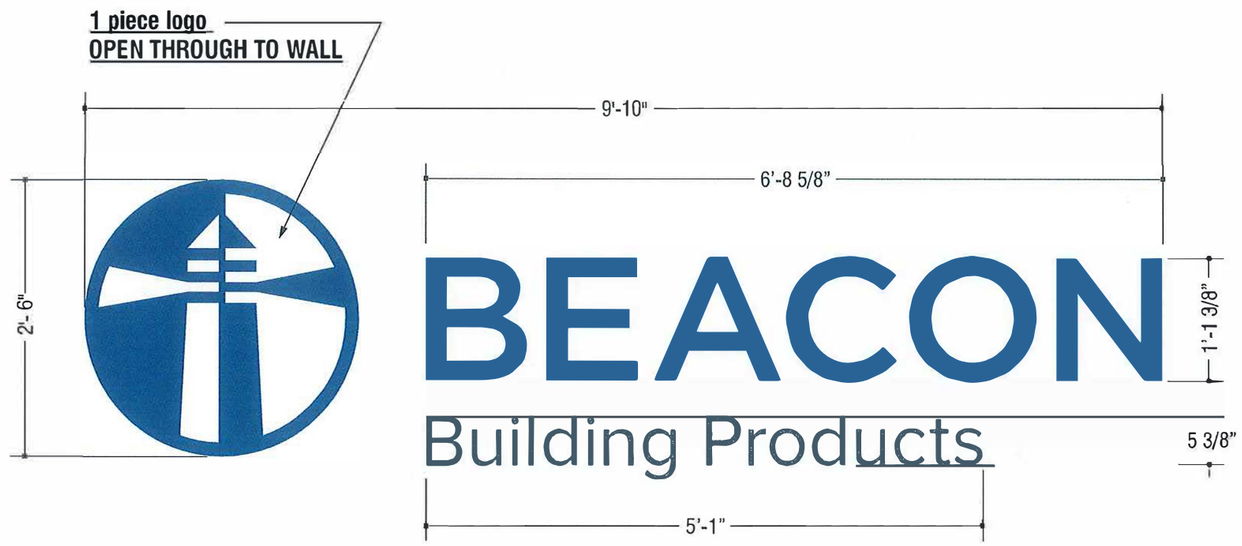
Color Schedule

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.



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"

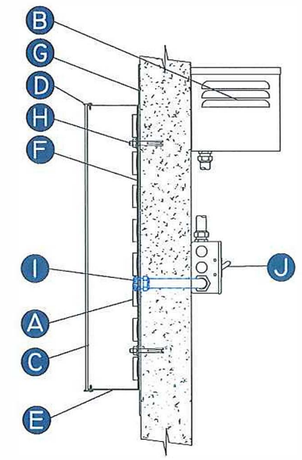
Color Schedule

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

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)