

**TOWN OF HERNDON, VIRGINIA
ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA
JANUARY 5, 2021
HERNDON POLICE DEPARTMENT
COMMUNITY ROOM
397 HERNDON PARKWAY
7:30 P.M.**

CALL TO ORDER

1. Determination of Quorum

2022 ELECTION OF OFFICERS

2. Reminder for Election of Officers on January 19, 2022, ARB regular scheduled meeting

PUBLIC HEARING

3. **APPLICATION FOR SIGNAGE, ARB #21-028**, to consider an application for an exterior wall sign located at 251 Exchange Place, Herndon Virginia and further identified as Fairfax County Tax Map 0164 10 0001C. The site is located in the north-west quadrant of the cul-de-sac on Exchange Place, and approximately 720 feet north of the intersection of Exchange Place and Herndon Parkway. This property is zoned as O & LI, Office & Light Industrial District, and consists of 158,158 square feet of land. Owner: Christopher Howard, *Pool5 Industrial VA, LLC*. Applicant: Mike Ross, Beanstalk, Inc.

COMMENTS

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

ADJOURNMENT

Title: ARB #21-028; Signage; 251 Exchange Place

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

Summary Information

Applicant Request	Commercial wall sign		
Address	251 Exchange Place		
Fairfax County Tax Map Number	0164 10 0001C		
Owner	Pool5 Industrial VA, LLC		
Applicant	Mike Ross, Beanstalk, Inc.		
Business/Organization	Beanstalk, Inc.		
Property Use	Commercial		
Zoning District	Office & Light Industrial District		
Adjacent Zoning	North: R-10; Residential Single-Family - 10 District South: O & LI; Office and Light Industrial District East: O & LI; Office and Light Industrial District West: O & LI; Office and Light Industrial District		
Building Type(s)	Two story office building	Date of Construction:	1985
Architectural Style(s)	Post-modern		
Exterior Material(s)	Aluminum Composite Material (AMC) paneling, painted brick		
Neighborhood Design Profile	Primarily office condos		
Comprehensive Plan Land Use Designation	Regional Corridor Mixed Use		

Staff Recommendation	Approval as submitted in accordance with draft resolution (Attachment #1).
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Case Details

Proposal:

This application is proposing a project to install a permanent wall sign on the side of a commercial building at 251 Exchange Place. The sign consists of internally lit channel letters that read “Beanstalk.” The sign face is proposed to be constructed of perforated blue vinyl which appears blue in the day and white at night when illuminated. The sign letters have 5-inch aluminum returns and a 1-inch trim cap.

Location Map



Map source: fairfaxcounty.gov

Applicable Design Guidance:

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

Staff Analysis

1. Staff has found that the proposed signage and alterations meet the applicable standards and requirements of the Town of Herndon Zoning Ordinance.
2. With the findings expressed below, staff believes the proposed signage generally complies with the applicable design criteria within the Town's Architectural Control District as specified in Section 58-96 of the Town Code of Ordinances
 - a. The proposed sign contributes to the overall suitability of the building for its purpose and position within the context of the surrounding suburban community.
 - b. The design and materials of the sign are harmonious in color (dark blue, PMS 2766 C), texture (smooth acrylic face), size (17.4" x 120") and massing with the building. The sign is large enough to visibly identify the building, but small enough to not overpower the architectural elements of the façade.

- c. The design, material, texture, color, construction, and characteristics are designed to avoid rapid deterioration and be a long-term asset to the building and surrounding area

Staff Recommendation:

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

Report Attachments

1.	Draft Resolution
2.	Proposed Sign Drawings and Specs
3.	Town Code Section 58-96

Staff Signatures



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director

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

DRAFT RESOLUTION

January 19, 2022

Resolution- to approve ARB #21-028, installation of signage on a commercial building located at 251 Exchange Place, Fairfax County Tax Map Number 0164 10 0001C.

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

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

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

WHEREAS, the Town of Herndon Architectural Review Board has held a duly advertised public hearing concerning this application on January 19, 2022.

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

Approves ARB #21-028, for a signage located at 251 Exchange Place, Herndon, VA in substantial conformance with the design shown in the case materials reviewed by the ARB.

Day



beanstalk

13.9"

Attachment #2

Night

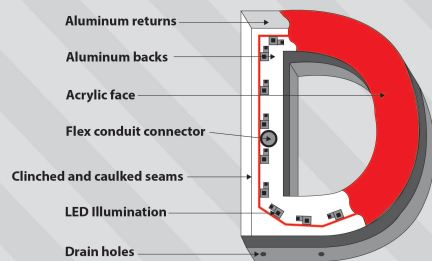


beanstalk

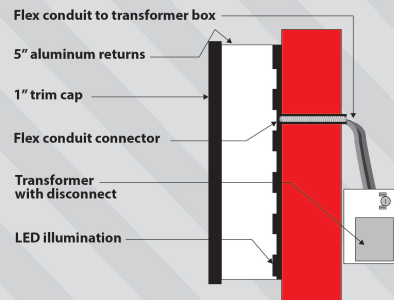
17.4" x 120" Front Lit Channel Letters SS (x1)
set at 1/2 scale

14.5 sqft area of sign

Linear frontage of building: 204'



LED Front View



Side View Flush Mount



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13968 Park Center Road, Herndon, VA 20171

703-435-8807 263@fastsigns.com

Account: Beanstalk - Mike

Client Rep: Allyson Drawn By: Dani

Folder/File:

Beanstalk_Channel_10-20-21

SPECIAL NOTES / FONTS

- Artwork provided by client
- Resolution: Good

COLOR(S)

■ PMS 2766 C

LOCATION:

251 Exchange Place
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)