

**TOWN OF HERNDON
ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA
HERNDON MUNICIPAL CENTER
LARGE CONFERENCE ROOM, 2ND FLOOR
777 LYNN STREET
JANUARY 4, 2023
7:30 P.M.**

CALL TO ORDER

1. Determination of Quorum

PUBLIC HEARING

2. **APPLICATION FOR SIGNAGE, ARB #22-031**, to consider an application for signage located at 13035A Worldgate Drive, Herndon, Virginia, located within the Worldgate Centre shopping center, southeast of the intersection of Worldgate Drive and Centreville Road. The subject property is further identified as Fairfax County Tax Map 0163 02 0001B, is zoned PD-W (Planned Dev-Worldgate) and consists of 314,756 square feet of land. Owner: Worldgate Center Owner LLC. Applicant/Agent: Kathryn R Taylor, Walsh, Colucci, Lubeley & Walsh, P.C.

FUTURE BUSINESS

3. Election of Officers

COMMENTS

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

ADJOURNMENT

Title: ARB #22-031; Wall Sign; 13035A Worldgate Drive

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

Summary Information

Applicant Request	Wall sign
Address	13035A Worldgate Drive
Fairfax County Tax Map Number	0163 02 0001B
Owner	Worldgate Center Owner LLC
Applicant	Kathryn R Taylor, Walsh, Colucci, Lubeley & Walsh, P.C
Business/Organization	Weird Brothers Coffee
Property Use	Commercial business
Zoning District	PD-W (Planned Dev-Worldgate)
Adjacent Zoning	North: PD-W (Planned Dev-Worldgate) East: PD-W (Planned Dev-Worldgate) South: PD-W (Planned Dev-Worldgate) West: PD-W (Planned Dev-Worldgate)
Building Type(s)	Commercial strip mall Date of Construction: 1989
Architectural Style(s)	Brutalist
Exterior Material(s)	Concrete, aluminum and glass door systems
Neighborhood Design Profile	Commercial and office
Comprehensive Plan Land Use Designation	Regional Corridor Mixed Use

Staff Recommendation	Staff recommending approval of this application.
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Case Details

Proposal:

This application is for the installation of a new wall sign for a tenant space located in the Worldgate Centre shopping center. The sign consists of internally illuminated channel letters and logo affixed to an aluminum backer board, flush mounted to the façade. The letter faces are white acrylic with a 5-inch aluminum return. The sign measures 34.6 square feet.

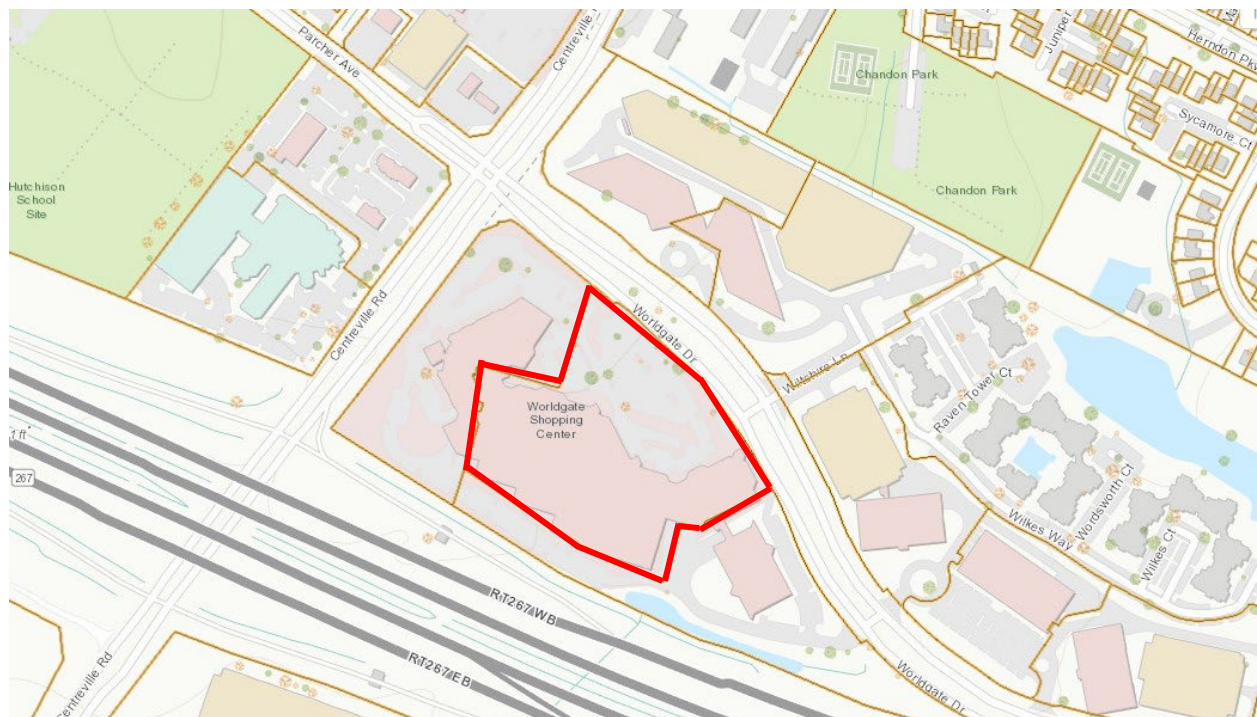
The sign drawings include specs for a monument sign section change and an update to the walkway internally illuminated box sign. As these two signs are not altering beyond

swapping the existing sign face out with updated text and graphics, they are exempt and not addressed in this staff report.

Site Description:

13035A Worldgate Drive is part of the Worldgate Centre shopping center. The tenant space is one of several similar spaces along the strip which include a recessed glass and aluminum storefronts and a concrete overhang covering a walkway. The concrete façade above the walkway features tenant wall signs for each tenant space below. The shopping center faces a substantial parking lot and light landscaping between the tenant spaces and Worldgate Drive.

Location Map



Applicable Design Guidance:

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

Staff Analysis

1. Staff has found that the proposed signage meets the applicable standards and requirements of the Town of Herndon Zoning Ordinances.
2. There is a Master Sign Plan for this building, but the proposed sign departs from the MSP requirements. The MSP specifies that signs consist of channel letters individually pin mounted to a raceway transformer. Visible raceway transformers are not permitted throughout the town except where specifically allowed in a Master Sign Plan. The proposed sign does not use a visible raceway transformer and so conforms

to the zoning ordinance but not the Master Sign Plan. There are several signs throughout the Worldgate Centre that are designed with a backerboard like this and so the proposed sign will not present a noticeable discrepancy.

3. 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 wall sign in its design and construction is suitable for a good suburban community and promotes the use and improvement of the surrounding buildings.
 - b. The proposed wall sign clearly and legibly represents the intended business
 - c. The proposed wall sign is constructed in a way so as to remain in good condition and withstand normal weather and climate conditions without deteriorating.

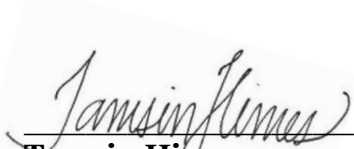
Staff Recommendation:

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:	Staff is recommending approval with conditions in accordance with the draft resolution

Report Attachments

1.	Draft Resolution
2.	Sign Drawings

Staff Signatures



Tamsin Himes
Lead Planner/Design and Development



Bryce A. Perry
Deputy Director

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

DRAFT RESOLUTION

January 18, 2022

Resolution- to approve ARB #22-031, for signage on a building 13035A Worldgate Drive, Herndon, Virginia, further identified as Fairfax County Tax Map 0163 02 0001B.

WHEREAS, the applicant has submitted an application to install signage at 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 18, 2023.

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

Approves ARB #22-031, for signage on a building at 13035A Worldgate Drive Herndon, Virginia, in substantial conformance with the design shown in the case materials reviewed by the ARB.



CURRENT



PROPOSED

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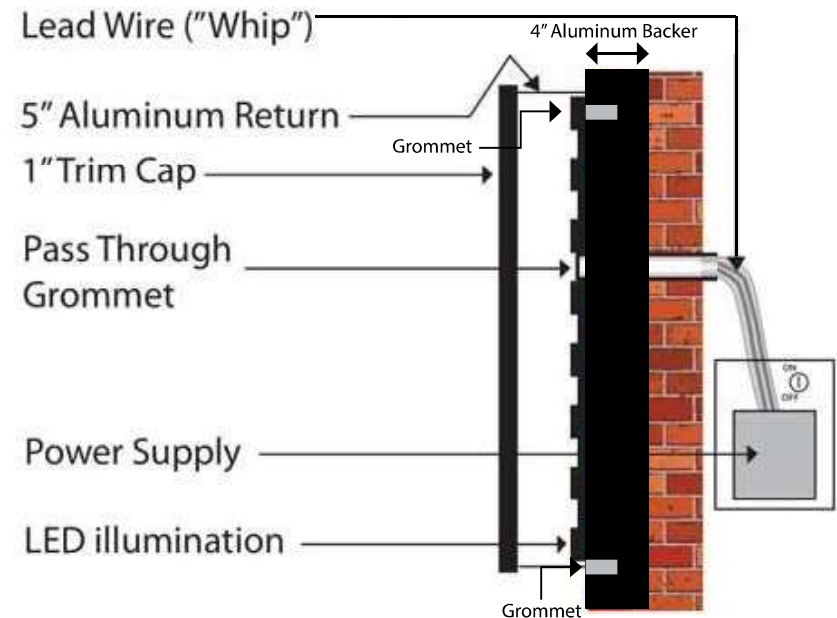
Store Front: 36.6 FT
Proposed Sign Area: 35 SQ. FT

Sign Type: Illuminated Channel Logo on Aluminum Pan

Sign Detail:

15.7" internally illuminated channel logo & letters reading
"WEIRD BROTHERS COFFEE" (digital overlay on logo)
.040 stock color aluminum returns
3mm polymetal letter backs
3/16" LD acrylic faces w/ 1" trimcap
1w led modules
UL listed
Mounted to a 24"h x 208.5"w x 4" fabricated aluminum
pan - painted brown (PMS-4625c)
Disconnect switch
Kelvin = 6500

SIDE VIEW FLUSH MOUNT



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51.50"

27.5"

8"

Weir Brothers
COFFEE

10.7"

17.25"

Routed and Bent Aluminum Pan
 .063 Aluminum Face w/
 Routed Out Lettering
 Backed w/ 1/8" Red Acrylic

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20.5"



Sign Type: Illuminated Cabinet

Sign Detail:

20.5" x 61"

Mounted to existing cabinet

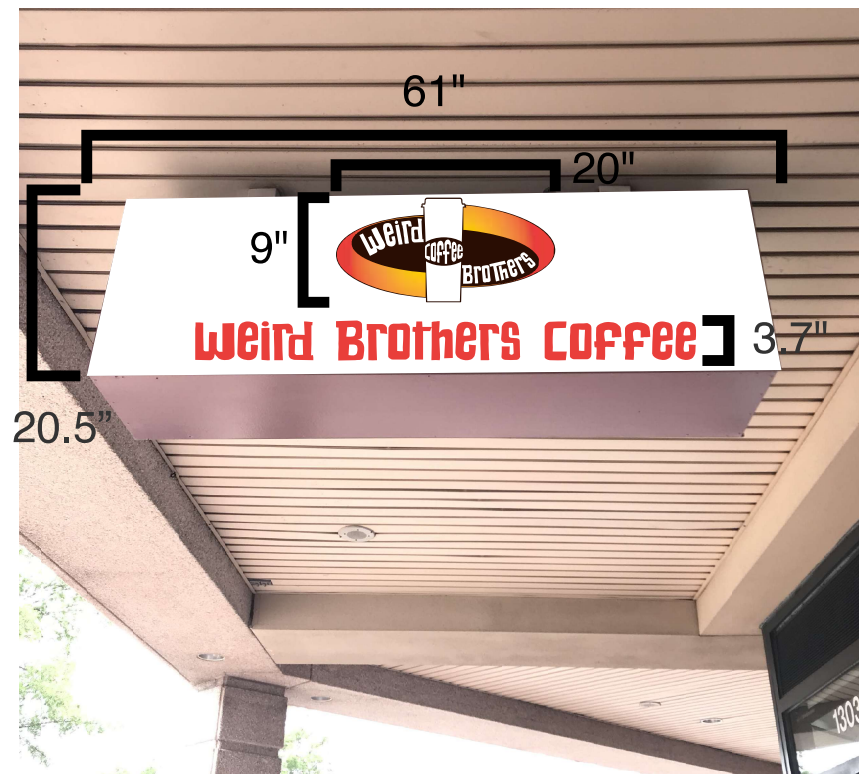
Routed and bent aluminum pan

.063 aluminum face with

routed-out lettering

Backed with 1/8" acrylic

Painted to spec



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