



ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA

Town Council Chambers Building
765 Lynn Street, Herndon, VA 20170

Wednesday, June 4, 2025 | 7:30 PM

-
- 1. Call to Order**
 - 2. New Business**
 - a. Discussion - Architectural Review for ZMA #24-001, 250 Exchange Place
 - 3. Comments**
 - a. Comments from the Staff Members
 - b. Comments from the Board Members
 - 4. Adjournment**

Agenda Item: Discussion - Architectural Review for ZMA #24-001, 250 Exchange Place

Meeting Date: June 4, 2025

Category: New Business

Prepared by: Angelina Jones, Lead Planner / Design and Development

Description:

This item is a continuation of the official preliminary review of the conceptual architecture proposed in the rezoning application, ZMA#24-001. The Architectural Review Board (ARB) conducted a preliminary review of this design proposal at its April 2, 2025, meeting.

For this review, the applicant has submitted a revised design that responds to feedback, specific to the multifamily building, they received from this board and staff at the April 2, 2025, work session. During this meeting, the ARB expressed that the design read as too homogenous along the street and needed to incorporate more spatial diversity along the vertical plane to break up the massing. There was also an observation that the elevations needed to be opened to create a more welcoming presence and to increase activation between the ground plane and streetscape. This could be done through changes to fenestration and the design at the parapet. The ARB asked the applicant to consider Herndon's character as a small town in the design, particularly as it related to the scale and detailing of the building. The board also cited specific guidance from the TRG small area plan regarding scale and pediment height.

In the attached staff memorandum dated June 4, 2025, staff have summarized the proposed changes to the multifamily residential building as presented by the applicant in their revised design exhibit (see attachments). This report also summarizes how the applicant responded to specific comments from the April 2 review as pertains to the multifamily residential building. The applicant intends to return to a subsequent meeting of this board to continue discussion of the stacked residential units' design.

For additional information, please refer to the attached staff memorandum dated June 4, 2025.

Background:

Staff comments are provided for discussion by the Board in the attached memorandum dated June 4, 2025.

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

N/A

Attachments:

1. Staff Memo
2. Proposed Design
3. TRG Small Area Plan - Architectural Design
4. 04.02.2025 Staff Memo

MEMORANDUM

To: Chair Blaker-Glass and Members of the Architectural Review Board

From: Angelina R. Jones, Lead Planner / Design & Development

Date: June 4, 2025

Subject: Architectural Review for ZMA#24-001, 250 Exchange Place

Background:

This item is a continuation of the official preliminary review of the conceptual architecture proposed in the rezoning application, ZMA#24-001. The Architectural Review Board (ARB) conducted a preliminary review of this design proposal at its April 2, 2025, meeting.

This application proposes redeveloping the office park at 250 Exchange Place with a multifamily residential building and two-over-two stacked residential units (referred to as stacked townhomes in the design package). Site improvements also include the extension of Fairbrook Drive, construction of a new public street and private streets, a structured parking garage, and two publicly accessible park areas. The board's review of this item is part of the review process for the rezoning application. Following ARB review at one or more work sessions, the chair of the ARB will issue a report on the ARB's findings to the chair of the Planning Commission for consideration when the commission is reviewing the rezoning application. The ARB would again review the architecture sometime after the rezoning as part of the formal ARB application process.

This project is the first development application submitted within the recently master-planned Transit-Related Growth (TRG) Area. The zoning regulations that will dictate what is allowed within the TRG area have been approved for the multifamily building but remain in development for the two-over-two units.

For this review, the applicant has submitted a revised design that responds to feedback, specific to the multifamily building, they received from this board and staff at the April 2, 2025, work session. During this meeting, the ARB expressed that the design read as too homogenous along the street and needed to incorporate more spatial diversity along the vertical plane to break up the massing. There was also an observation that the elevations needed to be opened to create a more welcoming presence and to increase activation between the ground plane and streetscape. This could be done through

changes to fenestration and the design at the parapet. The ARB asked the applicant to consider Herndon's character as a small town in the design, particularly as it related to the scale and detailing of the building. The board reiterated the comments included in the staff memo regarding scale, over-reliance on panels for cladding, monotony of the roofline, and division of the block into smaller buildings. The board also cited specific guidance from the TRG small area plan regarding scale and pediment height.

Below, staff have summarized the proposed changes to the multifamily residential building as presented by the applicant in the attached exhibit. This memo also summarizes how the applicant responded to specific comments from the April 2 review in their revised design as pertains to the multifamily residential building. The applicant intends to return to a subsequent meeting of this board to continue discussion of the stacked residential units' design. Please refer to the staff memo dated April 2, 2025, for additional information.

Staff Analysis:

Review of the Multifamily Building in Relation to the Stacked Residential: The applicant has asked the ARB to review the multifamily building today without any additional information about the two-over-two residential units or the open space plan. These aspects of the design will be addressed by the applicant at a future ARB work session. However, staff hold the opinion that this board's review of the multifamily building will be incomplete without additional information regarding the conceptual design of the two-over-two units. It is not possible for the board to fully understand the relationship between these two aspects of the development without the opportunity to review them together to assess the overall cohesiveness of the design and the space the two housing types create along the street, particularly along Park Drive.

Application of TRG Design Guidelines:

The TRG Small Area Plan includes design guidance that the ARB should reference when reviewing this design in addition to the Architectural Control District guidelines. The applicable chapter from the TRG plan is provided as an attachment. Please refer to the staff memo from April 2, 2025, for additional discussion of the context and massing in the area adjacent to the subject property.

Summary of Changes to the Multifamily Building:

Division of the Building into Smaller Parts: Staff advised that the design of a building that comprises an entire city block should be divided across its elevation into smaller components to give a sense of scale that is in keeping with Herndon's small-town character. The revised design incorporates thoughtful façade design returns, architectural façade hyphens, and more substantial depth change in wall planes between the different architectural compositions. This design introduces more variation of the cladding materials and details along the east and west elevations, creating increased distinction between the bottom four floors and the top two floors. While the sawtooth design along Herndon Parkway (south elevation) is intact, the returns along the east and west elevations also break up the massing along Herndon Parkway, creating more activation of the ground plane along each corner of the building.

Sawtooth Aesthetic along Façade: The ARB and staff expressed support for a bolder and unique architectural expression along Herndon Parkway but stated some concern that the sawtooth design did not establish the desired scale of the TRG. The revised design includes minor changes to panel divisions at the upper floor and parapet, a continuation of the glass storefront system across the entire first floor, and removal of the brick spandrels below the balconies. The balcony change introduces a stronger vertical element across an otherwise horizontally oriented façade and helps break up the uniformity. To address the scale issues previously raised, a more contrasting color for the upper-level paneling against the brick and a stronger break between the brick and paneling with a thicker and deeper cornice are options that should be explored (Figures 1-2).

Roofline and Cornice Design Variation: The revised design presents variation in the parapet design. While still mostly panelized, the panel arrangement, patterning of reveals, and some additional detailing presents some variety. This is amplified by greater differences in wall planes between the façade types and the use of architectural hyphens. Additionally, the revised design varies the panel colors and occasionally, the height of the parapet along the façade. The rooflines for the mid-block façade types along the east and west elevations are a consistent height, but the revised design more clearly distinguishes the top level by introducing an independent middle level treatment using faux wood boards and floating projecting bays. The overall design and massing of the Park Drive elevation (north) is unchanged from the first submission, including along the roofline and cornice. This elevation would be enhanced by detailing or a design element that further breaks up the massing horizontally.

Use of Paneling: The current proposal relies heavily on the use of paneling, just as the previous design did, particularly along the east, west, and Park Drive (north) elevations. However, there is a greater variety of size and texture of the paneling across the east and west elevations in this design as noted above, with the use of a greater variety of size and textures of paneling products and a textured fiber cement board product is introduced as a primary cladding material on the side elevation façade compositions.

Ground Level Activation: Previous staff comments emphasized the importance of activation of the ground plane as a goal of the TRG. The current design incorporates larger wall openings at the southwest corner to accommodate a transparent storefront glass system that increases the visual porosity of the building at this corner. The ground level activation is also augmented along the east and west elevations due to the building setback introduced as part of this design. This iteration of the design successfully distinguishes the corners through form and material to increase the sense of openness at ground level, particularly from a pedestrian perspective. The Park Drive elevation incorporates stoops to activate the ground plane. Staff recommend introducing a softscape element within the hyphens between the stoops to soften the hard edge of the stoop wall along this elevation. Clarification is necessary regarding the distance between the stoops and sidewalks and whether any landscaping or additional architectural element can be incorporated in this location given the prominence of the taller stoops immediately adjacent to the sidewalk.

Pediment Height: Staff stated in earlier comments that the TRG plan calls for a pediment height of 40' with building step-backs for floors above that height, noting that the design did not conform to this guideline. The revised design does not incorporate step-backs above 40', but instead continues to rely on material change to create a visual distinction between the top two floors and the rest of the building mass. How to address this issue should continue to be discussed and explored.

Concluding Comments:

Staff assert that the changes proposed in this design generally move beyond cosmetic tweaks and demonstrate meaningful formal and material alterations in response to the ARB's and staff's previous comments. However, staff hold that the applicant needs to address the question of adequate step-back above 40' to adequately meet the related guidelines in the TRG plan. This could be done through the use of deeper or thicker cornice materials and detailing of the pediment to visually trick the eye (Figures 1-2). Furthermore, staff recommend that the applicant employ a greater variety of materials along the Herndon Parkway elevation to further break up the massing along this façade.

As noted above, staff encourage the introduction of additional softscape along Park Drive to soften the appearance of the walls of the stoops along this elevation. Finally, the ARB will need revised elevation drawings of the multifamily unit building to fully evaluate how the changes to the design have worked to address the board's concerns about massing.

Attachments:

1. 250 Exchange Place ARB Exhibit June 4, 2025
2. TRG Small Area Plan - Arch Design
3. Staff Memo April 2, 2025

(Figures begin on following page)



Figure 1: Example of a building (located at 1111 Belle Pre Way, Alexandria, VA 22314) with a deep cornice that visually approximates a step-back. It also demonstrates the use of a variety of material colors, details, and plane changes to break up the building mass along the street.



Figure 2: A comparison of how the deep cornice of the above building (located at 1111 Belle Pre Way, Alexandria, VA 22314) appears from across the street (left) and from the sidewalk adjacent to the building (right). Note that the deep cornice visually minimizes the height of the upper floor.



EXCHANGE PLACE REDEVELOPMENT

ZMA 24-01 ARCHITECTURAL DESIGN REVIEW

WORKSHOP 02

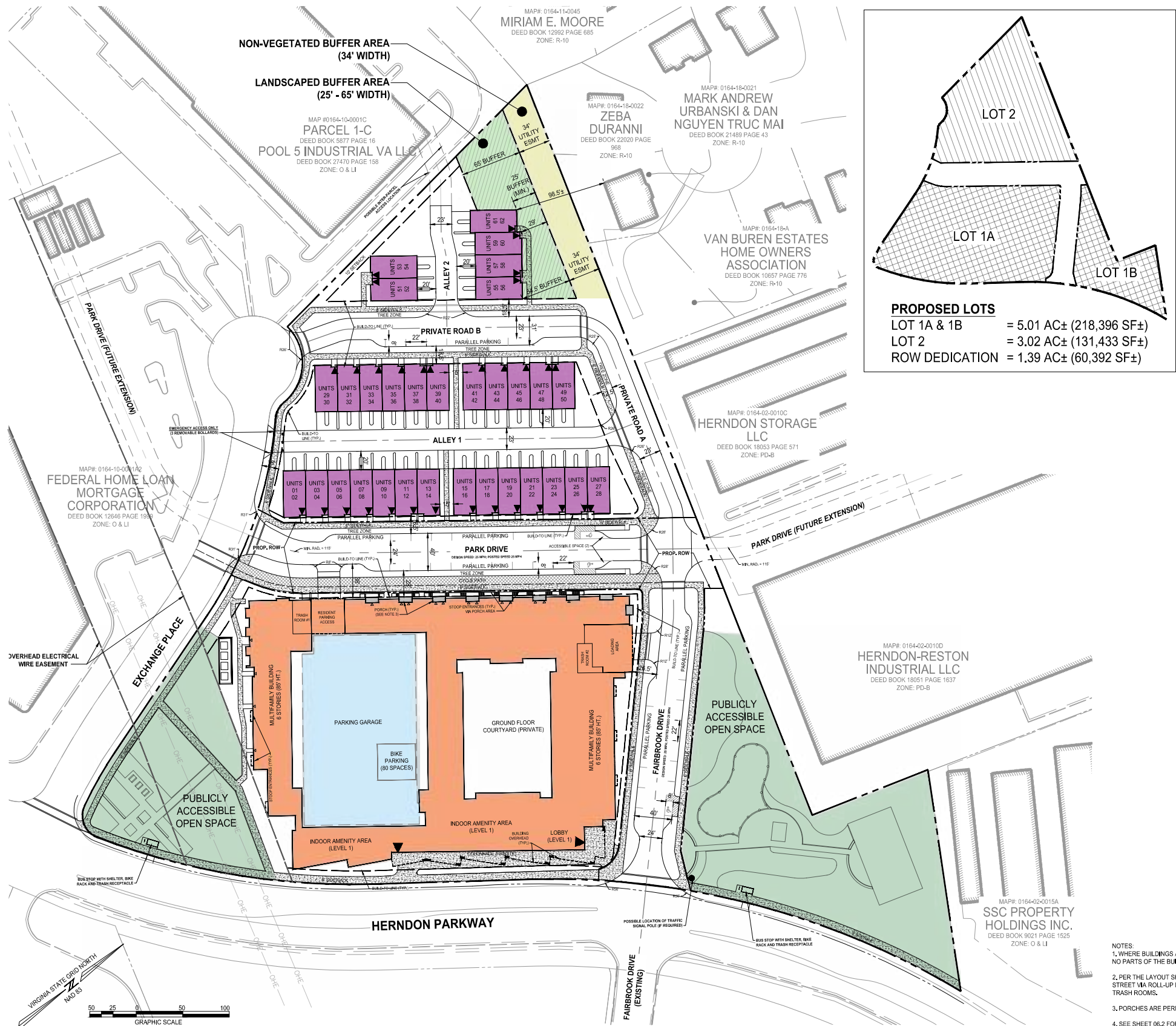
540 HERNDON PARKWAY

HERNDON, VA 20170

June 04, 2025

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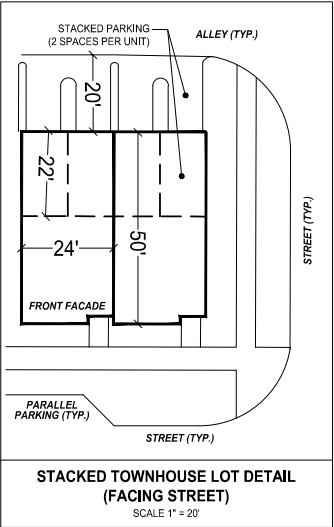
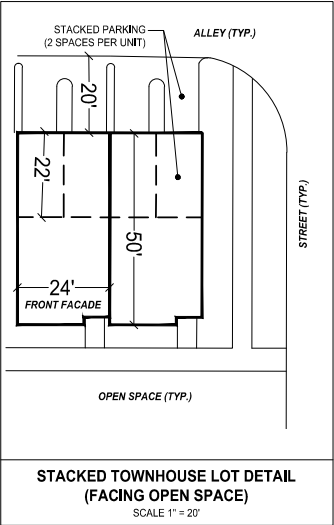


LEGEND:

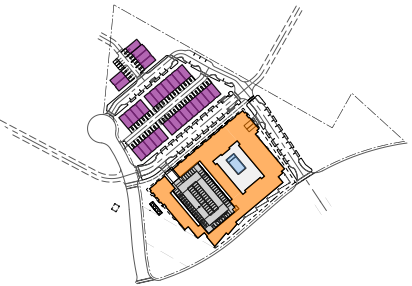
- MULTIFAMILY BUILDING (400 UNITS)
- PARKING GARAGE (500 SPACES)
- STACKED MULTIFAMILY / TOWNHOMES (62 UNITS)
- PUBLICLY ACCESSIBLE OPEN SPACE (± 80,000 SF / 1.83 AC)
- PRIMARY BUILDING INGRESS / EGRESS
- 50' RESIDENTIAL SETBACK / BUFFER

PROPOSED LOTS

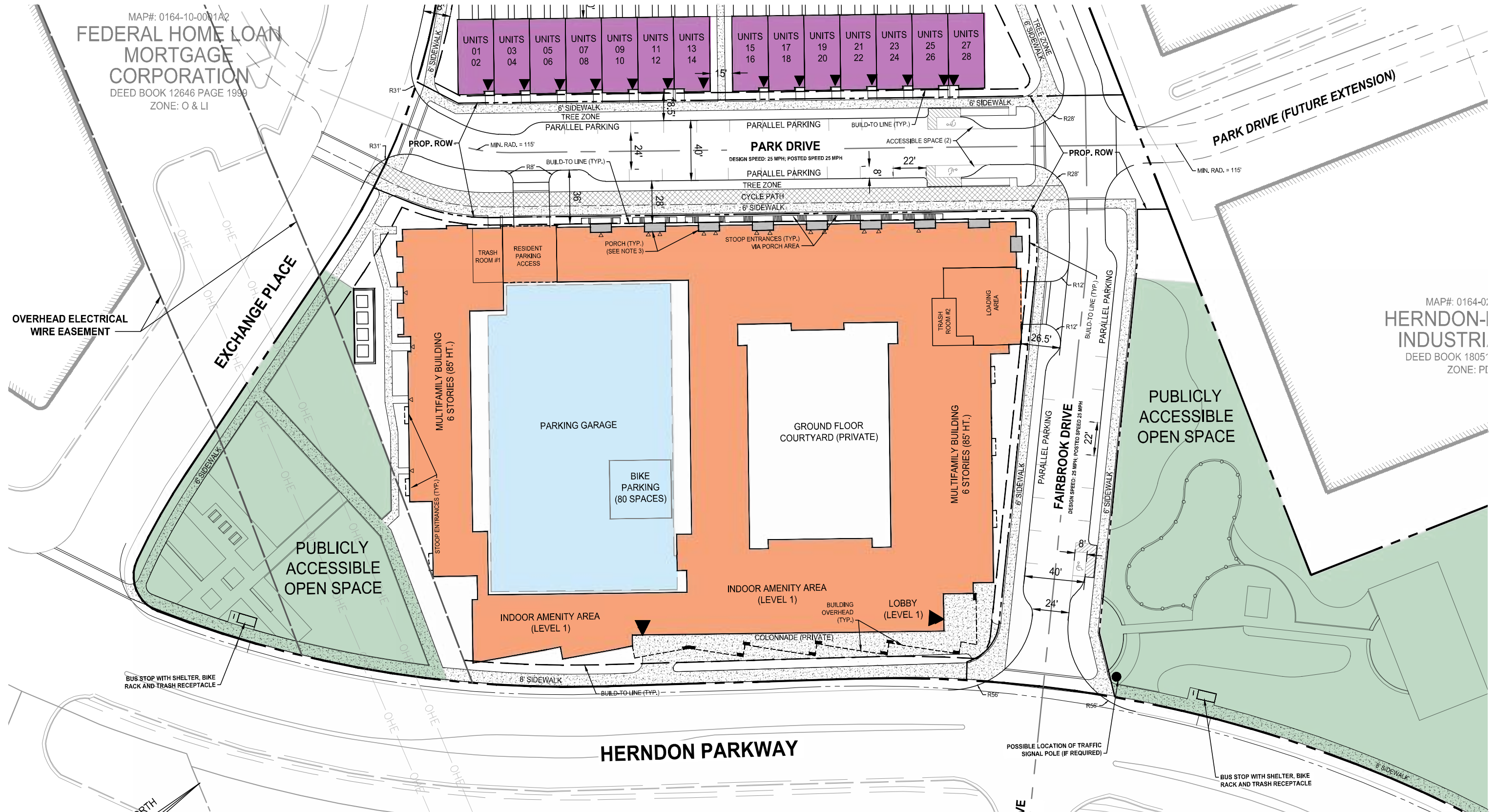
LOT 1A & 1B = 5.01 AC± (218,396 SF±)
LOT 2 = 3.02 AC± (131,433 SF±)
ROW DEDICATION = 1.39 AC± (60,392 SF±)



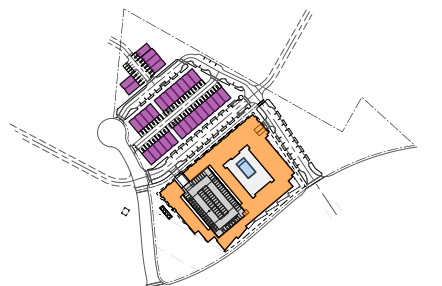
- NOTES:**
- WHERE BUILDINGS ARE PROPOSED ADJACENT TO THE EXISTING OVERHEAD ELECTRICAL WIRE EASEMENT (DOMINION), NO PARTS OF THE BUILDING OR ITS FOOTINGS ARE PERMITTED TO ENCR OACH WITHIN THE EASEMENT AREA.
 - PER THE LAYOUT SHOWN, TWO TRASH ROOMS ARE LOCATED WITHIN THE BUILDING, BOTH HAVE ACCESS TO THE STREET VIA ROLL-UP DOORS, PERMITTING TRASH COLLECTION BY MSW PICKUP PROVIDERS BY DIRECT ACCESS TO THE TRASH ROOMS.
 - PORCHES ARE PERMITTED TO ENCR OACH BEYOND THE BUILD-TO LINE.
 - SEE SHEET 06.2 FOR AREAS OF DEDICATION, PROPOSED ROW, AND PUBLIC ACCESS EASEMENTS.



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MORTGAGE
CORPORATION**
DEED BOOK 12646 PAGE 1999
ZONE: O & LI



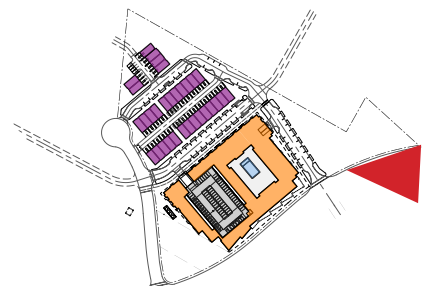
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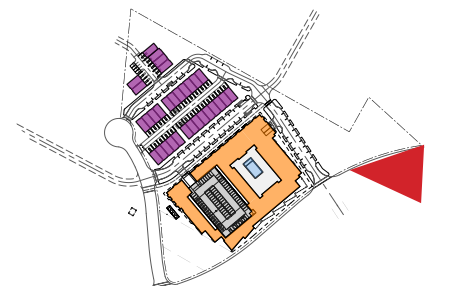


HERNDON PARKWAY BIRD'S EYE VIEW





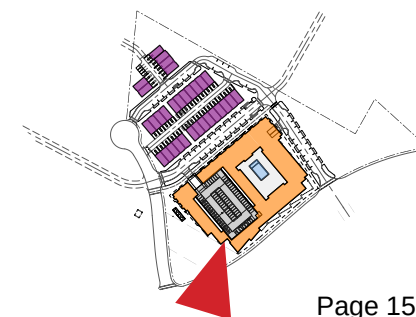
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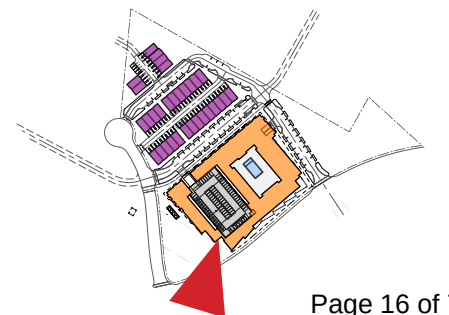


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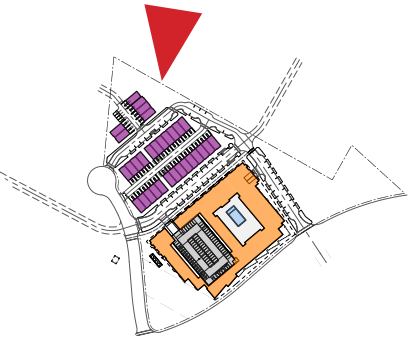


HERNDON PARKWAY BIRD'S EYE VIEW



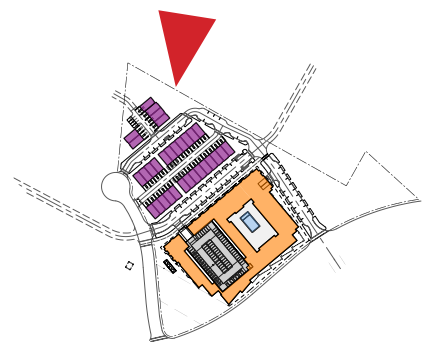


PARK STREET BIRD'S EYE VIEW





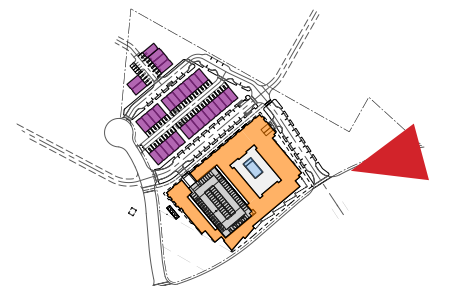
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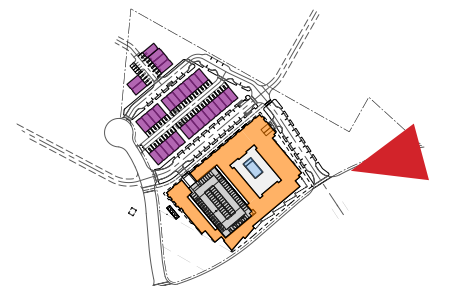


HERDON PARKWAY SW BOUND AT FAIRBROOK DR



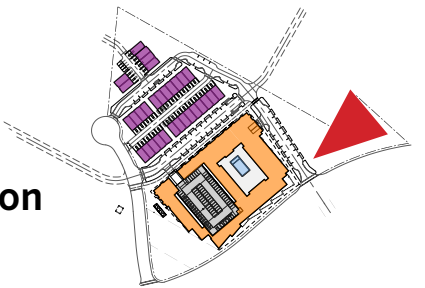


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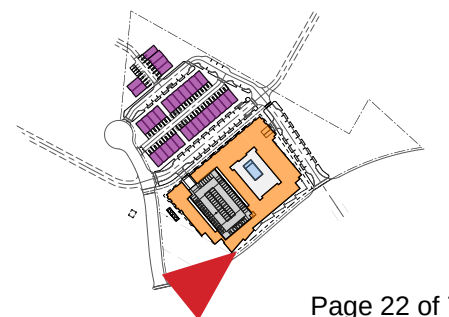


HERNDON PARKWAY PROJECT ENTRY



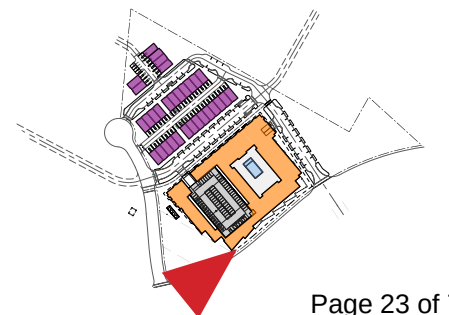


HERDON PARKWAY NW BOUND





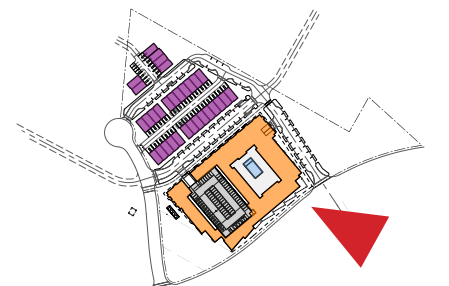
HERDON PARKWAY NW BOUND



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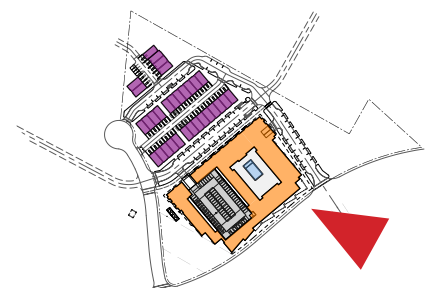


HERDON PARKWAY FACADE



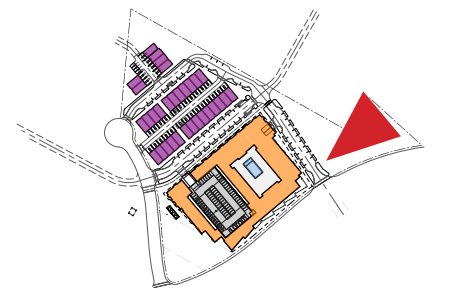


HERDON PARKWAY FACADE



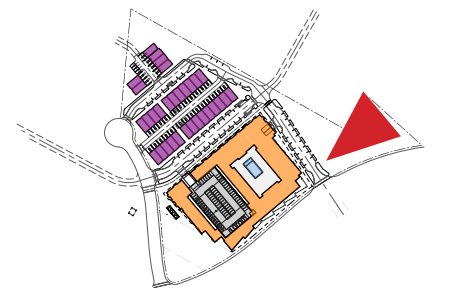


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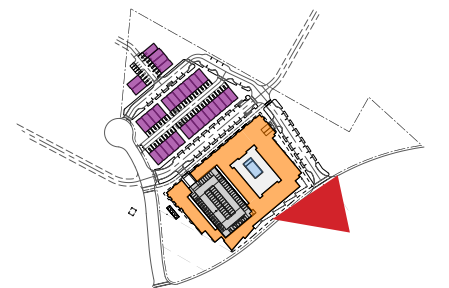


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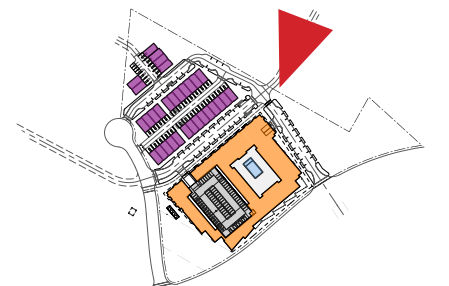
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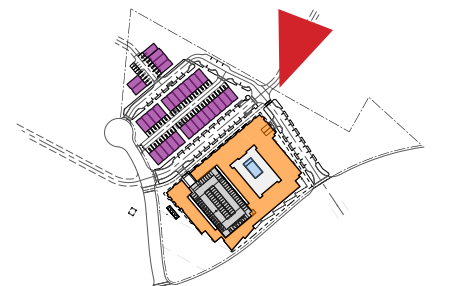


FACADE AT FAIRBROOK DR & PARK DR





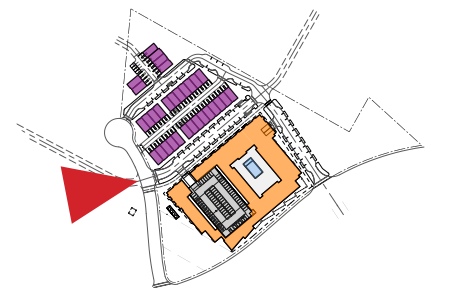
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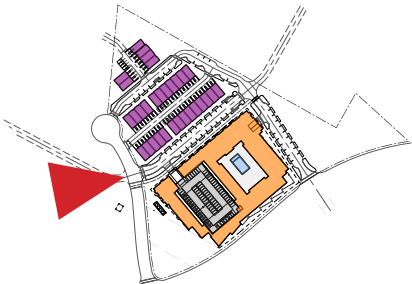
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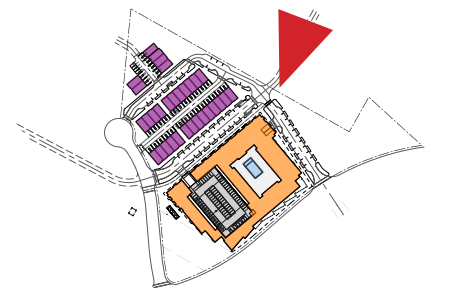
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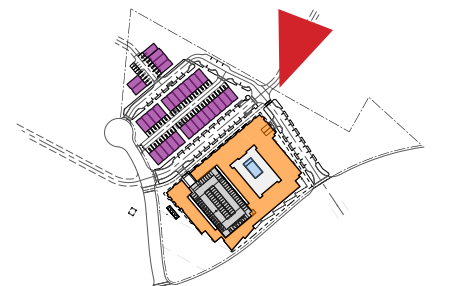


FACADE AT FAIRBROOK DR & PARK DR





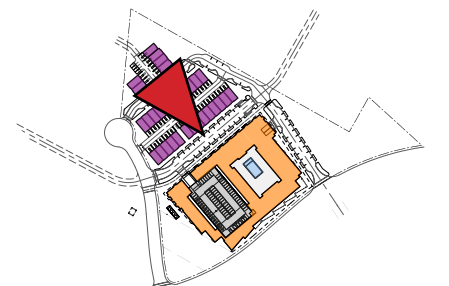
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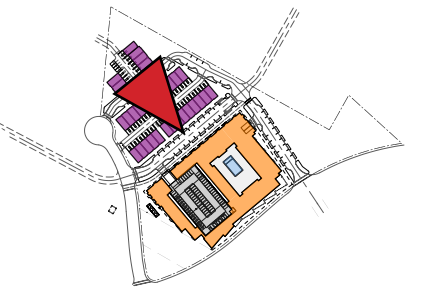


NORTH FACADE ON PARK DR





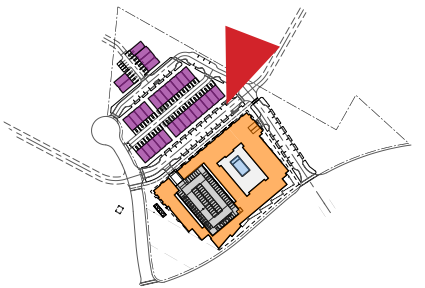
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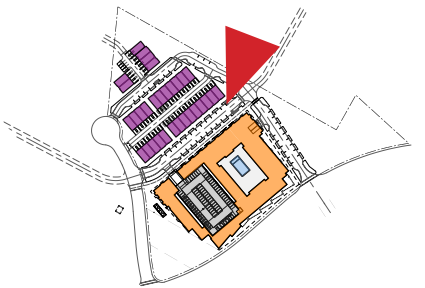
STREETSCAPE ALONG PARK DR

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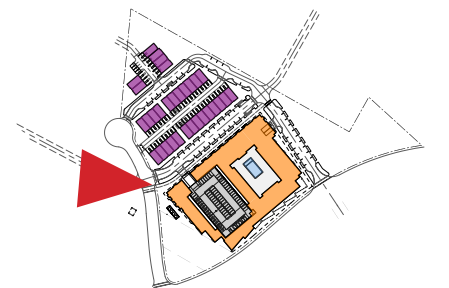


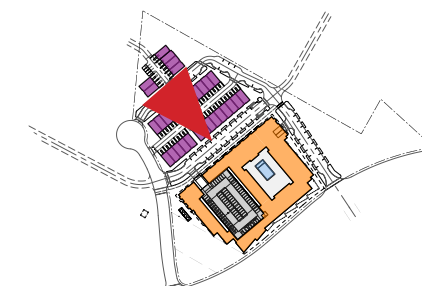
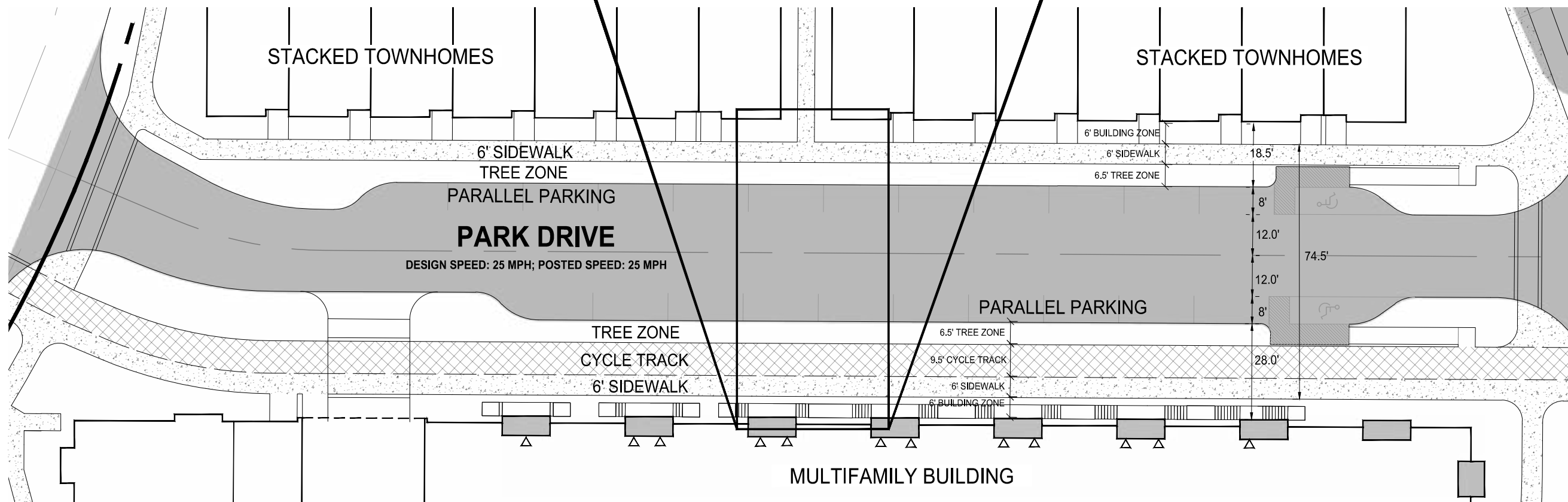
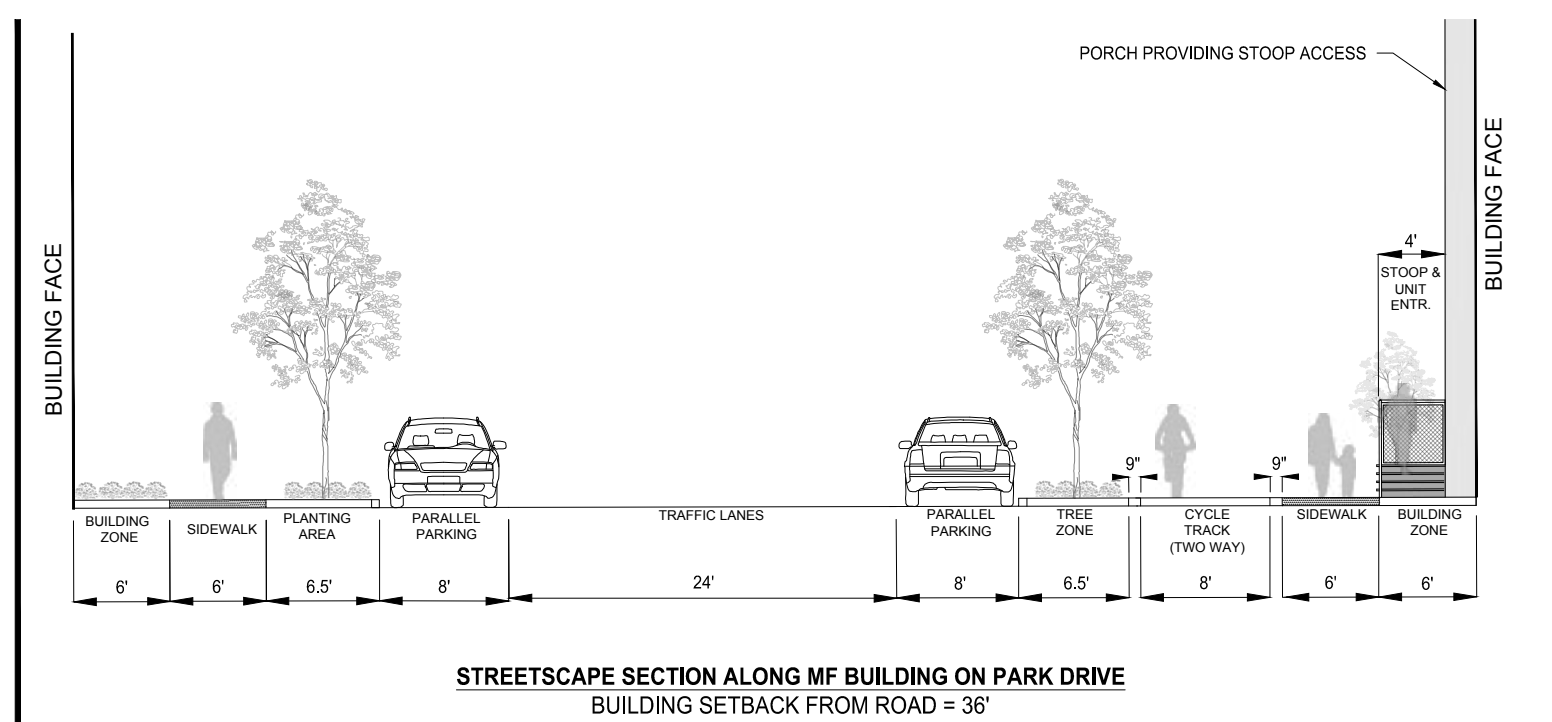
STREETSCAPE ALONG PARK DR

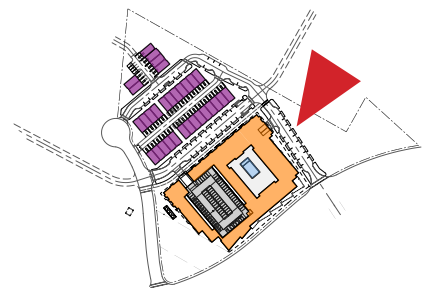
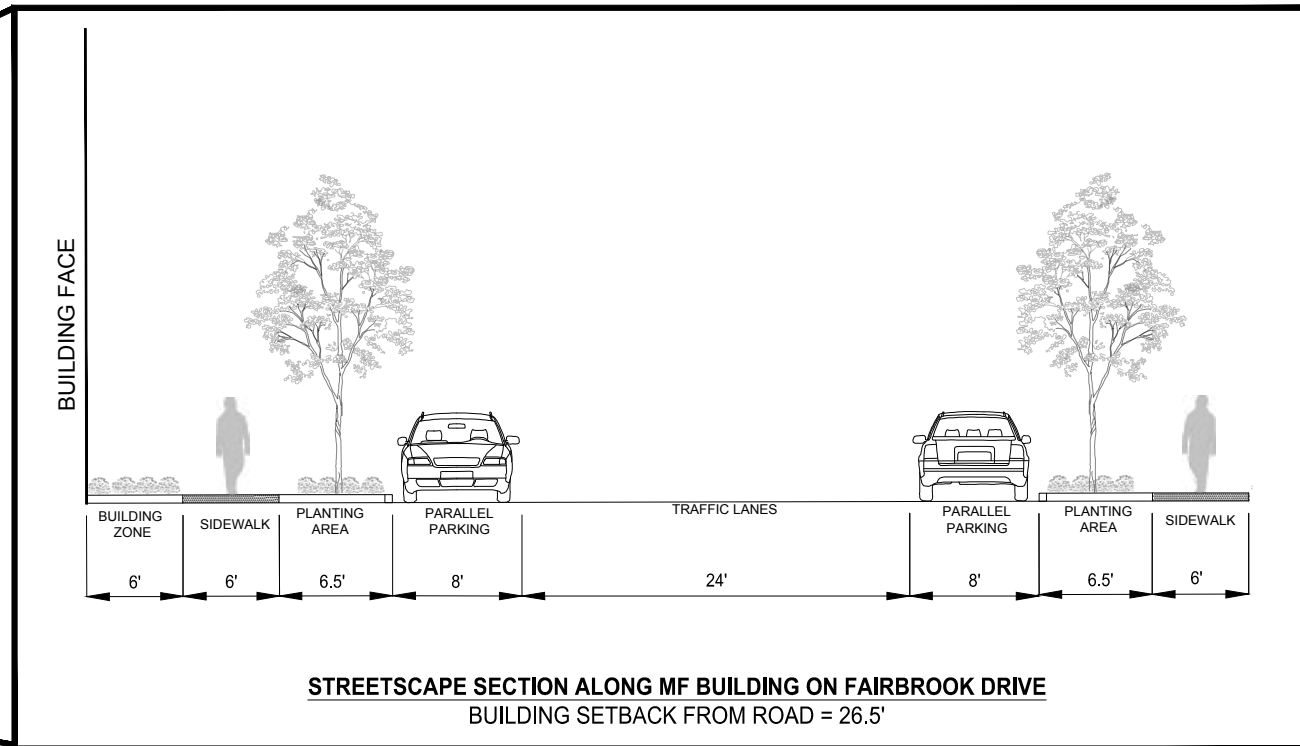
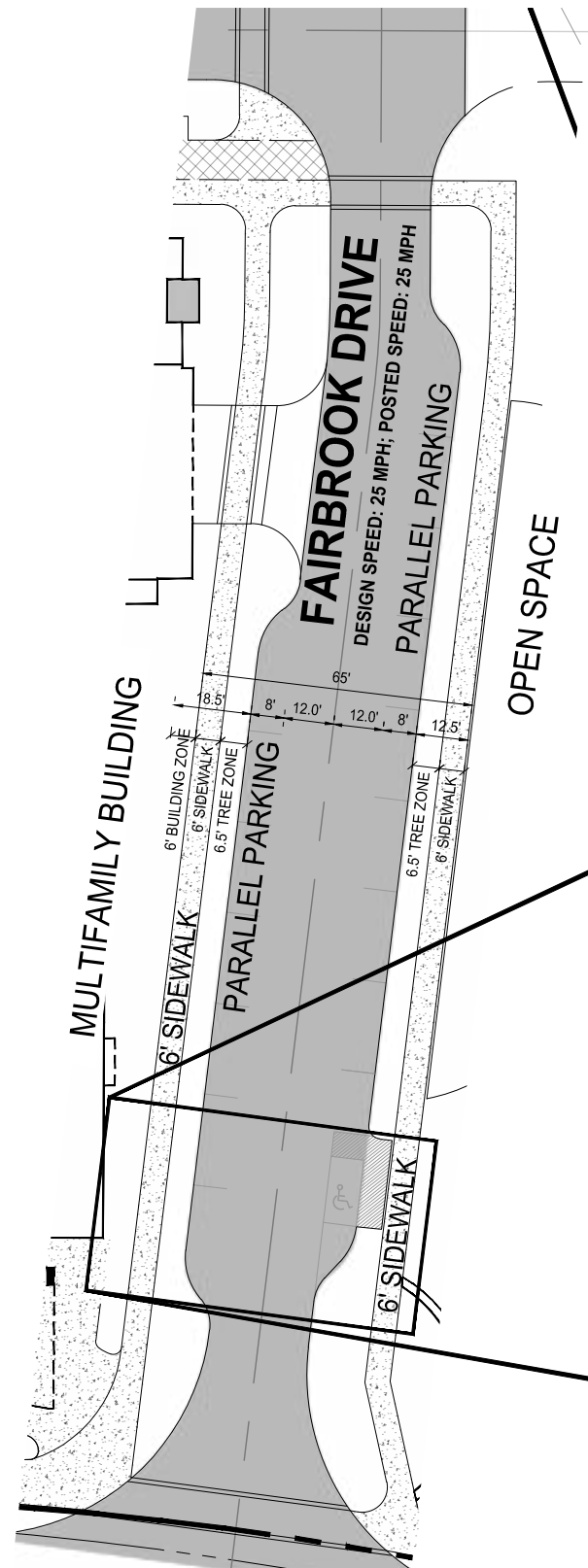


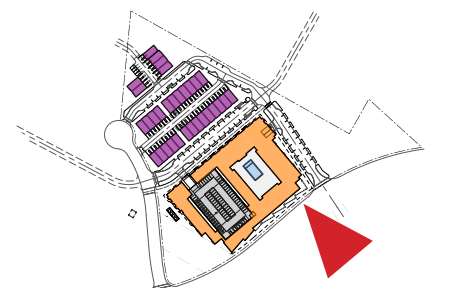
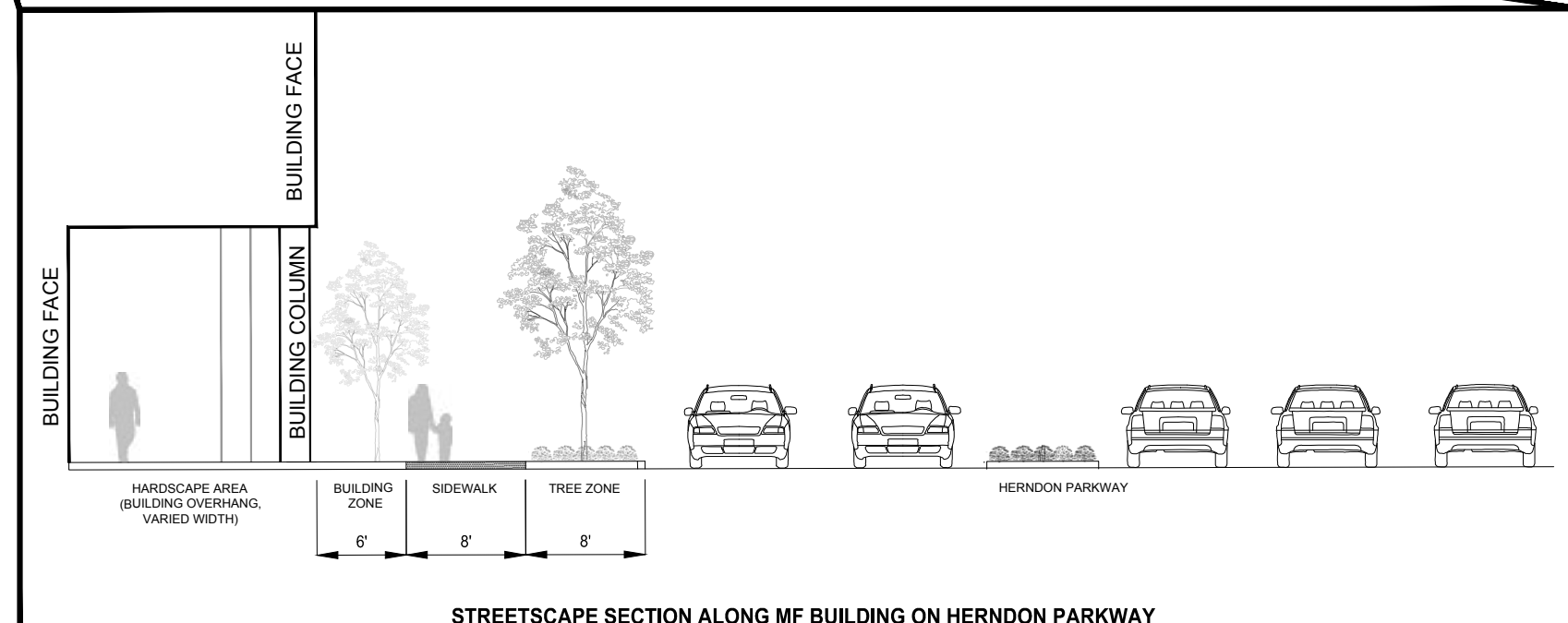
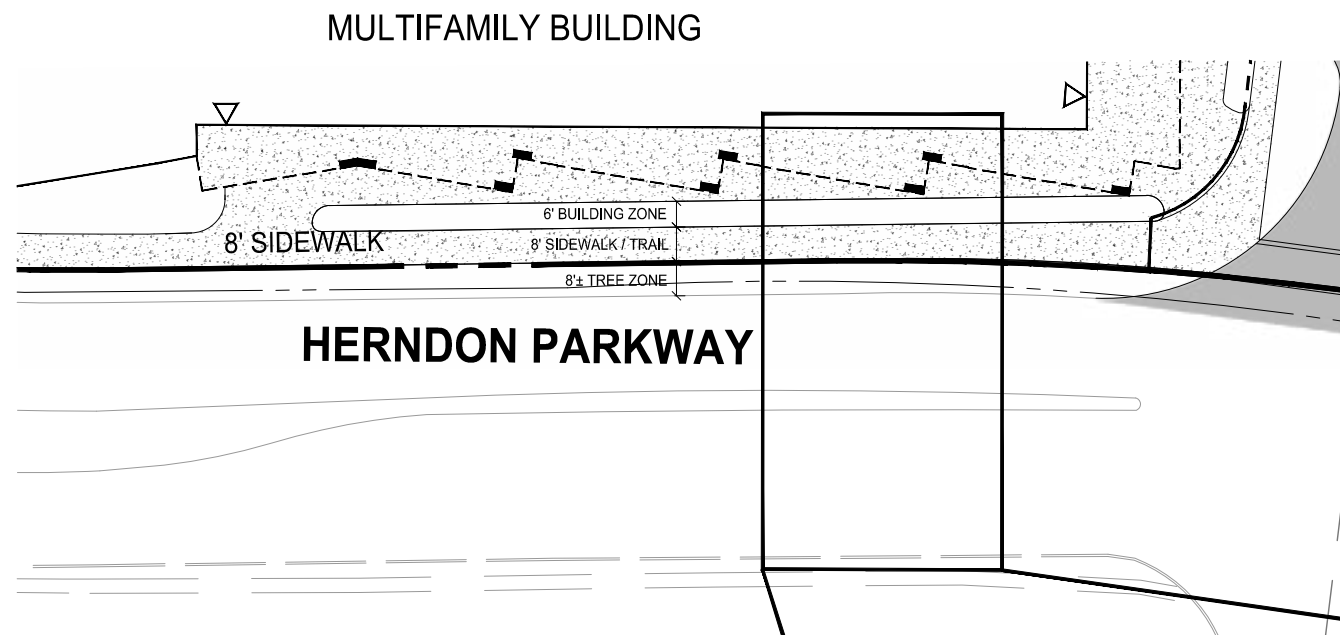


WEST FACADE AT HERNDON PARKWAY









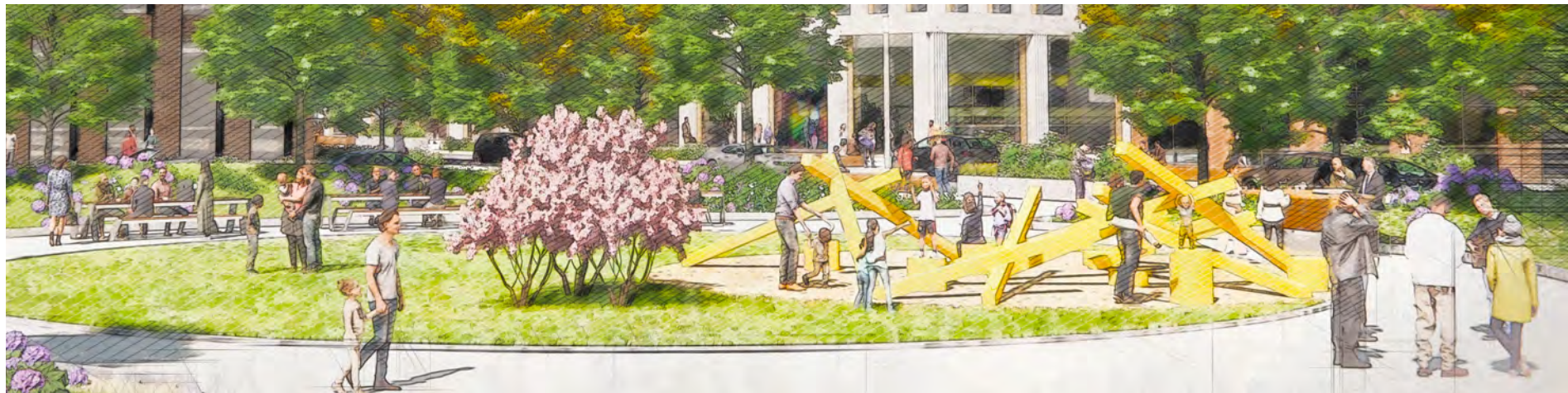
Architectural Character

The TRG plan is ultimately about creating a singular place that reflects its identity as a part of the town, while remaining a distinct location with various building height zoning and context-based guidance on open space and building design.

As the TRG develops over time, in most cases parcel by parcel, clear guidance is needed to create a sense of cohesiveness across the TRG, while still allowing for flexibility.

As the TRG develops, changes will occur in architectural tastes, technology and market realities.

The guidance on the following pages establishes the core elements that will create an overarching cohesiveness. This guidance is further intended to provide direction on some specific character definition in certain areas and ensure a sense of place that is reflective of Herndon's historic small town identity without attempting to stylistically emulate the past.



Vision Survey

The collective voice of the community’s response to the TRG visioning survey and the Architectural Review Board’s feedback, call for the TRG to establish a unique architectural character that retains the experience of Herndon’s small-town atmosphere while successfully transitioning to the higher density and height of the HTOC.

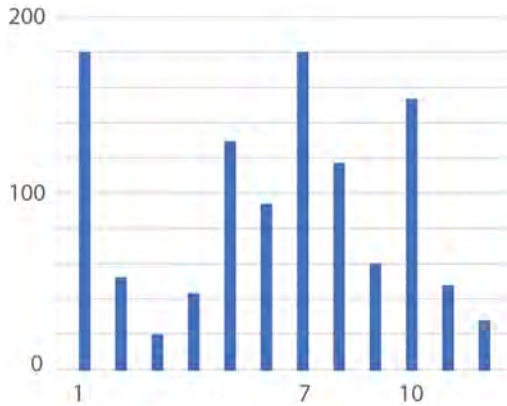
The response to the Vision Survey demonstrates the community’s love for the image of historic downtown Herndon, evidence of its contribution

to Herndon’s very special and unique sense of place. In addition to the downtown, the majority of respondents preferred images that exhibit traditional brick and tactile detailing, attributes of historic downtowns, but with a contemporary aesthetic. The open spaces, parks and streets selected by the community were images rich in programmable space, areas for gatherings, active transportation facilities, ample sidewalks, and extensive landscaping. The preferred sidewalk scenes show a variety of surface materials,

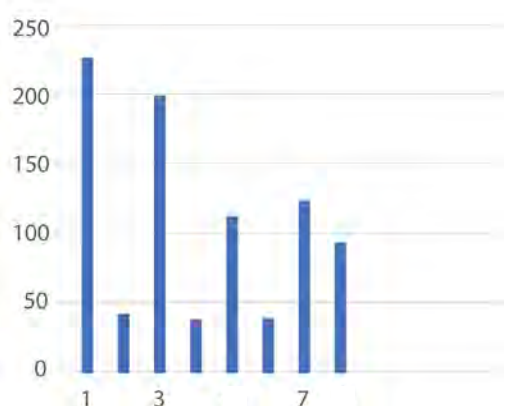
activated building frontages, and room for landscaping and small group interaction without inhibiting passage. Each of the selected images is a visual representation of walkability, a core attribute of both small towns and successful transit-oriented development. Trees and other landscaping feature prominently, reiterating the community’s voiced desire for environmentally sustainable development with an emphasis on parks.

To preserve Herndon’s special sense of place, it’s important to understand the elements that make the architectural fabric of the town’s symbolic core, the historic downtown, special and how these same elements can be imbued into the architecture, landscape architecture, and rights-of-way of the TRG. In addition, current and future best practices in the field of urban design and livable cities need to come to fruition in the development of the TRG, ultimately creating a contemporary reflection of small-town Herndon.

Top Types of Buildings and Development Preferred within the TRG area



Top Types of Open Spaces, Parks and Streets Preferred within the TRG area



Urban Design Framework

Urban Design and Architectural Character

Downtown Herndon

Throughout the TRG SAP process, the residents, Town staff and officials, and the project team emphasized the critical importance of the Town of Herndon’s distinct character. These annotated images illustrate the successful architectural, landscape and urban design elements that give the downtown its small town charm and pedestrian appeal.

Throughout Downtown, there are certain architectural and urban design elements which create an environment that is inviting, unique and

memorable to visitors. There are clear lessons that can be learned from this special area which can be applied to the TRG, in accordance with the clear preferences of the Herndon community.

The most successful of the Downtown blocks feature pedestrian-friendly elements such as continuous street walls, ground-level transparency and frequent, at-grade building entrances. These features make Downtown feel safe, friendly and human-scaled.

The architecture in some of the most compelling Downtown buildings features quality, tactile materials such as brick, rather than colder, less intimate material palettes, such as glass curtain wall systems. Attention to architectural detailing also contributes to the overall uniqueness of Downtown.

The outdoor spaces form a unique public realm. Tactile paving materials distinguish Downtown as special space within Herndon, and street trees, landscaping, and lawns introduce nature and

provide shade and heat reduction, while plazas add informal as well as programmable gathering spaces.



MATRIX OF IMAGES OF DOWNTOWN HERNDON



Recent and Proposed Nearby Developments

Throughout the public engagement process, significant feedback was received about the relationship of Herndon to the rest of Northern Virginia. While community comments and survey responses generally support adding density near the Metro in accordance with the principles outlined in this plan, many community members expressed concerns that added density would necessarily result in urban and architectural conditions similar to other recent developments along the Silver Line.

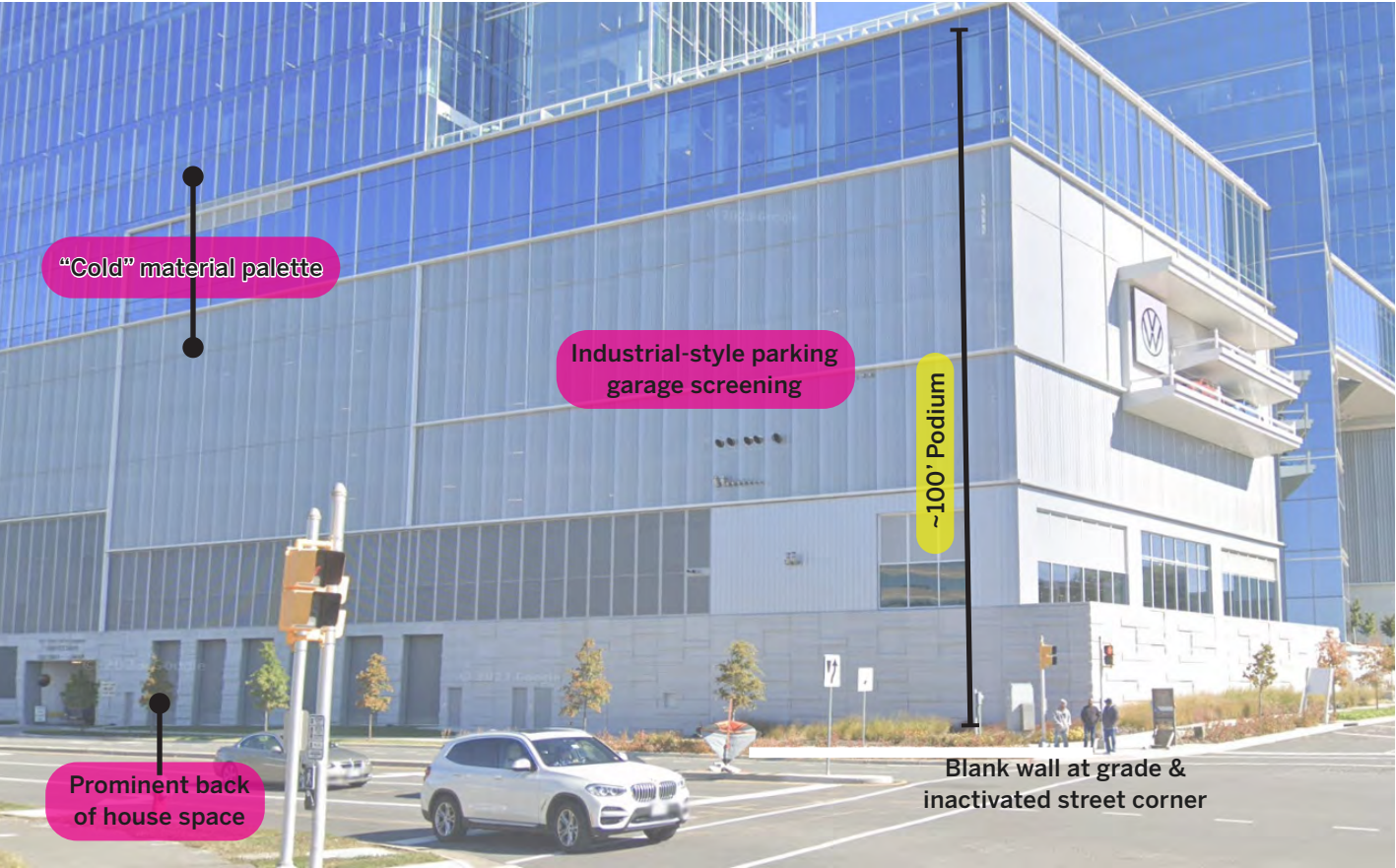
A common sentiment received during the engagement process was “we like to be near Reston, but we don’t want to be Reston.” Concerns were voiced in regard to the aesthetic quality of recent nearby developments. Common aesthetic criticisms of recent construction along the Silver Line included that both individual buildings and larger developments are “too cold,” “overscaled,” and “unfriendly” for “small-town Herndon.”

An example of one building that was identified as not appropriate for Herndon is shown to the

right. While its design may be appropriate for the building’s location outside of Herndon, this development can be seen as emblematic of the style that Herndon residents would not like to see replicated in their community. The annotations explain some of the design elements that are not appropriate for the TRG. These include the scale of the buildings, the lack of ground-floor activation, and prominent poorly screened or un-lined parking garages.

The public engagement process also demonstrated that the density which planned in the HTOC is out of scale for the TRG, which much act as the transition from the heights and density allowed along the Toll Road, to the low density residential neighborhoods to the north of the TRG.

ARCHITECTURAL ELEMENTS TO AVOID IN THE TRG



FANNIE MAE AT RESTON TOWN CENTER (EXISTING)



555 HERNDON PARKWAY IN HTOC (PROPOSED)

TRG Aesthetic

The architecture and urban design planned for the TRG should incorporate the most successful elements of Downtown Herndon and other urbanism best practices while allowing for a higher level of density and contemporary expression. While the building masses shown in the TRG plan are considerably larger than those in Downtown Herndon, the experiential and aesthetic conditions of the downtown should be comparable when adjusted for scale.

Future buildings in the TRG should eschew corporate or regionally repetitive design. An

important aspect of ensuring a unique sense of place is architectural design that acknowledges its immediate surroundings, the recognizable aspects of the town, and the developing aesthetic of the TRG.

While this plan distinguishes various areas of the TRG with specific building typologies, land uses, and some specific context-based characteristics, with the exception of the Sunset District, the TRG's overall design narrative should be coordinated with a singular aesthetic legible across the entire plan area. Diverse yet unifying

landscape and building design techniques should be utilized to create a sense of place customized for the TRG but with identifiable references and compositions reflective of the Town of Herndon.

Context-specific design strategies will help generate a unique character for the TRG. The specific contexts of the Metro Arrival, Sunset District, Park Frontage, Parkway Frontage, and Residential Transition all present opportunities for specific design objectives.



Building Height Zones

Building heights are informed by site capacity, transportation, and utility capacities, building and construction types, market feasibility, and feedback from the public, Advisory Committee, Planning Commission, Town Council, Architectural Review Board, and town staff.

The approach is to:

- Respect the adjacent low-density residential neighborhood context
- Accommodate the highest density and taller buildings within the “Metro Arrival” 5-minute walk zone
- Frame both sides of the Herndon Parkway with multi-story building frontages, transforming the feel of the Parkway from freeway to urban street
- Provide transitioning heights from HTOC to TRG to the Downs

Building Height Zone 1 is bounded by the northern and western edges of the TRG and the proposed new public street parallel to Herndon Parkway. Buildings in this area should be either 3 or 4 stories and include residential townhouses or two-over-two and should be situated to ensure a continuous buffer with the abutting neighborhoods. If non-residential uses are incorporated, heights and design should respect the scale of residential structures within Building Height Zone 1.

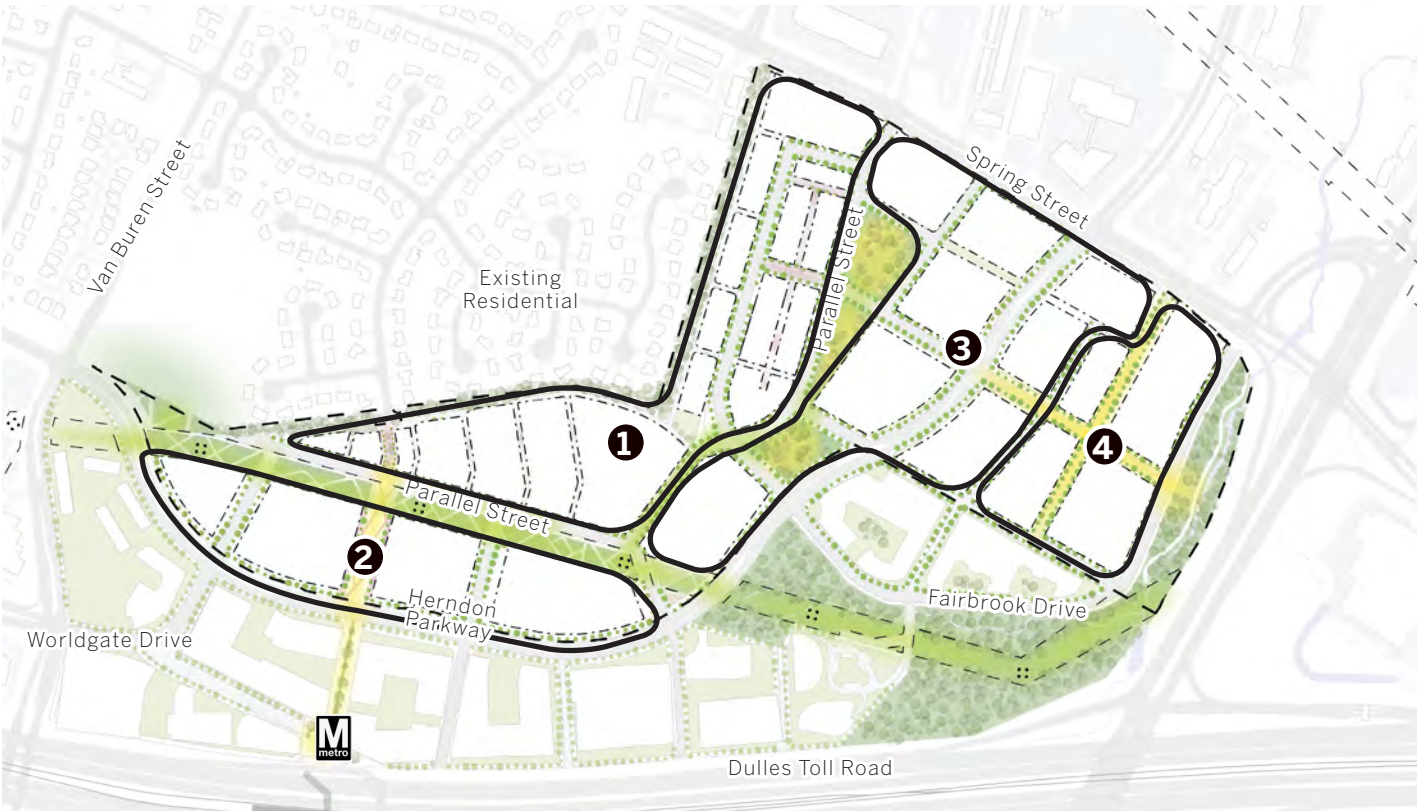
Building Height Zone 2 should contain the tallest buildings within the TRG with heights between 5 and 12 stories. This area is closest to the Herndon Metrorail Station and serves to provide height transition from the potential 20+ story heights of the HTOC across Herndon Parkway.

Building Height Zone 3, comprised of buildings fronting the Herndon Parkway and portions of Spring Street, the heights in this zone range from 5 to 8 stories. These buildings play an important role in defining the image of the TRG when arriving from Reston and traveling down the Parkway and help to establish the urban street wall of the TRG.

Building Height Zone 4 does not establish any different building heights from what exists today and that which has already been already approved for this area. Composed mainly of the Sunset Business Park, this area is envisioned to be updated but retained largely in its current form to include one-story buildings and a multi-story hotel.

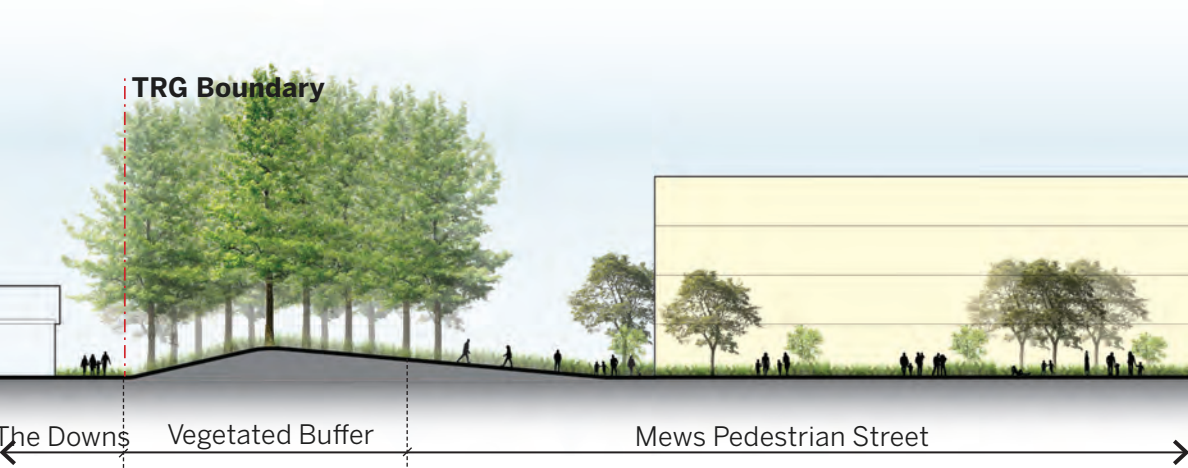
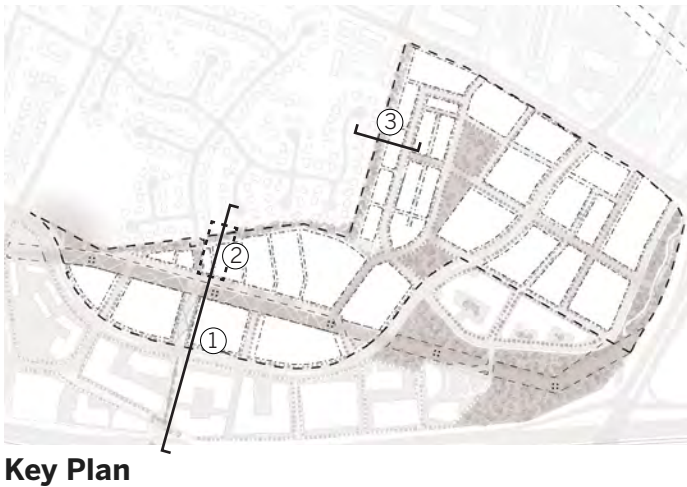
The proposed Building Height Areas shown on this page delineate a strategic categorization of zones within the TRG area. The prescribed heights take into account proximity to the Herndon Metro Station, and their direct access to major thoroughfares, such as Herndon Parkway and Spring Street, as well as their relationship to nearby residential uses. The diagram serves as a visual representation of the planned distribution of building heights and densities throughout the TRG. This categorization reflects a thoughtful strategy to optimize development intensity in areas with enhanced connectivity and direct access to arterial roadways and transit. This distribution of heights promotes efficient land use, seamless transition from the HTOC to residential community on the north side of the TRG, and contributes to the overall vision of a vibrant, transit-oriented community for the TRG.

BUILDING HEIGHTS AREAS

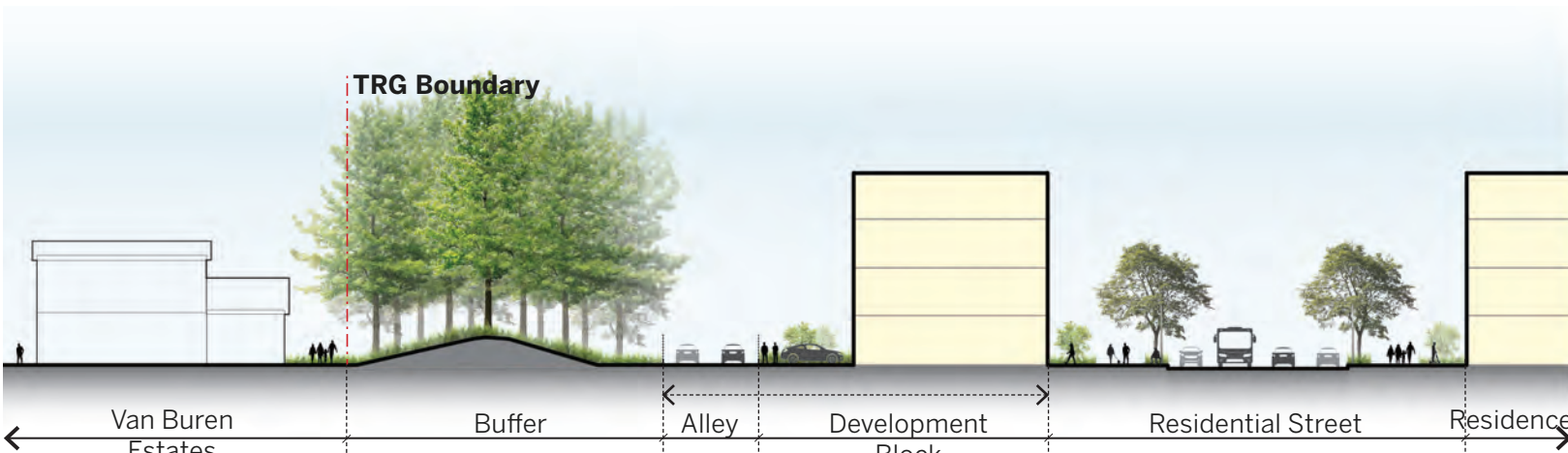


- 1 3-4 Story Building Heights
- 2 5-12 Story Building Heights
- 3 5-8 Building Heights
- 4 Existing and Approved Heights Retained

Building Heights

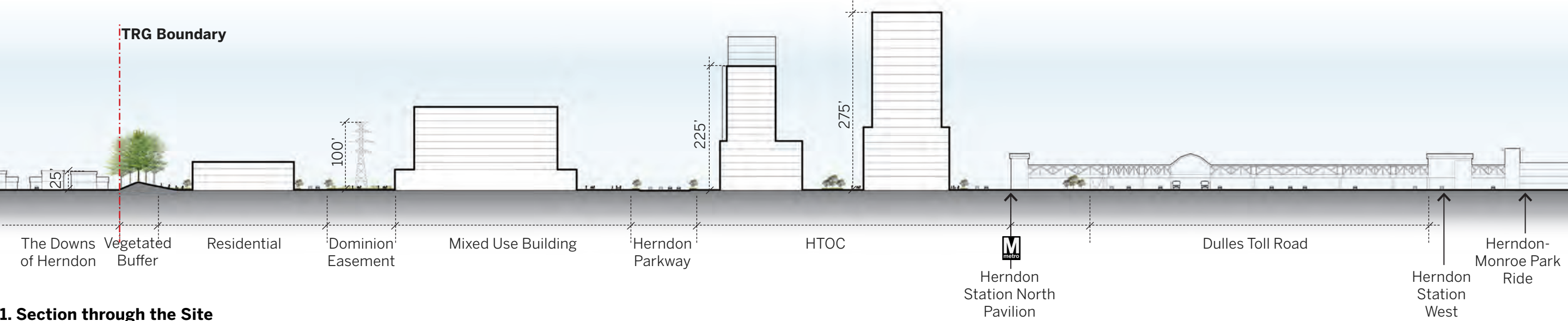


2. Section through the Buffer



3. Section through the Buffer on the Northern Boundary

TRANSECT | THE DOWNS - TRG - HTOC - HERNDON STATION

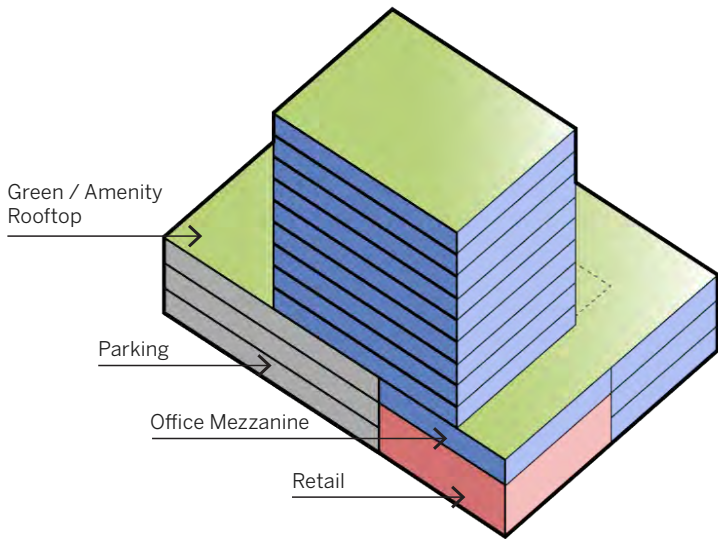


1. Section through the Site

Building Typologies

For much of the TRG, “podium” style buildings are appropriate for mixed-use development. Typical podium buildings feature bases of one to three stories (podiums) that have large footprints which can accommodate structured parking wrapped in “liners” of retail space, residential units or office lobbies, with office or residential towers on top.

The following guidance is created to ensure that these buildings are built and designed in such a way so as promote a vibrant urban realm in the TRG.



Preferred Podium Design

- Four-sided active ground floors are preferred
- Active ground floors provide a high level of transparency
- Architecturally appropriate awnings should be used to screen sun glare when necessary
- Appropriate active uses include restaurant, retail, public art and recreational facilities open to the public
- Appropriate active uses can also include highly transparent occupant activity centers and lobbies visible from the adjacent sidewalk, as well as private entries to dwellings
- Building zones shared with the public are encouraged with both multi-family and office
- Along sidewalks façades should abut hardscape to emphasize accessibility and transparency of the ground floor with potted plants to soften the experience and add interest
- Openings that provide public views into courtyards add to the pedestrian experience and provide an expanded sense of public space
- Ground floor design should encourage a range of retail types and sizes
- Lower levels should reflect traditional storefront patterns and rhythms to ensure a sense of pedestrian and small town scale
- A consistent façade pediment not to exceed 40 feet in height is preferred
- Traditional materials of brick or stone should comprise the majority of the facing on all sides of the lower levels of the building
- Warmer tones are encouraged
- The general architectural aesthetic, colors and materials should take their cue from the neighborhood in which they are located
- All materials should be durable and resistant to denting and fading

- Painted brick may be appropriate to differentiate storefronts
- Service portals should be located along secondary streets
- Service portals should be screened with solid overhead doors that reflect the aesthetic of the building
- Windowless walls are generally not appropriate along the ground floor, if a windowless wall is necessary due to internal operations art work and patterns should be incorporated
- Pick-up and delivery zones public streets should be designated and carefully designed as integral to the building
- Retail ground floors should incorporate standing space for curbside pick-up and delivery

Preferred Tower Design

- Upper floors should be set back from the lower façade pediment
- While upper floors are distinct they should relate to the podium
- Roof lines should be visibly distinctive
- Mechanical rooftop units should be screened by the building’s parapet other architectural rooftop structures or other methods of screening
- Windows should be operable
- Balconies extending or recessed are encouraged
- Rooftop and podium exterior outdoor space and work space for offices and multi-family is encouraged
- Façade materials should incorporate the ground floor primary material but additional materials may be appropriate
- Extensive fields of flat materials are not appropriate
- The general architectural aesthetic, colors and materials should take their cue from the neighborhood in which they are located

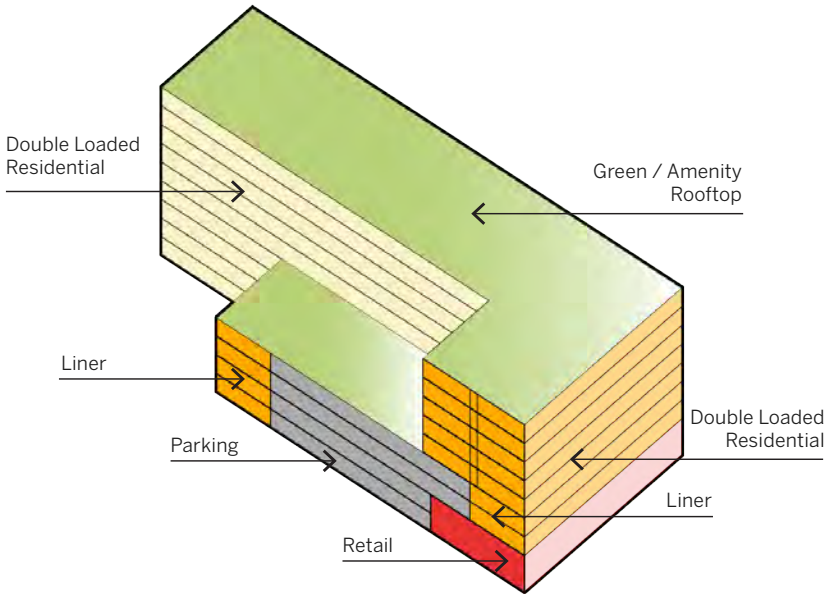
Building Typologies – Parking Garages

It is preferred that all garages are wrapped with “liners” having building program or active uses. If an exposed garage elevation is necessary, however, the following apply:

- Exposed garage elevations along the Herndon Parkway are not appropriate.
- Exposed garage elevations along the arrival plaza on the ground level are not appropriate.
- Any exposed garage elevations above the ground floor should be screened in a manner that enhances the building façade and obscures the openings.

- Garage knee walls should extend to a height that obscures headlights and taillights.
- Uninterrupted expanses of wall along ground floor façades, created by a garage or other factor, are not appropriate along the Herndon Parkway and the arrival plaza.
- Uninterrupted expanses of wall along ground floor façades, other than along the Herndon Parkway and the arrival plaza, should be avoided and minimized, but when present art or other decorative features should be incorporated.
- Screening should extend across the entirety of the exposed garage wall.

- Screening should be designed to add appeal and reflect the style of the building.
- Heavily vegetated panels may form an appropriate garage screen.
- Generally, mesh screens are not appropriate, but in some instances, multidimensional screens that provide color or color and images may be appropriate.
- If visible from open space, the façade of the garage can be used to further activate the open space.
- Artwork should be used to enhance the appearance of the screening and community input regarding the design of the artwork should be sought.
- Exposed garage rooftops should be used for landscaping and amenities.



Parking Garage Screening



1 Residential Liners

Wrap parking garages with active uses facing main streets, such as residential liners or retail frontage



2 Architectural Adornment

Garage façades can be screened with creative and bold architectural details and forms that are incorporated in some manner elsewhere in the building architecture. Such adornment should visually minimize the individual levels of the garage. Regardless of the element amplified



Structurflex Flex Façades

with the garage treatment, knee walls that block vehicle headlights are an important and necessary element.

3 Artwork Screening

Art screens can add visual interest and be an effective screening method. Artwork should coordinate with the architecture of the building and should include references or reflect some element of the Herndon community. The screens should only be used with garage knee walls that



Fytogreen Australia

block vehicle headlights and be designed as a permanent fixture or utilize a durable fabric that can be replaced as needed.

4 Living Walls

Living walls, with or without added architectural features, reflect the commitment to sustainable development within the TRG. Living walls should provide adequate coverage to obscure the garage opening. Such screening can be combined with other screening methods such as pieced panels.



Bok Modern

5 Perforated Panels

Metal paneling with perforation is a good option for obscuring open garages. They should be used in a manner that corresponds to the building architecture and provide an opportunity for unique graphic designs and images.

A Network of Open Spaces

The vision for redevelopment in the TRG is largely anchored by new open spaces. A network of parks, green spaces, and thoughtfully designed pedestrian-focused connections serve to define and connect the various neighborhoods of the TRG, provide amenity and recreation opportunities for those living, working, and visiting, and reinforce a unique Herndon townscape.

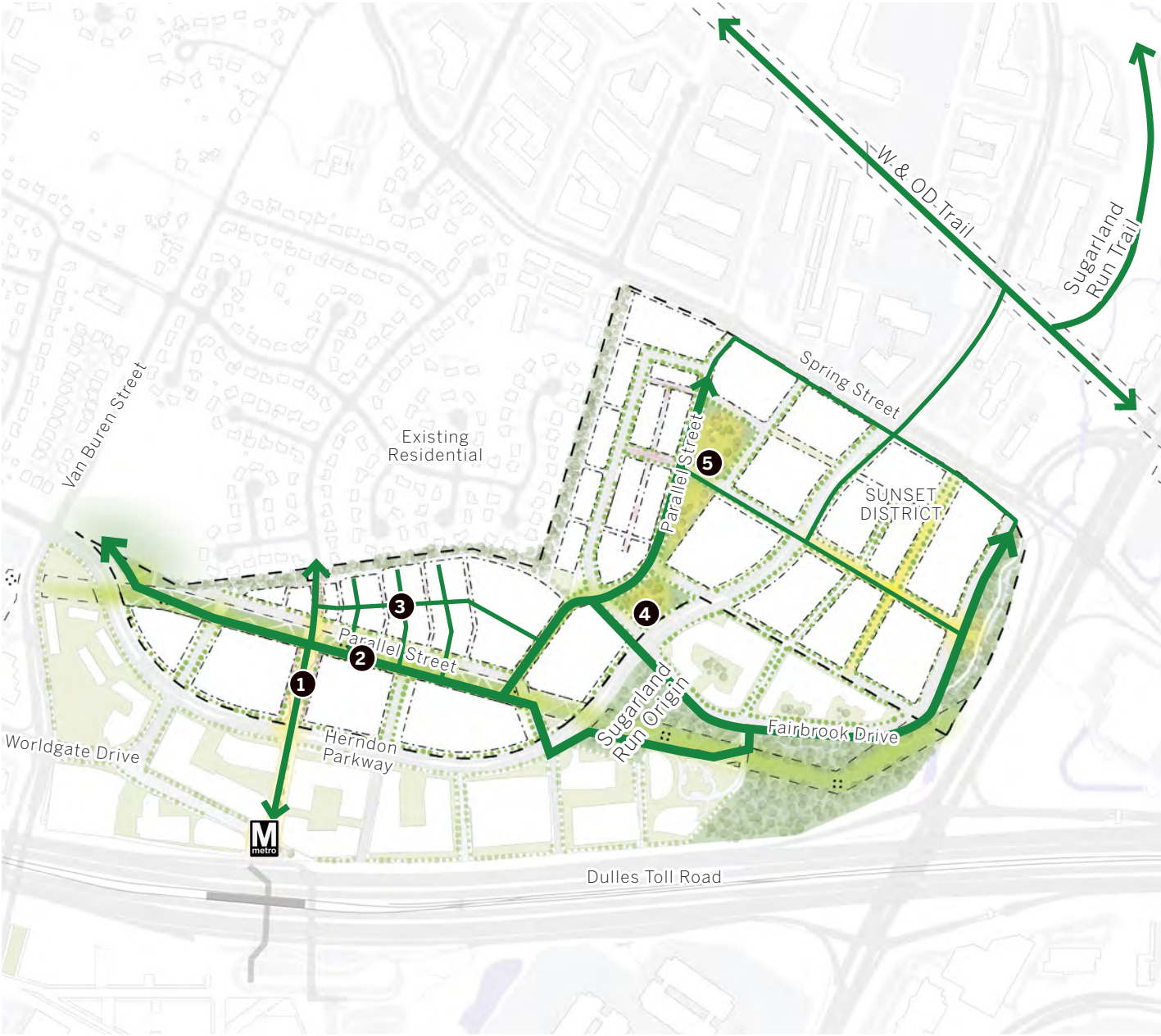
Of the 93 acres in the TRG, 14 acres (15%) would be dedicated to open space, as shown in the overall space allocation table below:

	Acres	%
Open Space	14	15
Development Blocks	48	52
Circulation	28.1	30
Buffer	3	3
TRG	93.1	100
Herndon Pkwy ROW	3	N/A

The TRG open spaces would be on private land, however they would be publicly accessible, and available for activities, programs, and events held and hosted by the Town of Herndon. The network of open spaces will allow for a mix of passive and active recreation as well as bioretention for stormwater management and maximized green infrastructure.

See following page for a description of each of the numbered spaces marked on the right-hand graphic.

- General design guidance for open spaces:
- Design of plazas and parks should be inclusive and equitable
 - Design of plazas and parks should exceed ADA minimum standards and allow ease of use and a positive experience for all members of the community
 - Plazas, parks and other open spaces should be designed with intent and drive as well as respond to the spatial arrangement of the neighborhood
 - The general architectural aesthetic, colors and materials of plazas and parks should take their cue from the neighborhood in which they are located
 - Plaza, parks and other open spaces should not be “remnant” or “residual” space
 - Ground plains should emphasize safe yet tactile paving materials, and designs and colors should be incorporated
 - Native species should be used extensively with use of non-native/non-invasive plants for seasonal color
 - Low-impact stormwater management systems should be integrated within the landscape to the greatest extent possible while retaining usable and programmable open space for both active and passive recreation.
 - An identifiable site furnishings aesthetic should be employed throughout the TRG to adhere to town standards within streetscapes.
 - Open spaces should incorporate creative focal points and opportunities for interaction, and programmable spaces for various events and pop-up uses.



Open Space Network Plan

A Network of Open Spaces

1 Arrival Plaza

The Arrival Plaza will serve as an extension of the HTOC Promenade into the TRG. It will be the main point of arrival for commuters arriving from the Metro. The Arrival Plaza provides an opportunity for community programming and events such as markets, film screenings or other gatherings. *(More information and imagery for the Arrival Plaza is included in the “Context-specific Guidance” section of this plan.)*



ARRIVAL PLAZA PRECEDENT IMAGE

2 Linear Park

The Linear Park is a central feature overlapping the Dominion easement, converting a utility space into a public amenity. This park connects to the triangular park on the eastern area of the TRG, forming a corridor of green interstitial mobility through the site. The park would allow for small-scale community programming, such as busking or outdoor exercise classes.

The Linear Park should create a green swath through the community with design features that orient the eye to the ground plain and surrounding area and away from the overhead lines. It is both a recreational area and the location of dedicated pedestrian and cycling facilities.

The Herndon Parkway terminus of the linear park should provide a comfortable space for pedestrians and cyclists to enter and exit the Herndon Parkway streetscape while providing a shared use area for the public and occupants of the abutting property. The design can transition into a private space as it approaches the building which should have immediate access onto this open space.



PRECEDENT IMAGE, SHOWING LINEAR PARK UNDER POWER EASEMENT

3 The Mews

Mews are townhome communities that are laid out such that each home opens to a park-like pedestrian-only street. Alleys are provided behind the homes for vehicular access and parking. These types of communities are ideal for creating walkable neighborhoods, and for making safe space for children to play.



PRECEDENT IMAGE, SHOWING CHILDREN SAFELY PLAYING ON THE STREET

4 Gateway to Sugarland Run

This park offers a break in the Herndon Parkway street wall and offers a connection to the Sugarland Run origin, visible across the Parkway on the Fairbrook property. Sugarland Run runs along the Fairbrook property and borders the TRG at the Sunset District, this being the sole natural feature in the TRG.



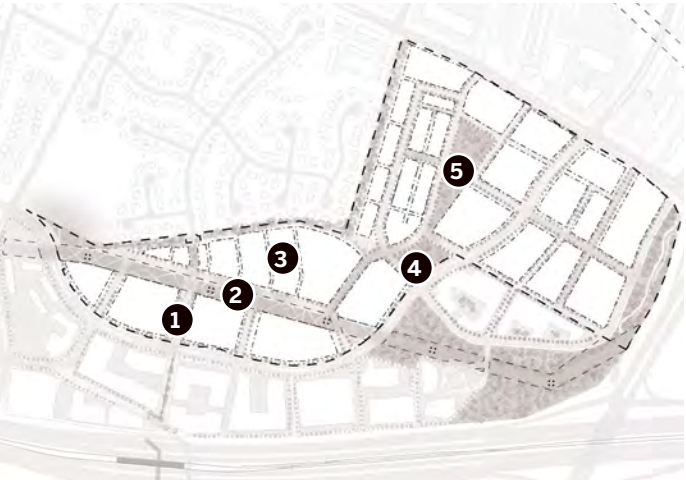
OBSERVED ORIGIN OF SUGARLAND RUN

5 Triangle Park

Due to its central location, the Triangular Green will serve a diverse set of users including office workers, retail customers and residents, creating a vibrant space throughout the day. Due to its substantial footprint, central location and adjacencies, the Triangular Green is an ideal location for active recreation spaces, such as volleyball courts or workout equipment.



PRECEDENT IMAGE FOR TRIANGULAR GREEN



Key Plan

Urban Design Framework

Recreation and Open Space Design

Linear Park

The guidance below focuses on the design and function of the Linear Park as a character-defining and unifying feature of the TRG.

A consistent design narrative should be employed for the extent of the entire park, from its east to west termini with Herndon Parkway. Where streets cross the park, decorative pavement treatments should be employed to offer visual cues of the pedestrian-centric zone and connect the various park segments into a continuous composition. The park should contain a dynamic and diverse palette of materiality, passive and small active recreation uses, and focal points such as artwork, interactive play features, and shade structures. The landscaping should allow for open lawn space and natural plantings with opportunities for pollinator gardens, small-scale urban farming, urban bio-retention, and other environmental sustainability measure demonstration areas.



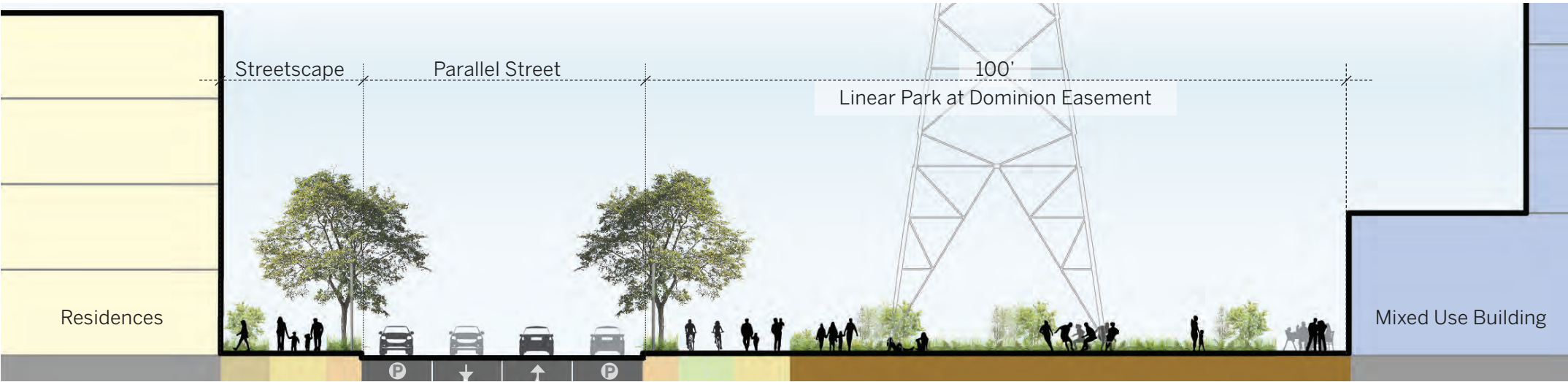
Key Plan

Amenities

- Seating/Front or Side Yard
- Pedestrian Circulation
- Landscape and Site Furnishings
- Cycle Track
- Linear Park



Rendering of the Linear Park looking towards the Plaza



Section through Linear Park

Metro Arrival Plaza

The guidance below focuses on the design and function of the Metro Arrival Plaza as a primary character-defining feature of the TRG and important focal point for the town.

- General design guidance:
- Design of plaza should be inclusive and equitable
 - Design of plaza should exceed ADA minimum standards and allow ease of use and a positive experience for all members of the community
 - The plaza should be designed with intent and drive as well as respond to the spatial arrangement of the neighborhood
 - Parking garages should not be exposed along the plaza
 - The general architectural aesthetic, colors and materials of the plaza should take their cue from the neighborhood in which they are located
 - The arrival plaza should incorporate trees but provide adequate hardscape and open vistas to permit active programming of the space, with additional shade provided by a pavilion
 - The arrival plaza should incorporate an interactive feature to encourage visitors and residents to collect and enjoy activities
 - The design of the plaza and its individual features should encourage year-round use through shade during summer months and maximum sun and protection from wind during winter months

Amenities

- Seating/Front or Side Yard
- Pedestrian Circulation or Shared Street
- Landscape and Site Furnishings
- Seasonal Program/Activities Feature Zone



Rendering of the Metro Arrival Plaza looking from the HTOC towards the residential Transitional Area



Key Plan



Section through Metro Arrival Plaza

Bioretention and Stormwater Management

Effective stormwater management is essential for protecting our environment and building sustainable communities. Investing in green infrastructure for most-efficient performance, exploring reuse of water opportunities, and limiting impact of heavy rainfall and flooding can turn stormwater from an issue into a sustainable and valuable infrastructure.

Future development in the TRG should maximize green infrastructure to capture stormwater throughout the TRG, by employing the following strategies:

Vegetated roofs, or green roofs, should be used to cover parking garage podiums, not only for stormwater management, but also to provide amenities for building users by avoiding views to exposed garages and enhancing the property with amenity decks, adding a competitive advantage to the property.

Bioretention and biofiltration should be installed in green areas on the designated parks: Linear, Triangle and Square (see Open Space section), and should be designed to be a landscape utility and park amenity. Bioretention and biofiltration measures should also be installed on sidewalks, in the form of rain gardens or bioswales running along the landscape and site furnishings zone (see Transportation Network street sections).

Stormwater infiltration strategies should be employed, if the soil allows, for stormwater capture and drainage into the soil, allowing streams to recharge, such as the contiguous Sugarland Run.

Rain gardens, or bioretention planters, should be maximized on sidewalks. The SAP allows for wide rights-of-way with ample distance between the development blocks (see Redevelopment

Framework) to accommodate circulation and landscape amenity panels along the sidewalks with bioretention.

Rainwater harvesting cisterns should be employed as double-duty strategy for stormwater capture and potable water use reduction.

Pervious paving reduces runoff by infiltration, and should be maximized on hardscaped areas throughout the TRG, preferably by building frontages such as entrances and outdoor seating, parking/backyard and pedestrian streets on the Transitional Area, and the Arrival Plaza.



Vegetated roof on parking garage, Fairfax, VA



Rainwater harvesting cistern



Tanner Springs Park, Portland, OR, featuring park as both stormwater management utility and neighborhood amenity



Bioretention bioswale on sidewalk, Baltimore, MD



Pervious pavers demarcating entryways and pedestrian circulation next to fully grown rain garden



Pervious paving at on-street parking, pervious pavers at step-out zone, and narrow rain garden on sidewalk

Measures for Environmental Sustainability

Redevelopment in the TRG should follow environmentally sustainable practices. The strategies highlighted here are important for ensuring responsible and resilient growth in the TRG. These strategies apply to both landscape design and function, and building design and maintenance. Many of the strategies are depicted within the park section to visualize and exemplify options for implementation. Close coordination between the Town and property owners will be essential for ensuring and comprehensively deploying these measures throughout the TRG.



Ecology and Environment

- Use native plant species
- Find opportunities for pollinator gardens
- Leverage otherwise encumbered and residual open spaces for natural landscaping
- Support options for community gardens and urban agriculture
- Maximize tree canopy
- Discourage use of pesticides



Resiliency

- Employ urban bio-retention within parks and along streets
- Encourage green roofs and delayed release methodology
- Incentivize third party green building and infrastructure certification
- Minimize open asphalt and concrete areas



Energy and Carbon

- Seek passive building energy reduction
- Encourage use of on-site renewable energy sources
- Provide EV charging stations



Water

- Use low flow fixtures within buildings
- Support availability of on-site water recycling for irrigation



Waste

- Pursue options for limiting construction waste
- Support programs for waste reduction and increased recycling
- Ensure appropriate open space receptacles for litter management



Mobility

- Seek a modal balance for trips generated
- Ensure high service levels for pedestrians, cyclists, and transit users
- Provide safe, comfortable, and convenient facilities for active transportation
- Reduce single occupancy vehicle trips through TDM programs



Livability and Wellness

- Ensure connectivity of open spaces and pedestrian/bicycle paths
- Design blocks and street frontages around the pedestrian experience
- Allow a mix of uses where various activities can occur without the use of a car
- Allow a mix of housing types



Building Design

- Encourage use of locally sourced, sustainable, carbon-negative, and recycled materials
- Pursue methods for reducing heat island impacts
- Apply dark sky strategies to manage light pollution
- Use bird safe glass and other similar exterior elements
- Support the use energy efficient appliances and mechanical systems



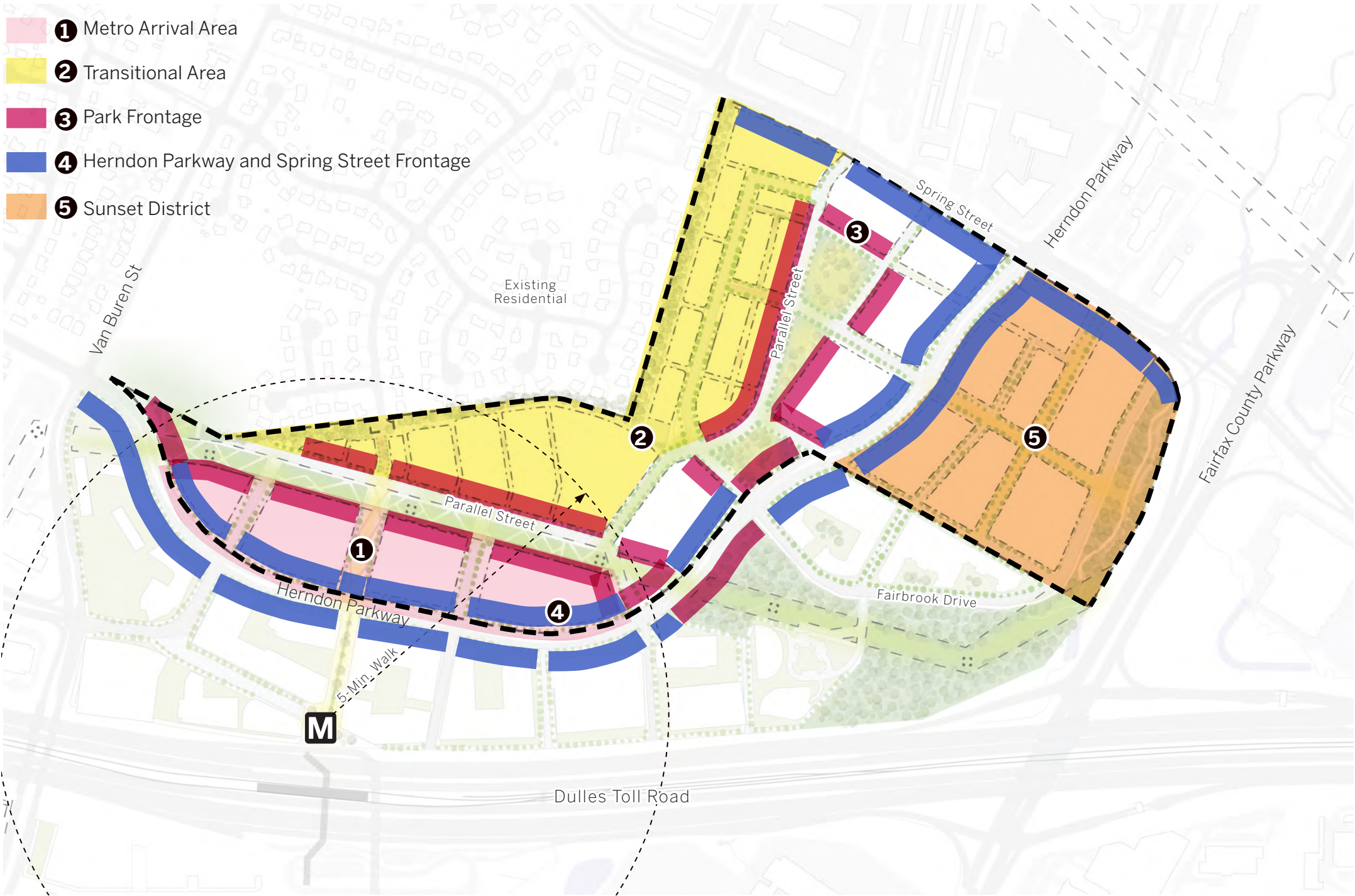
Urban Design Framework

Context-Specific Guidance

While the preceding sections in this chapter dealt with design recommendations encompassing the entire 93-acre site, this section establishes objectives for specific areas within the TRG.

The exhibit on this page lists and depicts specific context-based areas with objectives for design and character, thus meriting more specific design guidance. These areas occasionally overlap and the specific guidance for both contexts would apply in those instances.

More detailed direction on form and character for certain contexts are meant to ensure a diversity in creative and unique experiences and design treatments throughout the TRG that both respond to and reinforce the function and activation of open spaces and streetscapes, and the scale and use of the buildings.



Location of Various Contexts

Metro Arrival

The Metro Arrival area is within a 5-minute walk from the Metro and the most transit oriented area in the TRG. This neighborhood is set to be a vibrant place with a mix of uses including residential, office and retail. This is one of the two areas in the TRG with a planned concentration of retail.

The blocks closer to Metro along Herndon Parkway should be multi-story buildings (see preceding Heights and Massing section) with concealed parking garage structures (see preceding Building Typologies), leaving the area between the Linear Park and the existing neighborhood with low residential townhomes and/or two-over-two's.

The Metro Arrival Plaza is the terminus from the HTOC promenade, and creates an intersection with the planned linear park. As the plaza intersects the linear park, it discreetly connects through the residential mews to the existing pedestrian connector to the Downs neighborhood.

The top two photos to the right were top ranking images in the public Vision Survey for preferred open space type. These serve as precedent images showing the general atmosphere, depth and diversity in landscape design and function, and architectural and urban design elements at the podium level expected in similar fashion for the buildings and open spaces within the Metro Arrival area.



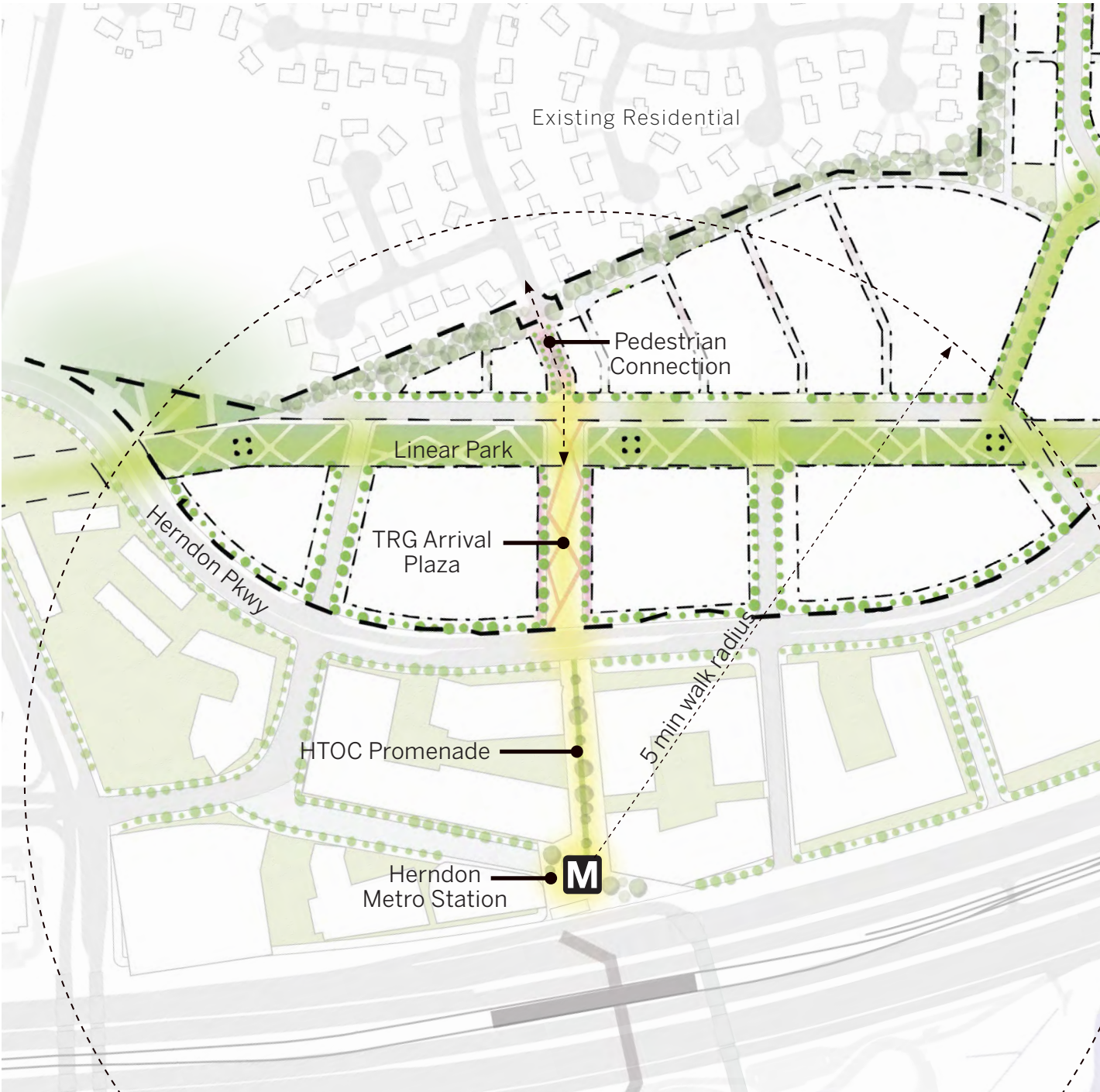
Union Station, Denver



Mosaic District, VA



City Center, DC



Metro Arrival Area

Metro Arrival –Design Strategies

The guidance below delineates preferred approaches for the Metro Arrival area as a gateway for the town and dynamic space with the highest concentration of density and the most balanced mix of uses in the TRG.

- Ground floors should be designed with activated facades and uses when fronting Herndon Parkway, the Metro Arrival Plaza, and the Linear Park.
- Activation can include lobby entrances, shop and restaurant entrances, private build zones with features such as café seating, and dynamic façade designs with transparency, pedestrian-scaled elements, and diverse materiality.
- Podiums should have a consistent height of around 30' with step backs for the upper floors to establish a consistent scale and stay below the transmission line cables.
- Façade design should avoid long spans without notable wall offsets, bays with unadorned walls, low opening to void ratios, and back-of-house service entrances or utility areas within areas of high visibility and pedestrian activity.
- The renderings offer representative concepts of building scale and mass, some basic strategies for ground floor design, and concepts for the open space designs. The building facade designs are not developed and are not intended to illustrate any specific architectural style.



Metro Arrival Plaza (top) and Linear Park (bottom) featuring design strategies – see preceding Recreation and Open Space section for details

Transitional Area

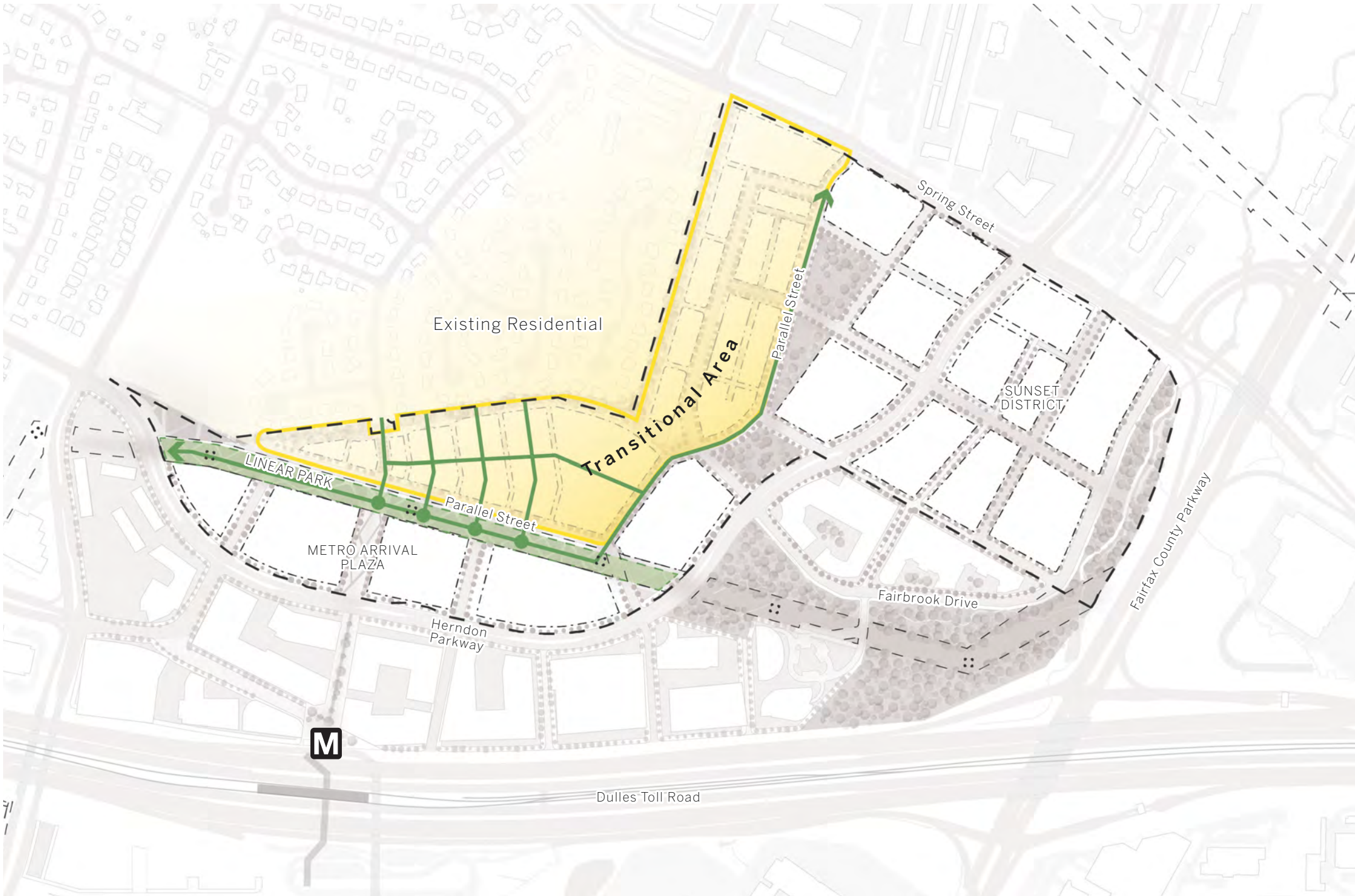
This is a low density residential area consisting of a combination of townhomes and two-over-two's serving as a density and heights transition between the existing single-family detached and townhome neighborhoods, and the planned higher density area fronting Herndon Parkway.

Pedestrians out front, cars in the back.

The portion of this area located south and west of the “Square Park” is envisioned as “mews,” anchored on open space, with pedestrian streets emanating from the planned linear park. This vision aspires to the highest standard of pedestrianized amenities, however the Plan allows the flexibility to provide a “shared street” or local/private street. The streets could be paved with impervious pavers instead of asphalt, as a traffic calming measure (if vehicles were allowed), and as a signal that the street is pedestrian oriented.



Image of pedestrian-oriented mews



Transitional Area

The conceptual rendering to the right depicts the vision for the mews: facing townhomes framing a residential open space, a combination of hardscaped and softscaped surfaces with tree-lined edges. The Typical Section shows the elements to be incorporated, and their arrangement.

- Town house and two-over-two's design guidance:
- Brick or stone should be the primary front and side façade material
 - Other materials may be introduced for decorative features and on the rear of the structure
 - Materials should be durable and resistant to fading, denting and warping
 - Additional rooftop structure adjacent to existing single-family detached residential should be limited

Amenities

- Front Yard
- Pedestrian Circulation
- Landscape and Site Furnishings
- Pedestrian Activities Zone

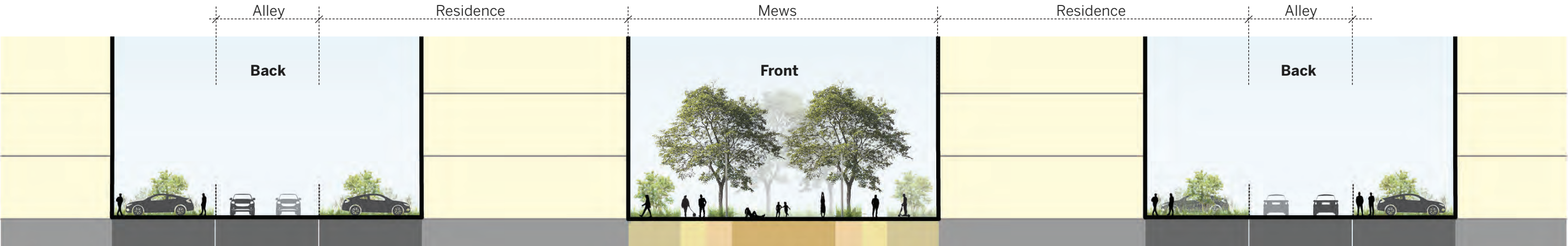
- The dimensions of the mews provide adequate space for multiple simultaneous activities and significant levels of sunlight.
- Façade materials display texture and a residential scale while keeping with the contemporary aesthetic of the TRG.
- A broad vegetative screen or buffer shields the existing residential homes outside the TRG from development within the TRG.
- Alleys, rather than through streets, are located in proximity to the edge of the TRG.
- The buffer area can include open space amenities and pedestrian areas but must provide a continuous screen



Key Plan



Rendering of a mew-style pedestrian street



Typical Section through residential mews

Park Frontage

The redevelopment framework plan strategically places development blocks shaping the network of open spaces, and fronting parks within and outside the TRG. The planned linear, square and triangle parks in the TRG provide the competitive advantage of having a substantial amount of linear feet of development façades fronting open space. This advantage also occurs with parks outside the TRG, like in the case of the development block fronting the Fairbrook greenery, promising a development with great views in the future.

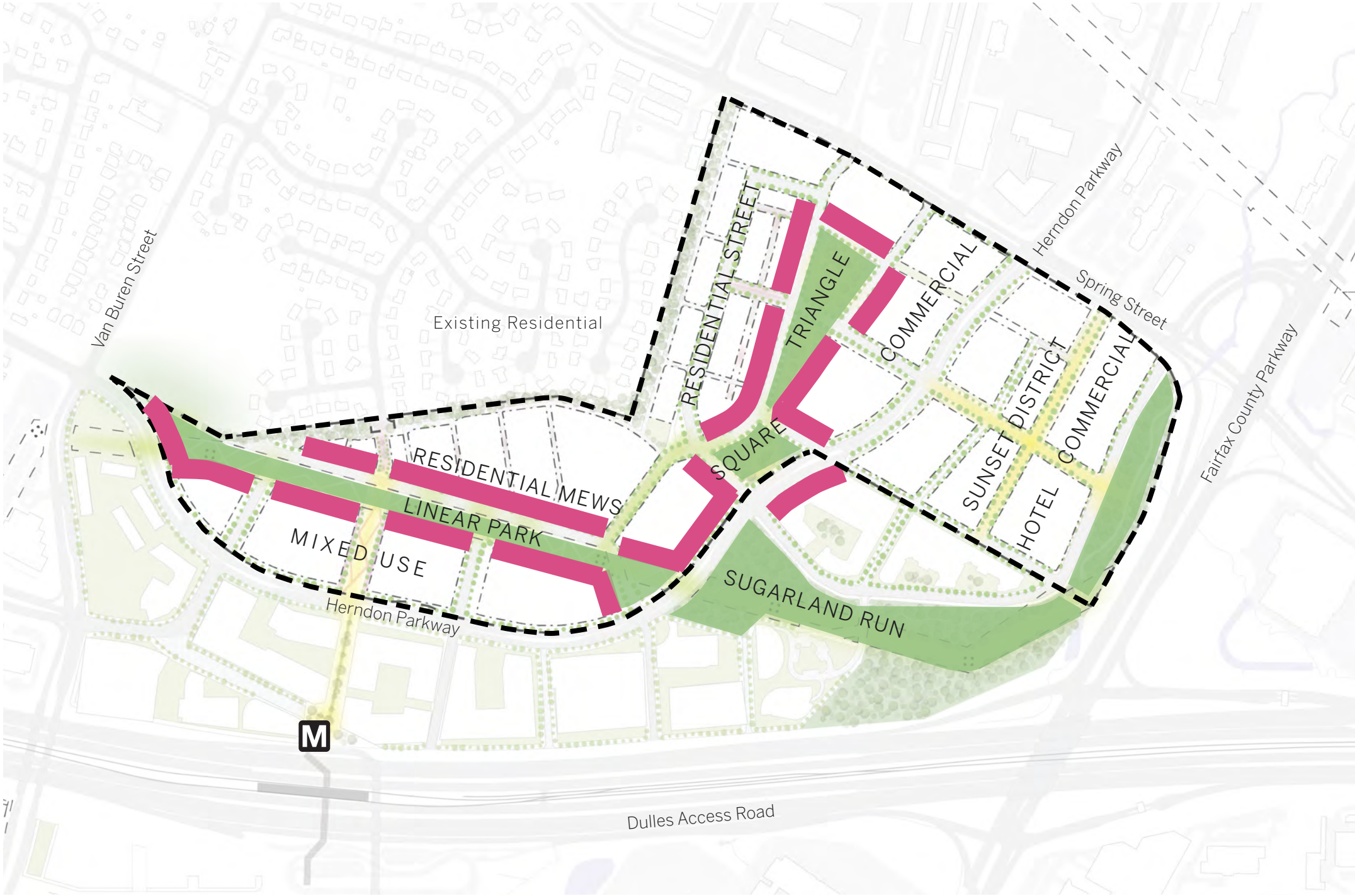
General design guidance for buildings facing parks:

- Façades should have fenestration on all floors with building program having views to the parks
- Parking garages should be concealed by building liners, see preceding Building Typologies section for “liners” definition and graphics
- Ground level access to parks is encouraged, such as: garden apartments and access to amenities or retail
- Potential amenities with park access could include office lobbies, coworking spaces, gyms, cafes, libraries, among others
- Curb cuts along Herndon Parkway must be limited to the public and private streets. Mid-block vehicle access should not be provided.

Development Fronting a Park

Parks

TRG



Park Frontage

Park Frontage

The conceptual rendering to the right offers a potential view to an area of the Triangle Park, taken from the residences fronting it.

The Triangle Park should form a green oasis within the TRG, where larger shade trees and lawn offer a mix of shade and open space. Lawn games can be incorporated into the design as well as quite areas for relaxing, reading and conversing. This rendering offers just an idea of a way to populate the park, such as, with child’s play area, picnic or lunch tables, and a combination of hardscaped and softscaped surfaces. The surrounding buildings are fully fenestrated, with “eyes on the park.”

The Square Park forms an important transition and gateway from the TRG Spring Street neighborhoods to the more urban Metro-centric HTOC and portions of the TRG. This green space extends the natural Sugarland Run parkland on the south side of the Herndon Parkway, to the north side of the Parkway. Emphasis should be on the lawn and trees while providing a small pop-up retail structure or programmable food truck area in its ultimate buildout.

Guidance on the linear park is provided in the Open Space and Recreation sections of the Urban Design Framework chapter.

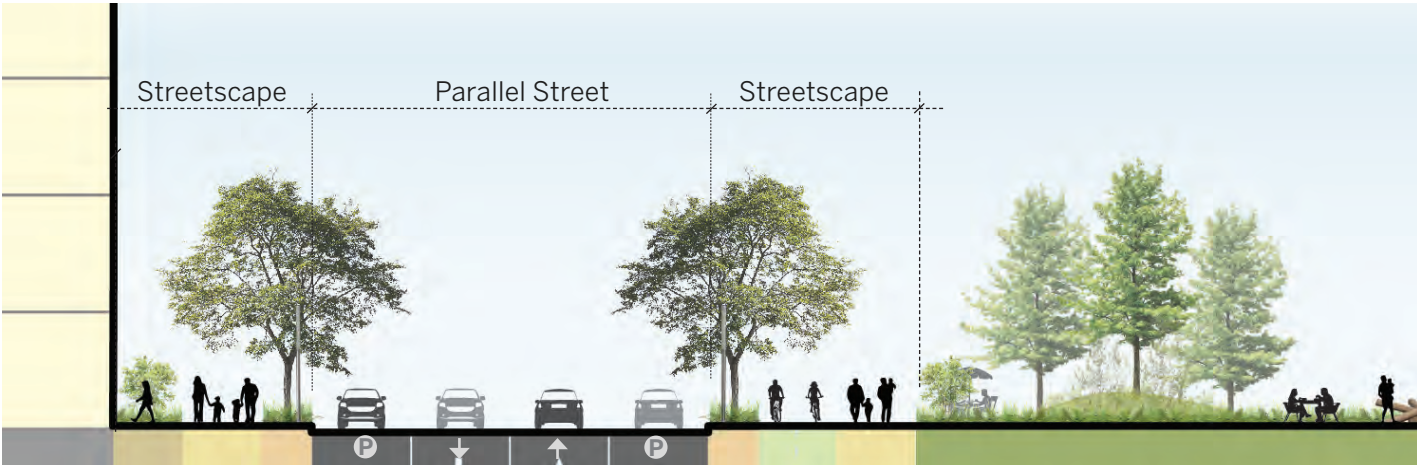
- Amenities**
- Seating/Front or Side Yard
 - Pedestrian Circulation
 - Landscape and Site Furnishings
 - Cycle Track
 - Park



Rendering of the Triangle Park



Key Plan



Site Section through the Triangle Park

Herndon Parkway and Spring Street Frontage

The Plan envisions the look and feel of Herndon Parkway to be fully transformed with a new urban “street wall” of building mass intertwined with pockets of open space. While the purpose of Herndon Parkway will still be to convey motorized vehicles, it will change its look and feel from “throughput” to “place”, establishing an area with a new sense of identity for the Town of Herndon.

This frontage will serve to define the identity of the TRG and in many cases the town given its visibility for those traversing the town to and from Reston and those accessing the Herndon Metrorail Station. As such, thoughtful and quality building and streetscape design will be important.

- Building frontage should be at 30’ from the existing curb, to frame the parkway with an urban streetwall, while also allowing ample sidewalk for multimodal circulation and amenities (see Street Sections)
- Parking garage structures along Herndon Parkway should be concealed behind building liners (see Building Typologies)
- Mixed-use and commercial buildings are expected to have activated ground floors along these frontages, with lobby entrances, shop and restaurant entrances, private build zones with features such as café seating, and dynamic façade designs with transparency, pedestrian-scaled elements, and diverse materiality
- Residential frontages are expected to have activated ground floors along these frontages with lobby and amenities entrances, walk-out residential units, and diverse and appropriately scaled building elements
- These frontages should not have large spans of façades without notable wall offsets, bays with unadorned walls, low opening to void ratios, and back-of-house service entrances or utility areas



Street Frontage Diagram

Herndon Parkway and Spring Street Frontage

This conceptual rendering illustrates the potential Herndon Parkway upon entering the TRG coming from Reston or Downtown Herndon. The depicted urban streetwall is at the aforementioned 30’ offset from the curb, however architectural articulation in the form arcades, colonnades, overhangs and upper setbacks may be used to add to visual variety.

The rendering offers an idea of the building scale and mass, some basic strategies for ground floor design, and concepts for the streetscape designs. The building façade designs are not developed and are not intended to illustrate any specific architectural style.



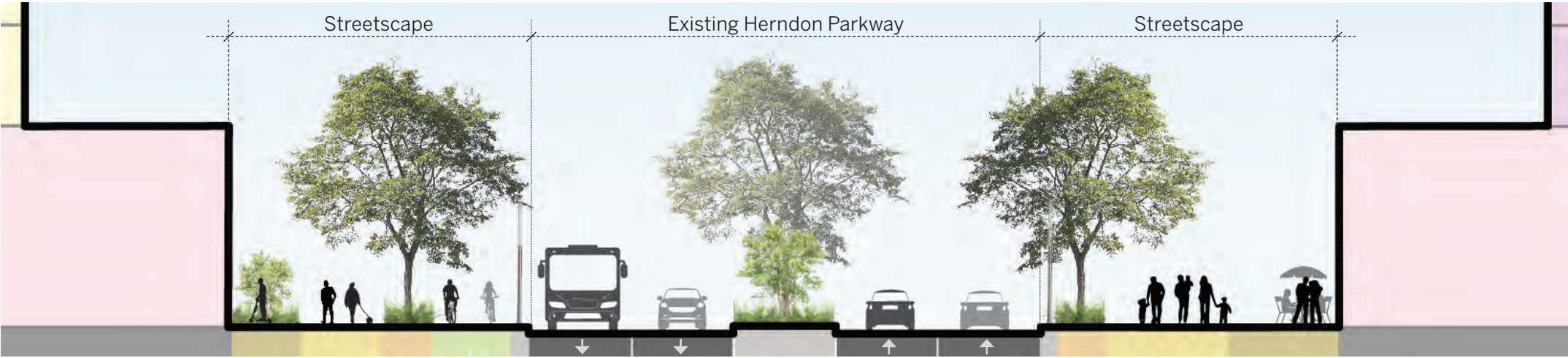
Key Plan

Amenities

- Seating/Frontage
- Pedestrian Circulation
- Landscape and Site Furnishings
- Cycle Track
- Buffer



Rendering of the Herndon and Spring Street gateway to the TRG



Section through Herndon Parkway

Sunset District

The TRG-SAP envisions a transformative landscape seamlessly integrating creative office spaces within the Sunset Business Park to enrich connections with Sugarland Run. This vision revitalizes the business park, positioning it as a dynamic hub fostering economic growth and community engagement. The incorporation of creative office spaces is pivotal, fostering collaboration, innovation, and a progressive work environment. With a commitment to connectivity, the TRG project strives to forge links to Sugarland Run, cultivating a holistic urban experience that emphasizes sustainability, accessibility, and a dynamic mix of uses in the Sunset District.

The Plan seeks to transform this area from a parking lot driven business park to a great urban public realm. To achieve this, some of the front door parking along the renamed “Sunset Main Street” must be relocated to back of house areas. “Makers Place” is the designated service street and “back of house” for the district.

Building façades along Makers Place are not required to be on the edge of the block, so that buildings can be pulled back and allow open air areas like service yards or outdoor work areas or surface parking; this is the only area in the TRG where surface parking is allowed, as long as there is building frontage on Herndon Parkway, Sunset Main Street, and Spring Street.

The existing Sunset Park Drive would be transformed into a “main street,” hence the new name “Sunset Main Street.” A reduced roadway and widened sidewalks with street trees and outdoor seating would bring to this area the “small town feel” that Herndon residents are so enamored with, but with the industrial (and funky) vibe that brings about the unique identity of the Sunset District. A feel similar to that of Union Market in DC, but with the local Town flavor.



Sunset District

This conceptual rendering illustrates the parking conversion to sidewalk, with on-street parallel parking. An area presently filled with cars becomes a place, alive with human interaction and greenery.

Buildings within the Sunset District should embrace and reinforce the eclectic atmosphere of Sunset Business Park with creative and innovative architectural expressions that, while still designed at pedestrian scale and oriented for the pedestrian experience, exhibit some bolder expressions that establish a character specific to the Sunset District. The use of artwork and colors in the building and close integration of the building with equally eclectic and very robust streetscape should be employed within this area. There is also the opportunity for specific signage standards that provide more flexibility in design and location.



Key Plan

Amenities

- Seating/Frontage
- Pedestrian Circulation
- Landscape and Site Furnishings



Rendering of Sunset Main Street



Urban Design Framework

Equity Framework

The TRG Small Area Plan Vision reflects the insights of diverse stakeholders including the property owners, businesses, residents, community organizers, elected leaders, town staff and the general public. As a guiding document looking to the future, this plan has identified a vision for the area – from transportation to landscape to housing and more. The vision was developed using an equity lens from the beginning by reflecting on the past and present. As the Town of Herndon moves towards implementing this vision and making it a reality for a more equitable and resilient TRG, it will require assessment of Equity metrics established by the Town of Herndon at regular intervals to advance the Plan’s objectives through stakeholder collaboration. As a part of this process, eight building blocks to guide growth and development in the study area. These are:

Cultural Sensitivity

Future development should prioritize cultural sensitivity by recognizing and honoring the distinct cultural backgrounds of the impacted communities. All future growth and progress should be influenced by a wide range of voices, including individuals from diverse backgrounds, cultures, and expertise. Extensive community involvement in project assessments and appraisals is of utmost importance. Establishing an open channel of communication with the community and stakeholders is crucial, integrating equity strategies into every phase of the planning and development.

Inclusion

To ensure progressive change in the TRG, it’s essential that the Town of Herndon collaborates closely with the stakeholder community including property owners to establish project equity strategies. Based on stakeholder and public engagement, future development in the TRG should prioritize creating a sense of belonging by accommodating a wide range of human conditions, considering factors like age, mobility, visual capability, neuro-divergence, language, culture, environmental sensitivity, socio-economic

status, and religious affiliation. Every new development should embrace universal design principles to ensure accessibility and inclusivity for all members of the community, fostering a more welcoming urban environment. Incorporating feedback from public engagement sessions into equitable design strategies will remain crucial throughout this process.

Advocacy

Advocacy is an important pillar of evaluating equity by placing a special emphasis on marginalized and low-income communities. All future development should prioritize inclusive design by adopting practical approaches that consider the unique needs of these communities, ensuring that public spaces and infrastructure are accessible and functional for all future residents of the TRG. Development strategies should be carefully crafted to ensure that underserved communities, including low-income residents, communities of color, immigrants, and others at risk of being left behind, benefit from the transformation. This can be achieved by incorporating affordable housing options, job opportunities, and educational resources within development of properties. Evaluating equity also requires assessing how responsible and impactful investments should be made to guarantee that lower-wealth residents can reside in culturally rich, healthy, safe, and opportunity-filled neighborhoods, ultimately fostering greater social and economic equity within the urban environment. Region-wide best practices should be looked into to integrate proven approaches that promote equitable urban development. All future initiatives should rectify specific gaps in urban performance, such as food deserts, park deserts, and amenity deserts, and make its data and research transparent and accessible to the community and stakeholders, actively advocating for the community’s interests.

Access

Equity through access can be ensured if spaces are welcoming to everyone, incorporating areas designed for diverse income levels, and accommodating

both housed and unhoused individuals, with public spaces that encourage gatherings and inclusivity. Accessibility, comfort, and usability should be paramount for any new development in the TRG, reflecting the principles of universal design and sensory impairment sensitive design to cater to people of all backgrounds and abilities. As exhibited by the plan, future development must prioritize interconnectivity and non-segregation principles by providing public and open spaces within a short walking distance, easy access to transit, and proximity to community amenities.

Safety

Future development should prioritize both physical and neurological safety, fostering a sense of security through transparent façades and the “eyes on the street” concept. It should also promote a vibrant public realm with safe programming and enhance interconnectivity and permeability through varied density and open space planning. Furthermore, changes in the future should align with this vision to support land use changes that prioritize safety, and incorporate design features that cater to neurodiverse inhabitants. Functional security features should be seamlessly integrated into the community-focused design, facilitating meaningful interactions while ensuring safety. Resiliency measures against climate change and natural disasters should be integrated in any future development, protecting the community and exceeding local safety standards to ensure long-term sustainability and equitable safety.

Health and Well-being

Physical health and mental well-being is crucial when implementing the Plan for the future TRG area. This can be done by ensuring residents, workers, students and all users of the spaces here have access to quality outdoor views, minimizing noise pollution for a comfortable environment. Active programming in commercial areas should be designed to contribute to the neighboring community, fostering inclusivity and shared benefits. Any new development should

enhance the environment and improve the quality of living by creating a microclimate managed through shading and tree coverage, thereby providing a comfortable and green outdoor environment for all residents. An active lifestyle can be encouraged by development partners through improved walk and bike scores by offering high-quality open spaces, playgrounds, and robust pedestrian and biking infrastructure within easy reach.

Community Prosperity

Prosperity is at the core of any successful community and an important goal of the TRG Vision. This can be achieved by providing spaces for local businesses, minority-owned, women-owned, and small businesses, and by incorporating retail spaces and community facilities that cater to the neighborhood’s needs. Providing economic opportunities for the local population is also essential. As envisioned for Sunset business park – diverse economically-focused initiatives should continue to be prioritized, such as introducing new incubators, co-working spaces, a variety of retail spaces, and local community anchor spaces. It should also involve the utilization of local artists and locally-sourced labor promoting economic empowerment and inclusivity. The inclusion of community facilities like community kitchens, daycare centers, and other resources can enhance the quality of life for residents, particularly those from racially marginalized backgrounds.

Advancing equity is inextricably linked with prioritizing diverse housing access by including a range of housing types, including social, affordable, and inclusionary housing, to cater to the needs of different income groups and promote economic diversity. Strategies for the inclusion of unhoused individuals and people from all socio-economic levels should also be integrated in planning any new development to ensure that the benefits of the urban design are accessible to a broad and inclusive community with the TRG and beyond.

Agenda Item: Architectural Review for ZMA#24-001, 250 Exchange Place

Meeting Date: April 2, 2025

Category: Discussion

Prepared by: Bryce Perry, Deputy Director of Community Development

Description:

This item constitutes the official preliminary review of the conceptual architecture proposed in the rezoning application, ZMA#24-01. This application proposed to redevelop the office park at 250 Exchange Place with a multifamily residential building and two-over-two stacked residential units. Site improvements also include the extension of Fairbrook Drive, construction of a new public street and private streets, a structured parking garage, and two publically accessible park areas. The board's review of this item is part of the review process for the rezoning application. Following ARB review at one or more work sessions, the chair of the ARB will issue a report on the ARB's findings to the chair of the Planning Commission for consideration when the commission is reviewing the rezoning application. The ARB would again review the architecture sometime after the rezoning as part of the formal ARB application process.

This project is the first development application submitted within the recently master-planned Transit-Related Growth Area (TRG). The zoning regulations that will dictate what is allowed within the TRG area have been approved for the multifamily building but remain in development for the two-over-two units. For this review, the applicant has provided the attached exhibit introducing the project design. Below, staff has provided some initial high-level comments for the board to consider in its review. With a conceptual design, the board is not expected to get into every detail of the design but instead provide feedback and direction to the applicant and any broad issues that should be addressed as the architecture is further developed.

Background:

The following comments are provided for discussion by the Board.

Application of TRG Design Guidelines:

The TRG Small Area Plan including some language with design guidance for the building and landscape architecture that the Board should use in its review in addition to the ACD Design Criteria. The applicable chapter from the TRG plan is provided as an attachment. As with most new development design, context matters. New buildings should reinforce a preferred Herndon character and be harmonious with the existing and planned built environment neighboring the project. The Herndon Transit-Oriented Core (HTOC) is across Herndon Parkway and existing single-family detached homes

are immediately to the north of the project. This position leaves the proposed project as an important transition between the mixed-high, high-density developments of the HTOC and the low-density residential neighborhood conservation areas. The overall design narrative must account for this context.

Regarding the Multifamily Building:

Division of the Building into Smaller Parts. As was done with the similar sized and scaled buildings in the HTOC, a building comprising of a full urban block should be divided up into multiple components or facade types, to create the impression of smaller buildings across the block. This approach helps to manage mass, adds visual interest, and most importantly, establishes a scale that is more appropriate for a small town character and in accordance with the small area plan. The proposed design begins to take that approach but staff believes additional measures should be taken to enhance its success. Some possible options to consider in improving this approach include ensuring facade types have substantial returns on the side elevations and creating clean vertical breaks in wall plane, material, and detailing from the ground level through to the parapet.

Sawtooth Aesthetic. The front elevation would be the most public-facing element of the building. It is currently designed with a single facade style that is aligned in a butterflyed sawtooth pattern. This is a unique approach to mass management that isn't used elsewhere in town. While it may help to manage the mass, staff is not certain it effectively establishes the scale intended for the TRG. Where the sawtooth pivots, there might be an opportunity to create a stronger break in the facade style with the use of different materials.

Roofline and Cornice Design Variation. The consistent design of the cornice and height of the roofline creates a cap that works against any attempt at creating smaller architectural compositions across the block. The roofline and detailing at the parapet should vary between the facade types.

Use of Paneling. The design relies on the heavy use of paneling. The overuse of paneling can create an overly flat surface and overly smooth surface and generate a larger scale. Paneling as a primary treatment on any facade type should be avoided and, if used, how it's textured and the arrangement, size, and joint detailing, should be carefully considered.

Ground Level Activation. Despite this being a strictly residential building, activating the ground floor remains an important goal for the TRG. The design includes lobby and resident amenity space on ground floor in addition to numerous walk-out units. It will be important that design is able to effectively project these uses outward such as through the use of transparent storefront glass system. Outdoor seating along the building frontage and similar features also help to activate the streetscapes.

Pediment Height. The TRG plan calls for a pediment height of 40' with building step-backs for floor raising above that height. This was principally meant to establish a consistent scale and design aesthetic across the TRG with some association to the scale of downtown Herndon. As proposed, this guideline is not achieved. The facade type facing the stacked units have a clear distinction between the bottom four floor and top two floors, but that is shown as a material change and not a building step-back.

Regarding the Stacked Units:

Lack of Conceptual Drawings. The applicant for this case prefers not to provide conceptual architectural designs for the stacked units as part of this rezoning application, but instead provide precedent images and design guidelines. This approach is intended to maximize design flexibility for the portion of the project that the applicant intends to sell to another developer to build. At this time, staff is not supporting that approach. However, depending on the quality, strength, and level of detail of the precedent images and guiding language, that stance may change. If this approach is considered, the guiding language should be presented as standards that must be followed and images should be provided that relate to each standard with call-outs for the specific feature on the image that relates to the standard. There should additionally be a section with images showing other projects that comply with all the standards and, of which, the board would approve for this project.

Side Elevation Treatments. The exhibit indicates a different treatment on side elevations from front elevations. Most of the side elevations are as visible if not more visible from public views and should be treated exactly the same as the front facades as it relates to cladding materials with specific provisions for required fenestration.

Proposed Guidance. If this approach is following, the guidance must be directive and clear. Language stating that balconies add visual interest, for example, are simply statements that hold no weight of direction or enforcement. Staff has not evaluated each of the provisions presented but has two design issues that have repeatedly been raised that, any design standards should address. One, commitment to a flat roof or a gable roof should be made, a shallow gable roof partially hidden by a false flat front parapet should be avoided. Two, the architecture across a stick of units should commit to a more townhouse design with clear breaks between each stacked set of units and contrasting designs across the stick or designed with a singular narrative that might be more reflective of a condominium or apartment building. There is a recent tendency to combine these two approaches into a somewhat incoherent facade treatment.

Regarding the Site Features:

Notable Features. The ARB is tasked with also evaluating the landscape architecture.

Screen walls, sitting walls, pergolas, site furnishings, surface treatments, etc, are all components that the ARB should be considering in its evaluation. This is particularly important for this item given that there are two important publicly accessible park areas that will serve as gateways into larger parks as the TRG builds out in the future. Staff is currently evaluating the landscape design and will be providing comments to the applicant as part of the rezoning application however any further input from the ARB would be welcome.

Matching or Separate Aesthetic. Often with site features, the design intent is to have references to the architecture of the building(s). In this case, that is true for areas immediately abutting the multi-family building. In the streetscapes, specific streetscape standards apply that might be distinct from the building design but are consistent with streetscape designs throughout town. For the two park areas along Herndon Parkway, the intent should be to establish an independent design narrative, apart from the building, that can be carried through as those parks are expanded in the future.

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

N/A

Attachments:

1. 250 Exchange Place ARB Exhibit
2. TRG Small Area Plan - Arch Design