



ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA

Herndon Police Department - Community Room
397 Herndon Parkway #300, Herndon, VA 20170

Wednesday, August 6, 2025 | 7:30 PM

-
- 1. Call to Order**
 - 2. New Business**
 - a. Discussion - Pre-application - 13100 & 13150 Worldgate Drive
 - b. 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 - Pre-application - 13100 & 13150 Worldgate Drive

Meeting Date: August 6, 2025

Category: New Business

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

Description:

This discussion item relates to the proposed redevelopment of the properties at 13100 and 13150 Worldgate Drive, located on the northeast corner of Worldgate Drive and Centreville Road/Elden Street. The proposed project will demolish the existing office buildings and partially demolish the extant garage to construct a 5-story, multi-family residential building, stacked two-over-two residential units (stacked condos), and residential townhouses.

The representatives for this project have proposed substantial changes to the proffered elevations for the stacked two-over-two residential units and residential townhouses approved as part of zoning map amendment (ZMA) #22-002 on March 26, 2024, (amended July 16, 2024). The staff analysis included in the attached memo compares the proposed design revisions to the proffered elevations and notes areas where the changes will result in design inconsistency with the multi-family building in terms of design narrative and architectural expression. Staff comments also identify areas where the design changes result in diminished outdoor amenities that the townhouses and/or stacked condos feature.

For additional information, please refer to the attached staff memorandum dated August 6, 2025.

Background:

Staff comments are provided for discussion by the Board in the attached memorandum dated August 6, 2025.

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

N/A

Attachments:

1. Staff Memo
2. Worldgate Stacked Condo ARB Changes
3. Worldgate Townhome ARB Changes
4. ZMA 22-02 GDP - Preferred Elevations

MEMORANDUM

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

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

Date: August 6, 2025

Subject: Pre-application ARB case, 13100 & 13150 Worldgate Drive

Description:

This staff memo relates to the proposed redevelopment of the properties at 13100 and 13150 Worldgate Drive, located on the northeast corner of Worldgate Drive and Centreville Road/Elden Street. The proposed project will demolish the existing office buildings and partially demolish the extant garage to construct a 5-story, multi-family residential building, stacked two-over-two residential units (stacked condos), and residential townhouses.

The representatives for this project have proposed substantial changes to the proffered elevations for the stacked two-over-two residential units and residential townhouses approved as part of zoning map amendment (ZMA) #22-002 on March 26, 2024, (amended July 16, 2024). The staff analysis included in this memo compares the proposed design revisions to the proffered elevations and notes areas where the changes will result in design inconsistency with the multi-family building in terms of design narrative and architectural expression. Staff comments also identify areas where the design changes result in diminished outdoor amenities that the townhouses and/or stacked condos feature. These comments summarize matters staff recommend the applicant address prior to submitting their official ARB application. The board is tasked with considering, evaluating, and discussing staff's comments in addition to comments raised by board members during the August 6 work session. It is important that any comments or guidance back to the applicant be clear and direct.

Background:

This project was first reviewed by the Architectural Review Board (ARB) as a discussion item during the ZMA process at the July 5, 2023, and November 1, 2023, work sessions. During these preliminary reviews, the ARB commented on presentation slide decks that included elevations, perspective renderings, and general material call outs.

On November 28, 2023, the ARB submitted a memo to the Planning Commission stating their overall support of the project. In this memo, the ARB gave feedback regarding the proposed multi-family building, the townhouse, and stacked condo designs. This included a comment that the stepped parapet framed by corner

“bookends” depicted on the stacked condos facing Worldgate Drive and Wiltshire Court emphasized the horizontal aspects of the building’s design in a way that was not integrated with the darker vertical divisions of its windows. The board suggested employing an alternating pattern of pulling forward and stepping back the structure to create a shadow line to emphasize the vertical elements, break up the massing, and impart intentionality to the stepped parapet across the façade.

As of July 2025, the site plan process for this project is ongoing. Therefore, the board is considering the proposed revisions to the proffered elevations as a discussion item. Discussion items are not expected to include the level of detail that an official ARB application needs to include. Despite proposed changes to the proffered elevations, the formal ARB application should include all drawing sheets and materials included as a part of the General Development Plan (GDP) approved under ZMA #22-002. This will facilitate a comprehensive review of the project. Additionally, the ARB record needs to show that the Board reviewed the same materials that were approved as part of the GDP. The material package submitted for the formal ARB application should clearly illustrate both the proffered design juxtaposed with any proposed changes.

Staff Analysis:

Compatibility with the Multi-Family Building. The proposed changes to the townhouse and stacked condo designs are inconsistent with the design of the multi-family portion of the development. As represented in the proffered elevations, the multi-family building has a varied façade treatment with plane changes that create visual interest and prevent the building’s massing from presenting an imposing, monotonous appearance (*Figure 1*). The multi-family units have varied, large windows conveying a sense of openness and visibility between the building and the streetscape. Both these features provide connectivity between the interior of the building and adjacent pedestrian areas. The rooflines are flat and somewhat varied and include a communal roof deck.



Figure 1: Rendering of the multi-family building included in the GDP.

By contrast, the proposed changes to the townhouse and stacked condo buildings present flat and mostly uniform façades (Figure 2; Figure 3). This is a deviation from the proffered elevations, which featured plane changes and recesses that created visual interest. Staff recommend incorporating plane changes along the elevations of the revised designs to create depth. This can be accomplished with stepbacks to create vertical shadow lines to accentuate divisions along the façade. This solution mirrors the feedback that the ARB included in their letter to the planning commission in response to the preferred elevations for stacked condos included in the GDP for ZMA #22-002. This will further serve to diminish the severity of the stepped rooflines seen in the design of both structure types by creating a visual differentiation vertically that corresponds with the height changes along the roofline.



Figure 2: Front and rear elevations of townhouses from the GDP (above); Proposed front and rear elevations of townhouses (below).



Figure 3: Front and rear elevations of stacked condos from the GDP (above); Proposed front and rear elevations of stacked condos (below).

Change from Contemporary to Traditional Design Elements. The new design introduces traditional design features such as double hung windows with soldier-course brick lintels and a gable roof, that are inconsistent with the contemporary nature of the proffered design and contemporary design of the multi-family building (Figure 4; Figure 5). The comments below go into more detail about how these changes are impactful to the overall design. Maintaining a consistent contemporary design will be important for retaining a cohesive design narrative between both phases of this development.



Figure 4: Detail showing soldier-course brick lintels and double hung windows proposed for the stacked condos.

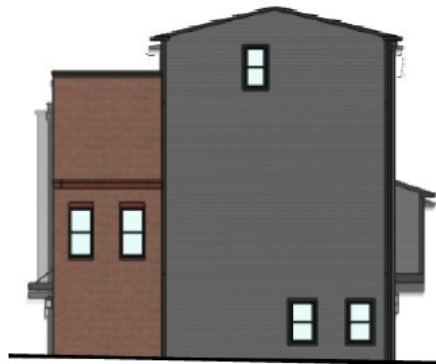


Figure 5: Low-pitch, side-gabled roof proposed for the modified townhouse design.

Division of Facades and Massing. The proposed changes to the façades of the townhouse and stacked condo buildings present an overall lack of visual delineation giving the appearance of a monotonous elevation that diminishes the user experience in the surrounding pedestrian areas (Figure 2; Figure 3). The use of floating, projecting bays on the front elevations of both the townhouse and stacked condo designs begins to create some differentiation along their façades (Figure 6). However, this results in a top-heavy feeling to the design that would be ameliorated by extending the projecting bays to the ground.



Figure 6: Details showing the proposed projecting bays on the stacked condos (left) and the townhouses (right).

Townhouse Roof Type. The revised elevations change the roof type on the townhouses from flat parapet to a low-pitch, side gable (Figure 5). This alters the perceived scale of the buildings, creates an awkward proportion in varying forms from the side elevations, adds a more traditional residential component to the design, and diverges significantly from the flat-roof contemporary design of the multi-family building. The use of a gable form is incongruent with the flat-roofed contemporary design established in the approved architectural design in the GDP and creates a misaligned scale and architectural style on the townhouses.

Use of Balconies. The Juliette balconies are eliminated from the façades meaning that there are no semi-outdoor spaces incorporated into this part of the buildings' design (Figure 7; Figure 8). The number of balconies are reduced on the rear elevations, as well. The reduction of these features results in decreased connectivity and interactivity between inside and outside space. It also removes an architectural feature of the buildings that add visual interest to the overall design and offers a degree of transparency into the units. Furthermore, it removes an amenity for future residents.



Figure 7: Rendering showing the Juliette balconies on the townhouse façades in the proffered elevations included as part of the GDP.



Figure 8: Rendering showing the Juliette balconies on the stacked condo façades in the proffered elevations included as part of the GDP.

Elevation Solid to Void Ratio. The new design and fenestration results in more solid wall space and less opening area (Figure 2; Figure 3). This is due in part to the loss of the large window groupings and is particularly problematic on the side elevations (Figure 9).

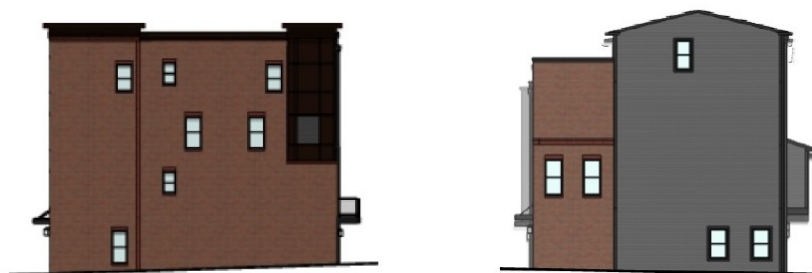


Figure 9: Proposed revisions to the side elevations for the stacked condos (left) and the townhouses (right).

Side Elevation Design. The side elevations of these buildings lack a clear four-level component found in the proffered elevations and the decreased fenestration creates an imposing feeling from the surrounding pedestrian areas (Figure 9). The overall window area is decreased in the revised designs of both the townhouses and the stacked condos, resulting in window arrangements that lack formal cohesiveness with the front

and rear elevations. Furthermore, the rhythm of the window arrangement on the side elevations is interrupted by large, blank expanses of cladding material. This may be addressed with much more expansive use of the cladding material used on the front elevation and through the addition of a “blind window” feature.

Window Arrangement and Articulation. The proposed townhouse and stacked condo elevations decrease the total area of windows on the façades and rear elevations, decreasing the connectivity between the buildings and the streetscape (Figure 2; Figure 3). The use of double hung windows on the townhouses and stacked condo buildings is out of scale for the size of these buildings. The window groupings lack overall cohesiveness in their arrangement. In the proffered elevations, the fenestration along the front and rear elevations held individual spaces along the building and were anchored to the overall massing and divisions between the buildings. Considering the simple, contemporary form of the architecture of both the townhouses and the stacked condos, the window articulation is a vital component in balancing the wall plane and avoiding an overly flat appearance across the buildings’ façades. Details illustrating the window articulation should be provided with the materials submitted for the formal ARB case.

Summary of Findings. Based on the items raised above, staff believe there are numerous design issues with the changes proposed and an overall degradation in the design quality and compatibility with the proffered elevations. The new design strays from the contemporary design that is consistent with the multi-family building and offers a more standard suburban design with conflicting styles and forms. While the design can be refined and tweaked from proffered elevations, the proposed changes are a significant departure that is not supported by staff at this time.



MATERIAL LIST: STACKED TH

- 1.1 BRICK 1
- 1.2 BRICK 2
- 1.3 BRICK 3
- 2.1 FIBER CEMENT PANEL 1
- 2.2 FIBER CEMENT PANEL 2
- 2.3 FIBER CEMENT LAP SIDING 1
- 2.4 FIBER CEMENT LAP SIDING 2
- 2.5 FIBER CEMENT LAP SIDING 3
- 3.1 VINYL RAILING
- 3.2 METAL CANOPY
- 3.3 METAL COPING 1
- 3.4 METAL COPING 2
- 3.5 SEGMENTED GARAGE DOOR
- 4.1 VINYL WINDOW & DOOR SYSTEM

KEY PLAN



DETAIL 1 - FRONT ELEVATION

DETAIL 2 - REAR ELEVATION

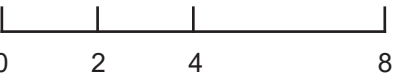
DETAILED ELEVATIONS

26

03/28/2025

ktgy

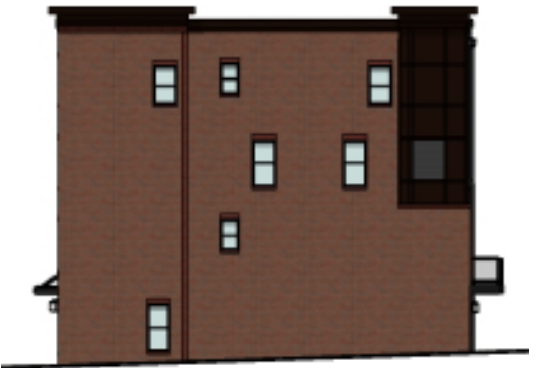
WORLDGATE DRIVE
HERNDON, VA



These images are conceptual and are subject to change in accordance with the approved development plans and proffers. Building materials and colors are subject to change, in accordance with final ARB approval.

Worldgate – Stacked Condos

- Approximately 1900 sf additional brick on end units (front/side/rear)
- Rear, covered outdoor living space on upper units (approx. 117 sf)



Updated Design



Previous Design



1 - FRONT ELEVATION - STACKED BUILDING 9

Updated Design



1 - FRONT ELEVATION - TOWNHOUSE BUILDING 9

Previous Design
Page 16 of 128



Updated Design

1 - REAR ELEVATION - STACKED BUILDING 9



Previous Design

1 - REAR ELEVATION - TOWNHOUSE BUILDING 9



1 - SIDE ELEVATION - TOWNHOUSE BUILDING 1, 3, 5, 7 & 9



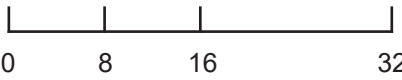
2 - SIDE ELEVATION - TOWNHOUSE BUILDING 9, 8, 6, 4 & 2

BALCONIES SHOWN ARE
OPTIONAL.

KEY PLAN



WORLDGATE DRIVE
HERNDON, VA



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ELEVATIONS

22

03/28/2025



1 - FRONT ELEVATION - STACKED BUILDING 9

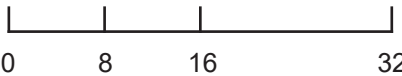


2 - FRONT ELEVATION - STACKED BUILDING 10, 11 & 12

KEY PLAN



WORLDGATE DRIVE
HERNDON, VA



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ELEVATIONS

24

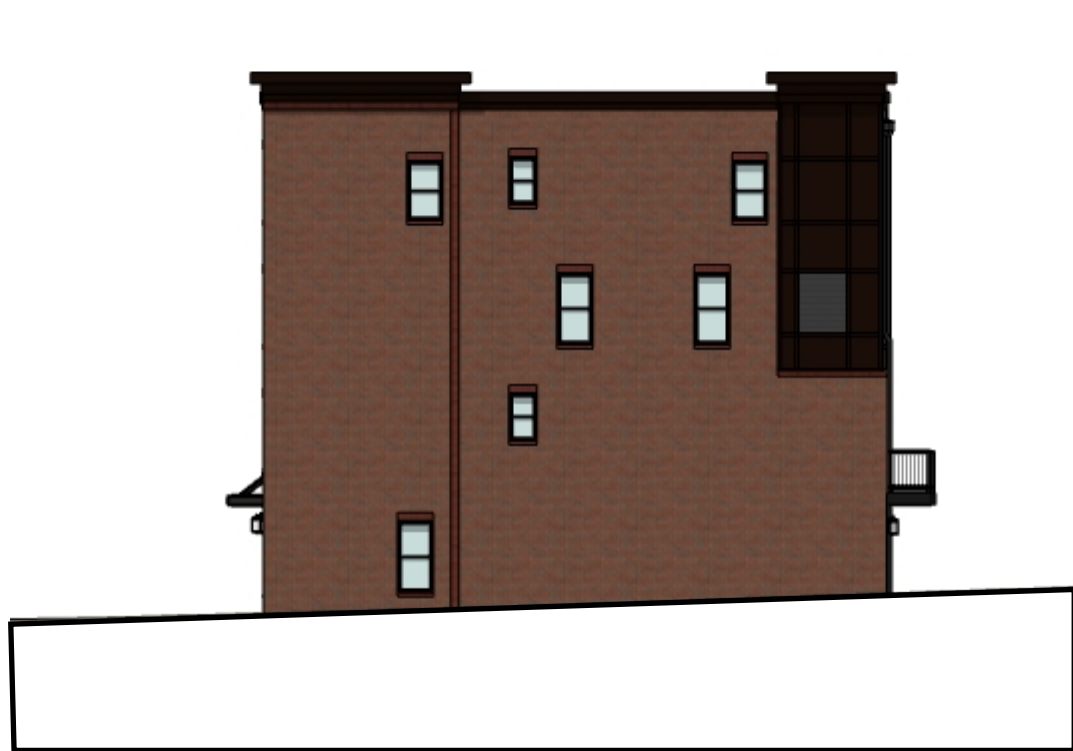
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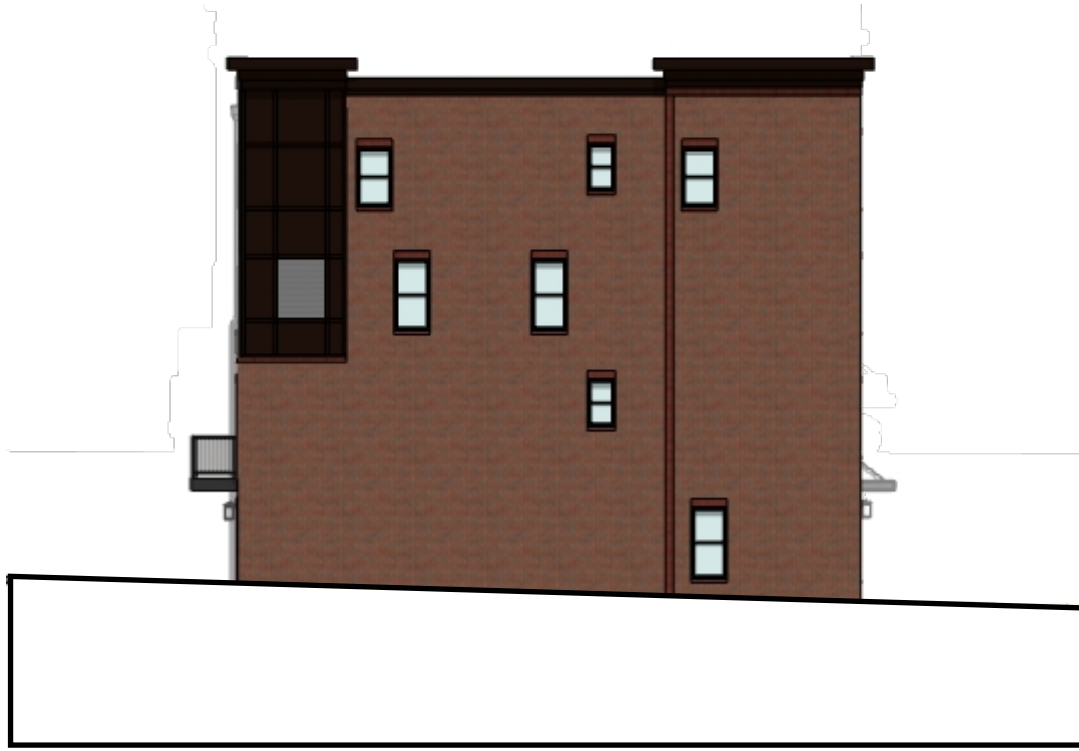
1 - REAR ELEVATION - STACKED BUILDING 9



2 - REAR ELEVATION - STACKED BUILDING 12, 11 & 10



3 - RIGHT SIDE ELEVATION - STACKED BUILDING 10, 11 & 12



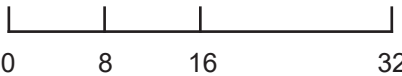
4 - LEFT SIDE ELEVATION - STACKED BUILDING 10, 11 & 12

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KEY PLAN



WORLDGATE DRIVE
HERNDON, VA



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ELEVATIONS

25

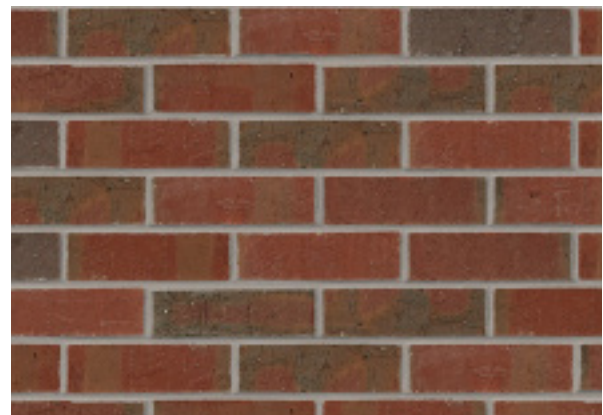
03/28/2025



DETAIL 1 - FRONT ELEVATION



DETAIL 2 - REAR ELEVATION



1.1
BRICK - RED



1.2
BRICK - LIGHT



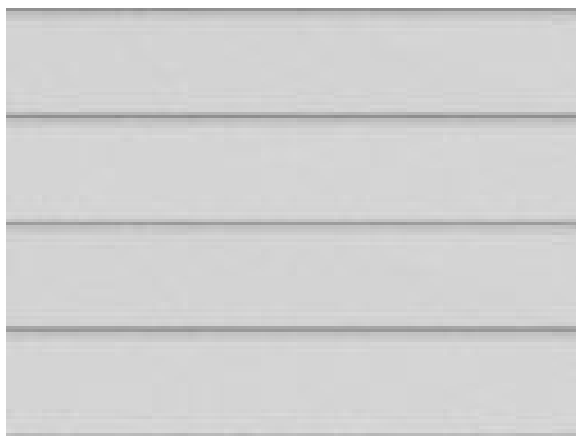
1.3
BRICK - DARK



2.1
FIBER CEMENT PANEL 1



2.2
FIBER CEMENT PANEL 2



2.3
FIBER CEMENT LAP SIDING

MATERIAL LIST: 20' & 22' TH

- 1.1 BRICK 1
- 1.2 BRICK 2
- 1.3 BRICK 3
- 2.1 FIBER CEMENT PANEL 1
- 2.2 FIBER CEMENT PANEL 2
- 2.3 FIBER CEMENT LAP SIDING 1
- 2.4 FIBER CEMENT LAP SIDING 2
- 2.5 FIBER CEMENT LAP SIDING 3
- 3.1 METAL RAILING
- 3.2 METAL CANOPY
- 3.3 METAL COPING 1
- 3.4 METAL COPING 2
- 3.5 SEGMENTED GARAGE DOOR
- 4.1 VINYL WINDOW & DOOR SYSTEM
- 4.2 VINYL RAILING
- 5.1 ASPHALT SHINGLE ROOFING

KEY PLAN



DETAILED ELEVATIONS

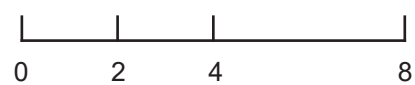
23

03/28/2025

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WORLDGATE DRIVE

HERNDON, VA



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Worldgate - Townhomes

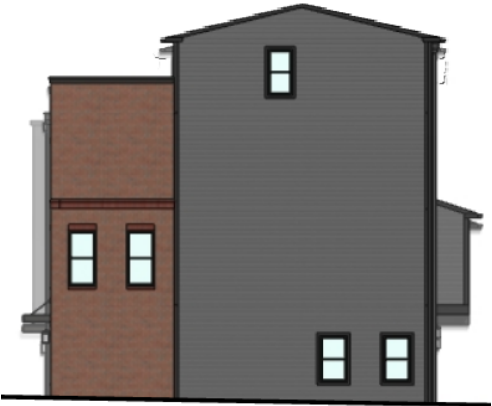
- Additional rear covered outdoor living space (84 square feet) – facing away from traffic noise.
- Front knee wall providing greater privacy of front outdoor living space.
- Approximately 150 square feet of additional brick on front elevations per unit.



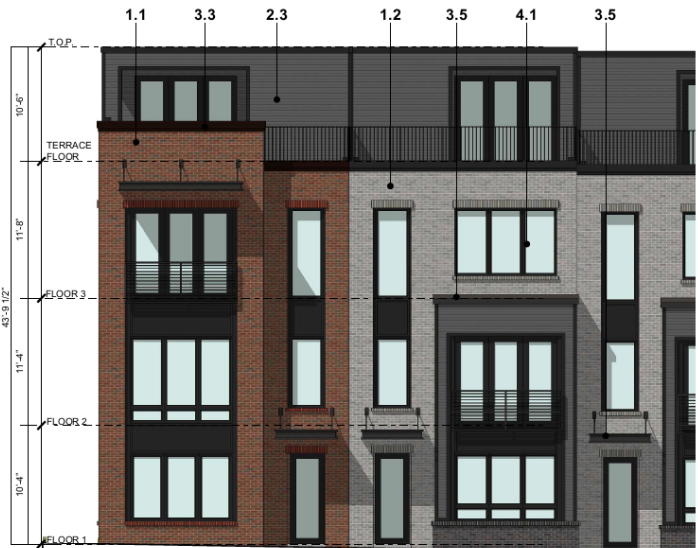
DETAIL 1 - FRONT ELEVATION



DETAIL 2 - REAR ELEVATION



Updated Design



DETAIL 1 - FRONT ELEVATION



DETAIL 2 - REAR ELEVATION



Previous Design



1 - FRONT ELEVATION - TOWNHOUSE BUILDING 1 & 2

Updated Design



1 - FRONT ELEVATION - TOWNHOUSE BUILDING 1 & 2

Previous Design



1 - REAR ELEVATION - TOWNHOUSE BUILDING 1 & 2

Updated Design



1 - REAR ELEVATION - TOWNHOUSE BUILDING 1 & 2

Previous Design



1 - FRONT ELEVATION - TOWNHOUSE BUILDING 1 & 2



2 - FRONT ELEVATION - TOWNHOUSE BUILDING 3 & 4



3 - FRONT ELEVATION - TOWNHOUSE BUILDING 5 & 6

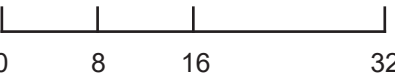


4 - FRONT ELEVATION - TOWNHOUSE BUILDING 7 & 8

KEY PLAN



WORLDGATE DRIVE
HERNDON, VA



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ELEVATIONS

20

03/28/2025



1 - REAR ELEVATION - TOWNHOUSE BUILDING 1 & 2



2 - REAR ELEVATION - TOWNHOUSE BUILDING 3 & 4



3 - REAR ELEVATION - TOWNHOUSE BUILDING 5 & 6



4 - REAR ELEVATION - TOWNHOUSE BUILDING 7 & 8

BALCONIES SHOWN ARE
OPTIONAL.

KEY PLAN



ktgy

WORLDGATE DRIVE
HERNDON, VA

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ELEVATIONS

21

03/28/2025



1 - SIDE ELEVATION - TOWNHOUSE BUILDING 1, 3, 5, 7 & 9



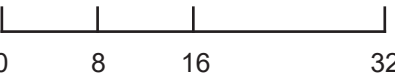
2 - SIDE ELEVATION - TOWNHOUSE BUILDING 9, 8, 6, 4 & 2

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KEY PLAN



WORLDGATE DRIVE
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ELEVATIONS

22

03/28/2025



1 - FRONT ELEVATION - TOWNHOUSE BUILDING 1 & 2



2 - FRONT ELEVATION - TOWNHOUSE BUILDING 3 & 4



3 - FRONT ELEVATION - TOWNHOUSE BUILDING 5 & 6



4 - FRONT ELEVATION - TOWNHOUSE BUILDING 7 & 8

KEY PLAN





1 - REAR ELEVATION - TOWNHOUSE BUILDING 1 & 2



2 - REAR ELEVATION - TOWNHOUSE BUILDING 3 & 4



3 - REAR ELEVATION - TOWNHOUSE BUILDING 5 & 6

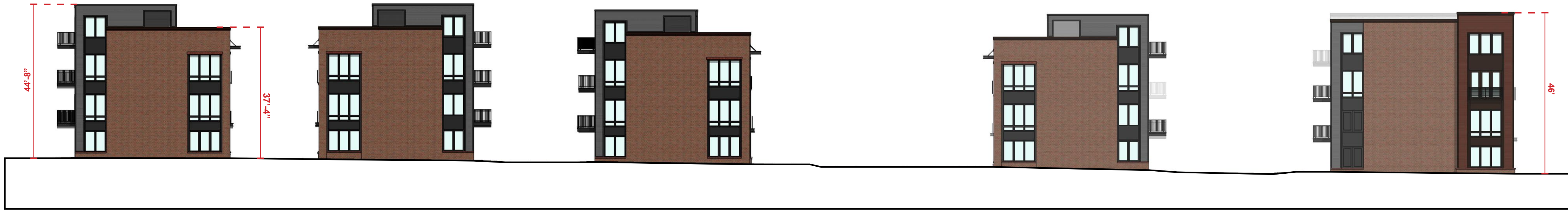


4 - REAR ELEVATION - TOWNHOUSE BUILDING 7 & 8

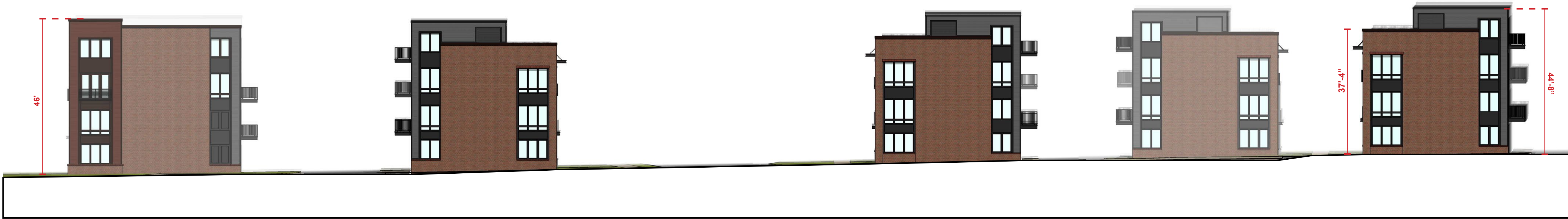
BALCONIES SHOWN ARE
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KEY PLAN





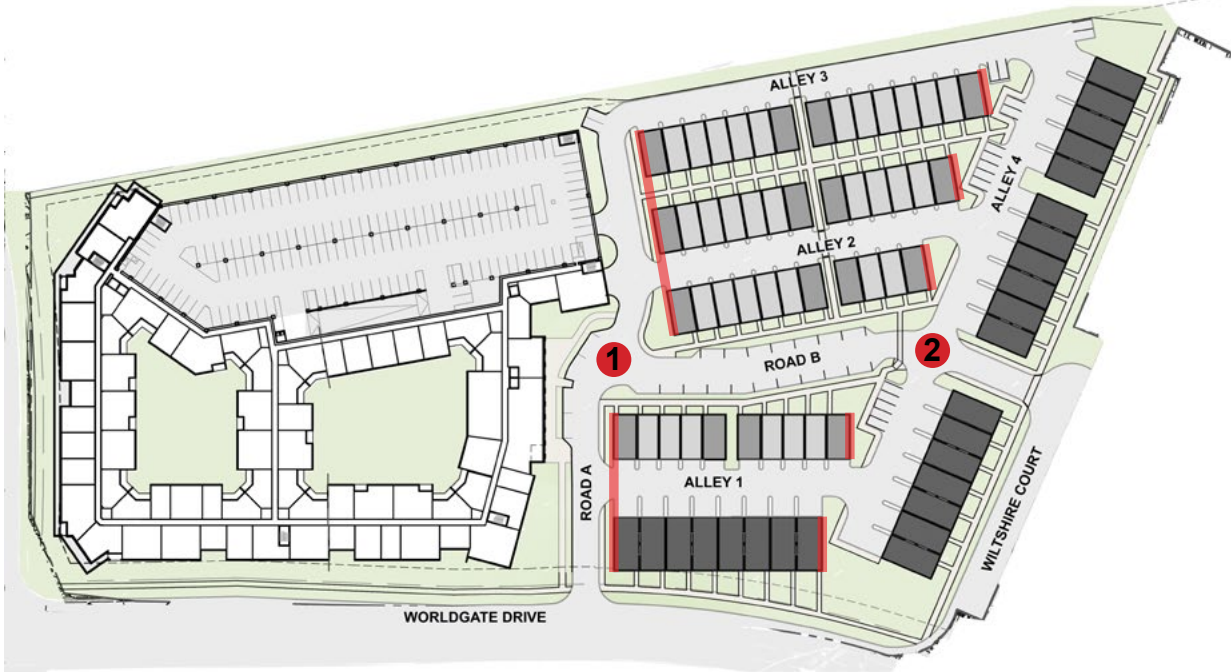
1 - SIDE ELEVATION - TOWNHOUSE BUILDING 1, 3, 5, 7 & 9



2 - SIDE ELEVATION - TOWNHOUSE BUILDING 9, 8, 6, 4 & 2

BALCONIES SHOWN ARE
OPTIONAL.

KEY PLAN



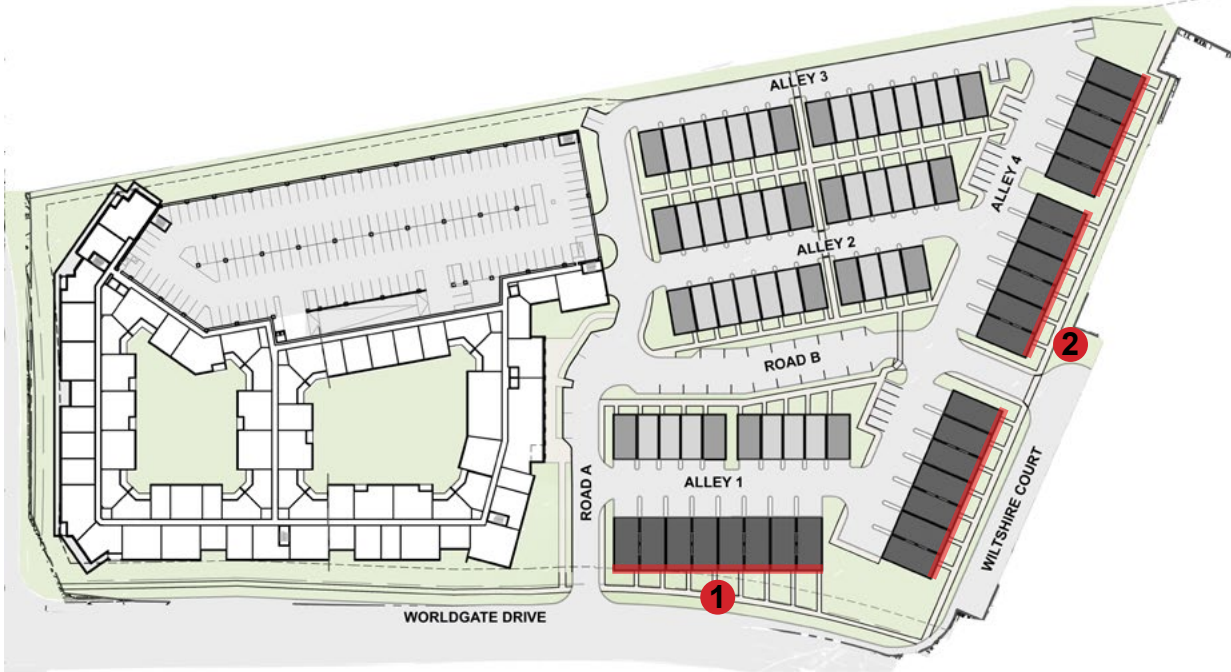


1 - FRONT ELEVATION - TOWNHOUSE BUILDING 9



2 - FRONT ELEVATION - TOWNHOUSE BUILDING 10, 11 & 12

KEY PLAN





1 - REAR ELEVATION - TOWNHOUSE BUILDING 9



2 - REAR ELEVATION - TOWNHOUSE BUILDING 12, 11 & 10



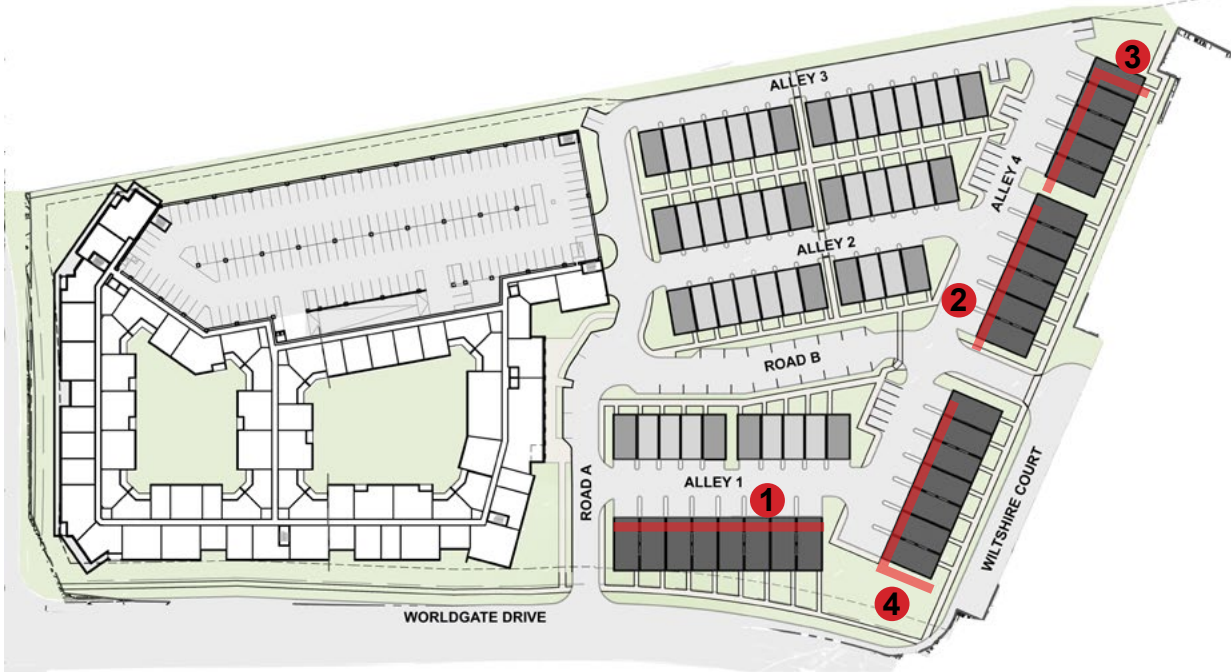
3 - RIGHT SIDE ELEVATION - TOWNHOUSE BUILDING 10, 11 & 12

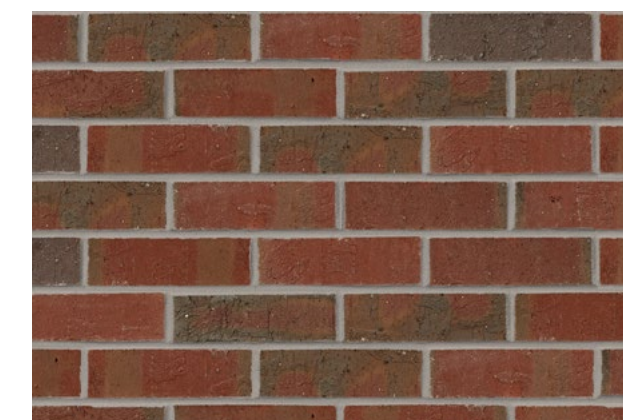
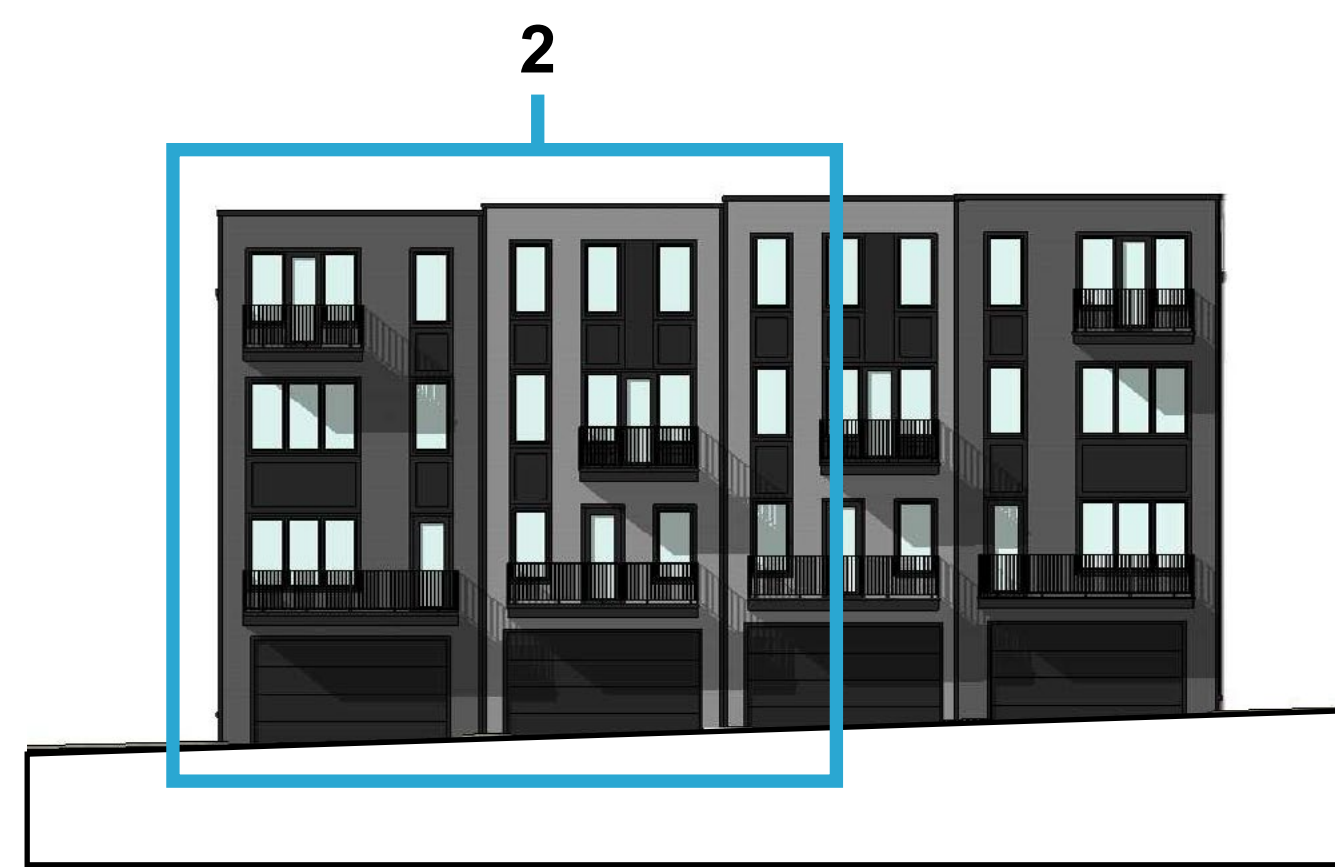


4 - LEFT SIDE ELEVATION - TOWNHOUSE BUILDING 10, 11 & 12

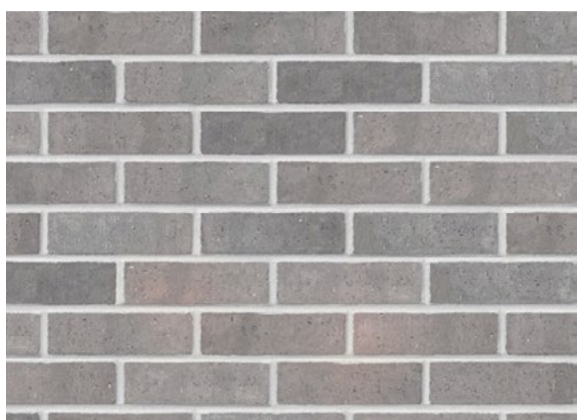
BALCONIES SHOWN ARE
OPTIONAL.

KEY PLAN





1.1
BRICK - RED



1.2
BRICK - LIGHT



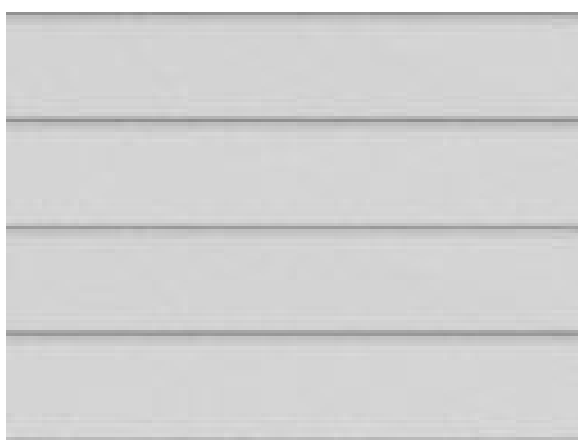
1.3
BRICK - DARK



2.1
FIBER CEMENT PANEL 1



2.2
FIBER CEMENT PANEL 2



2.1
FIBER CEMENT LAP SIDING



DETAIL 1 - FRONT ELEVATION

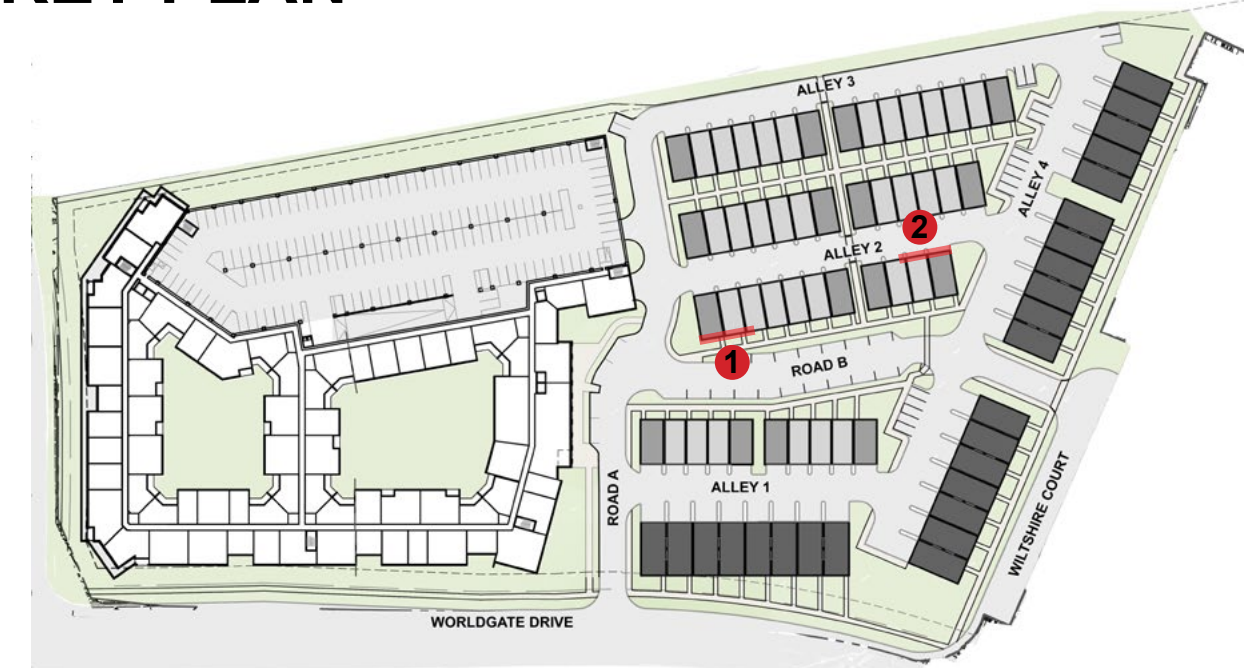


DETAIL 2 - REAR ELEVATION

MATERIAL LIST: 20' & 22' TH

- 1.1 BRICK 1
- 1.2 BRICK 2
- 1.3 BRICK 3
- 2.1 FIBER CEMENT PANEL 1
- 2.2 FIBER CEMENT PANEL 2
- 2.3 FIBER CEMENT LAP SIDING 1
- 2.4 FIBER CEMENT LAP SIDING 2
- 2.5 FIBER CEMENT LAP SIDING 3
- 3.1 METAL RAILING
- 3.2 METAL CANOPY
- 3.3 METAL COPING 1
- 3.4 METAL COPING 2
- 3.5 SEGMENTED GARAGE DOOR
- 4.1 VINYL WINDOW & DOOR SYSTEM

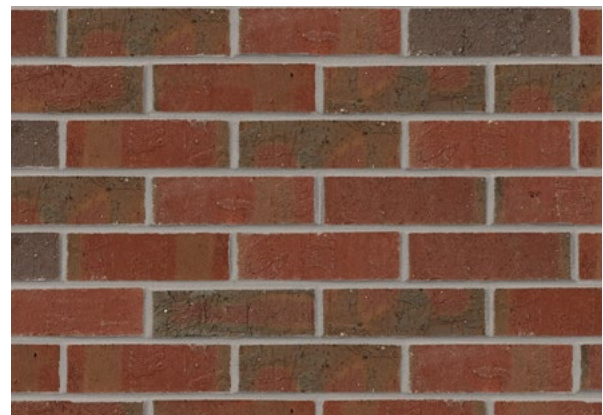
KEY PLAN



DETAILED ELEVATIONS

A-33

03/08/2024



1.1
BRICK - RED



1.2
BRICK - LIGHT



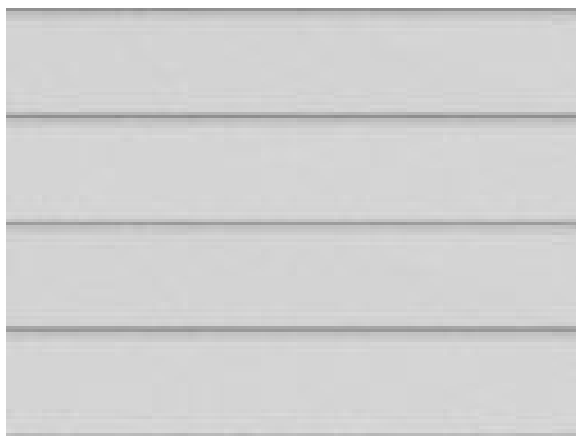
1.3
BRICK - DARK



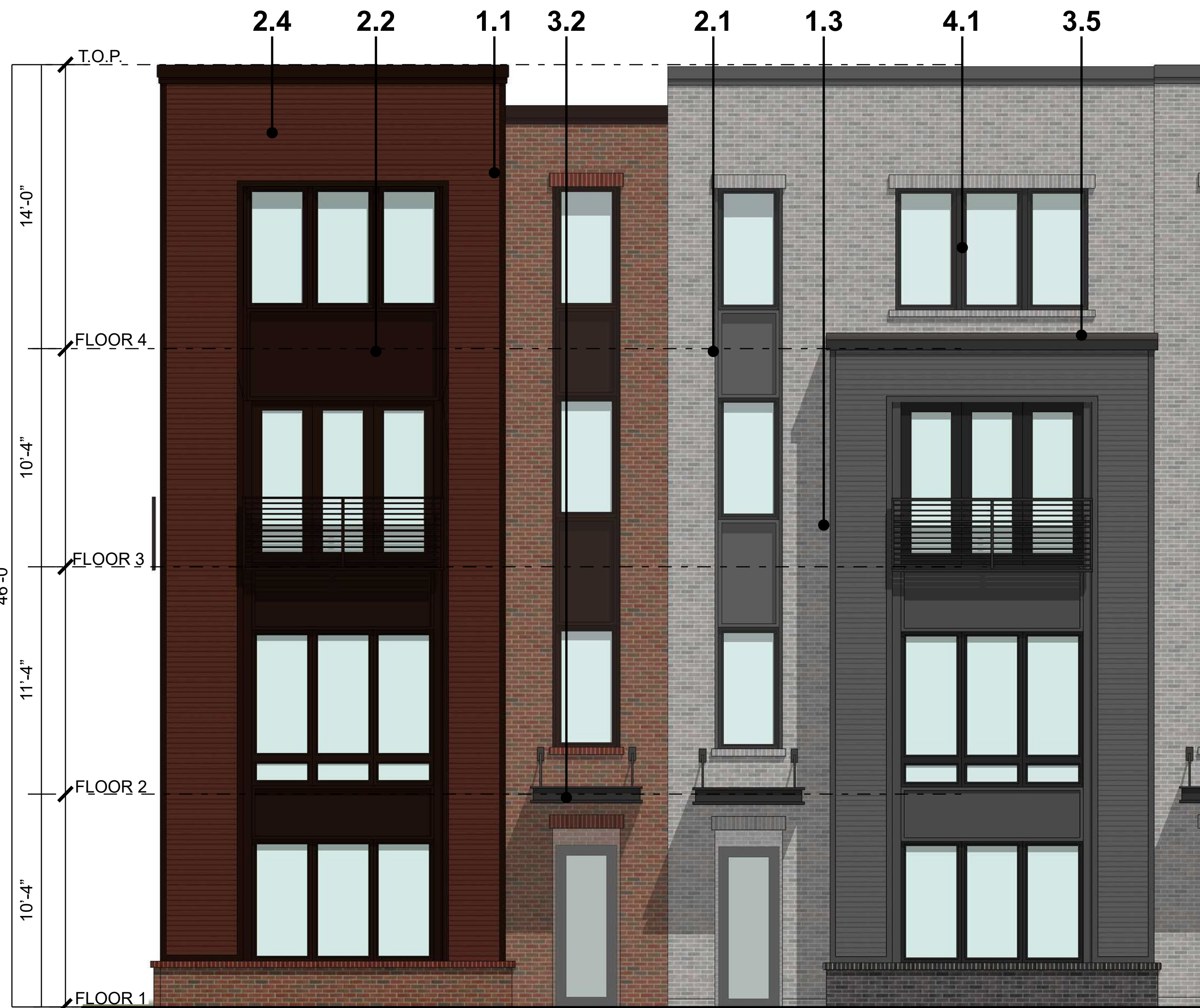
2.1
FIBER CEMENT PANEL 1



2.2
FIBER CEMENT PANEL 2



2.1
FIBER CEMENT LAP SIDING



DETAIL 1 - FRONT ELEVATION



DETAIL 2 - REAR ELEVATION

MATERIAL LIST: STACKED TH

- 1.1 BRICK 1
- 1.2 BRICK 2
- 1.3 BRICK 3
- 2.1 FIBER CEMENT PANEL 1
- 2.2 FIBER CEMENT PANEL 2
- 2.3 FIBER CEMENT LAP SIDING 1
- 2.4 FIBER CEMENT LAP SIDING 2
- 2.5 FIBER CEMENT LAP SIDING 3
- 3.1 METAL RAILING
- 3.2 METAL CANOPY
- 3.3 METAL COPING 1
- 3.4 METAL COPING 2
- 3.5 SEGMENTED GARAGE DOOR
- 4.1 VINYL WINDOW & DOOR SYSTEM

KEY PLAN



DETAILED ELEVATIONS

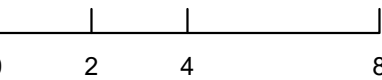
A-34

03/08/2024

20230003

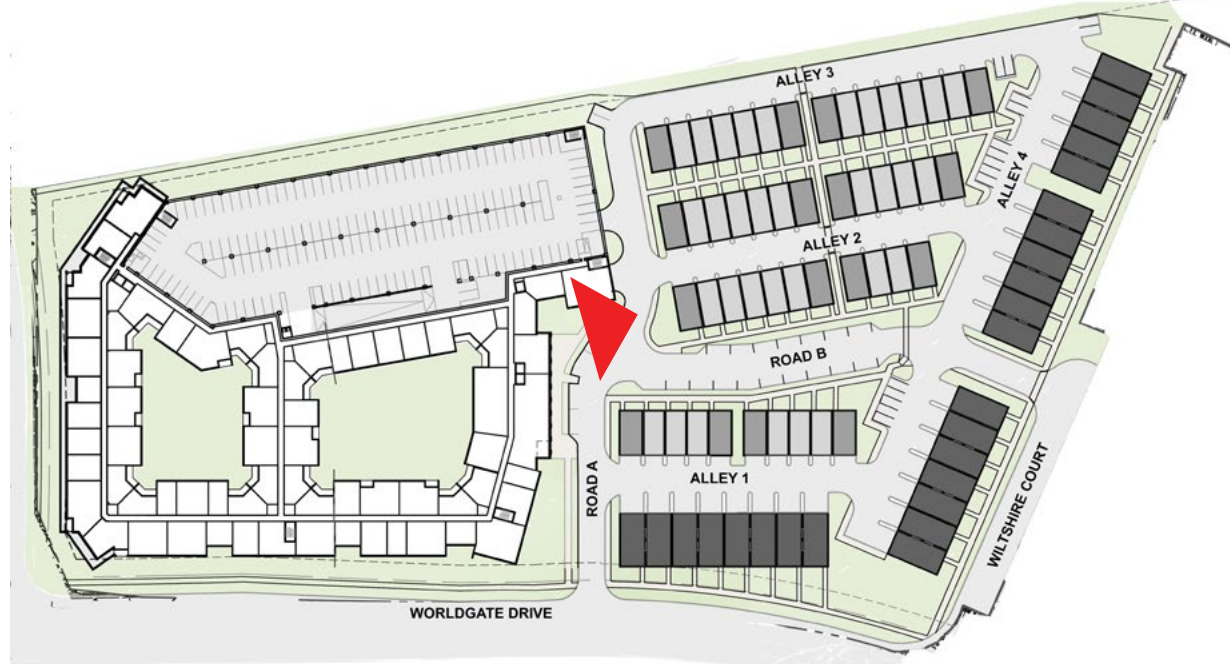


WORLDGATE DRIVE
HERNDON, VA





KEY PLAN



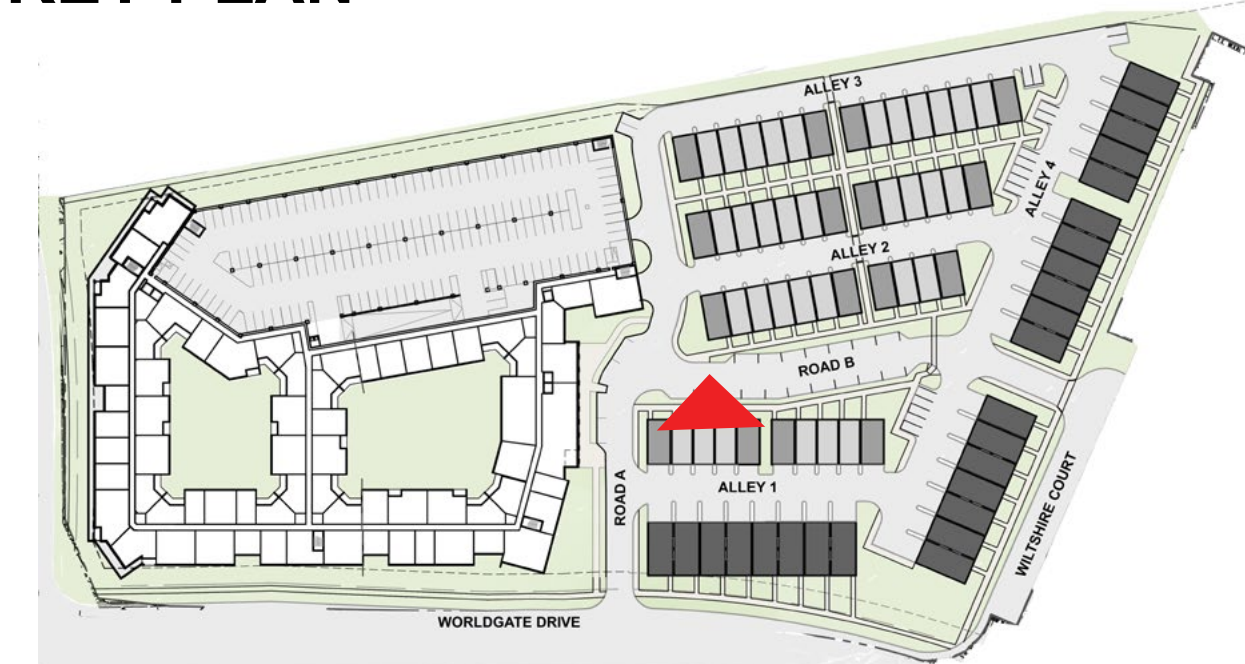
PERSPECTIVE

A-35

03/08/2024



KEY PLAN



PERSPECTIVE

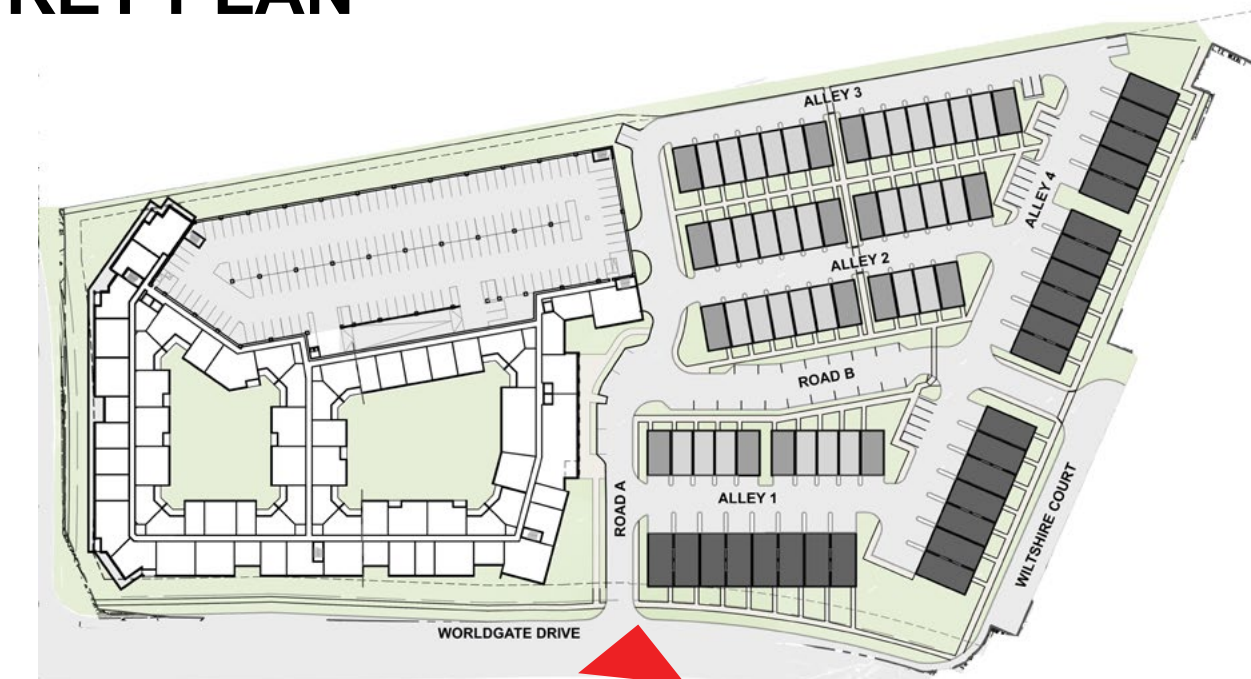
A-36

03/08/2024





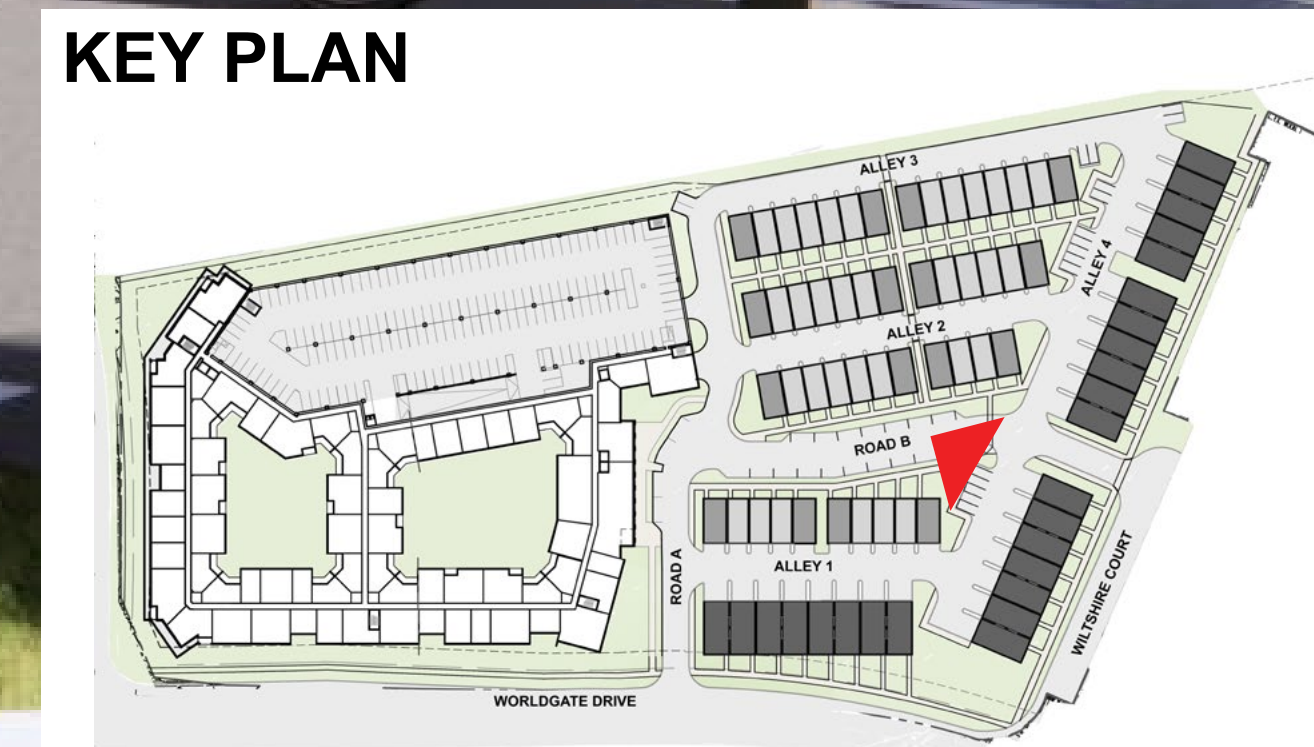
KEY PLAN



PERSPECTIVE

A-38

03/08/2024



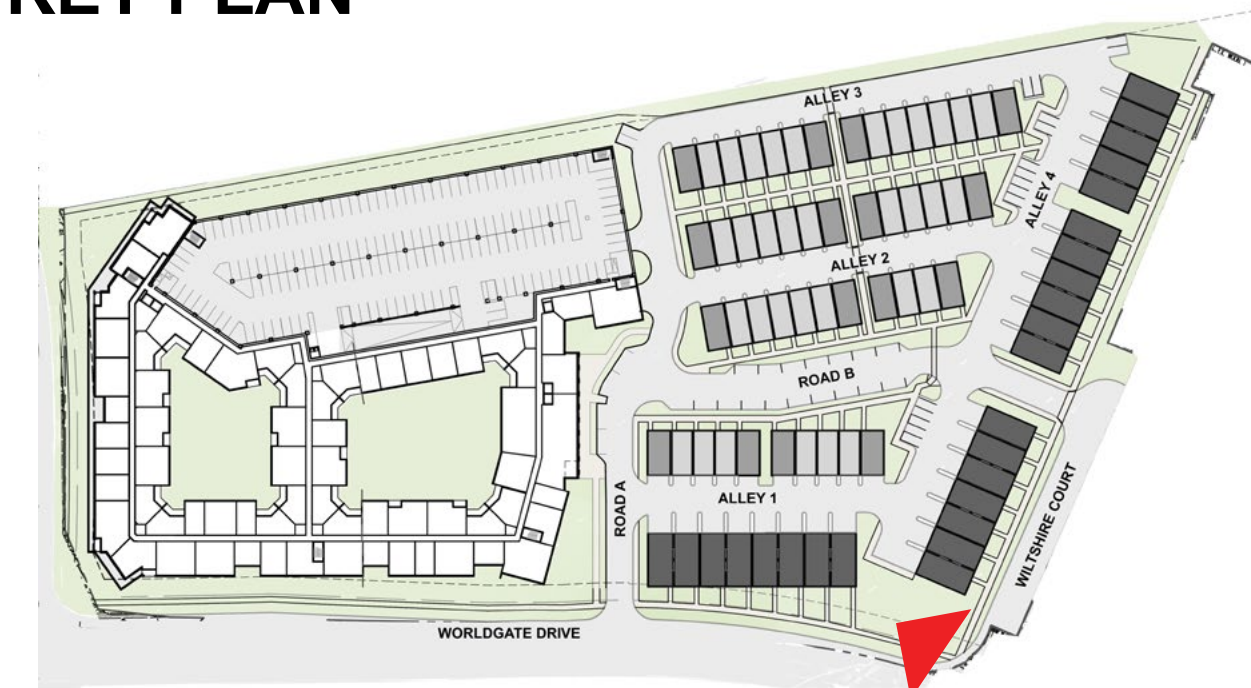
PERSPECTIVE

A-39

03/08/2024



KEY PLAN



PERSPECTIVE

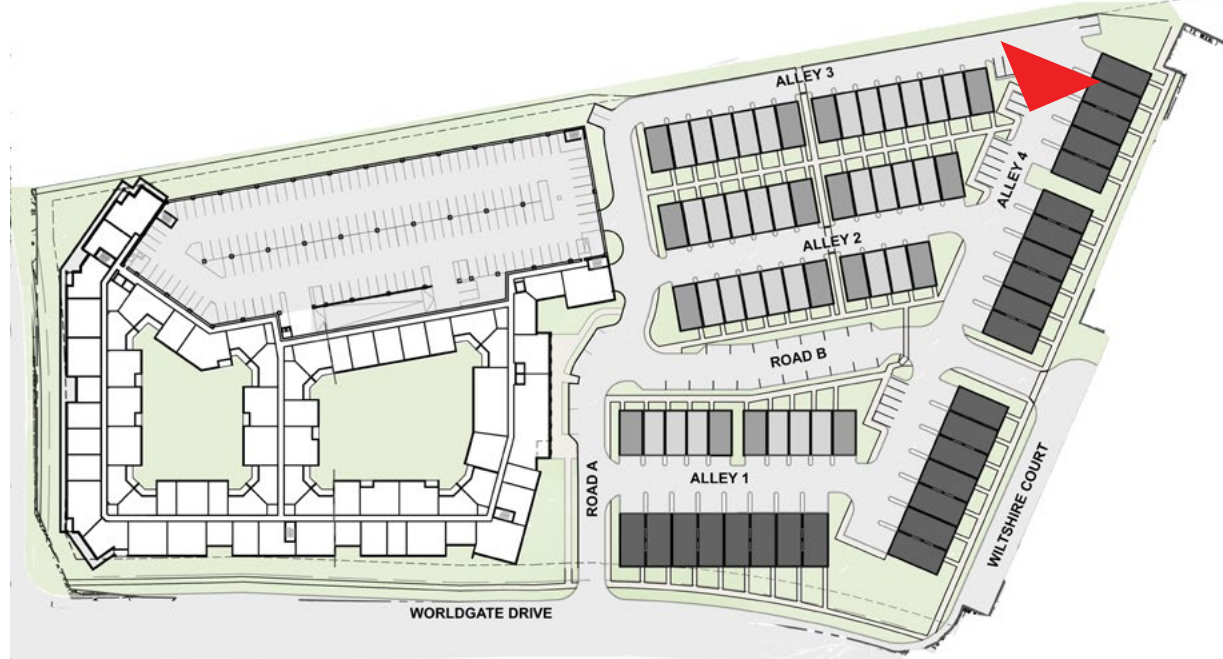
A-40

03/08/2024



BALCONIES SHOWN ARE OPTIONAL.

KEY PLAN



PERSPECTIVE

A-41

03/08/2024



STACKED TH CONDENSERS: SECOND FLOOR BALCONY LOCATION OPTION



STACKED TH CONDENSERS: SECOND FLOOR BALCONY & ROOF LOCATION OPTION

KEY PLAN



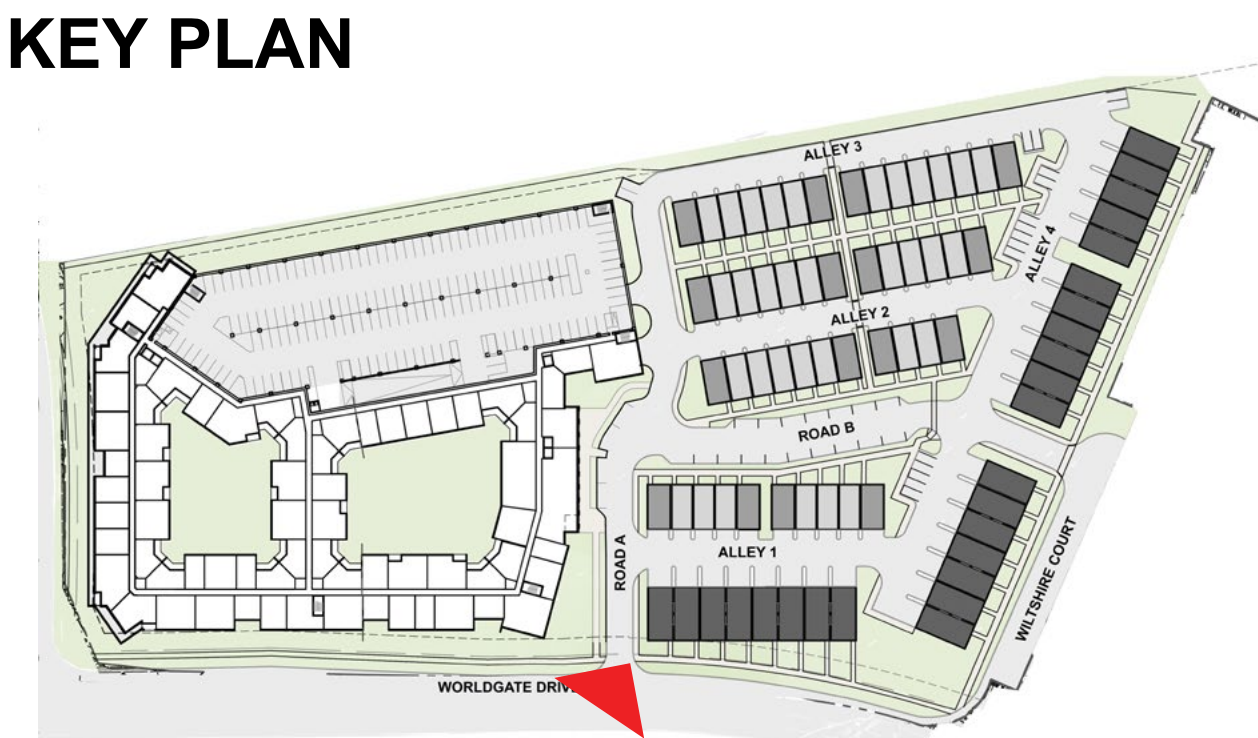
PERSPECTIVE

A-46

03/08/2024



STACKED TH CONDENSERS: FRONT YARD LOCATION OPTION



KEY PLAN

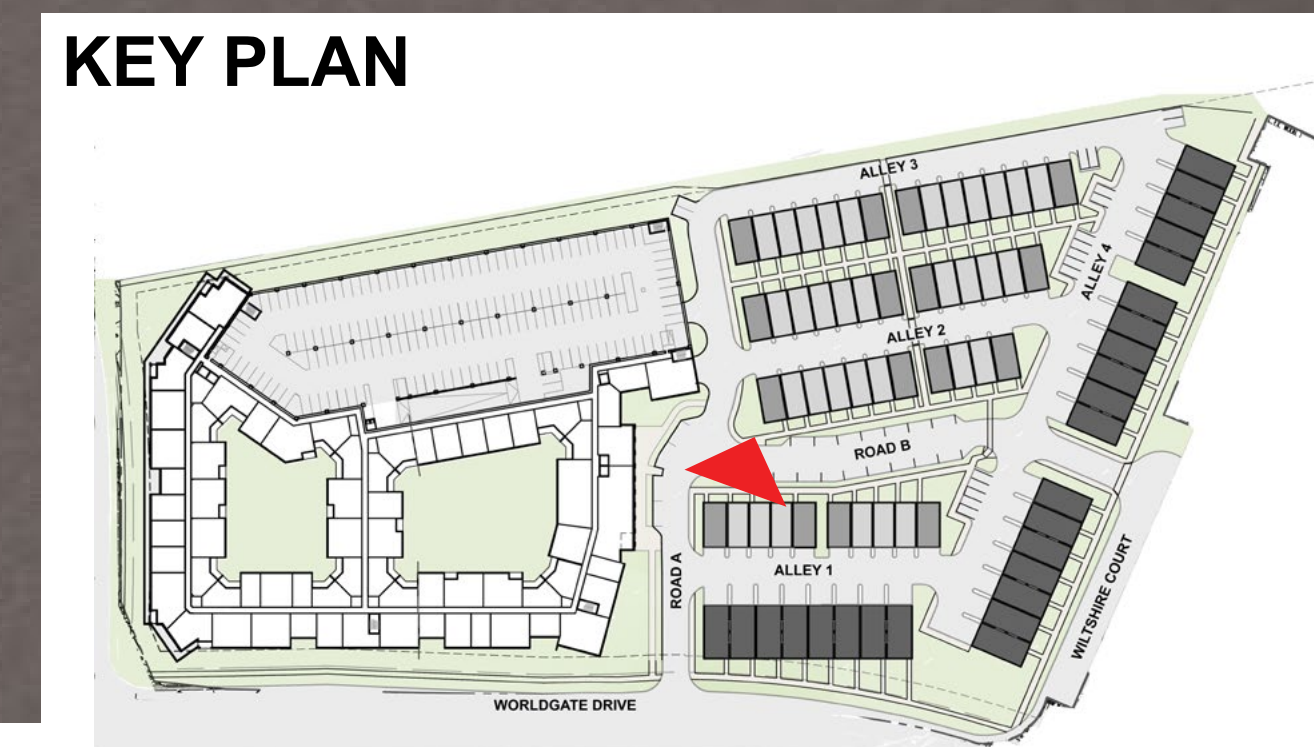
PERSPECTIVE

A-47

03/08/2024



20' & 22' TH CONDENSERS: ROOF TERRACE LOCATION OPTION



PERSPECTIVE

A-48

03/08/2024

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

Meeting Date: August 6, 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 preliminary reviews of this design proposal at its April 2, and June 4, 2025, meetings.

This application proposes redeveloping 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 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.

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, and June 4, 2025, work sessions (attachment 1). The applicant has also provided details related to the open space design for the property (attachment 1) and proposed Stacked Unit Design Guidelines (attachment 2).

For additional information, please refer to the attached staff memorandum dated August 6, 2025.

Background:

Staff comments are provided for discussion by the Board in the attached memorandum dated August 6, 2025.

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

N/A

Attachments:

1. Staff Memo
2. Multifamily and Landscape Sheets
3. Stacked Town Design Guidelines
4. TRG Small Area Plan - Architectural Design
5. 04.02.2025 Staff Memo
6. 06.04.2025 Staff Memo

MEMORANDUM

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

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

Date: August 6, 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 preliminary reviews of this design proposal at its April 2 and June 4, 2025, meetings.

This application proposes redeveloping 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 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, and June 4, 2025, work sessions. During the April 2 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.

During the June 4 work session, the board and staff noted that the changes made to the design broadly moved beyond cosmetic tweaks and demonstrated meaningful formal and material alterations since the April 2 work session. Staff stated that the applicant needed to address the question of adequate step-back above 40' to adequately meet the related guidelines in the TRG plan. Furthermore, staff recommended that the applicant employ a greater variety of materials along the Herndon Parkway elevation to further break up the massing along this façade. The board and staff also encouraged the introduction of additional softscape along Park Drive to soften the appearance of the walls of the stoops along this elevation.

Below, staff have summarized the proposed design as presented by the applicant in the attached exhibits. Attachment 1 includes changes to cornice detailing of the multifamily residential building, as well as new conceptual designs for the two open space park areas located along Herndon Parkway on either side of the multifamily residential building. The second attachment details design guidelines that the applicant is proposing to submit for the stacked residential units in lieu of developed conceptual architectural designs.

Staff Analysis:

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. Staff provided presentations to this board at its April 2 and July 2 meetings to discuss applying the plan's guidance when evaluating building and landscape architecture within the TRG. 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:

Pediment Height: Staff noted 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. During the June 4 work session, the board and applicant discussed the potential use of a prominent cornice to approximate the feeling of a building stepback. The current design incorporates a thicker cornice line along all elevations in reaction to this discussion. The façade and elevation renderings have been updated with new lighting to demonstrate the shadow line the modified cornices will create. The submitted revisions in attachment 1 also show details of the deeper cornice from the perspective of the upper stories (essentially a bird's eye view). However, one or more renderings are needed to demonstrate how the revised cornice design will look from the ground plane to ascertain that it will effectively mask the stories above the 40' height from the pedestrian viewpoint.

Summary of Unresolved Comments: The design for the multi-family building is unchanged since the June 4 work session save for the modification to the cornice. Refer to the earlier staff reports for additional information regarding proposed changes to the building's design. Below is a summary of board and staff comments yet to be fully addressed in the current design package:

- *Massing along Herndon Parkway:* At the June 4 work session, staff recommended that the applicant employ a greater variety of materials along the Herndon Parkway elevation to break up the massing along this façade.
- *Roofline and Cornice Design Variation:* 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.
- *Ground Level Activation:* Staff recommended introducing a softscape element within the hyphens between the stoops to soften the hard edge of the stoop wall along the Park Drive elevation. They also requested clarification 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.

Open Space Design:

Design Narrative of Park Areas: The intent for the two park areas along Herndon Parkway is to establish an independent design narrative, apart from the building, which can be carried through as parks within the TRG are developed in the future. The initial design for the two park areas includes many of the site features noted as desirable in the TRG, including tactile paving, a variety of outdoor furniture, tree-lined walkways, and a focal feature. While the precedent images provided are helpful, they do not allow for a full analysis of the proposed design narrative for these spaces. The ARB will require project specific design elements and material cutsheets as part of the formal ARB application submission.

Overall Design of the Park Areas: The current design set only includes conceptual design for the park area in plan paired with precedent images. Sections and renderings of the proposed design are needed to understand the arrangement and massing of the proposed features and the user experience. Additionally, more details on the design of features like seating walls, site furnishings, and lighting should be included for the board to evaluate.

Open Space to the South/Southwest: This space as proposed is dedicated to passive recreation and includes sidewalks, trails, informal gathering spaces, and play lawn. This design calls for a focal feature at the corner of Exchange Place and Herndon Parkway that is “uniquely Herndon.” This is an important discussion point for the board to consider during the August 6 work session and provide feedback as to what themes or content such a focal point can include that speaks to the Town of Herndon’s culture. The design shows sidewalk and trail as two distinct circulation types in this plan. The materiality of the trail is an important detail to include to understand how this feature will be visibly distinguished from the concrete sidewalks and to indicate their overall accessibility and maintenance requirements.

Open Space to the North/Northeast: This open space area includes opportunities for organized recreational activities, namely a multi-use sports court and a playground. The gathering spaces identified in the plan (labeled D) are not yet well defined. More specific details on the types of features that will definitely be included to promote gathering in these spaces are needed.

Stacked Unit Design Guidelines:

Lack of Conceptual Drawings: As noted in the April 2, 2025, staff report, the applicant 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. Staff noted as part of the April 2 discussion that they were not supportive of this approach, but this stance could change depending on the quality, strength, and level of detail of the precedent images and guiding language. The draft guidelines as presented in attachment 2 are not yet resolved to a level where staff can yet support them as an adequate substitution for conceptual drawings. The solid to void ratio calculations and diagram on page 13 begin to provide an enforceable level of specificity in the guidance. Additional information is needed for other aspects of the design as described in the following paragraphs.

Use of Directive Language in the Guidelines: If this approach of using design guidelines is adopted, then the guidance must be directive and clear. Language stating that a feature could or can be included hold no weight of direction or enforcement. 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. The current set of design guidelines include call-outs on pages 8 and 9, but the precedent images otherwise lack specific call outs highlighting which aspect of the photograph is pertinent to the accompanying caption.

Relationship to the Multi-Family Building: The design guidelines include a bird's eye view of the massing model to indicate the relationship between the townhouses and the multi-family building. This model is helpful to demonstrate overall scale between the two housing types. However, it does not give an indication of the pedestrian experience of the transition between the stacked residential units and the multi-family building. Ultimately, the Stacked Unit Design Guidelines will need to be resolved to the point that it allows the board to fully understand the relationship between these two aspects of the development. Currently, a higher granularity of detail is needed in the guidelines to assess the overall cohesiveness of the design and the space the two housing types create along the street, particularly along Park Drive.

Building Configuration – Roof (p. 6): The guidance pertaining to roof types should address appropriate design strategies for negotiating stepped rooflines across a row when necessary to negotiate grade change. For example, requiring a small façade stepback between units to create a shadow line that serves to deemphasize the stepped roofline or a decorative cornice that minimizes the visibility of this effect. The roof guidelines need to specify a commitment to a flat roof or a gable roof and dictate that a low-pitch gable shall not be used.

Building Configuration – Row Presentation (p. 7): The guidelines as written provide options for design treatments that appear either as a single building or as individual units. The use of the term “may” should be replaced with “shall” or “must”.

Façade Design – Composition (pp. 8-14): Façade design strategies should specifically incorporate contemporary detailing and design elements from the multi-family building to ensure that the designs are cohesive. Page 4 details some of the aspects of the multi-family building design that help to establish its contemporary character. Some of these elements and specific detailing should be reiterated as requirements in the guidelines specific to façade composition, such as rhythm, plane changes, and articulated stoops. Additionally, page 14 (3.3) states that bay windows that include the 4th or top floor are prohibited. This guideline should be expanded to stipulate that projecting bays must be carried to the ground level.

Furthermore, this section of the guidelines refers to material requirements for primary and secondary elevations but gives no indication of the required materiality of tertiary elevations. The guidelines should include a clear hierarchy of cladding materials that details appropriate field materials and one or two accent materials.

The masonry requirements detailed on page 11 should be raised. Ideally, each elevation will comprise more than 50% masonry (excluding fiber cement paneling). The exhibit indicates a different treatment on primary and secondary elevations. Most of the secondary elevations are as visible from public views as primary and should be treated exactly the same as the front façades as it relates to cladding materials. Page 12 (2.3.2) specifies that transitions between materials must wrap a minimum of four feet before transitioning to another material. This measurement is arbitrary and should instead be tied to the architectural features of the building such as the width of a bay or 10 feet (approximately a standard floor height).

Small-Scale Design Elements: The precedent images show a variety of details such as window and door types, stair railings, balconies/Juliette balconies, canopies, porticos,

gutters and downspouts, and light fixtures. The guidelines need to include more specificity related to this more granular level of design to ensure uniformity with the multi-family residential building and provide for a consistent design narrative. A standard requiring a covered entrance and a semi-outdoor space for each unit should be included. The semi-outdoor space could be any of the following: inset or cantilevered balcony, a roof deck, or a Juliette balcony.

Fenestration: Window arrangement and articulation are important design details and the standards should specifically speak to what is appropriate in relation to this aspect of the buildings' design. Guidelines should specify what types of windows can be used and include graphics for window detailing, including articulation. The guidelines should provide direction pertaining to window alignment and dictate rhythmic and spatial consistency, particularly between front and side elevations.



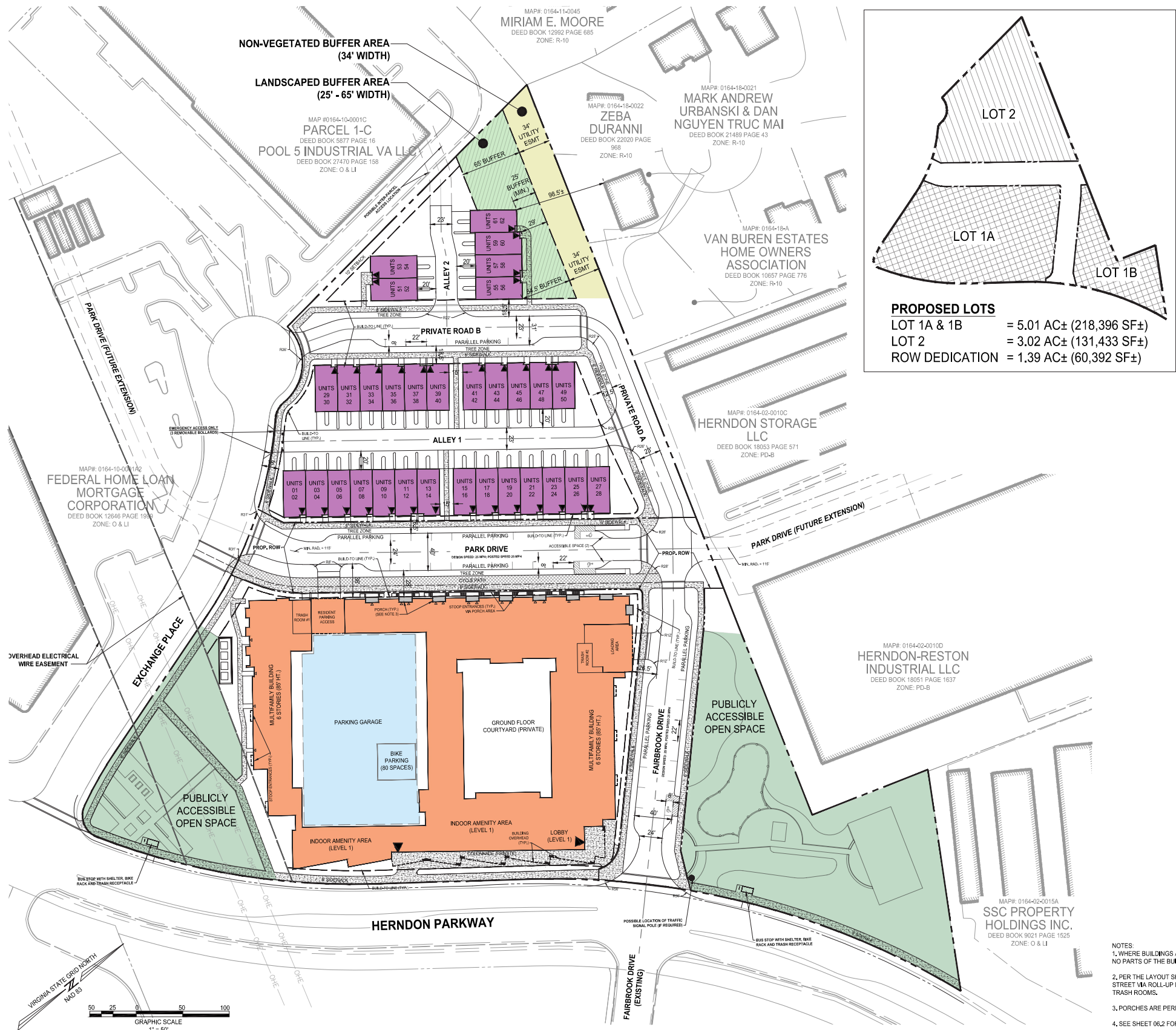
EXCHANGE PLACE REDEVELOPMENT

ZMA 24-01 ARCHITECTUAL DESIGN REVIEW
WORKSHOP 04

250 EXCHANGE PLACE
HERNDON, VA 20170

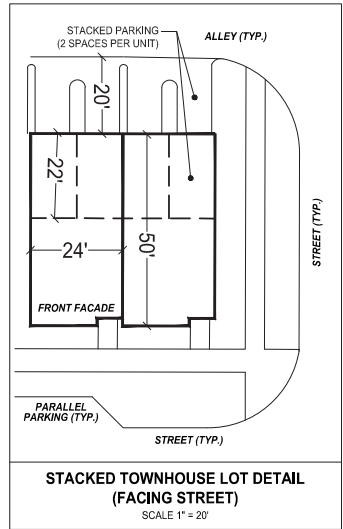
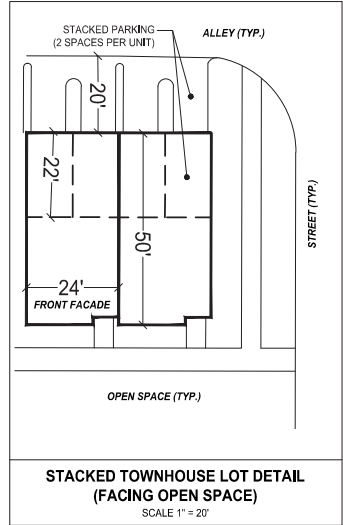
July 2025
18074.00

mv+a

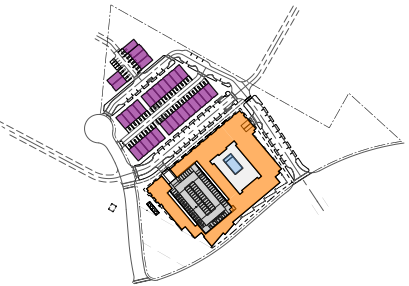


LEGEND:

- 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

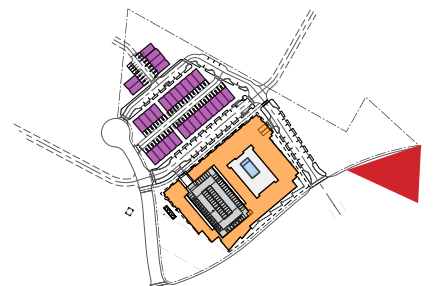


- NOTES:
- WHERE BUILDINGS ARE PROPOSED ADJACENT TO THE EXISTING OVERHEAD ELECTRICAL WIRE EASEMENT (DOMINION), NO PARTS OF THE BUILDING OR ITS FOOTINGS ARE PERMITTED TO ENCR OACH WITHIN THE EASEMENT AREA.
 - PER THE LAYOUT SHOWN, TWO TRASH ROOMS ARE LOCATED WITHIN THE BUILDING, BOTH HAVE ACCESS TO THE 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.





HERNDON PARKWAY BIRD'S EYE VIEW

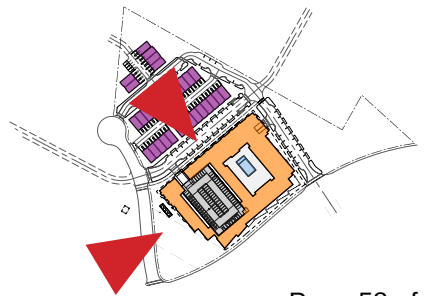




WEST FACADE AT EXCHANGE PLACE



NORTH FACADE AT PARK DRIVE

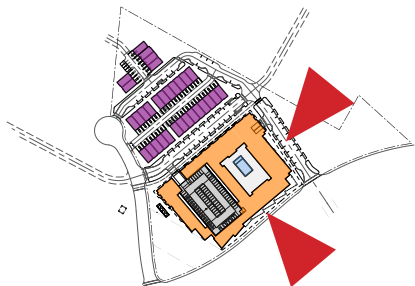




EAST FACADE AT FAIRBROOK DRIVE

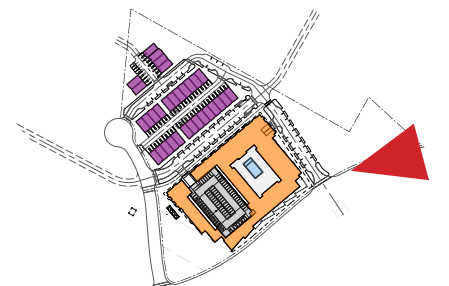


SOUTH FACADE AT HERNDON PARKWAY





HERNDON PARKWAY SW BOUND AT FAIRBROOK DR



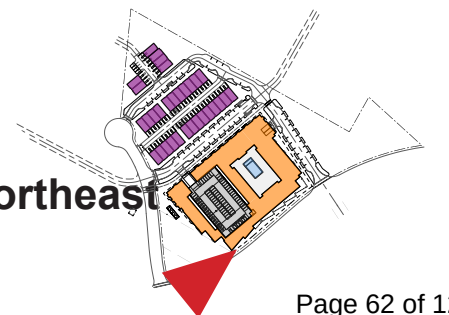


PREVIOUS DESIGN - WORKSHOP 02

HERNDON PARKWAY SW BOUND AT FAIRBROOK DR



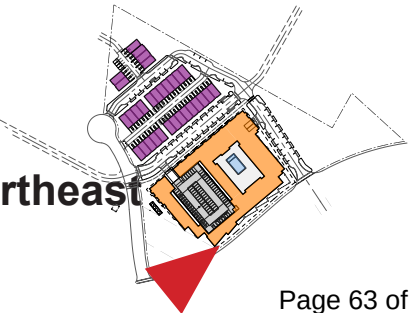
HERNDON PARKWAY NW BOUND





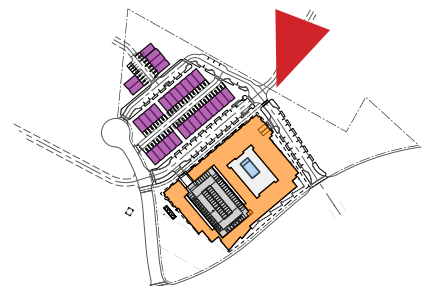
PREVIOUS DESIGN - WORKSHOP 02

HERNDON PARKWAY NW BOUND





FACADE AT FAIRBROOK DR & PARK DR



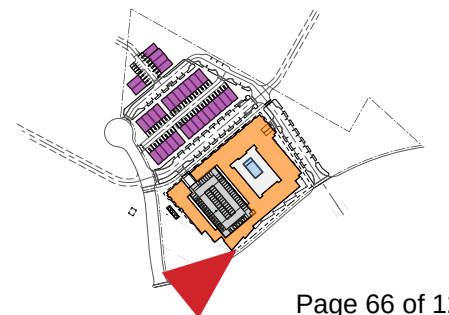


PREVIOUS DESIGN - WORKSHOP 02

FACADE AT FAIRBROOK DR & PARK DR



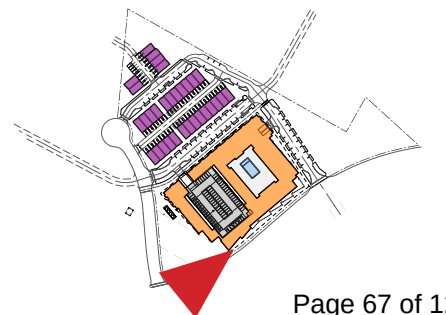
STREET VIEW AT PARALLEL ROAD & EXCHANGE PLACE





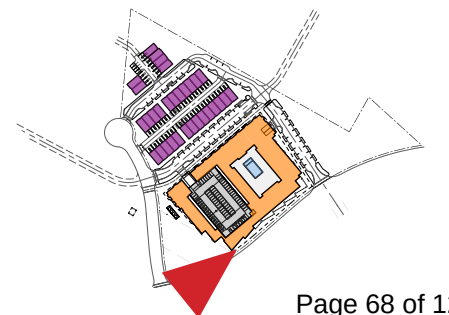
PREVIOUS DESIGN - WORKSHOP 02

STREET VIEW AT PARALLEL ROAD & EXCHANGE PLACE



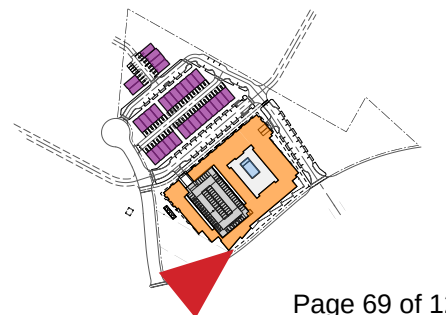


CORNICE AT BRICK TO COMPOSITE TRANSITION



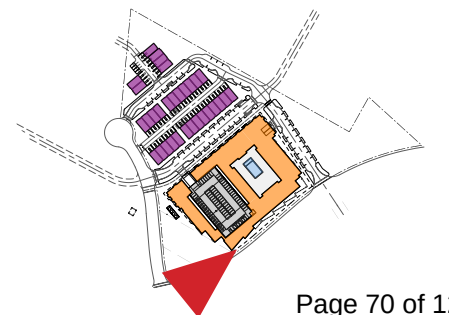


CORNICE AT SIDING TO COMPOSITE PANEL TRANSITION





CORNICE AT BRICK TO COMPOSITE PANEL TRANSITION

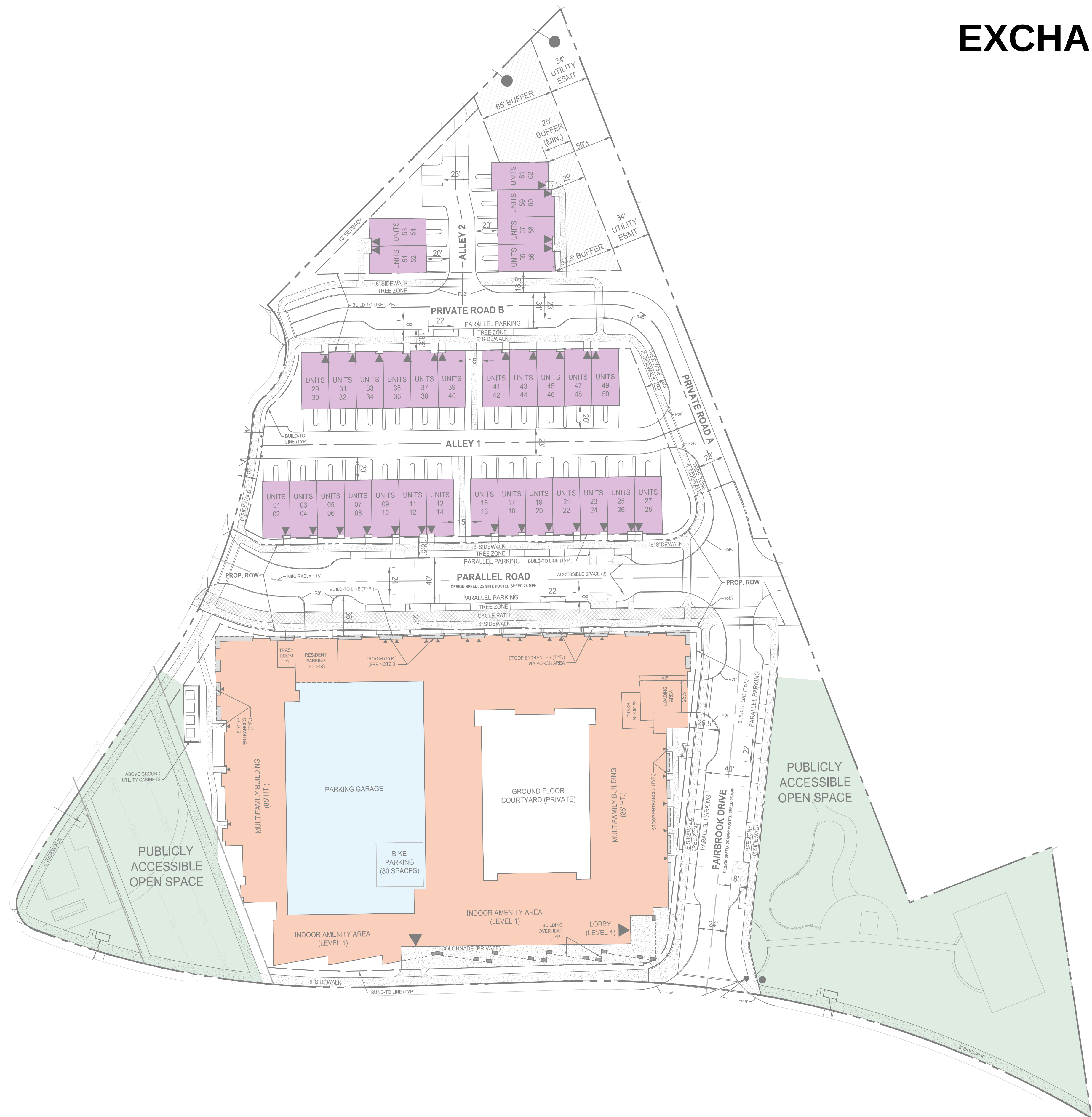


EXCHANGE PLACE REDEVELOPMENT

ZMA 24-01

250 EXCHANGE PLACE
HERNDON, VA 20170

July 2025



***PUBLICLY
ACCESSIBLE
OPEN SPACE***

PLANT PALATE

- CANOPY TREES - LARGE**
 - ACER RUBRUM
 - FAGUS GRANDIFOLIA
 - NYSSA SYLVATICA
 - PLATANUS OCCIDENTALIS
 - QUERCUS COCCINEA
 - QUERCUS PALUSTRIS
 - TILIA AMERICANA
 - ULMUS AMERICANA
- CANOPY TREES - SMALL / FASTIGIATE**
 - ACER RUBRUM 'ARMSTRONG'
 - CARPINUS BETULUS 'FASTIGIATA'
 - CELTIS OCCIDENTALIS
 - FAGUS SYLVATICA
 - LIRIODENDRON TULIPIFERA 'FASTIGIATA'
 - MAGNOLIA MACROPHYLLA
 - QUERCUS ROBUR 'FASTIGIATA'
- ORNAMENTAL & UNDERSTORY TREES**
 - AMELANCHIER ARBOREA
 - CARPINUS CAROLINIANA
 - CERCOIS CANADENSIS
 - CORNUS FLORIDA
 - HALESIA DIPTERA
 - MAGNOLIA VIRGINIANA
 - PRUNUS VIRGINIANA
- EVERGREEN TREES - LARGE**
 - MAGNOLIA GRANDIFLORA
 - PICEA GLAUCA
 - PICEA PUNGENS
 - PINUS ECHINATA
 - PINUS TAEDA
 - PINUS STROBUS
- EVERGREEN TREES - SMALL**
 - CHAMAECYPARIS THYROIDES
 - JUNIPERUS VIRGINIANA
 - THUJA OCCIDENTALIS

- LAWN AREA / REPLICA TURF
- SHRUB PLANTINGS, GROUND COVER AND ENHANCED PLANTING AREA
- PLANTINGS PERMITTED WITHIN ELECTRIC EASEMENT (MEADOW MIX OF FLOWERS AND GRASSES)

- NOTES:**
2. STREET TREES ON INTERNAL STREETS ARE 35' O.C. TREE SPACING ALONG HERNDON PARKWAY RANGES DO TO EXISTING EASEMENTS AND SIGHT DISTANCE REQUIREMENTS.
3. THE PLANT SPECIES DEPICTED IN THIS PLANT PALATE ARE FOR INFORMATION ONLY AND INTENDED TO POSSIBLE PLANT TYPES TO BE USED ON THE PROPERTY. FINAL PLANT SPECIES SHALL BE DETERMINED AT THE TIME OF SITE PLAN, PER PROFFERS.
4. STREET TREES MAY BE LIMBED UP TO A HEIGHT OF 5', IN COORDINATION WITH THE TOWN ARBORIST, FOR THE PURPOSES OF MEETING SIGHT DISTANCE REQUIREMENTS.
5. TREES WITHIN PUBLIC ROW DO NOT COUNT TOWARDS LANDSCAPE REQUIREMENTS. TREES WITHIN THE PROPOSED ROW THAT ARE IN THE VICINITY OF UNDERGROUND UTILITIES SHALL BE INSTALLED WITH ROOT BARRIERS TO PROTECT THE UNDERGROUND INFRASTRUCTURE. LOCATION AND SPECIFICATION OF ROOT BARRIER DESIGN TO BE DETERMINED AT THE TIME OF FINAL ENGINEERING. THE OWNER OF THE PROPERTY SHALL BE RESPONSIBLE FOR REPLACEMENT OF VEGETATION THAT IS REMOVED DUE TO THE MAINTENANCE OR REPAIR OF UNDERGROUND UTILITIES.

SITE PLANTING REQUIREMENTS:

- STACKED MULTIFAMILY - TRG2 ZONING DISTRICT**
SEC 78-110.3 REQUIREMENT:
12 CANOPY TREES + 7 EVERGREEN TREES PER ACRE
1 SHRUB PER EACH 5 FEET OF OUTER BUILDING PERIMETER
- SITE AREA = 2.97 AC. ±
TOTAL OUTER BUILDING PERIMETER = 1,144 LF
- TREES REQUIRED = 36 CANOPY TREES, 21 EVERGREEN TREES
SHRUBS REQUIRED FOR BUILDING PERIMETER = 229 SHRUBS
SHRUBS REQUIRED FOR VEHICULAR SCREENING = 12 SHRUBS (36" HT. EVERGREEN)
- TREES PROVIDED = 47 CANOPY TREES, 42 EVERGREEN TREES
SHRUBS PROVIDED FOR BUILDING PERIMETER = 248 SHRUBS MIN. (4 PER MIN UNIT PAIR)
SHRUBS PROVIDED FOR VEHICULAR SCREENING = 12 SHRUBS (36" HT. EVERGREEN)
- MULTIFAMILY CONDOMINIUM - TRG1 ZONING DISTRICT**
SEC 78-110.3 REQUIREMENT:
12 CANOPY TREES + 7 EVERGREEN TREES PER ACRE
1 SHRUB PER EACH 5 FEET OF OUTER BUILDING PERIMETER
- SITE AREA = 5.01 AC ± (SITE AREA INCLUDES TWO PARK AREAS)
TOTAL OUTER BUILDING PERIMETER = 1,380 LF
- TREES REQUIRED = 60 CANOPY TREES, 35 EVERGREEN TREES
SHRUBS REQUIRED = 276 SHRUBS
- TREES PROVIDED = 84 CANOPY TREES, 35 EVERGREEN TREES
SHRUBS PROVIDED = 276 SHRUBS MIN.

NARRATIVE

STACKED TOWNHOMES:
SITE AREA FOR CALCULATIONS BASED ON PROPOSED LOT AREA OF LOT 2 (2.97± ACRES) STREET TREES WITHIN PARK DRIVE ROW ARE NOT COUNTED TOWARDS MEETING REQUIREMENTS. NO BUFFER PLANTINGS ARE LOCATED WITHIN UTILITY EASEMENTS. SHRUB PLANTINGS ASSUMES 4 SHRUBS PROVIDED PER UNIT PAIR (SHRUBS NOT LOCATED INDIVIDUALLY ON THIS PLAN)

MULTIFAMILY CONDOMINIUM:
SITE AREA BASED ON PROPOSED LOT AREA OF LOTS 1A AND 1B (5.01± ACRES) AREA EXCLUDES THE ROAD DEDICATION AREA FOR FAIRBROOK DRIVE. NO STREET TREES ALONG PARK DRIVE OR FAIRBROOK DRIVE WERE COUNTED. SHRUB PLANTINGS ARE ASSUMED TO BE LOCATED AROUND THE PERIMETER OF THE BUILDING ALONG ITS FACADE.

ROONEY
PROPERTIES

WIRE GILL
LLP

mv+a

GOROVE / SLADE
Transportation Planners and Engineers

IMEG

DEVELOPMENT PLAN
EXCHANGE PLACE
TOWN OF HERNDON, VIRGINIA

1	12-20-2024	2ND PLAN SUBMISSION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												</
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PROJECT No.: 23008899.00
DRAWING No.: 113159
DATE: 06/03/2024
SCALE: AS SHOWN
DESIGN: CL
DRAWN: CL
CHECKED: JA

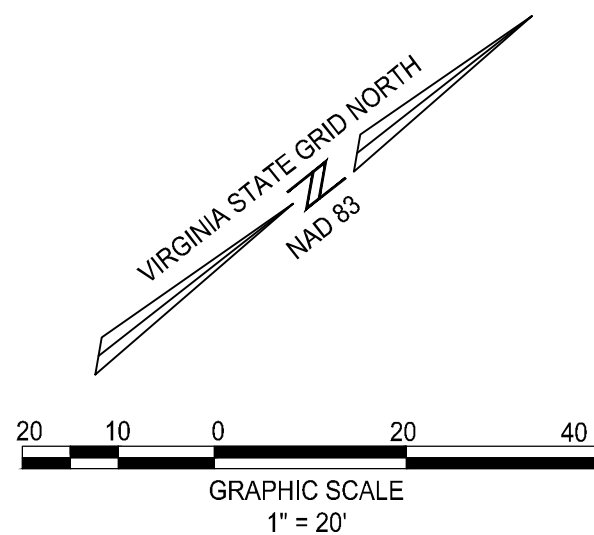
SHEET TITLE:

LANDSCAPE
OVERVIEW

SHEET No.
1 OF 3

P:\Projects\23008899.00\EXCHANGE PLACE DEVELOPMENT PLAN\13.2 PARK AREA DETAIL.dwg, 6/26/2025 11:18:15 PM, Jason M. Jiggins.

PARK AREA DETAIL PLAN



DETAIL PLAN LEGEND

- A** - SEAT WALLS AND RAISED PLANTERS
- B** - BUS STOP SHELTER WITH REFUSE RECEPTACLE AND BIKE RACK
- C** - SCORED CONCRETE WALKWAYS WITHIN PUBLIC PARK
- D** - BUFFER LANDSCAPING CREATING EDGE TO PARK SPACE ADJACENT TO ROADS
- E** - SEATING AREA WITH BENCHES, TABLES, OR MOVEABLE FURNITURE
- F** - PLAY LAWN AREAS FOR GATHERING, RECREATION AND FLEXIBLE SPACE
- G** - PUBLIC CONCRETE SIDEWALKS
- H** - PRIVATE LEAD WALK
- J** - MEADOW AND NATURALISTIC PLANTINGS WITHIN DOMINION EASEMENT
- K** - POTENTIAL MICRO-MOBILITY STATION
- L** - POTENTIAL FOCAL FEATURE, ARTWORK, OR IN-GROUND DETAILING

PARK AREA PRECEDENT IMAGERY



CORNER PARK:

THE CORNER PARK AREA IS A PUBLIC-FACING POCKET PARK WITH AMPLE SEATING PROVIDED BY BOTH PRIMARY SEATING (BENCHES) AND SECONDARY SEATING THROUGH THE INCLUSION OF SEAT WALLS AND RAISED PLANTERS.

THE GEOMETRY AND DESIGN OF THE PARK IS INTENDED TO BE INVITING, CLEARLY CONVEYING THAT THIS IS A PUBLIC SPACE, AND ENCOURAGING INTERACTION WITH THOSE SEEKING A PLACE TO RECREATE OR JUST A PASSERBY WHO FINDS THE SPACE INTRIGUING.

THIS PARK INCLUDES LUSH LANDSCAPING PROVIDING A SHADY REFUGE ALONG A BUSY STREET. THE SPACE IS INTENDED TO FUNCTION AS THE FRONT DOOR INTO THE BROAD OPEN AREA AT THE CENTER OF THE PUBLIC PARK, AS WELL AS TO THE GREATER PARK NETWORK.

GATHERING SPACE:

THE GATHERING SPACE IS CONCEALED WITHIN THE CORNER PARK AREA AND IS SURROUNDED BY LUSH LANDSCAPING AND TALL TREES TO PROVIDE SHADE AND A SENSE OF ENCLOSURE.

THIS SPACE IS INTENDED TO BE FLEXIBLE AND COULD INCLUDE MOVEABLE FURNITURE, PICNIC TABLES, OR EVEN VERSATILE URBAN FURNITURE SUCH AS DINING TABLES WHICH MAY BE USED TO PLAY PING-PONG.

THIS AREA, THOUGH MORE INTIMATE IN NATURE, IS SIZED TO ACCOMMODATE SMALL NEIGHBORHOOD GATHERINGS AND IS PRIMED TO BECOME A GREAT MEETING SPOT THAT IS RECOGNIZABLE AND INVITING FOR THOSE WANTING TO DWELL.



FOCAL FEATURE:

THE FOCAL FEATURE IS LOCATED AT THE MOST PROMINENT CORNER OF THIS PROJECT. AT THE CORNER OF EXCHANGE PLACE AND HERNDON PARKWAY, THE INTENT IS TO PROVIDE AN ART ELEMENT THAT IS UNIQUELY HERNDON TO IDENTIFY THIS PARK.

THIS FOCAL FEATURE MAY BE VERTICAL, OR AN ELEMENT OF INTEREST ALONG THE GROUND-PLANE. THIS COMPONENT OF THE PARK IS ENVISIONED AS AN ART INSTALLATION FROM A LOCAL SOURCE OR A DEDICATED PIECE THAT IS REFLECTIVE OF THE TOWN'S CULTURE.

THE FOCAL FEATURE MAY PRESENT AS A PIECE OF SCULPTURE OR 3-D ART INSTALLATION, AN INTRICATE PAVING PATTERN SUCH AS A LABYRINTH, OR EVEN A PIECE OF ART EMBEDDED INTO THE GROUND AND INCORPORATED INTO THE PARK'S DESIGN LANGUAGE.

PLAY LAWN WITH MEADOW:

THE FOUNDATIONAL ELEMENT OF THIS PARK IS ITS BROAD OPEN LAWN AREAS THAT ARE FLEXIBLE IN NATURE AND OPEN TO THE PUBLIC TO USE AS THEY PLEASE.

THE LAWNS ARE BISECTED BY A TRAIL AND BORDERED BY A PAIR OF SIDEWALKS. THE PROPOSED NETWORK OF TRAILS MAKES TRAVERSING THE SITE EFFICIENT, AND ENSURES THAT THE LAWN AREAS ARE ACCESSIBLE TO ALL USERS.

NATURE IS BROUGHT ONTO THE SITE BY THE INSTALLATION OF MEADOW AND WILDFLOWER PATCHES BORDERING MUCH OF THE LAWN AREAS. THESE WOULD BE BOTH BEAUTIFUL AND BENEFICIAL TO LOCAL WILDLIFE AND POLLINATOR SPECIES, WHICH COULD BE EXPLAINED IN SELF-GUIDED EDUCATIONAL SIGNAGE THAT MAY BE INCLUDED WITHIN THE PARK.



ROONEY
PROPERTIES

WIRE GILL
LLP

mv+a

GOROVE / SLADE
Transportation Planners and Engineers

IMEG

DEVELOPMENT PLAN
EXCHANGE PLACE
TOWN OF HERNDON, VIRGINIA

MARK	DATE	DESCRIPTION
1	12-20-2024	2ND PLAN SUBMISSION
2	06-27-2025	3RD PLAN SUBMISSION

PROJECT No.: 23008899.00
DRAWING No.: 113159
DATE: 06/03/2024
SCALE: AS SHOWN
DESIGN: CL
DRAWN: CL
CHECKED: JA

SHEET TITLE:

PARK AREA
DETAIL

SHEET No.

2 OF 3

FAIRBROOK DRIVE

HERNDON PARKWAY

PLAY GROUND

GATHERING SPACE

SEATING AREA

SPORTS COURT

A, **B**, **C**, **D**, **E**, **F**, **G**, **H**

DETAIL PLAN LEGEND

- A** - SCORED CONCRETE HARDSCAPE GATHERING AREAS WITHIN PUBLIC PARK
- B** - SEAT WALLS ENCLOSING GATHERING SPACES
- C** - BUS STOP SHELTER WITH REFUSE RECEPTACLE AND BIKE RACK
- D** - PLAY LAWN AREAS FOR GATHERING, RECREATION AND FLEXIBLE SPACE
- E** - PLAYGROUND AREA WITH SEATING
- F** - COMBINATION SPORTS COURT (BASKETBALL, PICKLE BALL, AND/OR EQUIVALENT)

VIRGINIA STATE GRID NORTH
NAD 83

THE SEATING AREA INTERNAL TO THE SITE ACTS AS A NECESSARY STAGING AND SEATING AREA ADJACENT TO THE SPORTS COURT. BOTH ONLOOKERS AND PEOPLE PLAYING ON THE COURTS WOULD FIND THIS SPACE CONVENIENT FOR TAKING A REST, SETTING UP CHAIRS, OR FINDING A SPOT TO DROP YOUR BAG WHILE YOU PLAY BALL.

A large, modern playground structure with green and blue components, including slides, climbing areas, and a circular platform, set on a green lawn with trees in the background. Several children are playing on the equipment.



DEVELOPMENT PLAN
EXCHANGE PLACE
TOWN OF HERNDON, VIRGINIA

[illegible]

PROJECT No.: 23008899.00
DRAWING No.: 113159
DATE: 06/03/2024
SCALE: AS SHOWN
DESIGN: CL
DRAWN: CL
CHECKED: JA

SHEET TITLE:

PARK AREA DETAIL

SHEET No.

3 OF 3



EXCHANGE PLACE REDEVELOPMENT

ZMA 24-01
STACKED TOWNHOUSE DESIGN GUIDES

250 EXCHANGE PLACE
HERNDON, VA 20170

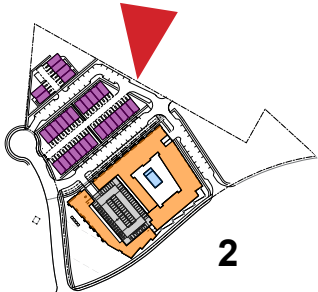
July 2025
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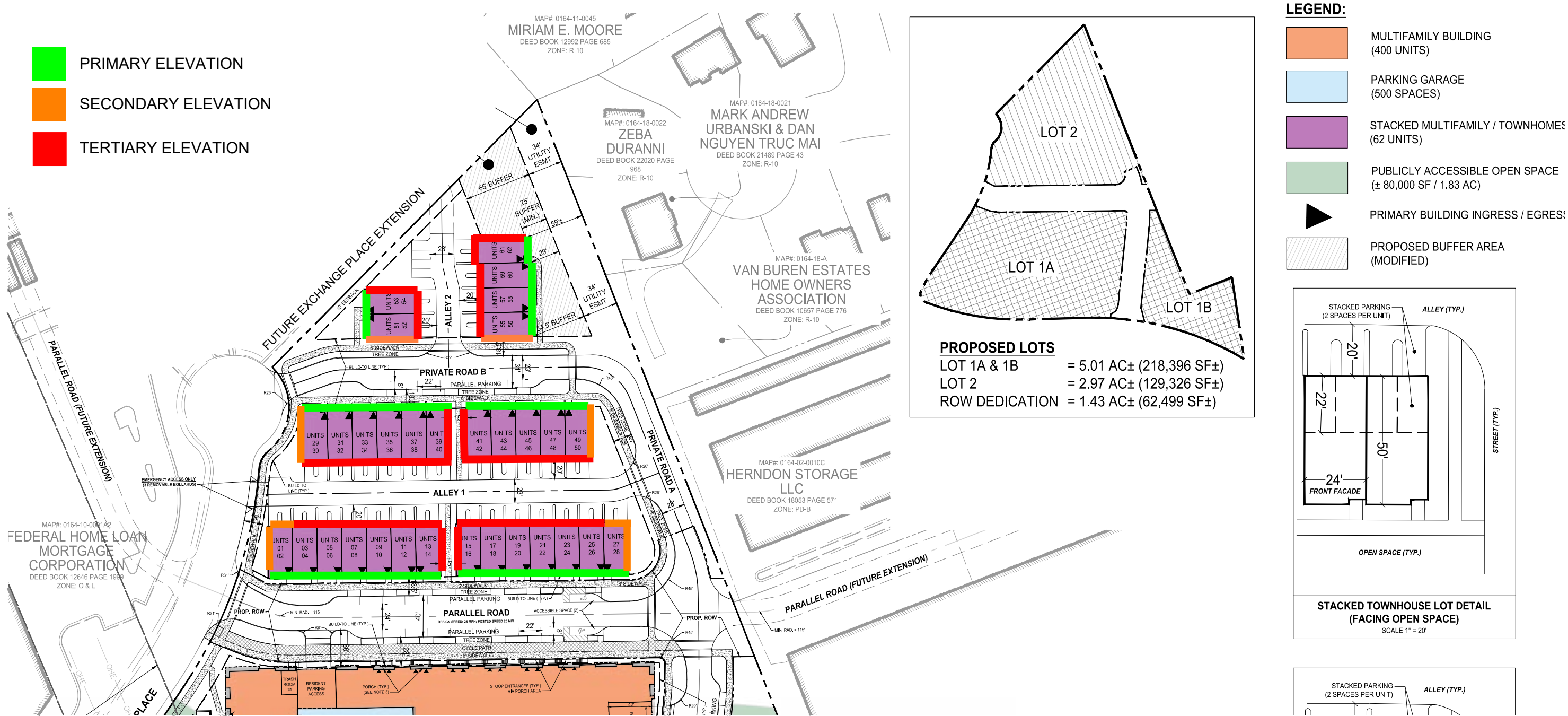
ROONEY
PROPERTIES

mv+a



PARALLEL ROAD BIRD'S EYE VIEW





Exchange Place

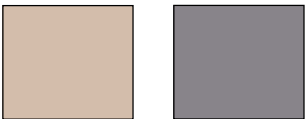
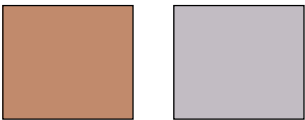
A. Architectural Style

1.0 Overall building Design must relate to the multifamily building across Parallel Street by utilizing similar or complimentary materials, colors, details, and architectural elements and/or embellishments that produce a design aesthetic that is compatible. The resulting goal of the design is the appearance or impression of a cohesive design aesthetic; a neighborhood

MF SAMPLE BRICK



MF SAMPLE COMPOSITE SIDING



ARTICULATION AT THE STREET LEVEL
Articulated Individual Residential Stoops & Foundation Plantings



OVERALL ARCHITECTURAL EXPRESSIONS OF SCALE
Changes In Plane, Materials and Color that help to articulate individual units, provide a residential scale and to provide interest to the pedestrian experience along the street.



OVERALL ARCHITECTURAL EXPRESSION OF PROPORTION, RHYTHM AND BALANCE
Regular Rhythm of Articulated Massing, Window Openings and Materials, Details & Colors across the Facade that give an Overall Impression of a Quiet Balance

Exchange Place

B. Building / Row Siting

1.0 Primary entrances must face an addressable street or a path within an open space.



STREET FRONTING UNIT ENTRY
Foundation planting and stoop define the threshold between public & private realms



GREEN-WAY FRONTING UNIT ENTRY
Foundation planting and stoops define entries connected to a common path

2.0 Unit garages must be alley accessed.



ALLEY ACCESSED INDIVIDUAL GARAGES & GUEST PARKING
Secondary private parking clearly defined with landscaping and curbs



C. Building Configuration

1.0 Roof

1.1 All units within a connected row must utilize a single roof configuration type:

- Flat or shed roof concealed by a parapet at the front and the sides
- Side facing gable
- Individual front facing gables

1.2 A single connected row may not use a combination of flat and gabled roofs.

1.3 Dormers and intersecting gables are permitted in combination with a main gabled roof.



SINGLE GABLE ROOF
Includes front facing secondary gables identifying individual units



FLAT ROOF with PARAPET
Shed style roof is concealed by the parapet at front & side (shed at back is exposed)



SINGLE GABLE ROOF
Uniform roof line is emphasized by cornice trim at eaves



INDIVIDUAL FRONT FACING GABLES
Used here along with changes in facade color to emphasize and identify individual units

C. Building Configuration

2.0 Row Presentation

2.1 One of two strategies may be used to organize the facade presentation of a connected row of units.

2.2 As a single building with individual unit entries

- This strategy presents the entire row facade as a single unified design element. Architectural details, materials and colors are used across the entire facade to articulate and emphasize the full width of the facade and to make a single unified composition.

2.3 As a row of individual townhouse units.

- This strategy seeks to break the row facade into a series of individualize unit facades. Architectural details, materials and colors are used to articulate one unit from another. While individuality is the goal, a facade design harmony must be achieved through common architectural details like a single window style and trim color or a common masonry detail used on all.

2.4 Both facade configurations cannot be used in the same row.

SINGLE BUILDING



SINGLE BUILDING



A unified facade across the full building is achieved using a single main facade material in a single color with supporting architectural details like window trim, door surrounds, balcony rails and articulated window groupings in a contrasting but uniform color; architectural elements like window size and patterning are repeated to create a single balanced and cohesive facade design. The individual entries and stoops are the main signifiers of the individual units. Provide enough interest or variety in the architectural detailing so that the overall impression is not monotonous.

INDIVIDUAL UNITS



INDIVIDUAL UNITS



The row facade is articulated as individual facades assembled as a whole. Each unit facade design appears unique in order to emphasize unit individuality. The unit facades are defined by material and color differences, window sizes and configurations as well as the use of different architectural features like bay windows, patio doors with balcony rails and dormers / secondary gables. While the emphasis is on individuality, the set of architectural elements used to compose the facades must have unifying elements like color or material and must work in harmony with each other.

Exchange Place

D. Facade Design

1.0 Composition

1.1 Vertical Organizing Strategy

1.1.1 Both the individual unit facades and the building / row shall organize all visible facades vertically to signify a tripartite design strategy indicating base, body and top.

1.1.2 Each section can be delineated by subtle or obvious means. Some obvious strategies could be:

- Change of material types - stone-to-brick, brick-to-siding
- Change of color using the same materials
- Belt course or banding in a contrasting color / material or with an alternate brick coursing - soldier rows vs running bond

1.1.3 Subtle delineation strategies could include:

- All strategies listed above but using a monochromatic material and / or color scheme
- Using a uniform color with changes in mortar color or masonry surface texture



FULL BUILDING MONOCHROME WITH SMALL BASE & TOP

A single brick & mortar color for the large body portion of the facade; material changes indicate the smaller base and the cornice “cap”



MONOCHROME UNIT ELEVATION WITH A/B/A VERTICAL DIVISIONS

A single brick & mortar color; simple belt coursing indicate section changes



MONOCHROME UNIT ELEVATIONS WITH VERTICAL DIVISIONS

A single brick & mortar color per unit; contrasting colors and brick coursing indicate the base while material changes indicate the “cap”



COLOR & COURSING CONTRASTS WITH VERTICAL DIVISIONS

Two masonry colors with different coursing separate the base from the body; the top is indicated by the cornice on the front but includes the roof at the end condition

D. Facade Design

1.0 Composition

1.2 Horizontal Organizing Strategy

1.2.1 The overall design of the street facing connected row facades must appear proportionally organized and balanced in detail, color, materiality and architectural elements. The presentation should not feel “busy”, “crowded” or disorganized.

1.2.2 Some organizing strategies could be:

- Symmetry - a mirroring of unit facade types at the center or the row
- Repeating or alternating pattern - a regular recognizable pattern of individual facade types
- Bookends - the ends of the rows have the same facade mirrored to contain the row between
- Limit the use and repeat of selected architectural elements like but not limited to door canopies, bay windows, window groupings - projected or inset - and balconies or balconettes



REPEATING PATTERN OF UNIT FACADES - 2 UNIT FACADE TYPES WITH DETAIL VARIATIONS

Two unit facade designs are repeated and mirrored to create an ordered pattern; roof lines, masonry colors and details are mixed to create individual variations for each unit; the minimal selection of architectural features and palette contribute to the overall unity of the facade



SYMMETRICALLY MIRRORED FACADE - 2 UNIT FACADE TYPES

Row is mirrored around the center unit of an odd numbered unit string; all units have the same materials and color scheme; some variations in door location and window configuration provide subtle variety and interest



SYMMETRICALLY MIRRORED FACADE - 4 UNIT FACADE TYPES

Row is mirrored at the center of an evenly numbered unit string; similar but different architectural window groupings in different volumetric forms are used to differentiate the unit facades; all units have the same material palette and color scheme which unifies the facade

D. Facade Design

2.0 Materials

2.1 Palette - Material Types and Colors

2.1.1 Primary and Secondary facade materials must include brick, stone, cast stone or other modular masonry materials and may include wood, metal panel, and composite or wood siding (installed horizontally, vertically, plank or panel)

2.1.2 Primary and Secondary facade rows are limited to up to (3) masonry types or colors which are dominant to a facade design

2.1.3 Primary and Secondary facades are limited to (3) secondary architectural feature materials and colors

2.1.4 Window trims, frames and cornices colors should compliment secondary materials

2.1.5 Vinyl and aluminum siding are prohibited on all facades



(3) BRICK COLORS WITH (1) ADDITIONAL MATERIAL AT THE BAYS AND (1) AT THE WINDOW GROUPING
Three brick colors are used as the dominant color / material for each unit. Brick belt courses in contrasting brick colors within the palette are used to delineate the Base, Body & Top and to provide visual interest



2 BRICK COLORS & 2 SECONDARY MATERIALS AND COLORS
The two brick colors in high contrast help to define the architectural elements; Differing installations and colors add variety to the secondary siding material



2 BRICK COLORS; 2 SECONDARY MATERIALS AND 1 ACCENT MATERIAL
The two brick colors define the Base and the Body of the elevation. The metal cornice, the canopy, the railings and bays are color matched while the cast stone headers and sills provide definition and detail to the design

D. Facade Design

2.0 Materials

2.2 Materials Composition

2.2.1 The wall surface area of all Primary facades must meet a minimum 30% brick or stone coverage and all Secondary facades must meet a minimum of 20% brick or stone coverage.

2.2.2 Masonry Coverage Calculation:

- See Page 13

2.2.3 The wall surface area includes any exposed exterior wall area minus openings

2.2.4 Openings include doors, single windows dimensioned to the wall cladding; mulled windows to the exterior wall cladding; window groupings include mulling trims between windows.

2.2.5 Any remaining exposed wall surface on the primary and secondary facades will include materials from the accepted list of materials

2.2.6 The base of all primary facades, must be clad in cast stone, stone or brick.



D. Facade Design

2.0 Materials

2.3 Materials & Color Transitions

2.3.1 Changes in materials - material transitions - may not take place at an outside corner.

2.3.2 A material type must wrap an outside corner and extend for at least 4FT before transitioning to another material vertically.

2.3.3 If the 4FT transition between materials vertically intersects an opening, the material must extend horizontally beyond 4FT and beyond the far side of the opening by at least 16 inches

2.3.4 Materials may transition vertically at an inside corner - one wall material type will finish at an inside corner and another material may begin on the next wall surface of the corner.

2.3.5 Horizontal transitions may not occur at the visual midpoint of a facade.

2.3.6 Materials or colors may transition at a midpoint if they are a secondary design element in combination of an overall facade design that meets the previous guidance.



Outside corner brick and siding wrap at end facade



Outside corner brick wrap and transition a different color brick at an inside corner



Outside corner brick wrap and transition to siding



Uniform brick color per unit with pattern and color bands at transitions; brick at Base is patterned; brick at Body is typical running bond with matching mortar



Brick rowlock band and color change make a transition defining the Base from the Body; brick at Base is patterned; brick at Body is typical running bond with matching mortar

D. Facade Design

2.0 Materials

2.4 Transparency

2.4.1 All Primary facades must meet a minimum of 22% transparency measured from the finished floor of the lowest level to the top of to the eave line OR to top of parapet

2.4.2 All Secondary facades must meet a minimum 10% transparency measured from the finished floor of the lowest level to the top of to the eave line OR to top of parapet

2.4.3 There are no minimum transparency requirements for tertiary facades.

2.4.4 Transparency Calculation Diagram as shown in the illustration to the right.

2.4.5 Masonry Coverge Calculation Diagram as shown in the illustration to the right.

2.4.6 Round result to nearest whole number

Total Opening Area =
248.0 sf

Total Wall Area
= 897.3 sf

$(TOA / TWA) * 100 = \%$

Transparency Ratio =
27.6%

$((TWA - TOA)/TWA) * 100 = \%$

Masonry Coverage Ratio =
72.4%



SAMPLE TRANSPARENCY & MASONRY COVERAGE CALCULATIONS

Exchange Place

D. Facade Design

3.0 Architectural Features & Details

3.1 Primary facades must use at least one architectural feature: a bay window, an inset door, a window grouping with contrasting material or color surround, patio doors with a balcony or balconette, canopy, dormer, a facade planar change or enhanced brick detailing

3.2 Enhanced brick detailing may include belt courses, banding, decorative patterns other than running bond - rowlocks, soldier courses, rustication, pulled brick rows - and changes in mortar color; matching or contrasting to the brick color.

3.3 (2) story bay windows that include the 4th or top level are prohibited

3.5 All unit entries must include entry lighting, decorative unit numbers and a stoop and / or a path connected to a common sidewalk

3.4 All units / rows must include a planting zone along the primary facade; the planting zoning at primary facades will frame the entry path or stoop.

3.6 All entry doors must include overhead weather protection like

- A recessed entry door
- A recessed vestibule
- A projecting canopy

3.7 Additional material details might include:

- Changes in installation pattern: lap siding, board and batten, ship-lap, panel
- Changes in color within the same material: color blocking (area of solid color), banding, belt courses, headers and sills, cornices
- Downspouts in a coordinating color
- Enhanced decorative railings



Brick banding; materials color changes; style appropriate trim; matching mortar vs contrasting mortar; unified metal color



Approved siding types; material correct trim details



Dormers; patio doors with balconette; recessed entry; planar change



Recessed window grouping with decorative metal surround; materials defined by color - (1) brick color & (1) color for all decorative metal



Simple details in a monochrome palette; contrasting mortar & single color metal

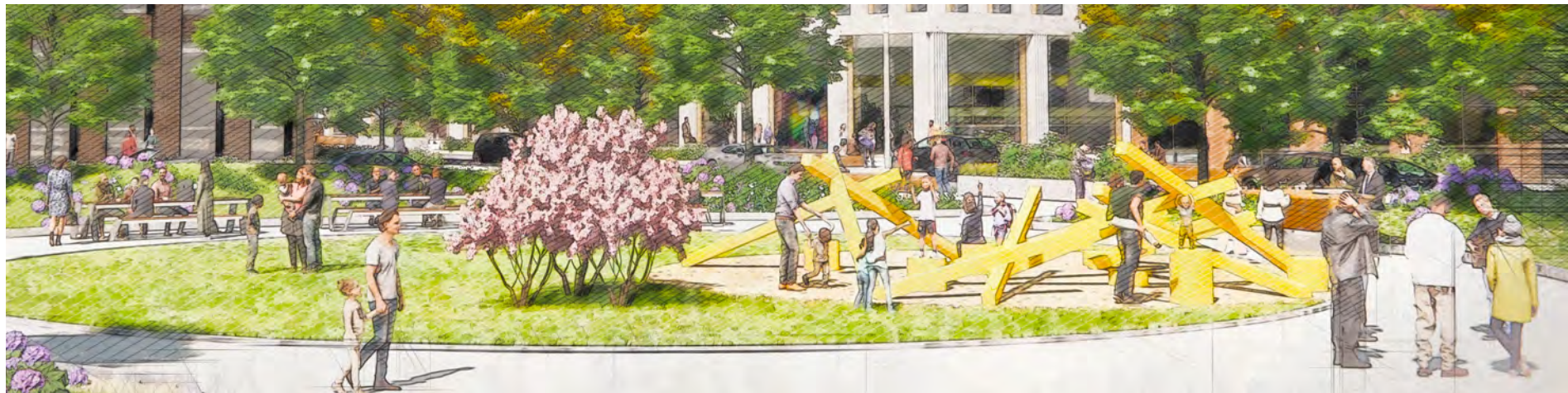
Architectural Character

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.

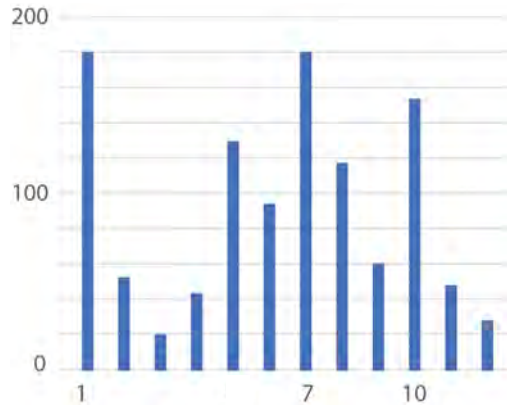
The response to the Vision Survey demonstrates the community’s love for the image of historic downtown Herndon, evidence of its contribution

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,

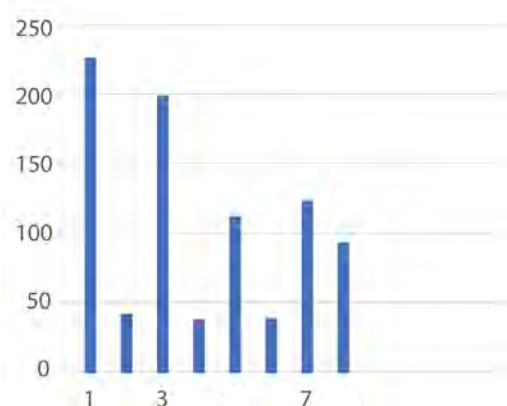
activated building frontages, and room for landscaping and small group interaction without inhibiting passage. Each of the selected images is a visual representation of walkability, a core attribute of both small towns and successful transit-oriented development. Trees and other landscaping feature prominently, 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.

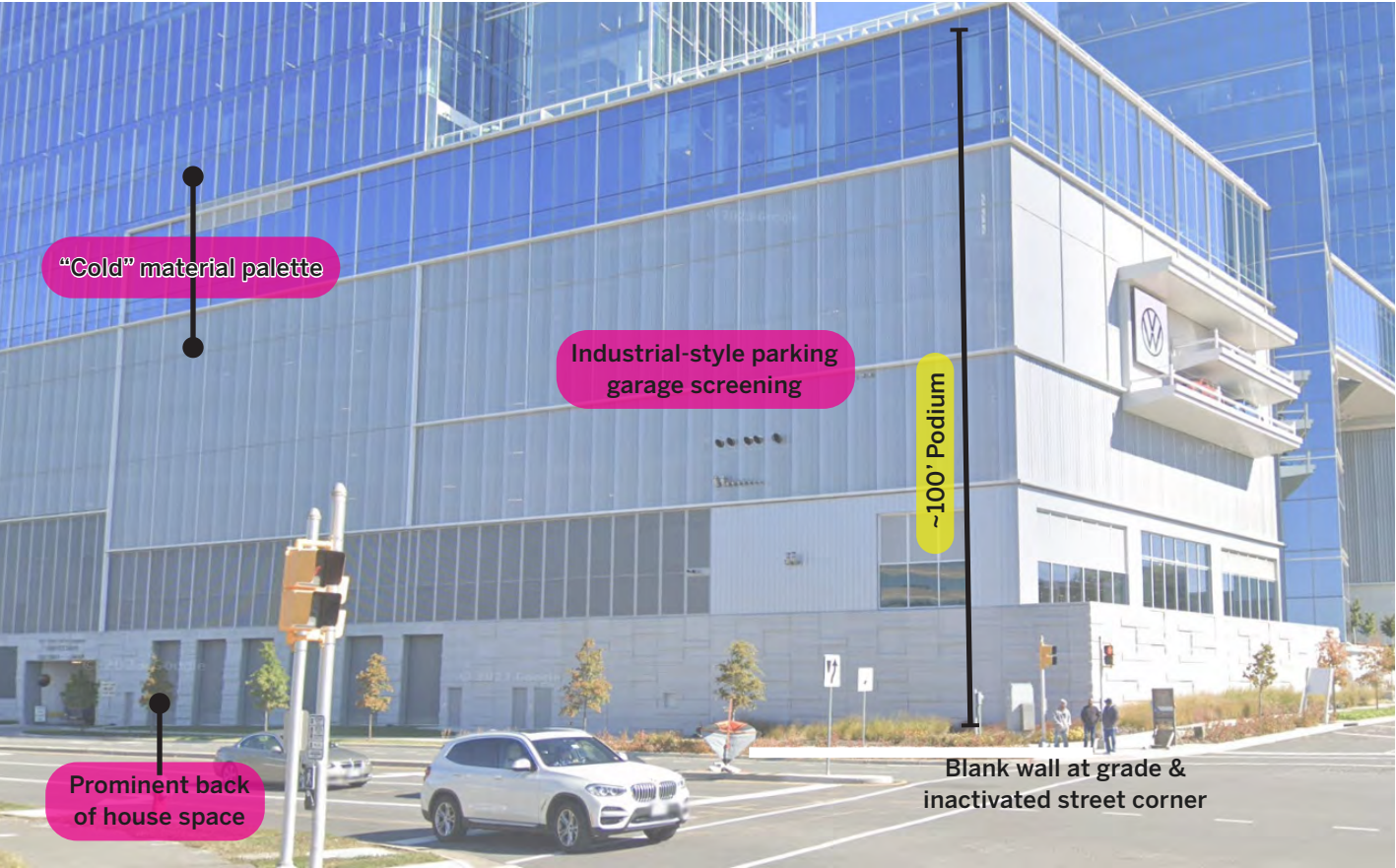
A common sentiment received during the engagement process was “we like to be near Reston, but we don’t want to be Reston.” Concerns were voiced in regard to the aesthetic quality of recent nearby developments. Common aesthetic criticisms of recent construction along the Silver Line included that both 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.

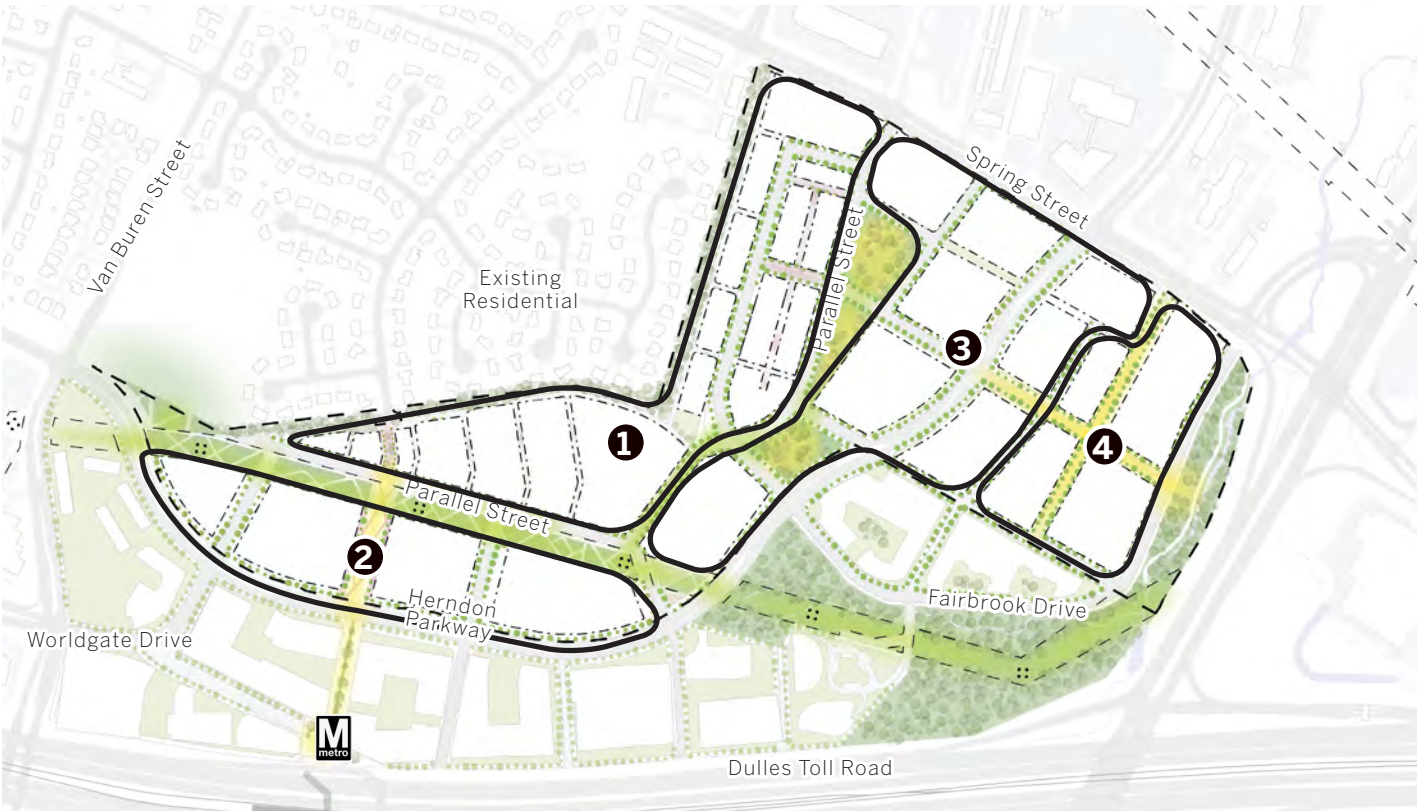
Building Height Zone 2 should contain the tallest buildings within the TRG with heights between 5 and 12 stories. This area is closest to the Herndon Metrorail Station and serves to provide height transition from the potential 20+ story heights of the HTOC across Herndon Parkway.

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.

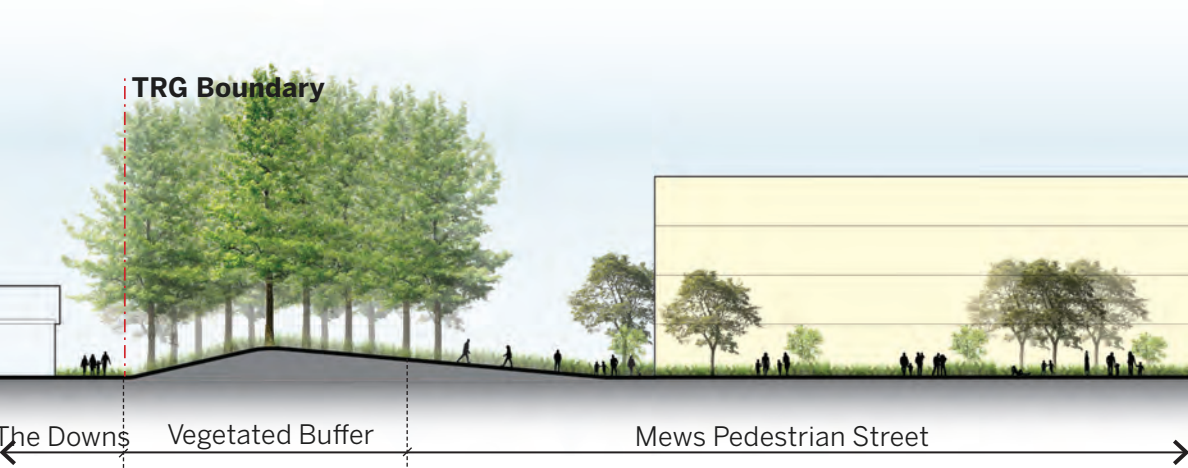
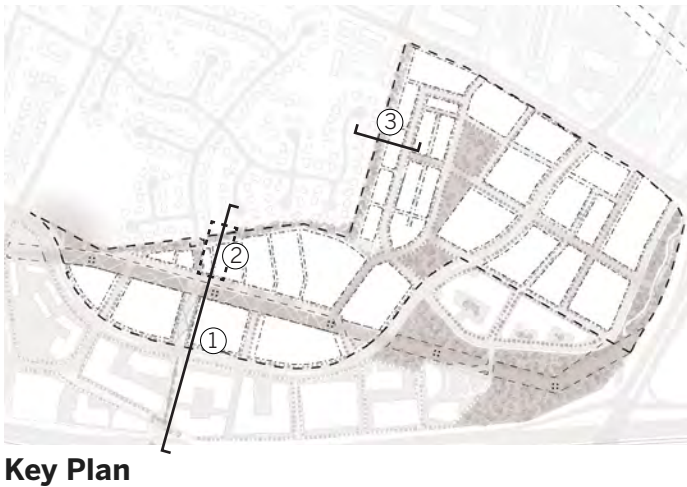
The proposed Building Height Areas shown on this page delineate a strategic categorization of zones within the TRG area. The prescribed heights take into account proximity to the Herndon Metro Station, and their direct access to major thoroughfares, such as Herndon Parkway and Spring Street, as well 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

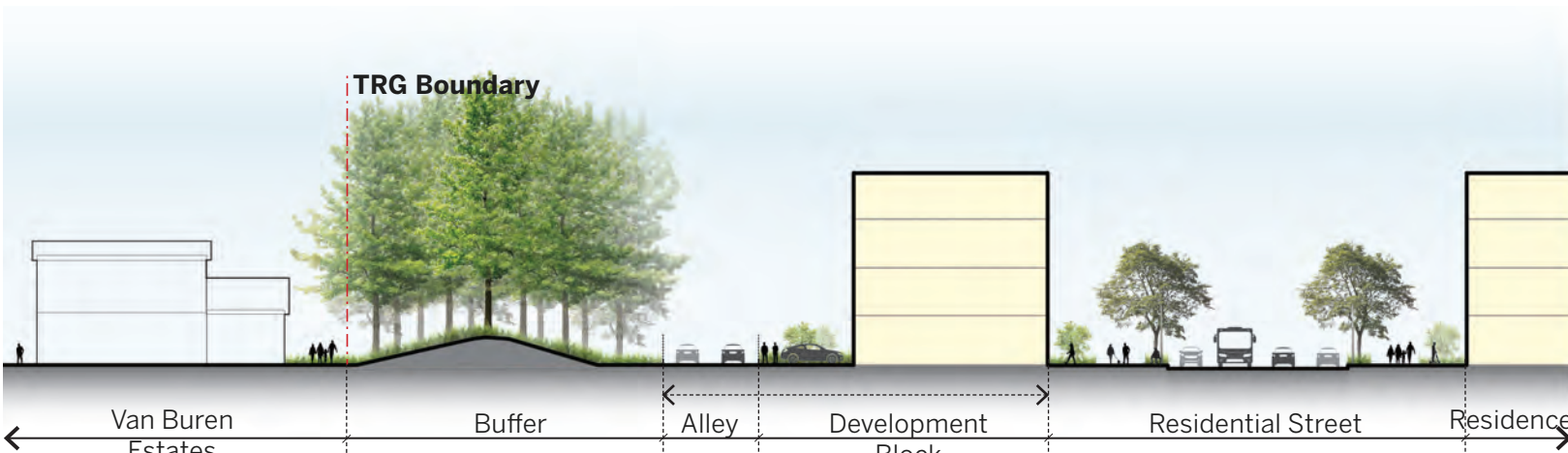


- ① 3-4 Story Building Heights
- ② 5-12 Story Building Heights
- ③ 5-8 Building Heights
- ④ Existing and Approved Heights Retained

Building Heights

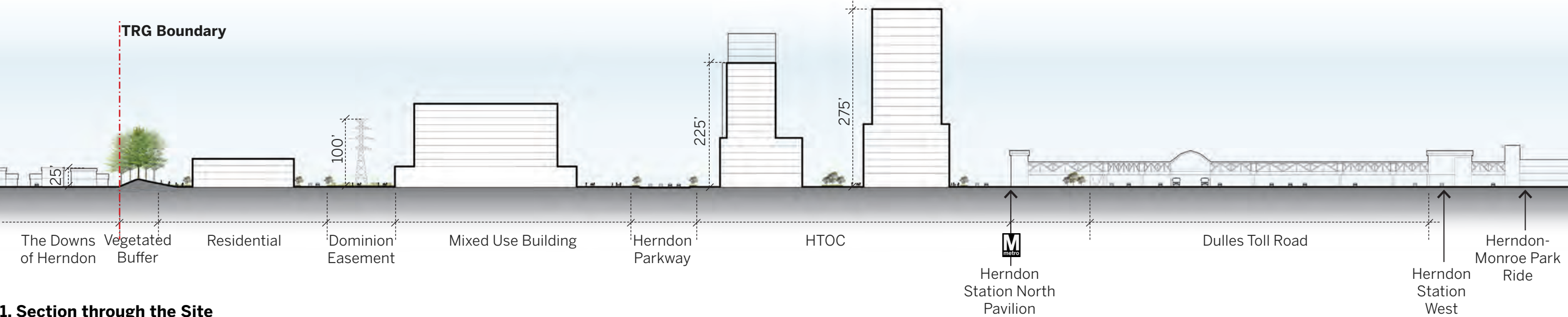


2. Section through the Buffer



3. Section through the Buffer on the Northern Boundary

TRANSECT | THE DOWNS - TRG - HTOC - HERNDON STATION

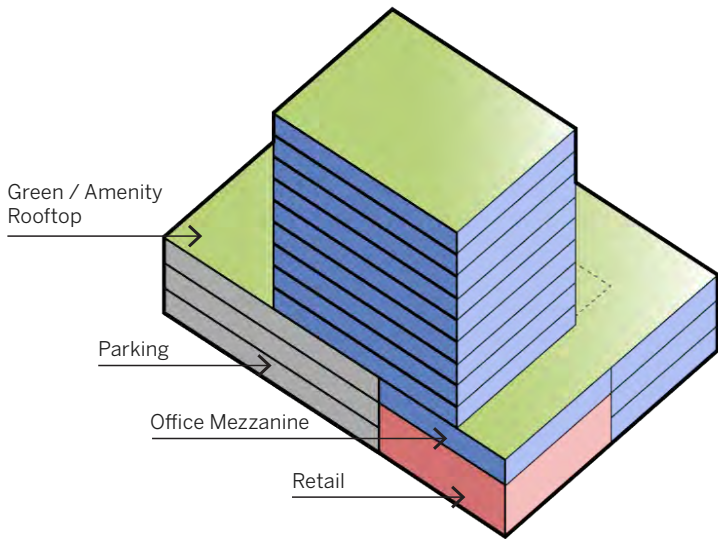


1. Section through the Site

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

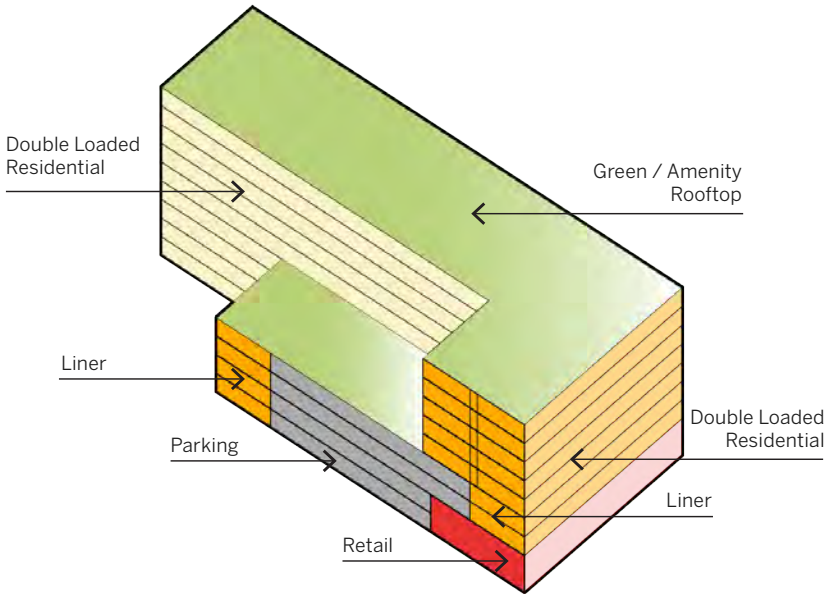
Building Typologies – Parking Garages

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.

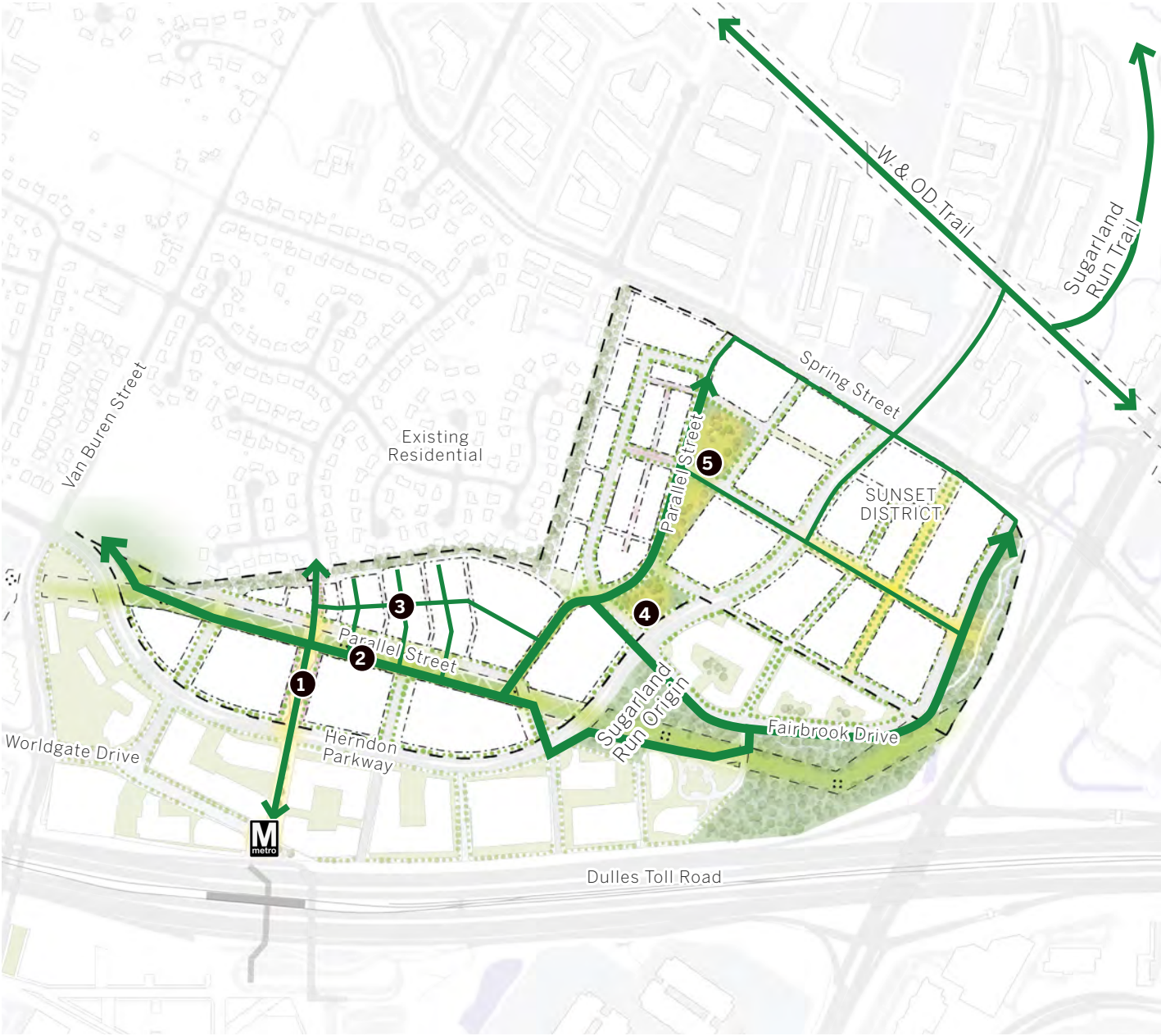
Of the 93 acres in the TRG, 14 acres (15%) would be dedicated to open space, as shown in the overall space allocation table below:

	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.



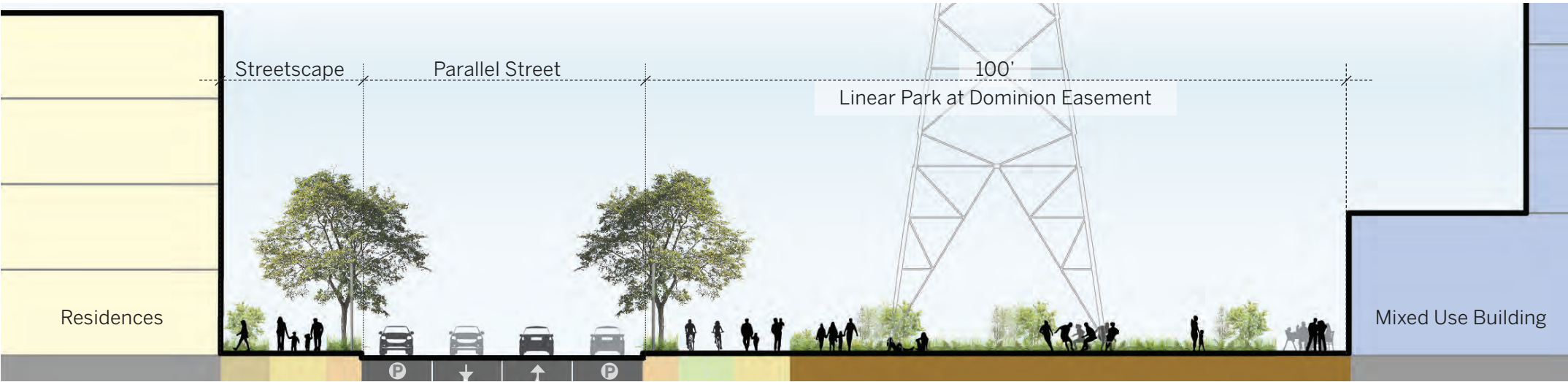
Key Plan

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



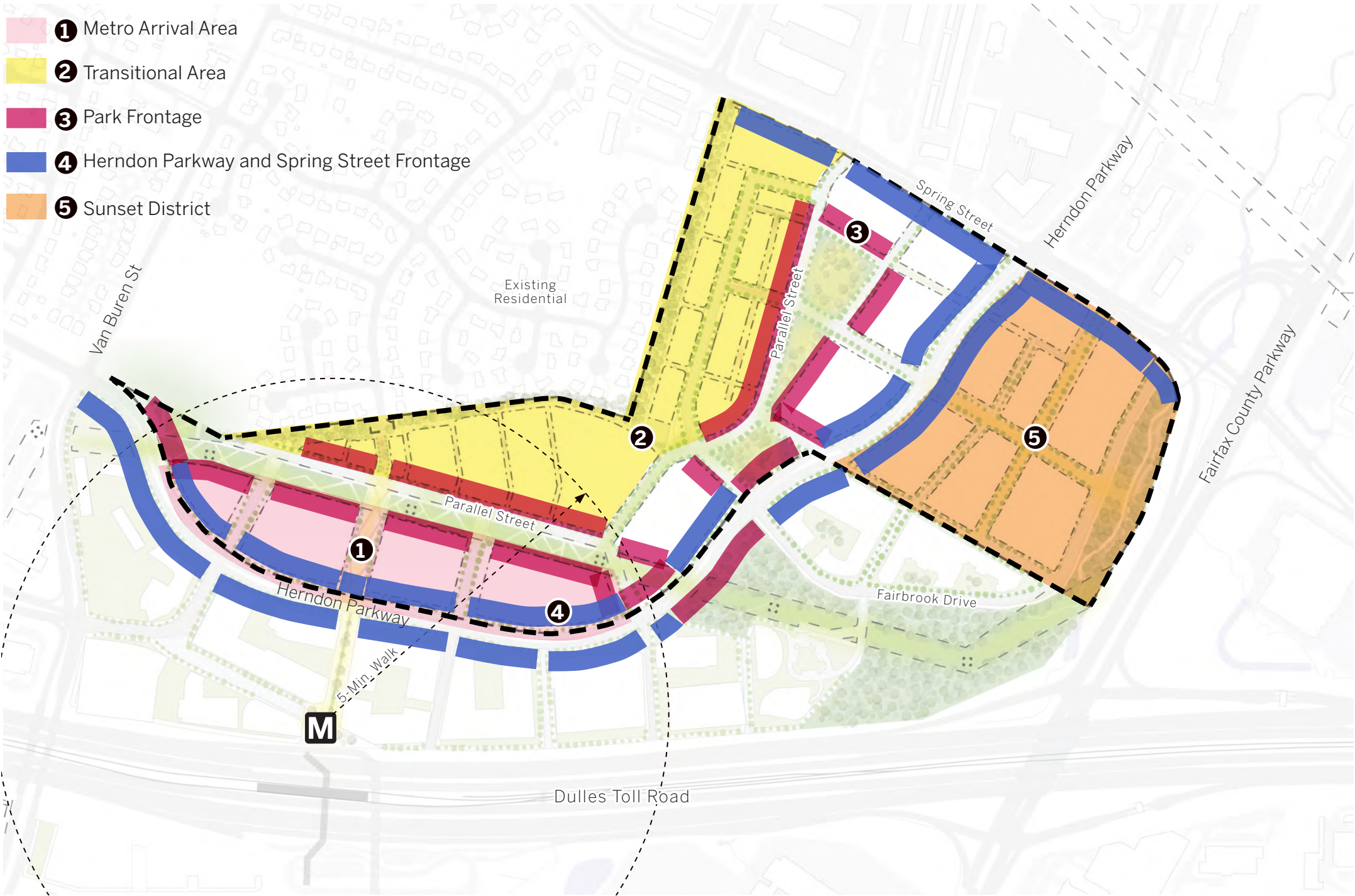
Urban Design Framework

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.



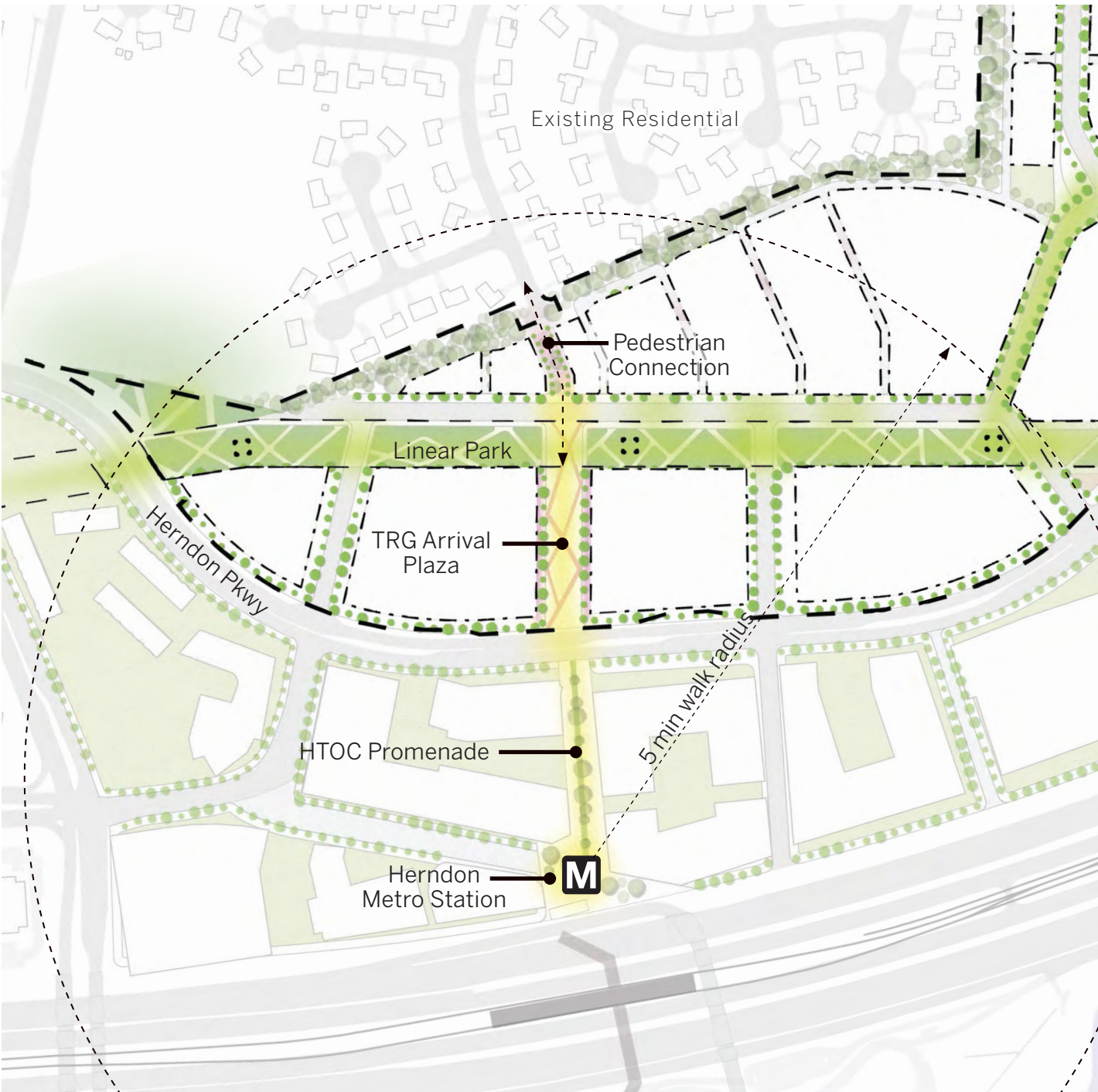
Union Station, Denver



Mosaic District, VA



City Center, DC

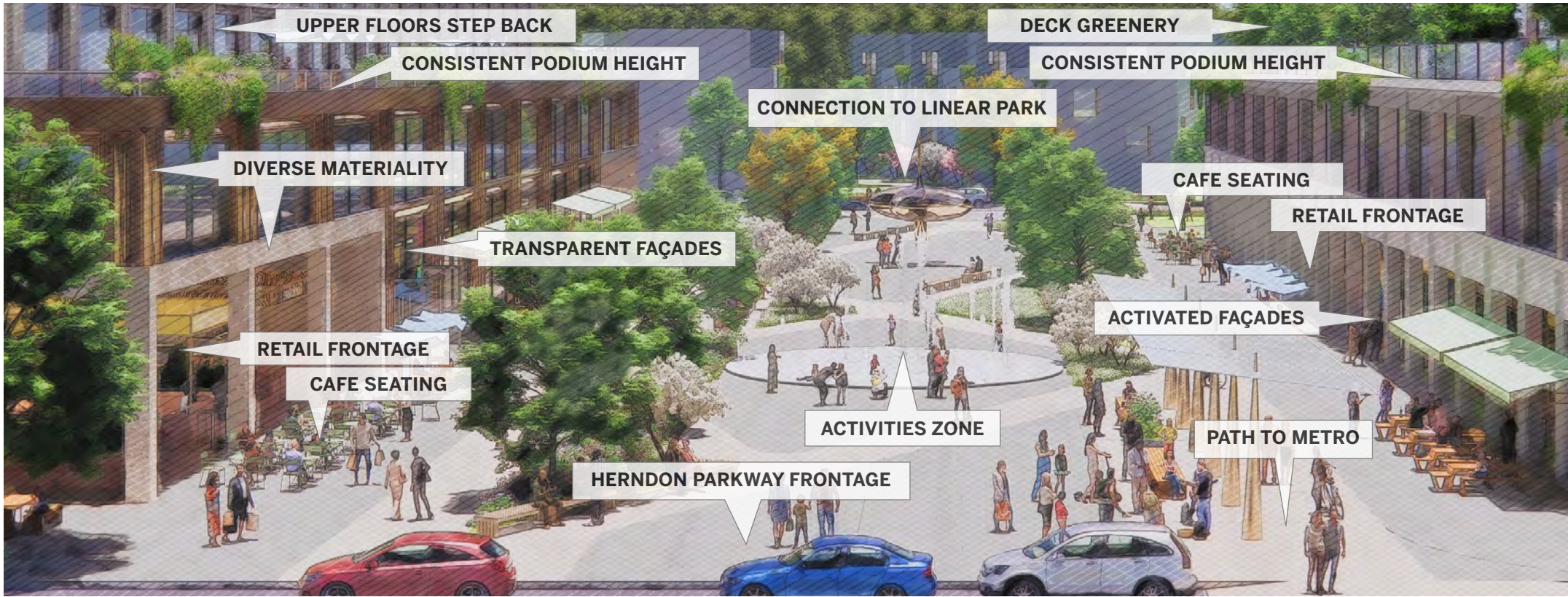


Metro Arrival Area

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

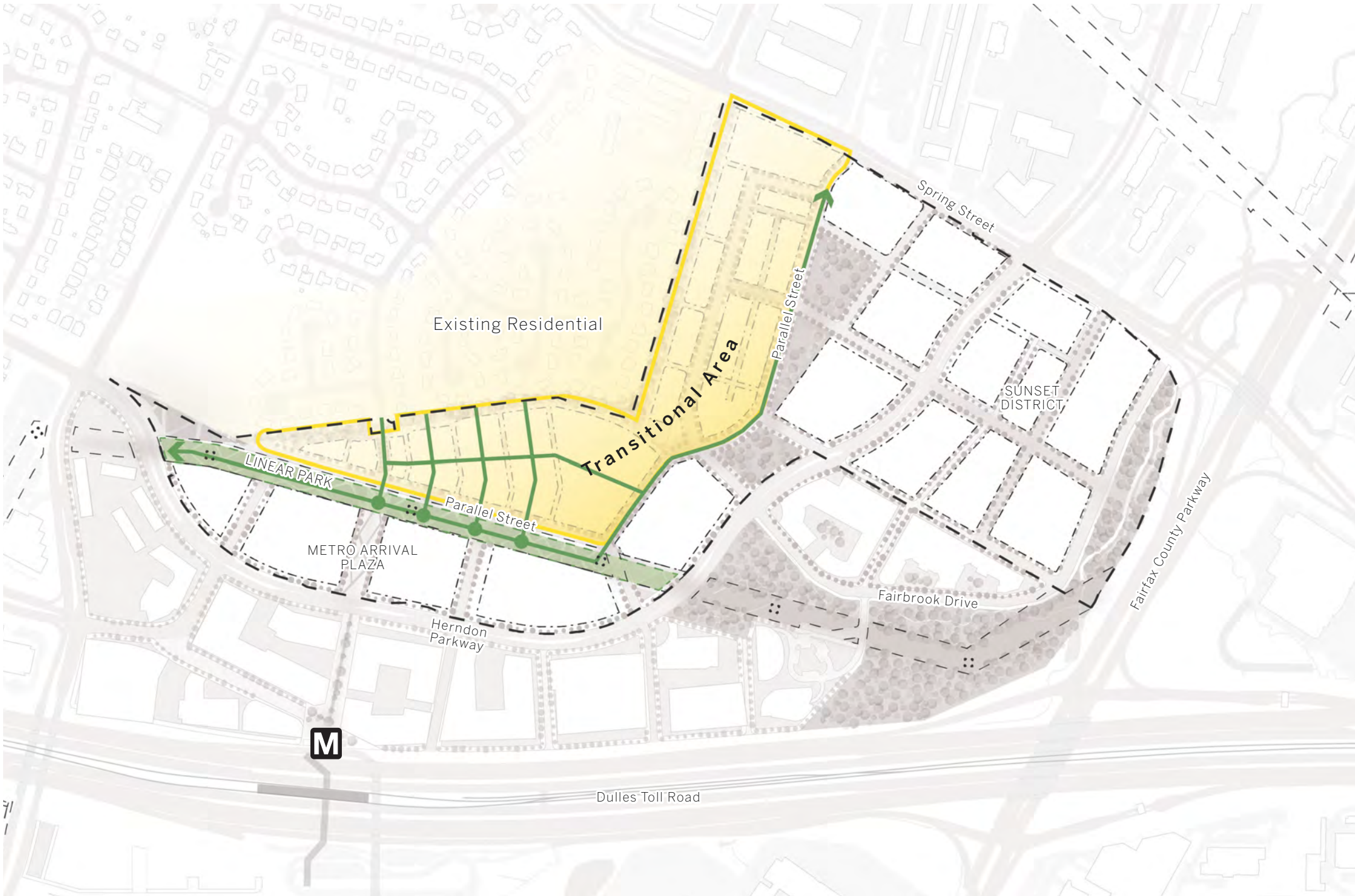
This is a low density residential area consisting of a combination of townhomes and two-over-two's serving as a density and heights transition between the existing single-family detached and townhome neighborhoods, and the planned higher density area fronting Herndon Parkway.

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

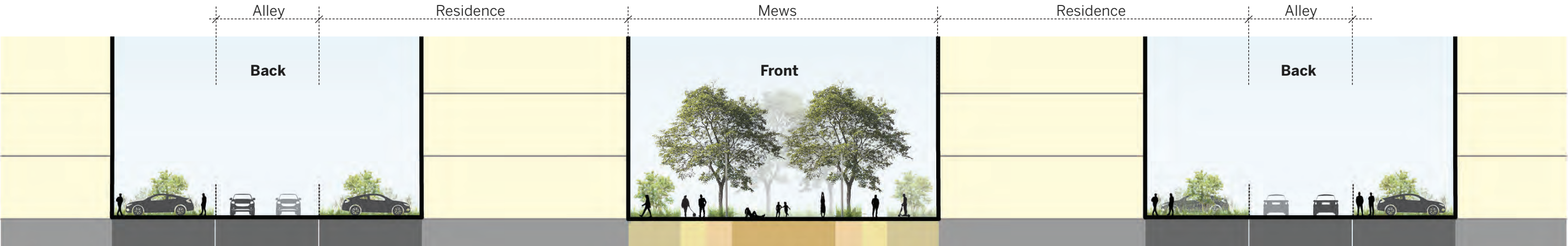
- The dimensions of the mews provide adequate space for multiple simultaneous activities and significant levels of sunlight.
- Façade materials display texture and a residential scale while keeping with the contemporary aesthetic of the TRG.
- A broad vegetative screen or buffer shields the existing 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.

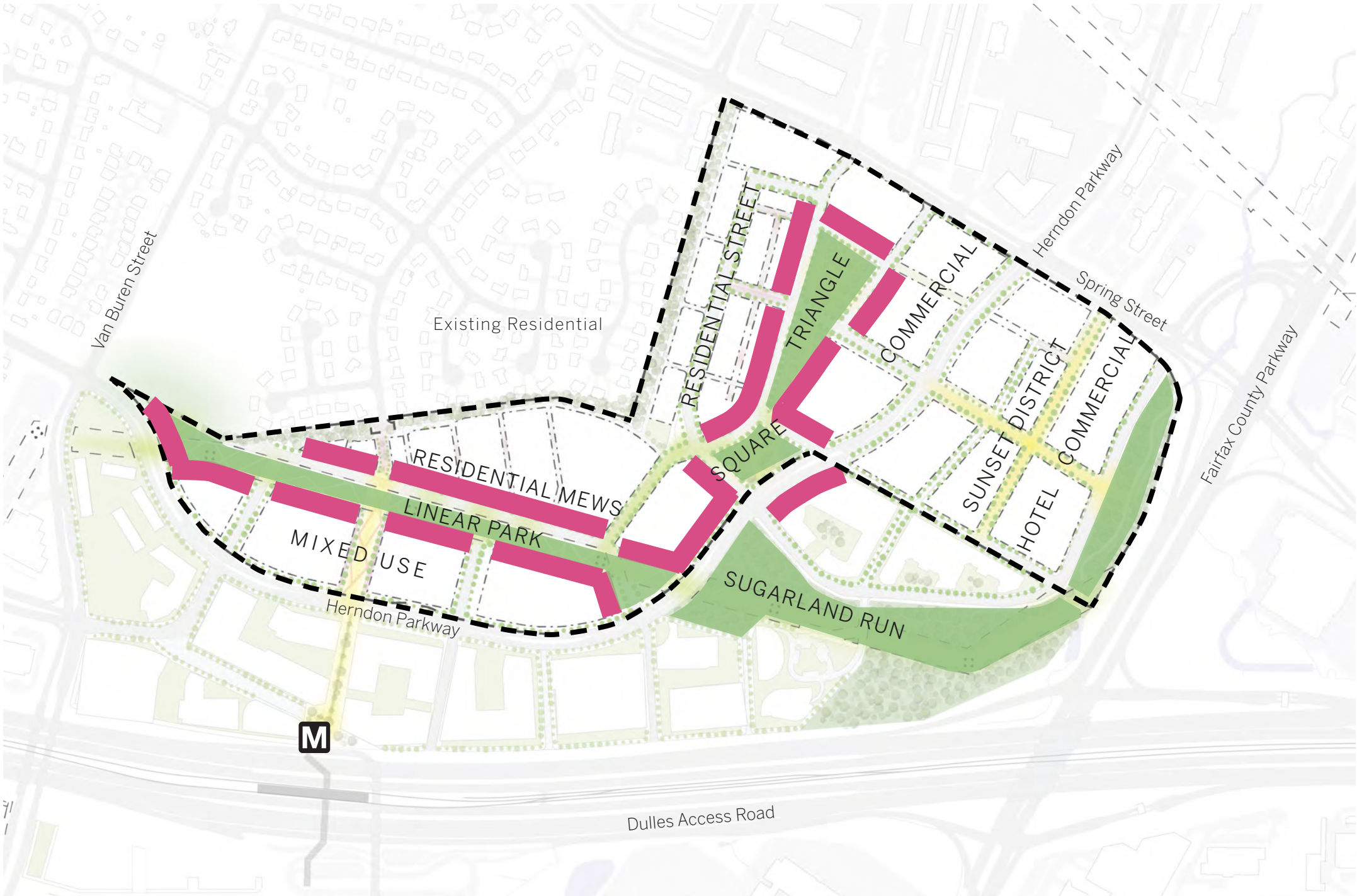
General design guidance for buildings facing parks:

- 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

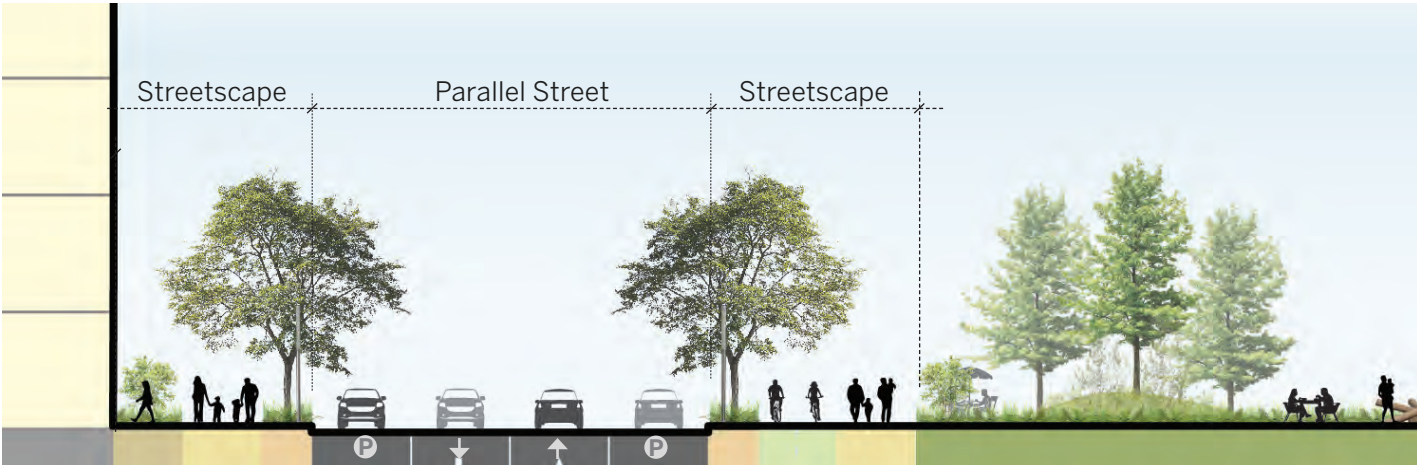
- Seating/Front or Side Yard
- Pedestrian Circulation
- Landscape and Site Furnishings
- Cycle Track
- Park



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.



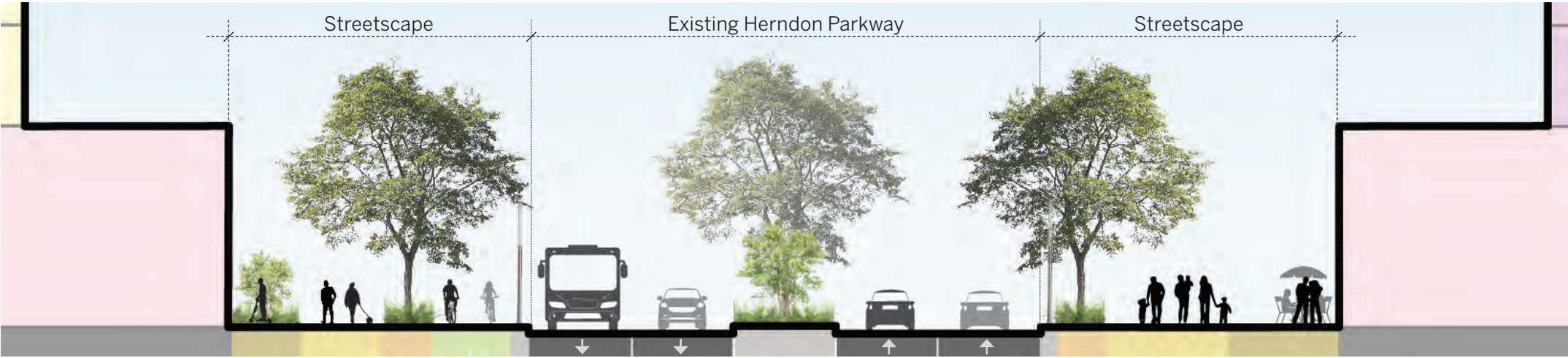
Key Plan

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

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.

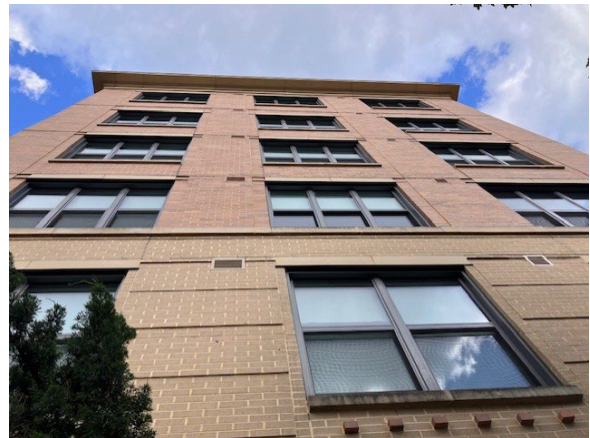
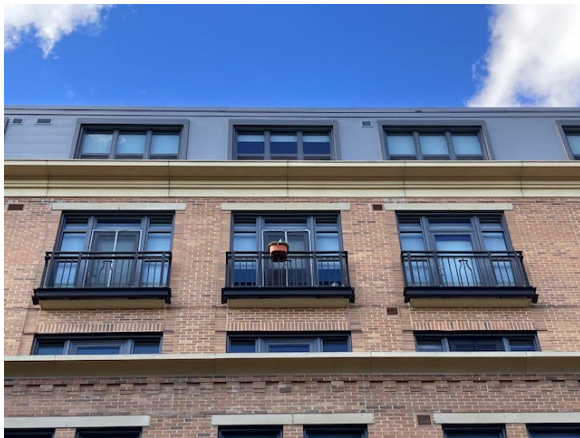


Figure 2: A comparison of how the deep cornice of the above building (located at 1111 Belle Pre Way, Alexandria, VA 22314) appears from across the street (left) and from the sidewalk adjacent to the building (right). Note that the deep cornice visually minimizes the height of the upper floor.