



ARCHITECTURAL REVIEW BOARD REGULAR MEETING AGENDA

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

Wednesday, November 19, 2025 | 7:30 PM

- 1. Call to Order**
- 2. Approval of Minutes**
 - a. October 1, 2025, Architectural Review Board Work Session Minutes
 - b. October 15, 2025, Architectural Review Board Regular Meeting Minutes
- 3. Comments**
 - a. Comments from the Staff Members
 - b. Comments from the Board Members
 - c. Comments from Citizens
Members of the public may, for one 3-minute period, provide public comments, requests, consent or general item comments, and comments on matters not included on the agenda.
- 4. Public Hearings**
 - a. APPLICATION FOR SIGNAGE, ARB #25-003, to consider an application for freestanding signage for the commercial property located near 139 Spring Street, Herndon, Virginia
- 5. Adjournment**

Agenda Item: October 1, 2025, Architectural Review Board Work Session Minutes

Meeting Date: November 19, 2025

Category: Approval of Minutes

Prepared by: Aaron Zoellick, Clerk of Boards and Commissions

Description:

This is a request to approve the October 1, 2025, Architectural Review Board work session minutes.

Background:

N/A

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

Recommend approval, as presented.

Attachments:

1. 10.01.2025 Architectural Review Board Work Session Minutes

HERNDON ARCHITECTURAL REVIEW BOARD
Work Session Minutes
Wednesday, October 1, 2025

1. Call to Order

Chair Blaker-Glass called the October 1, 2025, Architectural Review Board work session to order at 9:04 p.m. in the Town of Herndon Council Chambers Building, 765 Lynn Street, Herndon, Virginia. Board Members in attendance: Tamim Chowdhury, Amy Oleinick, Vice Chair Melody Fetske, Chair Leslie Blaker-Glass.

Board Member Triston O'Savio was absent.

Staff present during the meeting: Lauri Sigler, Deputy Town Attorney; Bryce Perry, Deputy Director of Community Development; Angelina Jones, Lead Planner; and Aaron Zoellick, Clerk of Boards and Commissions.

Chair Blaker-Glass determined there was a quorum with four Board Members present.

2. Public Hearings

- a. **APPLICATION FOR SIGNAGE, ARB #25-003, to consider an application for freestanding signage for the commercial property located near 139 Spring Street, Herndon, Virginia, on property established by Declaration of Sunset Business Condominium recorded in Deed Book 5876, page 13, among the Land Records of Fairfax County, Virginia.**

Chair Blaker-Glass opened the public hearing.

Vice Chair Fetske read a disclosure statement.

Chair Blaker-Glass called on Ms. Jones for the staff report. Ms. Jones delivered the staff report and staff presentation dated October 1, 2025, which are on file with the Department of Community Development. Ms. Jones stated that this is an application for freestanding signage for the commercial property located near 139 Spring Street. Staff is withholding a recommendation pending discussion by the board.

There was discussion among the Board Members and staff on this item, including:

(1) guidelines regarding what a sign should look like.

Chair Blaker-Glass recognized the applicant for comments.

The applicant's representative, Jennifer Daniel, was present and provided brief comments.

There was discussion among the Board Members and staff on this item, including: (1) whether there are any renderings of what a future design of the property may look like; (2) whether there is a timeline for the redesign of the property; (3) whether there are other color or material options that may meet the applicant's goals; (4) incorporation of elements from the buildings into the sign may be helpful; (5) inclusion of landscaping into the design may help; (6) clarification on the illumination of the proposed sign; and (7) whether aluminum is an acceptable material.

Ms. Jones stated that if the applicant is able to present a design that meets the uniform sign standards, then that could be approved administratively.

3. Comments

a. Comments from the Staff Members

No comments were offered.

b. Comments from the Board Members

No comments were offered.

4. Adjournment

There being no further business, and without objection, the October 1, 2025, Architectural Review Board work session adjourned at 9:38 p.m.

Agenda Item: October 15, 2025, Architectural Review Board Regular Meeting Minutes

Meeting Date: November 19, 2025

Category: Approval of Minutes

Prepared by: Aaron Zoellick, Clerk of Boards and Commissions

Description:

This is a request to approve the October 15, 2025, Architectural Review Board regular meeting minutes.

Background:

N/A

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

Recommend approval, as presented.

Attachments:

1. 10.15.2025 Architectural Review Board Regular Meeting Minutes



**HERNDON ARCHITECTURAL REVIEW BOARD
Regular Meeting Minutes
Wednesday, October 15, 2025**

1. Call to Order

Vice Chair Melody Fetske called the October 15, 2025, Architectural Review Board regular meeting to order at 7:50 p.m. in the Town of Herndon Council Chambers Building, 765 Lynn Street, Herndon, Virginia. Board Members in attendance: Tamim Chowdhury, Amy Oleinick, Triston O'Savio, and Vice Chair Melody Fetske.

Chair Leslie Blaker-Glass was absent.

Staff present during the meeting: Lauri Sigler, Deputy Town Attorney; Angelina Jones, Lead Planner; and Aaron Zoellick, Clerk of Boards and Commissions.

Vice Chair Fetske determined there was a quorum with four Board Members present.

2. Approval of Minutes

a. May 7, 2025, Architectural Review Board Work Session Minutes

b. May 21, 2025, Architectural Review Board Regular Meeting Minutes

c. June 4, 2025, Architectural Review Board Work Session Minutes

d. July 2, 2025, Architectural Review Board Work Session Minutes

e. August 6, 2025, Architectural Review Board Work Session Minutes

Board Member Chowdhury motioned to approve the minutes for the May 7, 2025, Architectural Review Board work session, the May 21, 2025, Architectural Review Board regular meeting, the June 4, 2025, Architectural Review Board work session,

the July 2, 2025, Architectural Review Board work session, and the August 6, 2025, Architectural Review Board work session. Motion seconded by Board Member O'Savio. The question was called on the motion, which was carried by a 4 - 0 roll call vote. Board Members Chowdhury, Oleinick, O'Savio, and Vice Chair Fetske voted "Aye."

3. Comments

a. Comments from the Staff Members

Ms. Jones provided an update on the agenda for the November Architectural Review Board meetings.

b. Comments from the Board Members

No comments were offered.

c. Comments from Citizens

No comments were offered.

4. Public Hearings

Certificates of Publication were filed from the Editor of the Fairfax County Times Newspapers, showing that notice of said public hearing items had been duly advertised in the September 26 and October 3, 2025, issues.

a. APPLICATION FOR SIGNAGE, ARB #25-003, to consider an application for freestanding signage for the commercial property located near 139 Spring Street, Herndon, Virginia, on property established by Declaration of Sunset Business Condominium recorded in Deed Book 5876, page 13, among the Land Records of Fairfax County, Virginia.

Vice Chair Fetske opened the public hearing.

Vice Chair Fetske read a disclosure statement.

Vice Chair Fetske called on Ms. Jones for the staff presentation.

Ms. Jones delivered the staff presentation dated October 15, 2025, which is on file with the Department of Community Development. Staff is recommending a continuation to the November 19, 2025, Architectural Review Board regular meeting at the applicant's request.

There was discussion among the Board Members and staff on this item, including: (1) the Board's willingness to work with the applicant; and (2) whether the applicant has provided an update on when requested materials will be provided to staff.

The applicant was not present.

No members of the public were in attendance.

Vice Chair Fetske left the public hearing open and moved to the board level for discussion and possible action.

Ms. Sigler recommended that the board continue to a date certain, November 19, 2025, if they choose to continue the application.

Board Member O'Savio motioned to continue ARB #25-003 to the November 19, 2025, Architectural Review Board regular meeting. Motion seconded by Board Member Chowdhury. The question was called on the motion, which was carried by a 4 - 0 roll call vote. Board Members Chowdhury, Oleinick, O'Savio, and Vice Chair Fetske voted "Aye."

5. New Business

a. Resolution to establish the Architectural Review Board meeting schedule for January 1, 2026, to December 31, 2026

Vice Chair Fetske called on Ms. Sigler for an update on the resolution to establish the Architectural Review Board meeting schedule for 2026.

Ms. Sigler presented the proposed Architectural Review Board meeting schedule for 2026. Staff recommended approval as presented.

Vice Chair Fetske moved to the board for discussion and possible action.

Board Member Oleinick motioned to approve the Architectural Review Board meeting schedule for January 1, 2026, to December 31, 2026, as presented. Motion seconded by Board Member Chowdhury. The question was called on the motion, which was carried by a 4 - 0 roll call vote. Board Members Chowdhury, Oleinick, O'Savio, and Vice Chair Fetske voted "Aye."

6. Adjournment

There being no further business, and without objection, the October 15, 2025, Architectural Review Board regular meeting adjourned at 8:08 p.m.

Agenda Item: APPLICATION FOR SIGNAGE, ARB #25-003, to consider an application for freestanding signage for the commercial property located near 139 Spring Street, Herndon, Virginia

Meeting Date: November 19, 2025

Category: Public Hearings

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

Description:

This application proposes to install an aluminum monument sign along Spring Street east of the Herndon Parkway set back at least 5'-0" from the right-of-way. The sign stands 7'-8" from grade to top and is 10'-4" wide. The total area of the proposed sign is 50 square feet, and the letter height will be 10". Both the structure and the sign face would be constructed of aluminum. The letters and graphics would be acrylic and the unit would be internally lit similar to a box sign.

This application was first received as a Permanent Sign License request. However, after initial review staff determined that the proposal could not be reviewed administratively due to its failure to adhere to all requirements of the Uniform Sign Standards. The applicant has since revised the design proposal based on Architectural Review Board (ARB) and staff feedback provided during the October 1, 2025, work session.

For more information, please see the October 1, 2025, staff report and the October 15, 2025, and November 12, 2025, staff memos.

Background:

The property is located near 139 Spring Street and is part of a commercial condominium owned by the Unit Owners Association of Sunset Business Park Condominium established by Declaration of Sunset Business Condominium recorded in Deed Book 5876, page 13, among the Land Records of Fairfax County, Virginia, it features a one-story commercial business park. The property sits on approximately 7 acres. Businesses in the Sunset Business Park have signage applied in white to coordinated maroon storefront awnings. These are consistent with a Master Sign Plan adopted for the property in 2003 (ARB 03-14). Sunset Business Park is within the Transit-Related Growth (TRG) Area with guidance provided by the recently adopted Small Area Plan. The plan points to the opportunities the existing business park affords to create a destination with a distinct character at a prominent gateway into Herndon. This applies to site elements such as signage.

The ARB first considered this case at its October 1, 2025, work session. The applicant requested a continuance at the October 15, 2025, ARB regular meeting in order to have time to work with their client to incorporate the board’s feedback. The board passed a resolution to continue this application to its November meeting cycle. The November 12, 2025, work session was cancelled due to lack of quorum. Therefore, there are no updates to provide from this meeting.

For more information, please see the October 1, 2025, staff report and the October 15, 2025, and November 12, 2025, staff memos.

Fiscal Impact:

N/A

Staff Recommendation/Next Steps:

Staff recommend approval of the application in accordance with the conditioned draft resolution.

Attachments:

- 1. Staff Memo
- 2. Resolution (Proposed)
- 3. Materials

MEMORANDUM

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

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

Date: November 12, 2025

Subject: APPLICATION FOR SIGNAGE, ARB #25-003, to consider an application for freestanding signage for the commercial property located near 139 Spring Street, Herndon, Virginia.

Description:

Project Summary:

This application proposes to install an aluminum monument sign along Spring Street east of the Herndon Parkway set back at least 5'-0" from the right-of-way. The sign stands 7'-8" from grade to top and is 10'-4" wide. The total area of the proposed sign is 50 square feet, and the letter height will be 10". Both the structure and the sign face would be constructed of aluminum. The letters and graphics would be acrylic and the unit would be internally lit similar to a box sign.

This application was first received as a Permanent Sign License request. However, after initial review staff determined that the proposal could not be reviewed administratively due to its failure to adhere to all requirements of the Uniform Sign Standards. For more information, please see the October 1, 2025, staff report.

Prior ARB Review:

The ARB first considered this case at its October 1, 2025, work session. The applicant requested a continuance at the October 15, 2025, ARB regular meeting in order to have time to work with their client to incorporate the board's feedback. The board passed a resolution to continue this application to its November meeting cycle.

During the October 1 work session, the ARB requested the following:

- Documentation related to the planned changes to the business park's design
- Alternative color options for the proposed monument sign
- Design renderings that illustrate the site plantings that would be installed with the monument sign

For a complete summary of the ARB's feedback to the applicant during the October 1 work session, please see the October 15 staff memo.

Updates since the October 1, 2025, Work Session:

The applicant included preliminary designs for updated signage and digital color swatches as part of the updated materials submitted for the November 12, 2025, work session. The initial design proposed for this location had sharp corners. The revised design submitted in materials for the November 12 work session has chamfered corners that reflect the curvilinear form of the business park's buildings. The applicant has also included example vegetation in the elevation drawings to convey a sense of how the signage will look when the plantings required by the associated site plan waiver are installed (MNP 25-08). Note that the applicant has provided three potential color options for the signs with a preference for the blue and orange scheme depicted on page 2 of the exhibit. The option shown on page 3 depicts a color proposal that would match the maroon of the current awnings and the option on page 4 is a neutral gray meant to be compatible with the existing and possible future awning signage colors throughout the business park.

Staff Analysis:

Zoning Ordinance Compliance

Staff finds that this application complies with the applicable standards and requirements of the zoning ordinance, as stated in Section Sec. 78-140 - Signs.

Adherence to the Uniform Sign Standards

The following standards should be carefully considered in the Board's evaluation of this application. Below, staff provide a revised analysis based on the updated sign options provided by the applicant for the November 12, 2025, work session.

- General Sign Standards in the ACD
 - o 3. Execution of sign design and placement shall complement the building architecture or landscape architecture of the structure or parcel on which it is placed, the character of the surrounding context, and the character of the Town.
 - The updated shape of the monument sign relates back to the curvilinear form of Sunset Business Park and therefore serves to complement the associated architecture. Furthermore, the updated drawings depict vegetation around the signage. This helps to ground the sign design in the space and situate it within the context of the corner where it will be installed.

- 5. Signs shall be designed, constructed, and installed using high quality and durable materials and practices with proven reputation for longevity in appearance and material integrity.
 - The proposed aluminum sign will be painted using an application method and finish similar to that used to paint vehicles.
- 7. While a diversity of signage types is encouraged for individual businesses, when multiple sign types are used, their designs shall be coordinated and complementary to each other.
 - The applicant has provided preliminary plans and digital color samples for proposed design changes to the buildings and associated signage throughout the business park. This demonstrates that the colors proposed for the monument sign as depicted on page 2 of the exhibit are intended to coordinate with this as yet completed work throughout the rest of the business park. Note that only the monument sign is considered under this application. The ARB cannot require that the changes to other aspects of the business park be completed nor can the ARB place any conditions or limitations on one case that are associated with a potential subsequent and separate case.
- 12. A sign's color and texture are important characteristics to consider and have significant impacts to the overall aesthetic of a sign. Glossy finishes shall not be used, and colors shall not clash with facade colors.
 - The applicant has provided digital color swatches to demonstrate that the proposed blue for the aluminum sign face is an appropriate hue to complement the existing maroon awnings, as well as the renovated building colors if the business park pursues a larger design change in future. While the digital swatches are a helpful reference, staff recommend that the applicant provide physical swatches for the selected colors to be included in the case file. Digital samples are dependent on the resolution and technical specifications of the device on which they are viewed. Physical samples, alternatively, are true to color and a better indicator of the applicant's intended design (please see the related condition in the accompanying draft resolution).
- Freestanding Signs:
 - Material, texture, color, and design coordinated with and/or complementary to the architecture and exterior materials of the building.
 - The updated proposal demonstrates that the proposed colors will be complementary to the existing maroon awnings. The revised design also relates to the overall curvilinear shapes featured in the architecture of the associated business park.
 - Sized appropriately for the space in which it is installed.
 - The revised designs show plantings around the sign, which help to mediate its overall visual impact on the corner leading into the business park from Spring Street. The rounded corners of the

revised design further helps to subordinate its appearance to the surrounding architecture.

Further Considerations

The business park appears to be initiating a re-branding with this new sign, however without any further information regarding if and when further updates may be occurring to the rest of the site, the sign should be evaluated in isolation and in the context of existing conditions. With this sign as the potential brand setting precedent, the language expressed in the TRG small area plan regarding the eclectic atmosphere and creative and innovative architectural expressions intended for the Sunset Business Park should be closely examined and applied to the review of this sign. The revised design and supplemental materials demonstrate that the design as proposed will be complementary to the Sunset Business Park in its current condition.

Staff Recommendation/Next Steps:

Staff recommend approval of the application in accordance with the conditioned draft resolution.

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

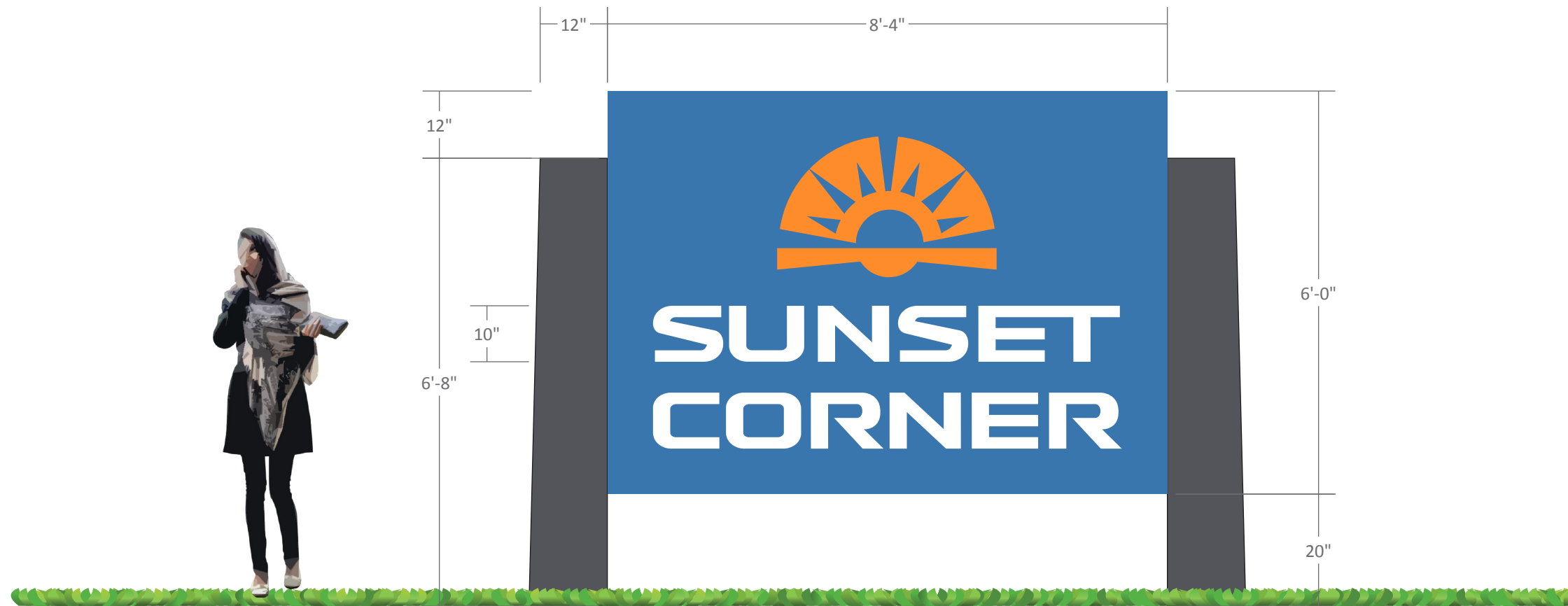
RESOLUTION

November 19, 2025

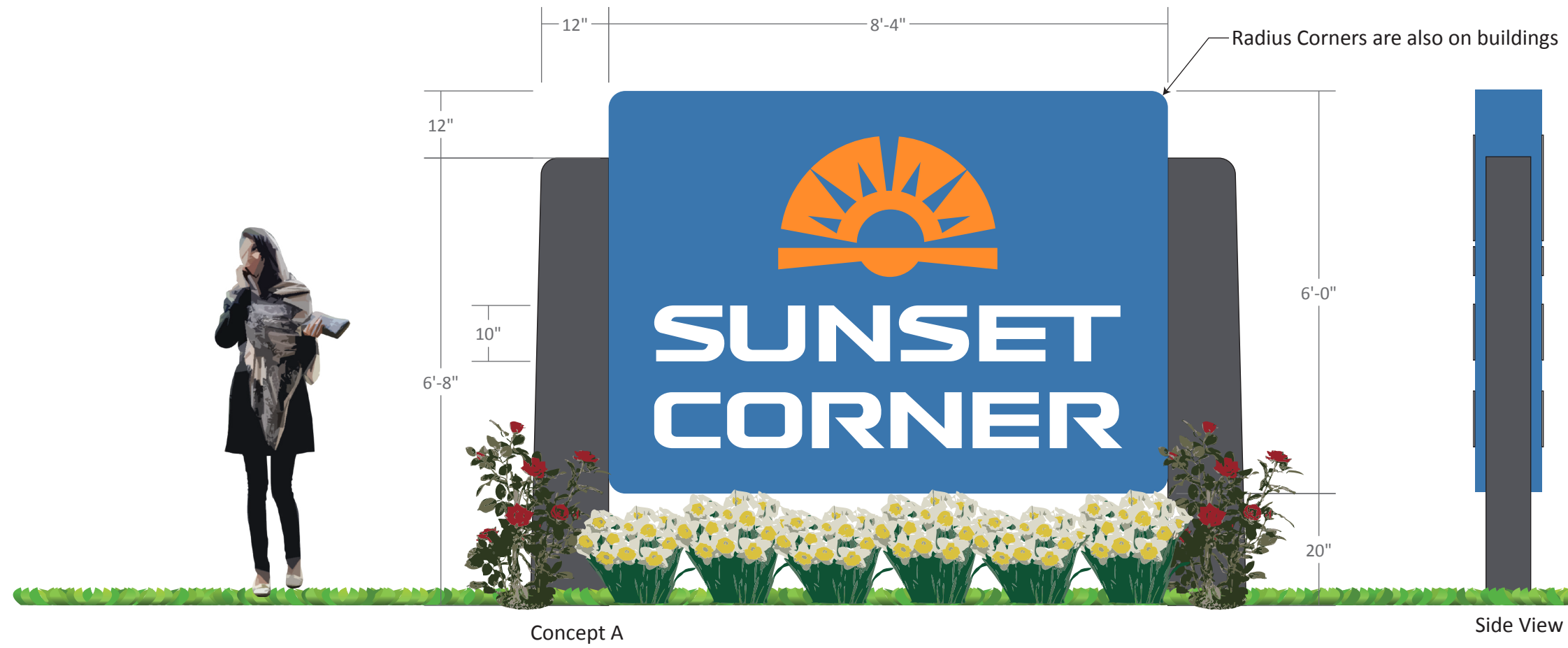
Resolution- to consider an application for freestanding signage for the commercial property located near 139 Spring Street, Herndon, Virginia, on property established by Declaration of Sunset Business Condominium recorded in Deed Book 5876, page 13, among the Land Records of Fairfax County, Virginia.

BE IT RESOLVED by the Architectural Review Board of the Town of Herndon, Virginia that:

1. The Architectural Review Board approves ARB #25-003, for a freestanding sign located near 139 Spring Street, Herndon, Virginia, in substantial conformance with the information shown in the case materials reviewed by the ARB at the November 19, 2025, public hearing and with the following conditions:
 - a. The color of the sign will be in substantial conformance with Concept ____ shown in the case materials reviewed by the ARB at the November 19, 2025, public hearing.
 - b. The landscape area around the sign shall be maintained and contain native perennials and shrubs in accordance with site plan waiver MNP 25-08.
 - c. Prior to issuance of a building permit, the applicant shall provide staff with physical color swatches of the approved colors for inclusion in the case file.

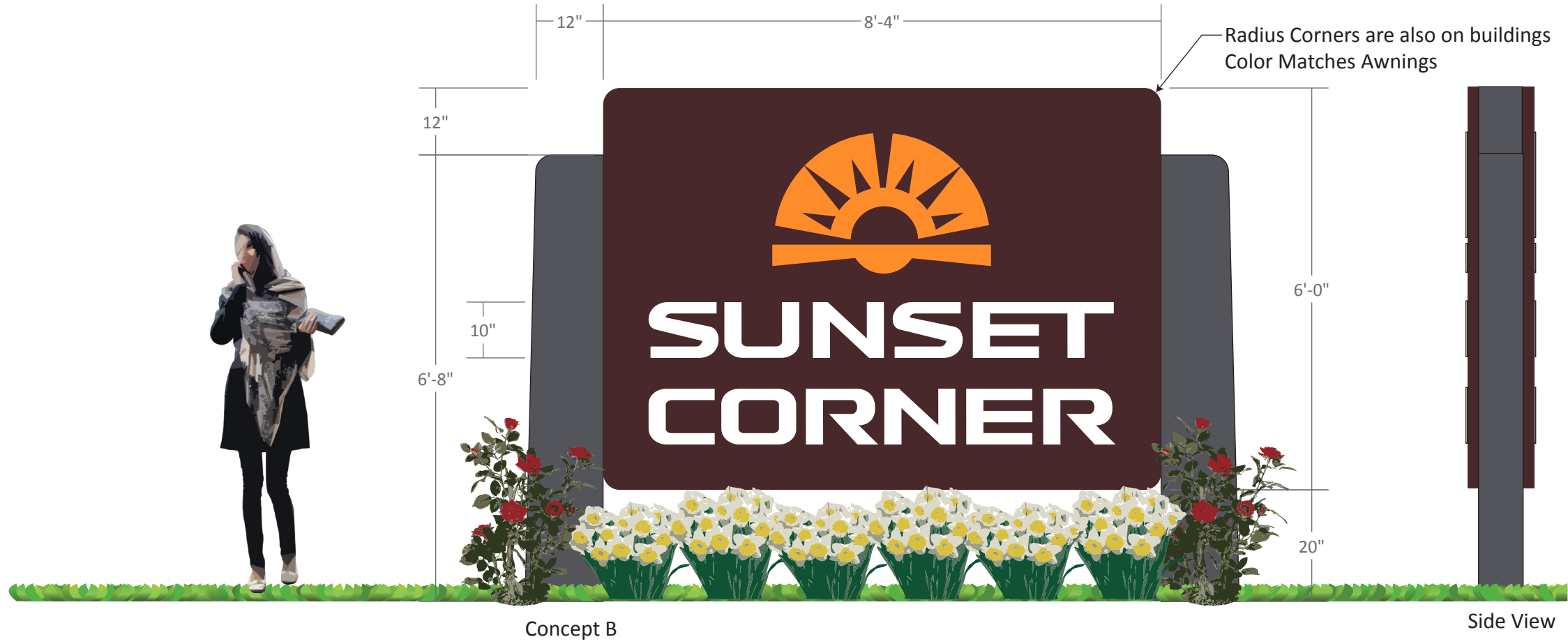


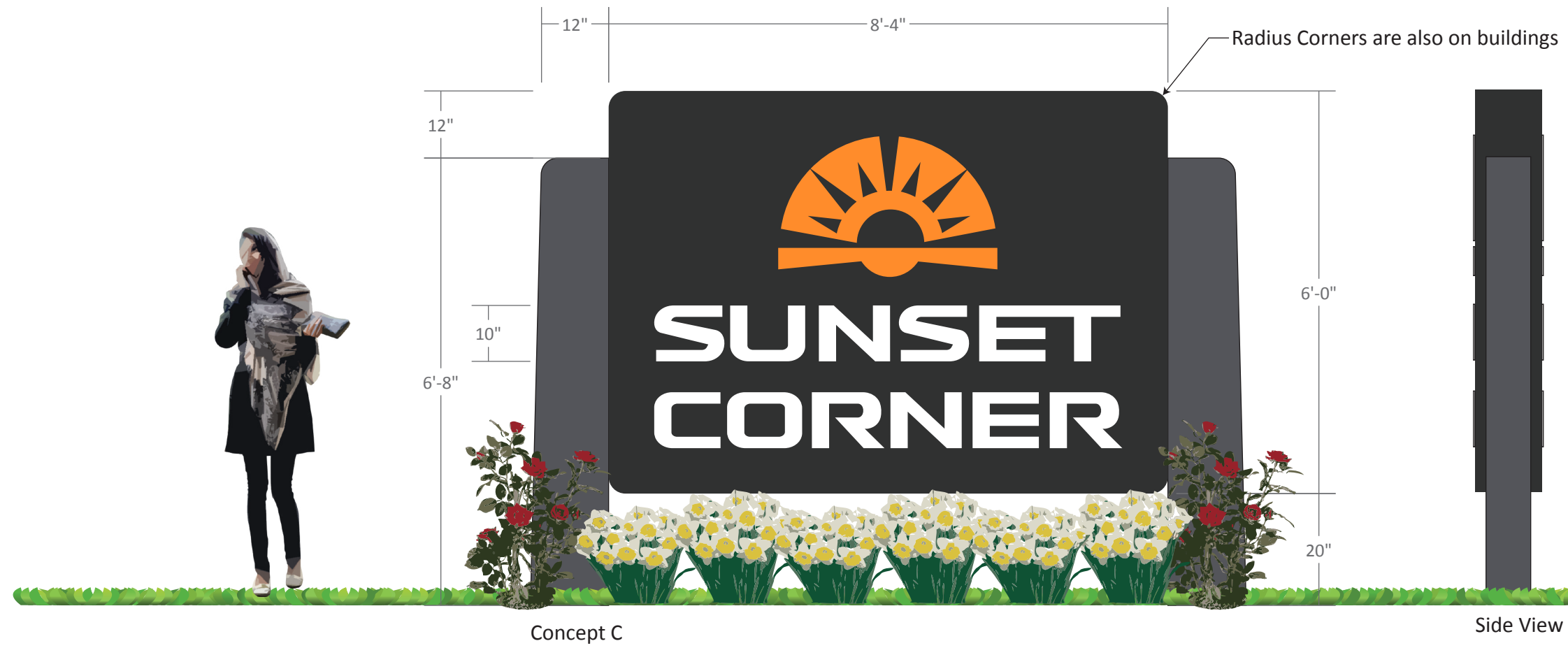
Original Concept





Alternate Logo Color





Re: Out of Office Re: SIGN PERMIT: Sunset Corner 139 Spring Street/Sunset Corner

From Elaine Patsos <elaine.patsos@asisignage.com>

Date Wed 10/29/2025 2:38 PM

To Jones, Angelina <angelina.jones@herndon-va.gov>

Cc Jennifer Daniel <jennifer@quailrunsigns.com>; Randy Goodfred <randy.goodfred@asisignage.com>; Sam Crockett <sam.crockett@asisignage.com>; Community Development <community.development@herndon-va.gov>

Caution: This is an external email that originated outside the Town of Herndon. Please take care when clicking links or opening attachments. When in doubt, contact the IT Department.

Food Afternoon Angelina,

Here is the color for the existing awnings. This color is no longer available to purchase.



Below are the proposed colors for the buildings and the awnings.

Benjamin Moore: Athens Blue 797

Paint Colors > Blue > Athens Blue 797

Athens Blue

797

A mid-tone blue with a classic touch.

Color Information

LRV ⓘ
18.7

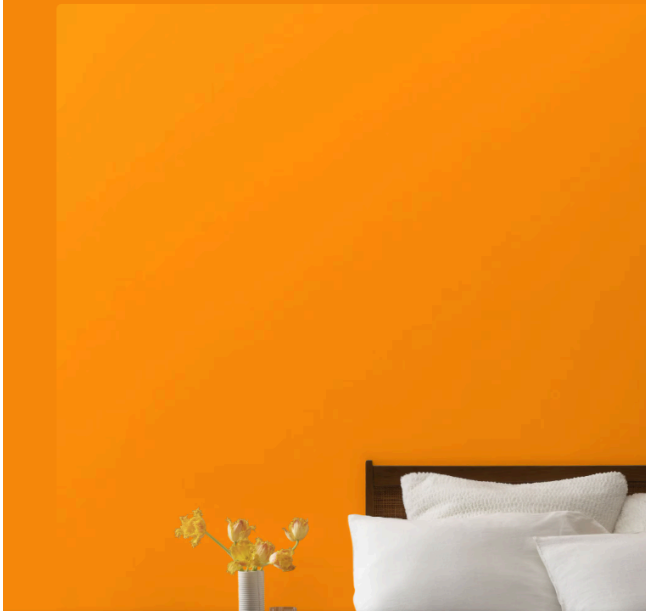
Collection
Benjamin Moore Classics® Color Collection

Why Choose Benjamin Moore for Your Project?

[Download digital dollop of Athens Blue 797](#) ↓

[Add to Cart](#) [Buy Sample](#)

Benjamin Moore: Orange Juice 2017-10



Orange Juice

2017-10

A youthful, feel-good shade of orange that energizes the room.

Color Information

LRV ⓘ
37.71

Collection

[Color Preview®](#)

Recommendations

Not recommended as exterior paint.

[Why Choose Benjamin Moore for Your Project?](#)

[Download digital dollop of Orange Juice 2017-10](#) ↓

Benjamin Moore: Sunrays 343



Sunrays

343

Bold and happy, this yellow is the definition of "sunkissed."

Color Information

LRV ⓘ
57.78

Collection

[Benjamin Moore Classics® Color Collection](#)

Recommendations

Not recommended as exterior paint.

[Why Choose Benjamin Moore for Your Project?](#)

[Download digital dollop of Sunrays 343](#) ↓

Possible Awning Color: Benjamin Moore: Anchor Gray



Anchor Gray

2126-30

An adaptable blue-gray that can quietly command a space.

Color Information

LRV ⓘ
13.57

Collection

[Color Preview®](#)

[Why Choose Benjamin Moore for Your Project?](#)

[Download digital dollop of Anchor Gray 2126-30](#) ↓

Possible Mansard Color: Benjamin Moore: Silver Spring



Silver Spring

2120-50

A cool, crisp gray that can quietly anchor a space.

Color Information

LRV ⓘ
39.32

Collection

[Color Preview®](#)

[Why Choose Benjamin Moore for Your Project?](#)

[Download digital dollop of Silver Spring 2120-50](#) ↓

Black has been considered as a shade for the awnings as well.

The Sign colors are:

Benjamin Moore: Athens Blue 797



Athens Blue

797

A mid-tone blue with a classic touch.

Color Information

LRV ⓘ

18.7

Collection

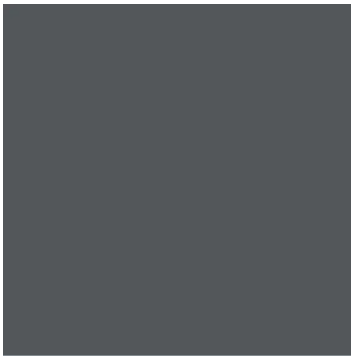
Benjamin Moore Classics® Color Collection

Why Choose Benjamin Moore for Your Project?

[Download digital dollop of Athens Blue 797](#) ↓

Add to Cart

Buy Sample



PANTONE®
Cool Gray 11 C

Orocal Translucent 380 Blood Orange Vinyl

Thank you

Elaine Patsos
Project Manager | ASI Signage | [North Carolina](#)

D: 757-304-8909

E: elaine.patsos@asisignage.com

600 Irving Pkwy
Holly Springs, NC 27540



On Wed, Oct 29, 2025 at 1:30 PM Elaine Patsos <elaine.patsos@asisignage.com> wrote:

Thank you!

Elaine Patsos
Project Manager | ASI Signage | [North Carolina](#)

D: 757-304-8909

E: elaine.patsos@asisignage.com

600 Irving Pkwy
Holly Springs, NC 27540



On Wed, Oct 29, 2025 at 1:23 PM Jones, Angelina <angelina.jones@herndon-va.gov> wrote:

Good afternoon,

The November 19 meeting will be at 765 Lynn St. However, due to the timing of the November 12 work session, that meeting will be held at 397 Herndon Pkwy (Herndon Police Department). There is a meeting space at the police department that is sometimes used for public meetings.

Please let me know if you have any additional questions.

Sincerely,
Angelina

Angelina R. Jones
Lead Planner - Design & Development
Town of Herndon, VA
703-787-7380



From: Elaine Patsos <elaine.patsos@asisignage.com>

Sent: Wednesday, October 29, 2025 1:19 PM

To: Jones, Angelina <angelina.jones@herndon-va.gov>

Cc: Jennifer Daniel <jennifer@quailrunsigns.com>; Randy Goodfred <randy.goodfred@asisignage.com>; Sam Crockett <sam.crockett@asisignage.com>; Community