



ARCHITECTURAL REVIEW BOARD WORK SESSION AGENDA

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

Wednesday, July 1, 2026 | 7:30 PM

- 1. Call to Order**
- 2. Public Hearings**
 - a. APPLICATION FOR SIGNAGE, ARB #26-007, 621 Alabama Drive, Herndon, Virginia, to consider an application for freestanding signage, located on the south side of Alabama Drive west of the intersection with Van Buren Street and consists of 1.9425 acres of land (continued from the June 17, 2026 regular meeting)
- 3. Comments**
 - a. Comments from the Staff Members
 - b. Comments from the Board Members
- 4. Adjournment**

Agenda Item: APPLICATION FOR SIGNAGE, ARB #26-007, 621 Alabama Drive, Herndon, Virginia, to consider an application for freestanding signage, located on the south side of Alabama Drive west of the intersection with Van Buren Street and consists of 1.9425 acres of land (continued from the June 17, 2026 regular meeting)

Meeting Date: July 1, 2026

Category: Public Hearings

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

Description:

Project Summary: This application proposes a new monument sign for the Montessori Country School. It would be four feet tall by six feet wide with a 30-inch-deep base and 12-inch-deep sign panel. The sign would be constructed entirely of high-density urethane (HDU) foam, formed and finished to mimic a brick base and sign panel flanked by brick posts. It is anchored to the ground with concrete embedded steel poles. The sign would be non-illuminated and placed near the Van Buren Street sidewalk. The ARB should reference the Uniform Sign Standards, particularly Architectural Control District General Sign Standard #5, as part of their consideration of this application (these standards are included with the meeting materials). For more information, please see the June 3, 2026, coversheet.

Background/Timing Impact:

Regular Meeting Discussion:

The Board and staff provided the following feedback at the June 17, 2026, Regular Meeting:

- The Board stated their preference for design option 2 provided in the applicant's submitted materials.
- The applicant brought a sample of the HDU material with simulated brick and stated that their company has installed freestanding signs using this material in other nearby jurisdictions, including Ashburn and Alexandria.
- The Board asked whether the applicant could provide photographs of signs they have installed that simulate brick using HDU. The Board wanted the photographs to show how the product ages, as well as how the base meets the ground.
- The Board expressed concern as to how well the HDU could be detailed at the corners to look like brick.
 - The ARB asked how the corners of the sign would be treated, and the

applicant confirmed that the dimensionality of the simulated brick wraps around the corners of the sign.

- The applicant stated that the simulated brick can be painted a number of colors and could be closely matched with the brick of the school building.
- The ARB voted to continue the application to the July ARB meeting cycle to give the applicant time to consult with their client and incorporate the Board's feedback.
 - The Board asked that the applicant prepare to discuss alternative materials in addition to HDU at the July 1 work session.

Updates since June 17 Regular Meeting:

- The ARB stated that the applicant could submit photographs of examples of other HDU signs in nearby jurisdictions for staff to include in the July 1 work session presentation but not in the applicant's submitted materials dispatched prior to the work session. This gave the applicant more time to assemble the requested photographs.
- The ARB asked about whether there would be plantings surrounding the sign during the regular meeting. The associated site plan waiver (MNP25-12) requires landscaping be installed around the freestanding sign in conformance with the Town of Herndon Zoning Ordinance Section 78-140.6(b)(4) using native perennials and shrubs.
 - Note that the location of the sign must be consistent with the approved site plan waiver for this project and all conditions of this waiver must be met.

There is no timing impact applicable to board consideration of this case.

Fiscal Impact:

N/A

Legal Impact:

N/A

Staff Recommendation/Next Steps:

Staff is withholding a recommendation at this time pending further Board discussion of the case and the applicant's provision of examples of other similar applications of HDU foam in nearby jurisdictions.

Attachments:

1. Materials
2. Uniform Sign Standards



Job Description

Non-Illuminated Monument Sign

Additional Specs





MATERIAL:
 HDU Foam Painted to Spec w/
 Raised White Letters

INSTALLATION:
 Sign Saddle Mounted on 4" Steel
 Poles Buried 30" into Poured
 Concrete

SIGN DETAILS:
 24 sqft.
 Qty. 1



Color Specifications

-  Standard Faux Brick
-  White Grout
-  White
-  PMS 7687 C










PROJECT ADDRESS
 621 Alabama drive ,
 Herndon, VA 20170
 US

JOB #
 4822

PAGE NUMBER
 01 / 03

CONTACT PERSON
 Rachel Belnap
 belnap.rach@gmail.com

DESIGN & REVISION DATE

 05/27/25	 06/06/25	 07/11/25
 1 08/01/25	 10/15/25	 10/20/25
 2 01/23/26	 06/04/26	

DESIGN APPROVED BY

DATE: _____

NAME: _____

SIGNATURE: _____



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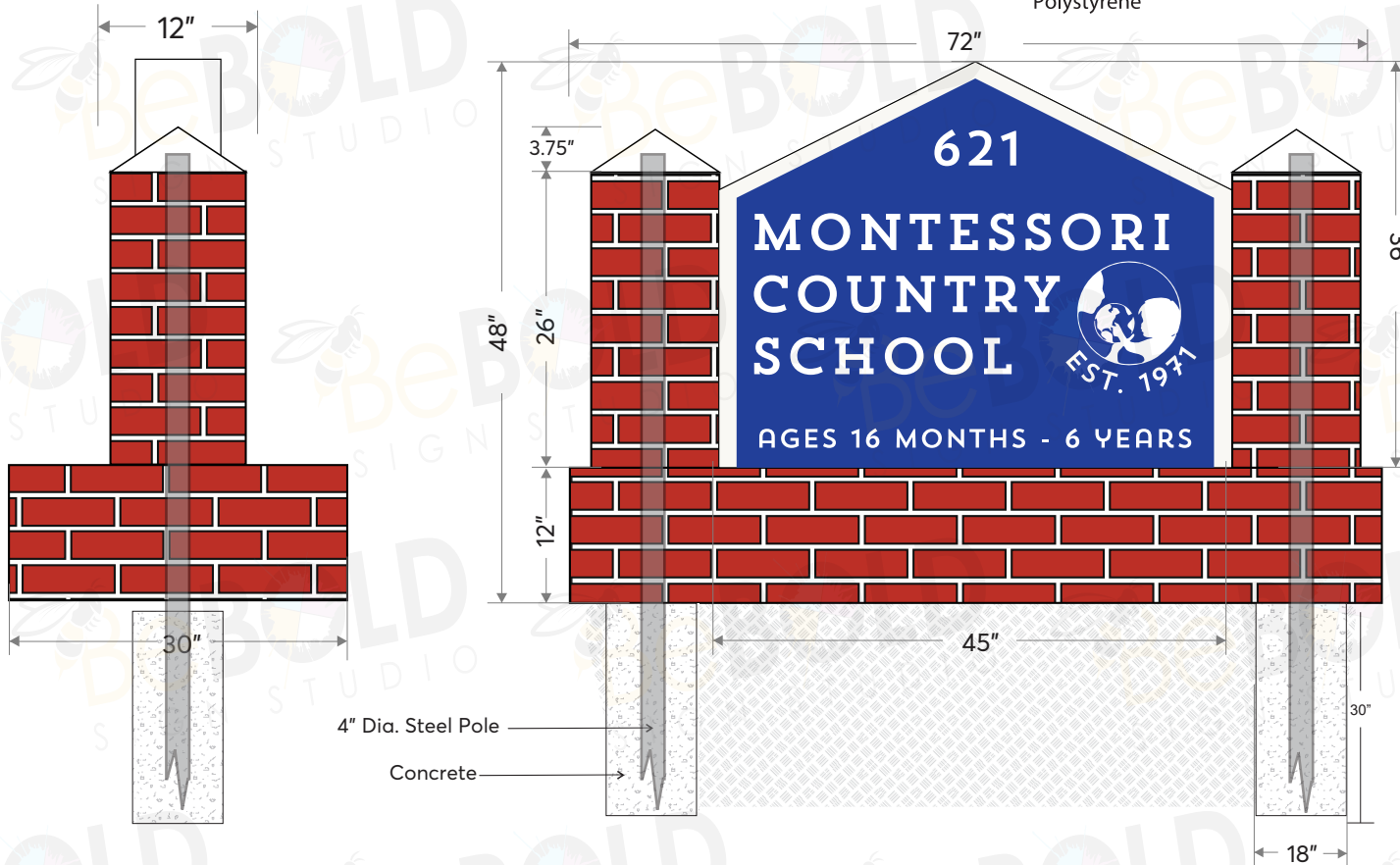
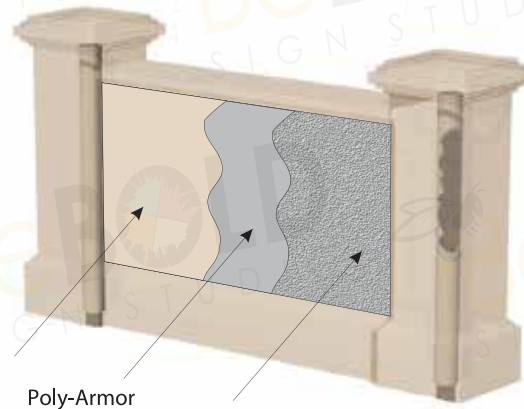
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-  PMS 7687 C

Finish
Poly-Armor
Polystyrene



4" Dia. Steel Pole

Concrete

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PAGE NUMBER

02 / 03

CONTACT PERSON

Rachel Belnap
belnap.rach@gmail.com

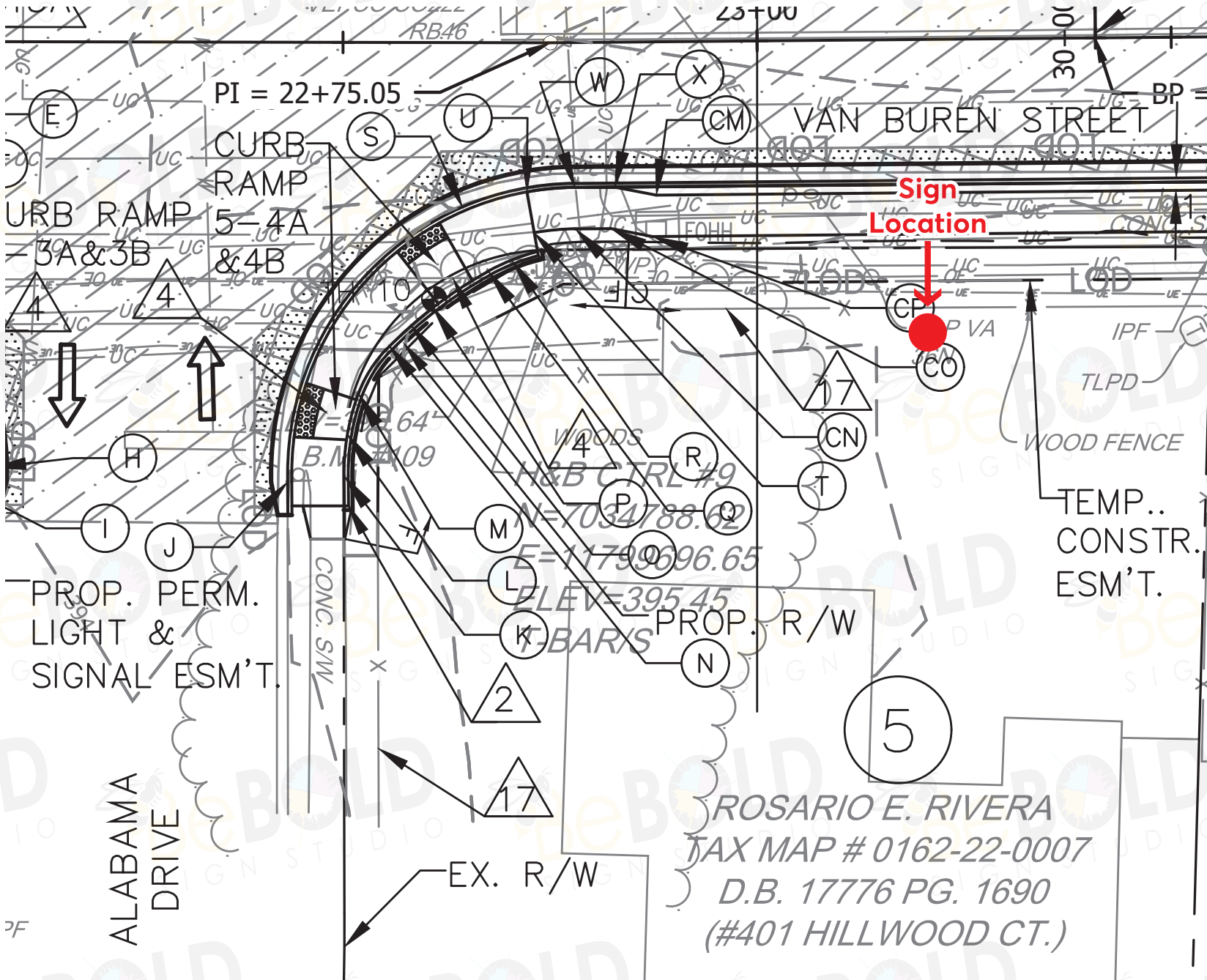
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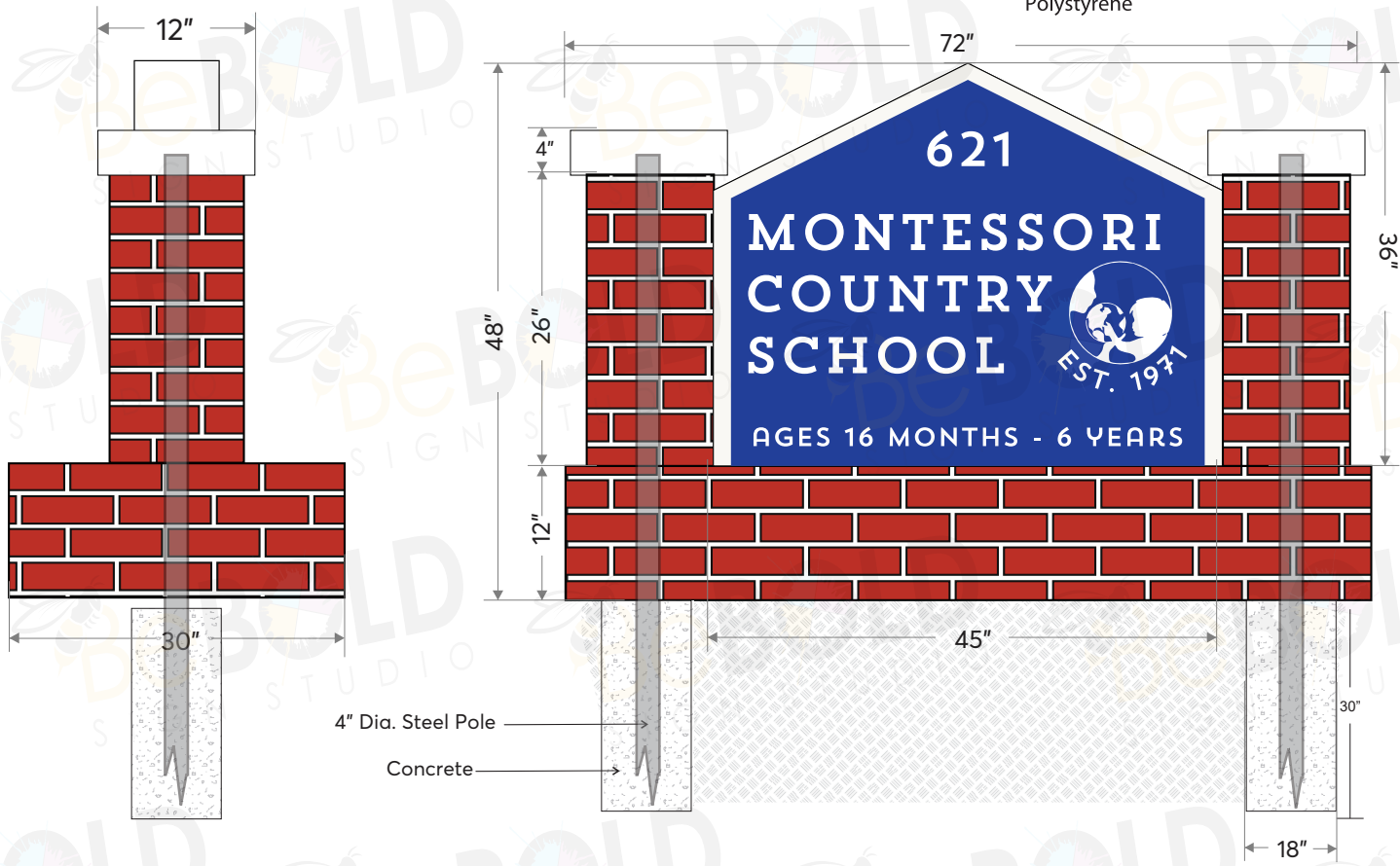
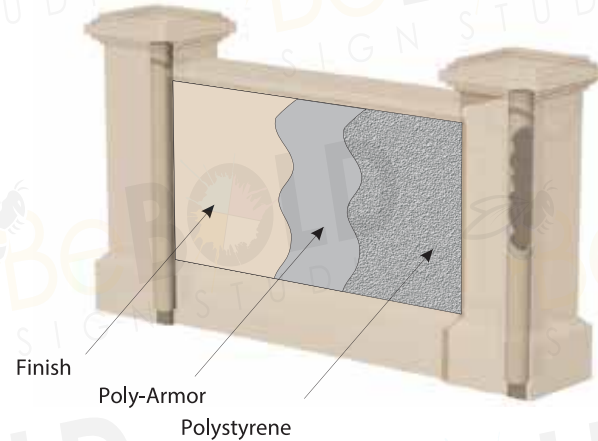
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

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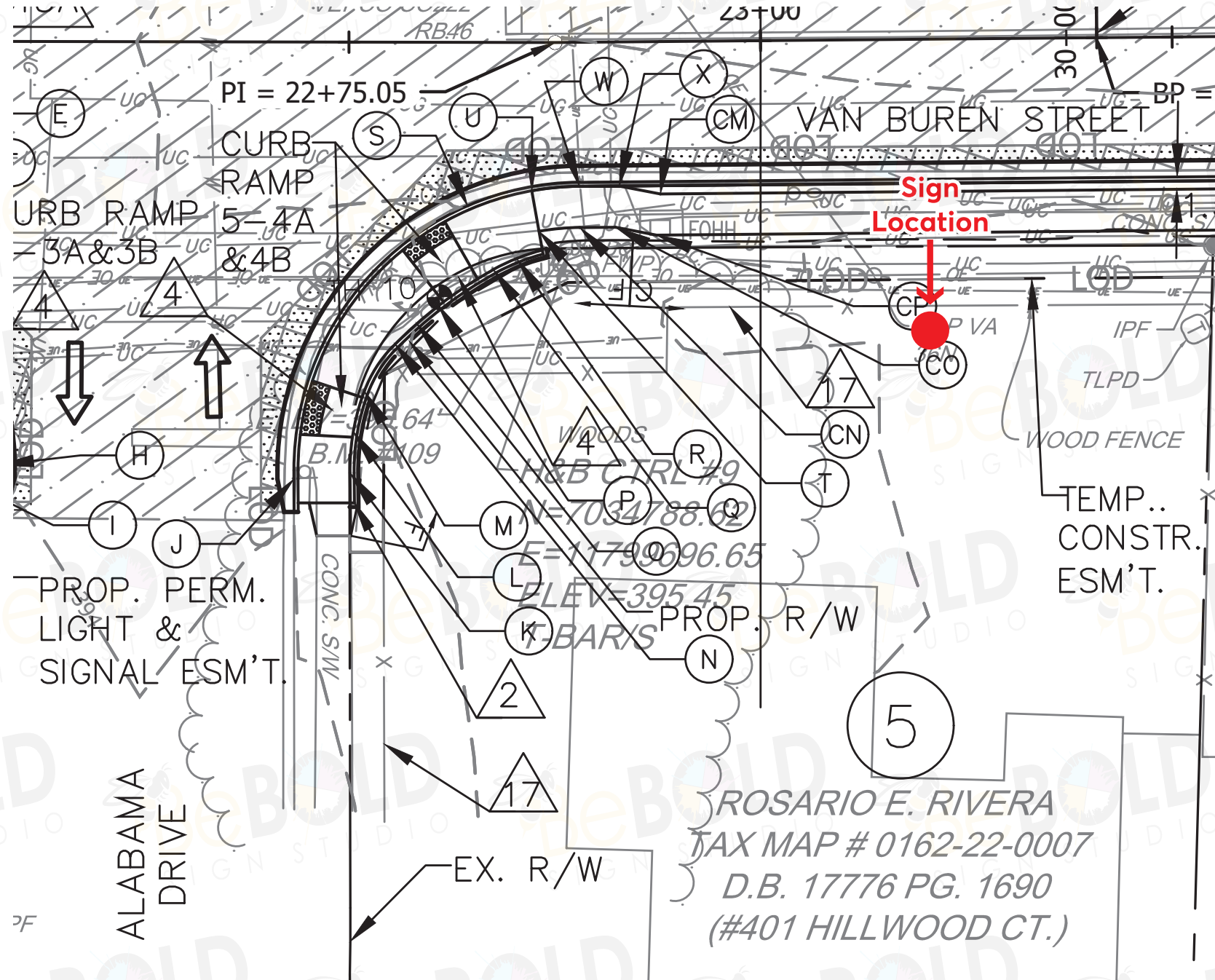
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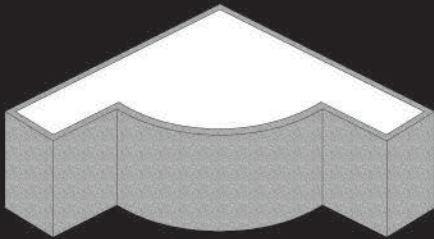




Poly-Armor™ Coating

Technical Data Sheet

Architectural
Sign Structures
Accents & Details



Peachtree City
Foamcraft

ARCHITECTURAL ACCENTS & SIGN STRUCTURES



Bringing you
Decades of
Signage
Experience

At Peachtree City Foamcraft, we use a proprietary plastic coating to encapsulate and protect our structures from the effects of freeze-thaw, mechanical impact and abrasion. This durable polymer provides protection that far exceeds the requirements of any City, State and Federal zoning authorities.

We understand that every day is not 75 and sunny. To prove our signs are the best, we tested our monument structures under real world, extreme weather conditions - from sub-zero temperatures to desert heat. The results of our testing prove your monument sign will stand the test of time.



Poly-Armor™ @ 60 mils 1lb Expanded Polystyrene

	ASTM Test	@77°F	@ 32°F
Impact Resistance	G14	500 IN-LBS	350 IN-LBS
Elongation	ASTM D412	400%	150%
Tensile Strength	ASTM D412	3000PSI	2200 psi
Tear Strength	ASTM D624	250 pli	150 pli
Flexibility over 1/8" mandrel	ASTM D522	PASS	PASS
Fire Retardant	ASTM E84	PASS	PASS

Our products handle thermal cycling and they will not crack, rot or deteriorate due to extreme weather conditions. Our structures will maintain high impact resistance properties from the day they are put into service to the day they are removed.

Poly-Armor™ Lasts for Decades

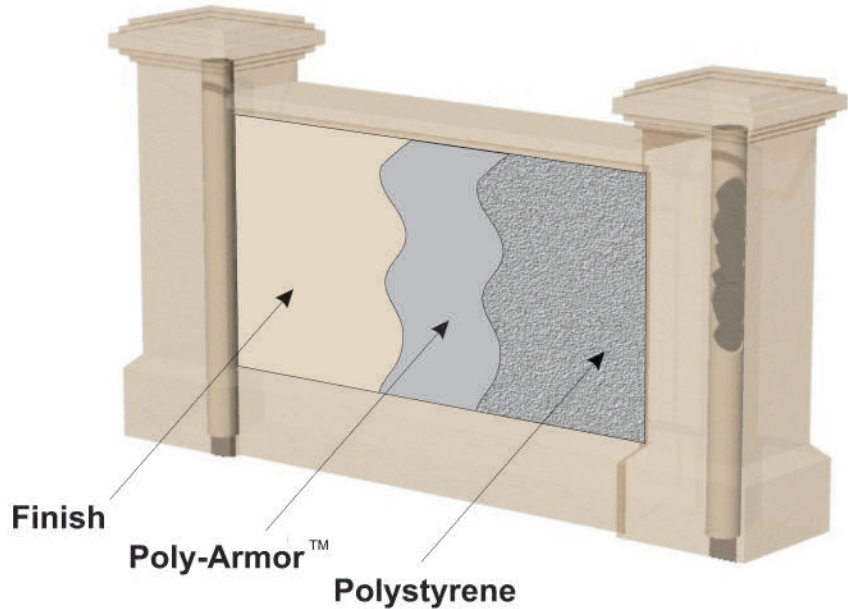
Peachtree West
1561 Foothill Drive
Boulder City, NV 89005
Phone: 702-856-3306
Fax: 702-856-0480

Peachtree Headquarters
386 Senoia Road
Tyrone, GA 30290
Phone: 877-862-0840
Fax: 770-487-5408

Peachtree Northeast
4215 Independence Dr.
Schnecksville, PA 18078
Phone: 610-769-0661
Fax: 610-769-0664



Expanded Polystyrene		
Description	Test Method	Results
Density, Minimum	ASTM D303	1.15
Density, Range	ASTM 1622	1.15 – 1.34
Thermal Conductivity @25F BTU @45F (sq ft) @75F (F/in)	ASTM C177	.22 .235 .255
Compression Strength @ 10% Deformation	ASTM D1621	13-18
Flexural Strength psi	ASTM C203	30-38
Tensile Strength psi	ASTM D1623	18-22
Shear psi	ASTM D723	23-25
Water absorption by immersion	ASTM C272	Less than 4%
Thermal Expansion, in/(in.)(F)	ASTM D696	0.000035
Oxygen Index, min, volume %	ASTM C578	24%
Flame Spread	ASTM E-84	20
Smoke developed	ASTM E-84	150-300
Termite Resistance	ASTM D3345(mod)	Passed
Carpenter Ant Resistance	ASTM D3345(mod)	Passed



Peachtree City
Foamcraft
 ARCHITECTURAL ACCENTS & SIGN STRUCTURES

FINISH		
Description	Test Method	Results
Freeze/Thaw	ASTM C-67	No cracking, checking, crazing, erosion or other deleterious effects.
Freeze/Thaw	ICBO AC24	No cracking, checking, crazing, delaminating, erosion, or other deleterious effects.
Water Resistance	ASTM D2247-94	No cracking, checking, crazing, blistering, erosion, or other deleterious effects.
Humidity Resistance	ASTM D-2247	No deleterious change in surface.
Mold Resistance	ASTM D3273-94	No growth of mold observed.
Abrasion Resistance	ASTM D-968-93	No cracking, checking or loss of film.
Salt Spray	ASTM B117-95	No cracking, crazing, blistering, erosion or deleterious effects.
Accelerated Weathering	ASTM G-53	No surface changes such as cracking, checking, crazing and erosion.
Accelerated Weathering	ASTM G23-93	No surface changes such as cracking, checking, crazing and erosion.
Fade Resistance	ASTM D-1729-89	Passed

TOWN OF Herndon

Uniform Sign Standards

Adopted March 15, 2023

The Town of Herndon Uniform Sign Standards were adopted by the Town of Herndon Historic District Review Board (HDRB) and Town of Herndon Architectural Review Board (ARB) by resolutions dated March 15, 2023. Minor adjustments to these standards may be done administratively for clarification purposes. Substantive changes to standards are subject to Board review and an updated resolution.

Adherence to the sign standards, as determined by staff, is required to receive administrative sign approval. If the standards are not met, administrative approval cannot be granted. The applicant can then choose to pursue a HDRB or ARB application for the non-compliant sign.

This document applies to all signs unless exempt per Section 78-140.5 of the Town of Herndon Zoning Ordinance. It serves as a supplement to the [Herndon sign ordinance](#) (Article XIV of the Zoning Ordinance), the [Historic District Overlay Guidelines](#), the [Herndon Downtown Pattern Book](#), the [Urban Design & Architectural Guidelines for the Herndon Transit-Oriented Core](#), and the [Design Criteria of the Architectural Control District](#) (Section 58-96 of Town Code).

Purpose and Intent

The Town of Herndon Uniform Sign Standards are meant to provide clear and detailed guidance for the design of signage throughout Town, to articulate expectations and design intent for applicants, to manage consistent design and material sign quality and appropriateness, and to ensure signage respectfully fits within Herndon's character and architectural context.

Signs are among the most visible elements of commercial and urban environments. These features are not only a practical economic and business requirement but can also significantly enhance a storefront, building, or streetscape if thoughtfully designed. These standards give direction on the ways in which signage can serve practical needs while contributing to Town character and appearance. As one of the most visible elements of the commercial and urban environment, signs play a significant role in creating an environment where people feel comfortable and want to be.

Objectives

- A) Setting standards and providing uniform controls that permit reasonable and effective use of signs and preserve the character of the Town.
- B) Prohibiting the erection of signs in such numbers, sizes, designs, illumination, and locations as may create a hazard to pedestrians and motorists.
- C) Avoiding excessive conflicts from large or multiple signs to minimize clutter, unsightliness, and confusion.
- D) Establishing a process for consistent review and approval of signage.
- E) Ensuring sign design that builds on the traditional Town image and visual environment the Town seeks to promote.

Contents

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Historic District Overlay Sign Specific Standards page 4
Architectural Control District General Standards page 6
Architectural Control District Sign Specific Standards page 7
Sign Type Definitions page 10
HDRB/ARB Resolutions page 11

Historic District Overlay (HDO)

General Sign Standards

The following standards apply to all signs within the HDO.

1. Signs shall adhere to all applicable sign regulations within the Town of Herndon Zoning Ordinance and any applicable building code requirements.
2. General compliance with all applicable sign design guidelines from the Downtown Pattern Book shall be achieved.
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 HDO.
4. Sign installation shall always consider reversibility to ensure building components are not permanently impacted or irreparably damaged.
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.
6. Traditional materials or materials that mimic the appearance and characteristics of traditional materials shall be used.
7. The size, shape, and location of signs shall be appropriate to the scale of the surface or area to which it is affixed.
8. 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.
9. Signs shall be stationary and securely fastened or anchored to a permanent surface.
10. Signs shall be installed in a manner to minimize any detrimental impacts to historic fabric or character-defining treatments.
11. While signage across the HDO should follow a consistent design palette and design ethic, creative and artistic designs are encouraged to enhance liveliness and visual interest.
12. Signs must be informative and legible at a pedestrian scale.
13. Signage shall not be located on architectural accent or decorative elements unless those features were designed solely for the purpose of containing signage.
14. 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.

15. Signs with, materials, colors and textures that contrast with the surface on which it is attached, and principal exterior building treatments are often optimal, however they must not present an overwhelming or distracting appearance.
16. Signage should be individualized for the business and standardized designs should be avoided.
17. If a sign is designed to reflect a particular architectural style, that style should complement or correspond to the building's architectural style.

Historic District Overlay (HDO) Sign Specific Standards

The following standards apply to the various sign types permitted by the Zoning Ordinance.

Wall Signs

1. Confined to flat, unadorned surfaces on the first floor typically within an area designed specifically to contain signage such as broad fascia boards, covered transoms, panels or flat walls next to storefronts and banding above a storefront.
2. Flush-mounted, painted, or pin-mounted with spacers no longer than 2".
3. Centered, justified, or otherwise aligned appropriately in relation to architectural bays, fenestration, and other architectural divisions.
4. Scaled appropriately to fit within the surface on which it is attached with adequate spacing between the sign copy and edges of the surface.

Projecting Signs (Blade Signs, Suspended Signs)

1. When on the first floor, confined to directly above a storefront, within storefront panels, or beside the storefront. Proximity to the entrance when possible.
2. When on the first floor, designed at a pedestrian scale.
3. When on an upper floor, designed with a vertical orientation.
4. Aligned perpendicular to facade unless placed at building corner in which it can be placed at

a 45-degree angle from the wall.

5. Fixed or suspended from a bracket. Coordinated bracket design (type, size, design, color, material) with the projecting sign design.
6. Double sided. Can be flat or designed with three-dimensional reliefs and forms.
7. Use of creative designs and unique shapes, offering symbols of the business use, are encouraged.
8. Avoid the use of sign cabinets unless cabinets can be kept to less than a 3” thickness, unless necessary for exposed neon signage or three-dimensional shaped projecting signs.

Freestanding Signs

1. Material, texture, color, and design coordinated with and/or complementary to the architecture and exterior materials of the building.
2. Sized appropriately for a pedestrian scale and for the space in which it is installed.

Canopy Signs

1. Located on either the canopy fascia or immediately above the fascia with no more than a 3” gap between the top of the fascia and the bottom of the sign.
2. Either non-illuminated, halo-lit, or indirect-lit.
3. Centered, justified, or otherwise appropriately aligned in relation to entrances, storefronts, or other architectural divisions on the ground floor.

Awning Signs

1. Located on either the awning valance or top panel. Applied directly onto the fabric of the canopy awning.
2. Non-illuminated or indirectly illuminated from above.
3. Centered, justified, or otherwise appropriately aligned in relation to entrances, storefronts, or other architectural divisions on the ground floor.
4. Sized appropriately for the awning panel or valance on which it is installed with adequate spacing between copy and edges of the panel or valance.
5. Colored to complement and not clash with the color of the awning.

A-frame Signs (Menu Board Signs, Sandwich Board Signs)

1. Shall be movable and only be displayed outdoors during business hours.
2. May contain either permanent copy or erasable copy with the use of a white board or chalkboard.
3. Constructed of a wood or metal frame.
4. Placed in outside areas typically between the business entrance and the street, as long as sign placement does not pose accessibility issues for safe pedestrian passage.

Architectural Control District (ACD) General Sign Standards

The following standards apply to all signs within the ACD.

1. Signs shall adhere to all applicable sign regulations within the Town of Herndon Zoning Ordinance, the design criteria in the ACD chapter of the Town Code, and any applicable building code requirements.
2. General compliance with all applicable sign design guidelines from the Urban Design & Architectural Guidelines for the Herndon Transit-Oriented Core shall be achieved.
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.
4. Sign installation shall always consider reversibility to ensure building components are not permanently impacted or irreparably damaged.
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.
6. The size, shape, and location of signs shall be appropriate to the scale of the surface or area to which it is affixed.
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.

8. Signs shall be stationary and securely fastened or anchored to a permanent surface.
9. Creative and artistic signage designs are encouraged to enhance liveliness and visual interest.
10. Signs must be informative and legible at a pedestrian scale when placed at ground level or on the ground floor.
11. Signage shall not be located on architectural accent or decorative elements unless those features were designed solely for the purpose of containing signage.
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.
13. Signs with, materials, colors and textures that contrast with the surface on which it is attached, and principal exterior building treatments are often optimal, however they must not present an overwhelming or distracting appearance.
14. Signage should be individualized for the business and standardized designs should be avoided.
15. If a sign is designed to reflect a particular architectural style, that style should complement or correspond to the building's architectural style.

Architectural Control District (ACD) Sign Specific Standards

The following standards apply to the various sign types permitted by the Zoning Ordinance.

Wall Signs

1. Confined to flat, unadorned surfaces on or near the ground floor typically within an area designed specifically to contain signage such as broad fascia boards, covered transoms, panels or flat walls next to storefronts and banding above a storefront.
2. Flush-mounted, painted, or pin-mounted with spacers no longer than 2".
3. Centered, justified, or otherwise aligned appropriately in relation to architectural bays,

fenestration, and other architectural divisions.

4. Scaled appropriately to fit within the surface on which it is attached with adequate spacing between the sign copy and edges of the surface.

Parapet Signs (Tower Signs)

1. Confined to flat, unadorned surfaces on the parapet wall of a multi-story building typically within an area designed specifically to contain signage.
2. Flush-mounted, painted, or pin-mounted with spacers no longer than 2”.
3. Centered, justified, or otherwise aligned appropriately in relation to architectural bays, fenestration, and other architectural divisions.
4. Scaled appropriately to fit within the surface on which it is attached with adequate spacing between the sign copy and edges of the surface.
5. Sized appropriately for the scale of the building, the height of the sign on the building, and the intended audience.

Projecting Signs (Blade Signs, Suspended Signs)

1. Confined to directly above a storefront, within storefront panels, or beside the storefront. Proximity to the entrance when possible.
2. Designed at a pedestrian scale.
3. Aligned perpendicular to facade unless placed at building corner in which it can be placed at a 45-degree angle from the wall.
4. Fixed or suspended from a bracket. Coordinated bracket design (type, size, design, color, material) with the projecting sign design.
5. Double sided. Can be flat or designed with three-dimensional reliefs and forms.
6. Use of creative designs and unique shapes, offering symbols of the business use, are encouraged.
7. Avoid the use of sign cabinets unless cabinets can be kept to less than a 3” thickness, unless necessary for exposed neon signage or three-dimensional shaped projecting signs.

Freestanding Signs (Monument Signs)

1. Material, texture, color, and design coordinated with and/or complementary to the

architecture and exterior materials of the building.

2. Sized appropriately for the space in which it is installed.
3. Located in relation to entrances and situated and designed to not obscure important building viewsheds.
4. Designed at a pedestrian scale if placed near a pedestrian entrance and designed at a motor vehicle scale if designed near a road entrance.

Internal Signs

1. Located internal to a site with minimal visibility off-site.
 2. Material, texture, color, and design coordinated with and/or complementary to the architecture and exterior materials of the building.
 3. Coordinated design with any other internal signs on the site.
 4. Sized appropriately for the space in which it is installed.
 5. Designed at a pedestrian scale if placed near a pedestrian entrance and designed at a motor vehicle scale if designed near a road entrance.
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Uniform Sign Standards

Sign Type Definitions

Wall Sign – any sign attached to a wall or painted on or against a flat vertical surface of a structure.

Parapet Sign – a wall sign installed on a parapet of a multi-story building.

Projecting Sign – any sign, affixed to a building, supported by a bracket attached to a vertical surface, and oriented perpendicular to the wall plane on which the bracket is anchored. Also referred to as a “blade sign”.

Freestanding Sign – any sign that is supported by structures or supports in or upon the ground and independent of any support from any building or wall. Also referred to as a “monument sign”

Internal Sign – either wall or freestanding signs located away from the public right-of-way and intended for visible internal to the site only on multi-tenant, multi-parcel, and multi-building commercial centers.

Canopy Sign – a sign affixed to a canopy.

Awning Sign – a sign applied directly on the surface of an awning.

A-frame Sign – a two-faced sign with supports that are connected at the top and separated at the base, forming a capital “A” shape. Also referred to as “sandwich board” or “menu board” signs.

<insert approved HDRB and ARB Resolutions>