HERNDON DOWNTOWN
PATTERN BOOK
A Guide for Downtown Development

Adopted by the Town Council of the Town of Herndon, Virginia on January 29, 2013

URBAN DESIGN ASSOCIATES
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Planning Process

The Downtown Master Plan was developed in an open and inclusive process. The public process became the foundation for building consensus and forging a vision for the future of downtown Herndon. The Master Plan was guided by a Steering Committee consisting of residents and business owners. The Steering Committee provided input to the planning team at important points in the process.

The first phase of the master planning process in October of 2009 was dedicated to analyzing the study area and listening to stakeholders. The planning team collected both hard and soft data. Hard data consists of mapping, photography, and analysis of the physical conditions of the downtown. Soft data consists of the stories, the culture, and aspirations of the stakeholders. All participants engaged in mapping exercises to identify the strengths and weaknesses of the study area.

The second phase of the process was a week-long design workshop held in November of 2009 at Art Space on the corner of Center and Vine. During the session, the planning team prepared design alternatives and met with stakeholders to explore the design concepts. A public open house was held at Art Space mid week. The design workshop culminated in a public meeting at the Municipal Building where alternatives were presented. The public was asked to comment on the alternatives in order to further shape the plan.

The UDA design team refined the plan recommendations and met with the town in working sessions to prepare the plan for consideration by the Steering Committee, Planning Commission and Town Council. The Town Council adopted the Downtown Master Plan on February 22, 2011.
STRENGTHS OF DOWNTOWN
» Authentic charm provided by history, heritage, and strong local identity
» Public open spaces: town green, bike trail
» Strong civic presence: old Town Hall, library, municipal center, senior center
» Walkability of downtown and accessibility to surrounding neighborhoods
» Numerous restaurants and mix of businesses
» Quality, variety, and aesthetic appeal of houses and commercial buildings
» Location within Fairfax County: proximity to Dulles Airport and D.C.
» Availability of developable land and infill sites
» Uniqueness of street network, streetscapes, and pedestrian experience
» Popular, successful events: festivals, summer concerts, farmers’ market

WEAKNESSES OF DOWNTOWN
» Lack of nightlife, destination attractions, and sidewalk activity
» Lack of strong retail core with a true diversity of shops
» No business organization for downtown retailers
» Vacant buildings and lots
» Pines Shopping Center poorly maintained and feels unsafe
» Asphalt plant/construction waste site is inappropriate use within downtown
» Lack of broad consensus and vision for what downtown should be
» Traffic, congestion, and connectivity issues within irregular street network
» Busy intersections and narrow, poorly maintained sidewalks are not pedestrian-friendly
» No theater or performing arts venue

VISIONS FOR DOWNTOWN
» Mix of building heights: 3 stories adjacent to historic buildings, 4 stories maximum
» Attract a full mix of retail uses and promote a 24-hour environment
» Attract a hotel or inn
» Maintain the village feel
» Creative parking solutions, including structured and underground parking
» Become more pedestrian-friendly: fix sidewalks, add street landscaping, improve signal timing
» Become more bike-friendly: add bike lanes to Elden, improve signal timing for trail
» Performing arts venue
» Establish a focal point to downtown: expanded town green, fountain
» Celebrate Herndon’s history, heritage, and growth as a town
Analysis

The design team conducted an analysis of downtown Herndon and its local and regional context, spending several days photographing and documenting the existing conditions of downtown and visiting nearby cities and towns. A portrait of existing conditions was created to serve as the basis for developing the master plan. The team also completed a series of analysis drawings called X-Rays to better understand the downtown. By combining the knowledge gained during this analysis with input from community stakeholders and town residents, the design team was able to determine opportunity sites upon which to propose future development.
PORTRAIT OF EXISTING CONDITIONS
X-RAYS

Figure-Ground
The building patterns of downtown indicate a dichotomy between the town’s historic fabric and areas of low building coverage. The X-Ray also shows that the Pines Shopping Center is out of scale with its present surroundings.

Streets
Downtown lies at an important local and regional crossroads. The unique street network is the result of the former railroad tracks limiting connections and preventing a regular street grid.

Civic, Institutional, and Open Space
A cluster of municipal buildings, schools, and churches exists adjacent to and within downtown. The park trail bisecting downtown is a major regional recreation asset that connects Herndon’s two downtown greens and links the town to surrounding cities and parks.

Residential
Downtown is encompassed by residential neighborhoods, while only a relatively small area within downtown is presently residential.

Commercial
The downtown core and its southeastern edge are characterized by a wide range of retail, commercial service, and auto-oriented uses.

Parking and Vacancy
Much of downtown’s land area is dedicated to parking lots. Adding existing vacant land shows that much of downtown is empty space.
CORE DOWNTOWN DEVELOPMENT AREAS
Opportunity Sites

The analysis stage led to the identification of key assets within the downtown. Often these included historic buildings and institutional structures in the district. The dot summary map below illustrates the places that people identified as opportunity sites for either redevelopment or improvements to existing structures.

Findings from the dot exercise coupled with the findings from the Historic Analysis Summary and discussions with key stakeholders allowed the team to identify opportunity sites for redevelopment. The diagram on the facing page highlights the opportunity sites that can be redeveloped in order to enhance the existing downtown and provide new residential and commercial opportunities. Given that historic character is a defining aspect of Herndon, buildings that are identified as valuable in the Historic Analysis shall be incorporated into all revitalization efforts.

The visions (blue dots) provided by stakeholders and Herndon residents align with the opportunity sites identified in the process.
Opportunity sites are commonly characterized by vacancy, underutilization, or inappropriate uses. Heritage structures are a constraint on areas marked as redevelopment opportunities; adaptive use is encouraged.
Historic Analysis Summary

Downtown Herndon is unique in the area because it is a real town with a long history that is reflected in its historic buildings. Herndon can distinguish itself from Reston Town Center and other new developments because it has the look and feel of a real place with an interesting history. The future of Herndon depends on the preservation of its unique historic architecture and new infill development that is compatible with and strengthens the integrity of the town’s historic character, while providing the floor plates and quality interiors sought by desirable retail, office, and residential users.

Frazier and Associates, Virginia based architectural historians, evaluated the existing buildings in the downtown to prioritize their importance for preservation. Three categories were created for buildings that were recommended for preservation and a fourth category was created for non-contributing structures. The adjacent plan categorizes the existing buildings. Most of the contributing structures are clustered along Pine, Station, Spring and Elden. During the planning process, the buildings identified for preservation were treated as “fixed elements” and future development was more accurately targeted for the remaining parcels, some of which have non contributing structures and others that are vacant or currently used as surface parking lots. Certain contributing structures may be appropriate for adaptive use; redevelopment may remove portions of the structure behind the original façade where the building has been altered from its original condition and/or additions have altered the original integrity of the structure.

Herndon has a rich diversity of old and historic buildings, spanning the range of architectural styles and building types.
Non-contributing
Indicates block number from 2004 Downtown Plan
Downtown Master Plan
Focus Area Boundaries
C-1 highest preservation priority
C-2 moderate preservation priority
C-3 lowest preservation priority
Non-contributing
Indicates block number from 2004 Downtown Plan
Approximate National Register
Historic District Boundary
(actual boundary follows property line)
Approximate National Register
Historic District Boundary
(actual boundary follows property line)
The Market Study Summary

Streetsense, with principal Jon Eisen, prepared a market analysis of development potential for downtown Herndon. Their conclusions are summarized as follows:

THE RESIDENTIAL MARKET
Two sectors of the multi-family housing market remain under-served in Herndon. There is a demand for senior housing in each of the active-adult, age-restricted, and assisted-living categories. Second, there is demand for housing for young professionals looking for a “sense of place” that is an alternative to mind numbing suburban apartment and condominium complexes. A diversity of unit types including single-family, townhouses, multi-family for-sale and rental will be important to appeal to a broad market range. Residential development will help support new retail viability in the downtown.

THE OFFICE MARKET
Promoting small business development downtown should be one of the Town’s most important objectives. There is a strong market for professional loft office space above retail, catering to professionals like doctors, lawyers, graphic designers, attorneys, real estate brokers, etc. Downtown should not try to compete with high profile regional Toll Road locations for large-scale office tenants. Instead, it should concentrate on attracting a vast pool of professional service tenants currently located in nearby sub-par buildings.
THE RETAIL MARKET
The amount of existing retail per capita is quite high in the Herndon area. To compete, Downtown Herndon must expand its trade area and generate more demand, by adding new retail or repositioning retail that is already there. Many existing retail services are downtown because of low rents and the need for these services. This existing retail space should be considered along with new retail offerings to create a branding and place-making strategy designed to increase awareness of Downtown Herndon as a unique destination within the regional market. An additional 70,000 to 100,000 square feet of retail/restaurant/entertainment space could be supported downtown over the coming decade.

Station Street is the historic retail corridor of Downtown Herndon.
Master Plan

The Master Plan for Downtown Herndon establishes a vision for redevelopment of certain parcels in the downtown that, combined with existing historic structures, will result in an attractive and vibrant mixed-use town center for the citizens of Herndon. The plan defines the appropriate building types, placement, massing, uses, and character for the downtown. It also describes a network of public spaces that will be incorporated into future development. This plan represents broad consensus in the community about the form and character of the downtown.

New buildings will be larger than historic buildings, yet retain compatible design. Mixed-use buildings with ground floor commercial space will be built along the primary shopping streets of Elden and Station streets to create a continuous shopping and entertainment district. Upper floor office and residential uses will be permitted in these buildings. New development will orient to the Washington &Old Dominion (W&OD) Trail to transform it into an attractive public amenity.

The residential character of Center Street and Jefferson Street will be reinforced with new single family and multi-family homes to increase downtown residential development and strengthen the viability of downtown businesses. New parking garages are strategically located to accommodate existing surface parking displaced by new buildings and parking for new development.

The Town Council adopted the Downtown Master Plan on February 22, 2011 along with plan options for two blocks (Block D and Block F), where alternate land uses are provided. Please see page 16 and 17 for the alternative plan options.

**MASTER PLAN KEY**

1. Reinforce Elden Street as the retail core by adding new mixed-use buildings and restoring certain historic buildings to accommodate viable commercial uses.

2. Convert Center Street into a residential address lined by townhouses and multi-family buildings.

3. Increase connections along the trail and extend Pine Street as a direct link to the trail. Create a new public space at Pine and Lynn Street that could include a small pavilion and outdoor seating.

4. Redevelop The Pines Shopping Center as a mixed-use center with retail along Elden, and new housing transitioning back to the neighborhood.

5. Encourage a hotel use somewhere in the Downtown.

* See the plan options on the following pages for two blocks where the Town Council resolution provides alternate land uses.
PLAN ALTERNATIVES

BLOCK D: ADOPTED MASTER PLAN
The resolution included the following language related to this block: “The Council recognizes that the Block D parking structure must include a permanent public easement for the use of a minimum of 182 spaces to fulfill existing town public shared parking agreements. The Block D garage could be configured as per the Option A plan at 570 spaces or a smaller garage providing fewer spaces (420 spaces+/-) could be configured exclusively on town land within Block D and without serving future development on privately owned land on Block D. The land on blocks D and E that is owned by the town would be fully served by such a reduced facility. Alternately, an exchange of land for parking could be negotiated so that the 570-space garage as shown on Option A could be developed with a permanent parking easement to serve redevelopment on lots 26 and 27A, as included in the Planning Commission’s initial plan recommendation of May 2010.”

BLOCK D: ALTERNATIVE CONFIGURATION PER TOWN COUNCIL RESOLUTION ITEM
(Item B. 6 of Town Council Resolution 10-G-68 of February 22, 2011): This plan option reflects the redevelopment of Block D on town-owned land only. Vine Street shall be extended and a new garage may be developed to provide additional parking capacity for downtown. The garage will be accessed from Vine Street and will include improved streetscaping along Center Street as a buffer to the neighborhood. The Vine Street façade should be articulated in such a way as to enhance the pedestrian walkability along this new connection. A new pedestrian connection through the block is proposed between the garage and a new mixed-use building to be developed on the existing town parking lot. This will enhance the connectivity from Elden Street, across the Vine Street extension, and over to the Herndon Municipal complex.

BLOCK E: ADOPTED MASTER PLAN
Town Council approved a public art center combined with commercial space for arts related uses. The approving resolution notes that the arts/associated uses designation would be re-evaluated if a facility is not designed and funded by the end of 2015. If the facility does not occur, the alternative land use should be multifamily per the Option A Illustrative Plan dated December 10, 2009.
**BLOCK F: ADOPTED MASTER PLAN**

This plan proposal calls for the currently vacant lot to be developed in one of three ways: single family detached houses, townhouses, or age restricted multi-family apartments. If developed with multi-family apartments, the new development will face Center Street, with parking in the rear. The building mass would be broken down into smaller volumes to help transition from higher density development to the east to the existing single-family residential neighborhood to the west. The Town Council resolution added options for single-family homes or townhouses.

**BLOCK F ALTERNATIVE 1: TOWNHOUSE OPTION**

Develop additional housing in a townhouse form as a transition from the mixed-use block east of Center Street over to the single-family neighborhood to the west. Townhouses shall complement the historic character of downtown and occur in no more than 6 units in a row. On site parking and public open space shall be provided.

**BLOCK F ALTERNATIVE 2: SMALL LOT SINGLE-FAMILY DETACHED OPTION**

This plan option proposes to extend Haley Place back to Vine Street and develop a series of single-family lots within Block F. The primary frontage of these units shall occur along Vine Street and Center Street, with parking located in the rear of the lots and accessed via the new road extension. These lots shall reflect the smaller house typologies of Herndon and serve as a transition from downtown to the more residential neighborhoods to the west.
LAND USE

PROPOSED GROUND FLOOR LAND USE
PROPOSED UPPER FLOOR LAND USE

- RESIDENTIAL
- MIXED-USE RESIDENTIAL OR OFFICES
- CIVIC/INSTITUTIONAL
The Public Realm

The character of Downtown Herndon is largely defined by the eclectic historic architecture, the W&OD Trail, and its relationship to the more recently developed municipal complex and green. Public spaces and the events that take place within them are a critical part of civic life in Herndon. Its festivals, farmers’ markets, and celebrations are part of what attracts people to live here. Therefore, the character of open space and streetscaping must remain a key consideration as the town grows.

The master plan recommends a series of initiatives to complement the existing open space system and improve the walkability of downtown in the future. One of the major challenges currently is the connectivity between the two sides of downtown, which is divided by the W&OD Trail and also by Elden Street. Therefore, most initiatives relate to bridging this gap. The major initiatives are listed below and illustrated on the diagram to the right:

» Initiatives related to improving connections and amenities along the W&OD trail.

» Create a paseo connection between Elden St. and the trail, thereby reinforcing pedestrian connectivity through downtown.

» Improve connections from the Town Green across the trail and over to the southern part of downtown.

» Insert pedestrian connections where possible to break down large blocks.

Given that the W&OD Trail is a major consideration, specific initiatives along the trail are described on the following page.
1 Improve connections between the Town Green and blocks south of the trail

2 Proposed bike pavilion along the W&OD trail

3 New public space along Lynn Street and Station Street

4 Extend Pine Street pedestrian connection to the trail and treat as shared space

5 Establish paseo connection between Elden Street and the W&OD Trail

6 Establish connections from the potential Arts/Associated Uses Building over to the trail and Town Green
WASHINGTON & OLD DOMINION RAILROAD REGIONAL PARK

The Washington & Old Dominion (W&OD) Trail is a major recreation amenity in downtown and an asset that connects the region. Opportunities exist to capitalize upon it further by providing additional amenities along it which will attract visitors and encourage them to stop in downtown and patronize local businesses. The master plan recommends the following initiatives:

1. Add a bike pavilion along the trail that could include bike rentals and storage.
2. Create a small public space at Lynn and Station across from the trail with seating. This space in conjunction with the bike pavilion would create an attraction along the trail, and a gathering place for visitors to stop in downtown and use local shops and restaurants.
3. Improve connections across the trail in order to create a complete pedestrian network throughout downtown.
4. Develop commercial frontage along the south side of the trail with outdoor dining facing the trail.
Perspective view of proposed Vine Street extension with park frontage and activity along park trail

SECTION A-A'

* This sidewalk may be reduced in width depending on specific agreement with NVRPA.
# Development Summary

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<th>COMMERCIAL</th>
<th>INSTITUTIONAL (S.F.)</th>
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<td>SINGLE-FAMILY⁰</td>
<td>TOWNHOUSE⁰</td>
<td>APARTMENT</td>
<td>OFFICE (S.F.)</td>
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**NOTE:** Uses can vary, but not the form of development.

* Single-family houses and townhouses are all self-parked.

⁰ Sixty-six parking spaces for 20,000 s.f. of arts associated uses parked at 3.3 spaces per 1,000 s.f.

¹ Eighty-four parking spaces for 250-seat theater.
CORE DOWNTOWN DEVELOPMENT AREAS
Perspectives

Station Street Retail
The Master Plan proposes strengthening Station Street between Lynn and Pine Streets with new mixed-use buildings facing the existing row of historic Station Street buildings. This stretch of Old Town Herndon will feature small shops and restaurants, and enhance downtown's intimate character and pedestrian walkability.
Elden Street

Elden Street between Spring and Center Streets presents further opportunity to generate a vibrant, walkable retail environment. New mixed-use buildings should harmoniously blend in with existing buildings. The design team explored two scales of new development along the south side of the street. The community consensus and adopted plan elected the higher density option.
Station Street at Trail
The proposed extension of Vine Street to Station street along the southwestern edge of the trail would create prime park frontage perfectly suited for restaurants and recreation-oriented uses.
The superblock of the Pines Shopping Center should be divided into traditional blocks and redeveloped. Mixed-use buildings with commercial ground floors line Elden Street, enlivening it and reinforcing its prominence as the town’s main commercial thoroughfare. This view along Monroe Street illustrates how new development should transition from ‘Main Street’ buildings at Elden to apartments or townhouses adjacent to the existing residential neighborhood to the north.
Center Street at Vine
The plan developed during the master plan charrette envisioned Center Street lined with new apartment buildings, as illustrated in this view. The Adopted Master Plan was subsequently modified to accommodate a building dedicated to the arts and related uses on Block E.
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Overview

The design team has prepared regulatory plan diagrams for the downtown area that recommend specific limits and requirements for new development throughout the downtown area. The spirit and form of the adopted Downtown Master Plan, as well as its guiding design principles, informed the development of these regulatory plans. The underlying constraints for any future development are the preservation of the open space indicated on the plan, and the preservation of buildings as designated by the Historic Building Analysis.

The regulating plans that follow are intended to provide guidance on the general siting of new buildings including recommended setbacks, heights, and the relationship of buildings to the street. This section is intended to be used in conjunction with Section C, Lot and Building Guidelines, which provides additional guidelines regarding building placement and architectural character.

To begin the site planning process, property owners should refer to the frontage diagram to determine the allowable building types for a particular site. Subsequently, they would refer to Section C to review the permissible building types and to understand architectural parameters for each type.

The Building Frontage diagram on the facing page is recommended to be the primary device for regulating new development in Downtown Herndon. Each block has been scripted with a frontage type that regulates the allowable building types and setbacks.

(Above) The diagrams in this section set the stage for the desired pattern of development for downtown. The illustrations above reflect the lot and building guidelines that build on the regulating plans.
Building use is not regulated by the frontage types. See Section C, Lot and Building Guidelines, to determine allowable building types for each frontage zone.

Developing a strong retail core was an important part of the Downtown Master Plan process. Therefore, this regulating plan also scripts where ground floor storefronts are required. The hatched areas illustrate the primary retail streets of downtown, where retail should be prioritized.

Setbacks are defined from the back of the sidewalk, which is 12 feet from the curb.
In addition to regulating building frontages and setbacks, this pattern book regulates building heights for new development in order to preserve the town’s desired character and charm without discouraging growth and development. These recommendations were developed on a street-by-street basis.

Note: For redevelopment of an entire block face, building façades should vary in a manner that emulates a series of heritage buildings.
An important goal of the Adopted Master Plan was to increase connectivity within downtown. Therefore, any future development should respect the specific pedestrian and vehicular connections illustrated above. These connections are crucial to improving the circulation and access throughout downtown, and enhancing the viability of future retail. The pedestrian walkways allow for improved connectivity between Elden Street and the Town Green, and better access to parking in the interior of blocks.
Street Types

Downtown streets are currently regulated by the Town of Herndon Streetscape Guidelines. This document designates the streets in this study as commercial streets, which requires a twelve foot clear zone between the face of the curb and the building facade. Typically this twelve foot zone is commercial in character and consists of a planter area and a sidewalk. Yet, the master plan recommends that there be a residential alternative which allows for a verge for street trees, a sidewalk, and a small front lawn. This treatment would be appropriate along the edges of downtown where the fabric transitions to residential neighborhoods, in the areas shown in yellow. The sidewalk paving material shall match the paving material of the sidewalk on the opposite side of the street. The perspectives to the right illustrate the desired character of these two conditions downtown.
Street Type 1: Commercial Section

Street Type 2: Residential Section on Left, Commercial for Arts / Associated Uses Center on Right
How to Use the Lot and Building Guidelines

This book is intended to provide guidelines for future projects proposed within downtown. The master planning process informed an ideal vision for Downtown Herndon, and the guidelines that follow reflect the desired architectural character that came out of that public process. The principal goal is to preserve the unique character of Herndon while also accommodating redevelopment projects of varying scales. These guidelines therefore make recommendations on the proper siting of buildings, architectural character, and how buildings tie into the public realm. This pattern book is intended as a companion document to the zoning ordinance; it is a tool to visually articulate the standards of development and restoration expected by the Town’s Comprehensive Plan that cannot be easily understood with words only.

STEP 1
Locate your site within the context of the Building Frontage Plan. The Building Frontage Plan will establish the recommended relationship between your building and the street. This plan identifies the following:

» Setbacks recommended along that parcel

» General types of uses that are recommended, and if a storefront at the ground floor is required.

» Building types and heights allowed.

STEP 2
Identify the appropriate or desired building type and refer to that page in the Lot and Building Guidelines for lot and massing requirements.

» Review the site plan considerations including setbacks, parking and other special provisions.

» Review the massing considerations for building size, massing, and height.

» Review the proper articulation to define the architectural character of the building.

» For larger buildings, refer to the apartment and mixed-use building pages for additional guidelines regarding vertical and horizontal articulation, and special elements.
**STEP 3: MIXED-USE**

If your building is mixed-use with a commercial ground floor, refer to the Storefront and Signage section for guidelines on storefronts, signage, and addressing the street.

» Follow guidelines for desired character of the ground floor of your mixed-use building.

» Review storefront treatment, composition, requirements for openings and transparency, signage, awnings and special elements.
Building Typologies

The palette of building types within the Herndon Downtown varies from single-family to multi-family and mixed-use buildings. This section provides general guidelines for new construction as infill projects are proposed for downtown. Guidelines are provided for the siting of buildings, general massing parameters, and architectural elements.

DETACHED HOUSES
Detached houses comprise the majority of the neighborhoods bordering downtown. Houses vary from one-and-one-half to two-and-one-half stories and front onto nicely landscaped, tree-lined streets. Often they include porches that open onto a moderate size front yard. Parking is provided in garages or on parking pads accessed via a front driveway.

TOWNHOUSES
This typology has become a more common downtown residential option given the limited sites available for redevelopment. Units are attached to each other and composed as a collection of smaller façades. These tend to be three stories and have minimal front yards. Entries are often defined by individual stoops. Parking is provided in a tuck-under garage condition accessed from the rear of the lot, so that the street frontage is attractive and is not comprised of a series of driveways and garage doors.
APARTMENT BUILDINGS

Apartment buildings are currently a less common building type in Downtown Herndon. However, opportunities exist to add downtown housing with a traditional town scale oriented to the street. Typically, apartments and condominiums will be three to four stories tall and parking will be provided either in parking garages or a surface lot behind the building.

MIXED-USE BUILDINGS

Mixed-use buildings are critical components of successful, vibrant downtowns and main streets. The development of this very flexible typology will help enliven and strengthen Downtown Herndon. This building type will accommodate various retail, restaurant, service, or office uses on the ground floor, with apartments and offices located on upper floors. Mixed-use buildings will range in height from two to four stories and parking will be accommodated either in parking garages or surface lots to the rear of the buildings.

PARKING GARAGES

For downtown to continue to grow and evolve into a healthy and vibrant mixed-use area, structured parking should be included in the parking strategy. Public and private parking garages are an accessory building type that will accompany new development in Downtown Herndon. Typically, garages will be located at the center of the development block and screened from public view by liner buildings or landscaping. Where garages abut the public right of way, their façades shall be well-composed architecturally and faced with brick or other quality materials.

Five parking structures are shown on the Illustrative Plan of the Downtown Master Plan. Four of the structures would be private sector projects. A fifth structure, located on Block D, is envisioned as a partnership, with a portion funded by the town in order to support the Downtown Public Shared Parking Program.
Development Opportunities

To determine development opportunities for their property, downtown property owners will consult the building frontage diagram shown on the next page and establish the frontage zone of their property. The allowable building types for each of the seven downtown frontage zones are outlined by the matrix below. It is important to note that building uses are not limited by these regulations, though a building type may not feasibly accommodate all potential uses. This type of form-based approach to regulating new development will ensure that Herndon’s vision for the physical form of downtown is realized while allowing market demand to determine the uses.
BUILDING FRONTAGE

- **RESIDENTIAL FRONTAGE 1**: 10’–15’ SETBACK (Single Family)
- **RESIDENTIAL FRONTAGE 2**: 5’–15’ SETBACK (Single Family, Commercial/Residential Townhouses, Apartments)
- **RESIDENTIAL FRONTAGE 3**: 0’–10’ SETBACK (Commercial/Residential Townhouses, Apartments)
- **MIXED-USE FRONTAGE 2**: 0’–10’ SETBACK (Mixed Use Buildings)
- **REQUIRED GROUND FLOOR STOREFRONT**: 40–70% OF GROUND FLOOR FACADE AREA
- **OPEN SPACE TO BE PRESERVED**
Detached Houses

STEP 1: BUILDING PLACEMENT
A detached house is a building type containing one dwelling unit on a single lot, with private yards on all four sides. Minimum and maximum street setback dimensions allow some flexibility in the placement of the building. There are two locations shown on the Downtown Master Plan for small-lot single-family detached houses.

SETBACKS
- Front Setback* 5-15 feet
- Side Street Setback* 5-15 feet
- Side Yard Setback min. 5 feet
- Rear Yard Setback min. 20 feet
- Alley Setback 2 feet

HEIGHT GUIDELINES
- Overall Height (Stories) 1.5-2.5
- Maximum Height (Principle Building) 35 feet

*Varies – refer to building frontage map for specific setback requirements

STREETSCAPE FOR SF-D DOWNTOWN SITES
Along major public rights of way such as Center Street, provide a 6 foot brick sidewalk and a 6 foot grass strip along the back of the curb. For narrow, historic residential streets, provide a 5 foot concrete sidewalk with the historical dimple pattern and a variable width grass strip along the edge of pavement or back of curb.
STEP 2: MASSING
Detached houses can be one-and-one-half, two, or two-and-one-half stories with simple massing and gable or hipped roof forms reminiscent of Herndon's authentic heritage structures.

STEP 3: ARTICULATION
The main massing (yellow) should be simple geometries with additive elements (blue) to add façade variety and livable space to each unit. Special elements such as bay windows, roof dormers, balconies, decorative eaves and cornices, and ornamented doorways should be provided in a single, coherent architectural style.
Townhouses

STEP 1: BUILDING PLACEMENT
A townhouse is a building type containing three or more dwelling units consolidated side-by-side into a single structure. Units may be placed on individual lots, or the entire building (or project) may be placed on a single lot. Minimum and maximum street setback dimensions allow some flexibility in the placement of the building. When parking is handled on-site, it is generally located in a tuck-under configuration accessed from the rear of the lot. This alley-loaded condition is preferable as it allows for a pleasant streetscape fronted by occupied rooms instead of garage doors.

SETBACKS
» Front Setback* 5–15 feet
» Side Street Setback* 5–15 feet
» Side Yard Setback min. 5 feet
» Rear Yard Setback** min. 10 feet
» Alley Setback min. 5 feet

HEIGHT GUIDELINES
» Overall Height (Stories) 2–3.5
» Maximum Height (Principle Building) 35 feet

* Varies- refer to building frontage map for specific setback requirements; must allow for 4 foot wide landscape planting area along façade except where interrupted for entrances and exits
** Rear yard setback to principle structure when rear lot line abuts property zoned R-10 is min. 20 ft.
**STEP 2: MASSING & HEIGHT**
Townhouses can be two, two-and-one-half, three or three-and-one-half stories with a simple massing which should either unify the building as a single composition or emphasize a series of distinct units designed to compliment one another.

**STEP 3: ARTICULATION**
The main massing (yellow) should be simple geometries with additive elements (blue) to add façade variety and livable space to each unit. Special elements such as bay windows, roof dormers, balconies, decorative eaves and cornices, and ornamented doorways should be provided.
Apartment Buildings

(For apartments in mixed-use buildings, see Mixed Use Buildings.)

STEP 1: BUILDING PLACEMENT
An apartment building contains three or more units consolidated into a single structure. Apartment buildings should have a minimal front and side street setback to allow the building type to fit into a more urban condition. Some landscaping helps to characterize the building as a residential use. Parking should be placed behind the building and accessed through a rear entrance.

An apartment building contains three or more dwelling units consolidated into a single structure. Dwelling units share common walls within the same structure. Each unit may have its own external entrance. However, shared entrances are more common.

SETBACKS
» Front Setback* 5–10 feet
» Side Street Setback* 5–10 feet
» Side Yard Setback min. 10 feet
» Alley/Rear Setback min. 5 feet
» Surface Parking min. 40 feet

HEIGHT GUIDELINES
» Overall Height (Stories) 3–4
» Maximum Height (Principle Building) 50 feet
» Ground Floor Ht.** 10-14 feet
» Upper Floor Ht.*** 9-14 feet

* Varies – refer to building frontage map for specific setback requirements
** Floor-to-ceiling height
*** Floor-to-ceiling height, 9 ft. max. when abutting a single-family detached lot.
**STEP 2: MASSING & HEIGHT**

Apartment buildings can be three or four stories. To avoid long monotonous façades, the buildings should be articulated. Heights should vary to avoid a continuous block at one height and to simulate a row of historic façades.

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**STEP 3: VERTICAL ARTICULATION**

Vertical elements such as piers, pilasters, trim, window mullions, and bay windows should be used to compose the façade. Façades shall be articulated with a vertical change in plane at intervals no greater than 60 feet. The changes in plane should be significant enough to create a sense of depth and shadow.
APARTMENT BUILDINGS

STEP 4: HORIZONTAL ARTICULATION
The base, middle, and top are the three major levels of horizontal articulation. The base sits above grade to provide a strong exterior presence on the street. When elevated a significant amount, it can provide safety and external noise reduction to units that front the street. The middle of the façades are articulated through the window patterns. The roofscape and articulation of the top floor should vary to enrich the façade of the street.

STEP 5: WINDOWS & DOORS
The window pattern and dimensions should work well with the layout of the principal rooms of the apartments on the interior. The windows should be organized similarly to the vertical articulation to create a consistent bay rhythm in the façades of the building.
STEP 6: BUILDING ARTICULATION
The main massing (yellow) should be simple geometries with additive elements (blue) to add façade variety and livable space to each unit. Special elements such as bay windows, roof dormers, balconies, decorative eaves and cornices, and ornamented doorways should be provided.
Mixed-Use Buildings

STEP 1: BUILDING PLACEMENT
A mixed-use building is intended primarily for ground floor retail or other uses that encourage pedestrian activity, with upper-story hotel, residential or office uses. Mixed-use building setbacks are shown below. Parking should be placed behind the main massing of the building to be concealed from the main street.

<table>
<thead>
<tr>
<th><strong>SETBACKS</strong></th>
<th><strong>GUIDELINES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Setback*</td>
<td>0–10 feet</td>
</tr>
<tr>
<td>Side Street Setback*</td>
<td>0–10 feet</td>
</tr>
<tr>
<td>Side Yard Setback</td>
<td>min. 0 feet</td>
</tr>
<tr>
<td>Alley/Rear Setback</td>
<td>min. 5 feet</td>
</tr>
<tr>
<td>Surface Parking</td>
<td>min. 30 feet</td>
</tr>
</tbody>
</table>

* Varies - refer to building frontage map for specific setback requirements

** When parking is provided off-site in an adjacent garage or parking lot

*** Total height not to exceed four stories or 50 ft. Parapets and other decorative features can exceed 50 ft.

† Floor-to-floor height
STEP 2: MASSING & HEIGHT
Mixed-use buildings can be two to four stories, not to exceed 50 feet. Parapets and other decorative features are permitted above 50 feet. Buildings shall be composed so as to create the scale and rhythm of a series of smaller buildings along the street.

STEP 3: VERTICAL ARTICULATION
The storefronts on the ground floor should be vertically proportioned into bays corresponding to the rhythm of windows above. Large development blocks should use vertical articulation at intervals no greater than 60 feet to compose the façade as a series of smaller buildings with varying widths. The changes in plane should be significant enough to create a sense of depth and shadow.
MIXED-USE BUILDINGS

STEP 4: HORIZONTAL ARTICULATION
Buildings should have a recognizable base, middle and top. Ground floor retail storefronts should sit at grade wherever possible. The top of the building should be articulated by varying roof and cornice lines. The block development should read as a series of smaller heritage buildings. The adopted Downtown Master Plan illustrates appropriate façade widths.

STEP 5: WINDOWS & DOORS
Windows occur in patterns of single or grouped windows that reinforce the vertical articulation of the building mass and bays. Doors are located in appropriate and prominent locations that addresses public space or the street. Lintels, trim, transoms, and other decorative door and window features are important parts of the pattern and should be designed and sized to match the size of the opening, the mass of the building and the general design vocabulary.
STEP 6: BUILDING ARTICULATION
The main massing (yellow) should be simple geometries with additive elements (blue) to add façade variety and livable space to each unit. Special elements such as bay windows, roof dormers, balconies, decorative eaves and cornices, canopies, awnings, decorative signage and highly articulated storefronts should be provided.
Parking Garages

STEP 1: BUILDING PLACEMENT
Above grade parking structures are a viable and necessary component to development. Parking garages are most effectively incorporated into the streetscape when they provide easy access but are screened from view by buildings, landscaping and decorative façades. When exposed to the street, they must have an architectural treatment to the façade and should never be exposed to Elden, Station or Monroe Streets. Access points should be visible from public ways and easy to access. Ground floor uses on streets adjacent to garages are desired.

HEIGHT GUIDELINES
» Overall Height (Stories) 1–4
» Maximum Height (including parapet)** 44 feet
» Ground Floor*** min. 9 feet
» Upper Floors*** min. 9 feet

* Varies – refer to building frontage map for specific setback requirements
** Stair towers, elevator shafts and lobbies are permitted above 44 feet, not to exceed 50 feet
*** Floor-to-floor height

PERMITTED MATERIALS
» Brick
» Architectural pre-cast concrete
» Stainless steel or pre-finished aluminum accent and trim
STEP 2: MASSING & HEIGHT

Garage structures can either be free standing or engaged with liner buildings. They should be screened by buildings wherever possible. The garages depicted on the Downtown Master Plan illustrative plan are generally free-standing with occupied space depicted on only one side of the structure.

![FreeStanding Garage](image1)

![Parking Garage with Liner Buildings](image2)

STEP 3: VERTICAL & HORIZONTAL ARTICULATION

Street facing façades should be articulated with vertical piers and horizontal spandrels to create an orderly composition of well-proportioned openings. Vertical circulation elements such as stair towers, elevator shafts and lobbies should be featured as special elements in the façade. Façades shall be articulated with vertical changes in plane, parapet height and composition. The changes in plane should be significant enough to create a sense of depth and shadow.

STEP 4: BUILDING ARTICULATION

Street facing openings should be glazed or infilled with an open mullion grid or ornamental architectural louvers. Piers, pilasters, trim and mullions should be used to create depth and detail in the façade.
Storefronts and Signage

For mixed-use buildings in Downtown Herndon, particular attention must be paid to the design of storefronts and to the relationship between exterior and interior space. The design of storefronts is critical to the success of the pedestrian realm and will impact the sense of security and safety in a neighborhood. The following are a series of elements that must be considered:

**STOREFRONT COMPOSITION**
- Ground-floor retail spaces have a minimum height of 14 feet from floor to floor.
- Storefront design must utilize the full height of the ground-floor façade frontage.

**AWNINGS**
- Awnings are encouraged and may provide additional signage space by incorporating names and logos.
- Plastic, over-scaled, and fluorescent back-lit signs and awnings are not permitted.

**OPENINGS AND TRANSPARENCY**
- Glazing or window trim should constitute a minimum of 60% of the ground-floor retail façades.
- Shop windows should provide views into the shop as well as its displays.

**LIGHTING**
- Goose-neck or other mounted lights are encouraged.
- LED lights are preferred
- The fixtures shall be primarily down-firing. Up-firing fixtures, if used for aesthetic effect, must be designed to prevent Dark Sky intrusion.

**UNDESIRABLE STOREFRONTS**
- Cluttered shop windows with reduced or impeded visibility between the interior and exterior
- Fluorescent lighting
- Backlit signs and awnings
- Solid security gates
- Reflective glazing
- Inaccessible entries
- Garish paint colors
STOREFRONT COMPOSITION

» Storefronts shall be designed using traditionally framed elements of retail design as well as innovative new components that emulate the composition of traditional retail design. Characteristic elements include large transparent display windows with kick plates below and clerestory windows above, recessed front entries, and exterior awnings and signs.

» Multiple storefronts within the same building shall be visually compatible in terms of scale, alignment, and their relationship to the building as a whole, yet distinguished between various shops using storefront design, color, signage, and awnings. The coherence of the building design should be able to accommodate the diversity of character and individuality amongst various shops in one building.

» Storefronts shall maintain a typical rhythm wherever possible, such as 10 to 20 or 15 to 30 feet wide at the ground level, each with its own entry.

» Storefront entrances shall be clearly distinguished from those serving floors above.

» Kick plates, windows, transoms, clerestories, signage bands, upper floor windows, and cornices shall align where possible but should allow for a level of vertical, horizontal, and three-dimensional variations at the lower level to help create a variegated and organic quality for the storefronts.

» Windows must have at least 60% transparency into the interior.

» Individual storefronts shall be distinguished by interesting design features at the ground level such as lighting, medallions, belt courses, plinths for columns, piers or pilasters, projecting sills, tile work, stone or concrete masonry, pedestrian-scaled signs, planter boxes, and specialty bay windows.

» Within the compositional framework above, storefronts may be composed of various kinds of operational doors and windows that will encourage the opening up of interior spaces onto the sidewalks and terraces, including French doors, modified garage doors, sliding doors, walk-through double- and triple-hung windows, and others that will support the opening up of interior spaces to the outside.

» Shadow boxes less than 36 inches deep are prohibited.
MATERIALS

» Brick, stone, cast stone, ceramic tile, hard coat stucco, wood, wood substitute (smooth finish, cementitious planks and panels or cellular PVC) or pre-finished heavy gauge metal panels are preferred. Entrance doors shall generally be clear glass in wood or metal frames. Standard, industrial aluminum storefronts are not appropriate. Provide variation in materials and colors for larger buildings, in order to break down the scale of buildings and to reflect the general size and scale of heritage buildings.

» Storefront windows typically consist of large, transparent plate glass set in wood, clad wood, or metal frames. Display windows must incorporate high transparency; windows must have high visibility transmittance values (37% or greater) and low daylight reflectance (15% or less). Colored, visibly tinted, or mirrored glazing is not appropriate.
SIDEWALK AREAS

» Retail, restaurant, and other food and beverage operators are encouraged to design and operate exterior sidewalk areas in a manner that will create a seamless connection from their interior operation to the exterior spaces.

» At sidewalk setback locations, storefront designs that reinforce the connection between inside and outside are encouraged. Storefront designs can use operational doors and windows that allow for direct connection and movement between the sidewalk and restaurant and shop interiors.

» Restaurants and shops are encouraged to maximize the use of exterior space as an extension of interior activity.

» The use of outdoor plantings, planting boxes, and flower boxes is recommended in the supplemental setback areas.

» Awnings, canvas umbrellas, and heat lamps can be used to extend the seasonal use of sidewalk areas.

(right and below) Precedent photos of an active sidewalk experience that includes outdoor dining, planters, creative signage, and a varied use of color.
Section D  Storefronts and Signage

Mixed-use building signage

Signs act as important elements of buildings to identify the presence and nature of various types of residential and commercial establishments. Proper sign design will also enliven and enrich the streetscape experience for pedestrians, without detracting from the spatial coherence and quality of public spaces and the streetscape. The following guidelines are intended to identify the sign types appropriate for downtown neighborhoods. All signs:

» Must be in accordance with town regulations. These guidelines are intended to add further refinement to the town sign ordinance. They are not intended to lessen the jurisdiction of the ordinance.

» Should express quality and unique characteristics.

» Must be legible and easily understood.

» Should contribute positively to the sense of place and the character of the district.

» Should communicate the nature of the corresponding business.

» Must reinforce pedestrian scale in size and mounting height.

» Should reflect proper purpose, context, and location.
PROHIBITED SIGNS

The following signs are prohibited:
» Any “box” or “can” letters or signs (internally-lit boxes with translucent covers).
» Any sign illuminated by bare floodlight, blinking or flashing bulbs.
» Any sign that extends above the roof line or parapet wall.
» Any sign erected, painted, or maintained upon fences, rocks, trees, or any natural feature.
» Electronic message signs with changing text or graphics generated by electronic components.

SIGNAGE REQUIREMENTS

The following items should be noted prior to any sign design or building development:
» Multiple storefronts within one building must be designed to coordinate the alignment of signs to achieve a harmonious appearance to the base of the building.
» Signs must fit within the architectural divisions of the building, and should not span across structural bays or columns.
» If present, the signage band must be incorporated into the design of the façade and situated above the storefront clerestory and below the second-story windows.

» Signs incorporated in cornices or parapets must be limited in size, or made an integral part of the architecture.
» Signs only lit by exterior wall-mounted fixtures or signs with individually shadow-lit opaque letters are permitted.
» The inclusion of creative shapes, symbols, and three-dimensional motifs with accompanying text is strongly encouraged in all sign design.
IDENTITY SIGNS

The following types of Identity Signs are permitted:

Flush-Mount Wall Signs
» Flush-mounted wall signs are a fundamental form of identity signage. They are attached flat to the wall and form an integral part of the architectural detailing of the building. The signs should be positioned within logical features of the building, such as transom panels above entryways, signage bands above storefronts, or wall panels next to storefront windows. Signs should typically be located between 4 to 6 feet above the adjacent walking surface or in the architectural sign band located above doors and shops.

Blade Signs (including Projecting Bracket-Mounted Signs)
» Blade signs are typically suspended from a permanent bracket attached to the building, either fixed in place or suspended from the bracket. They are great opportunities for creating colorful unique identities for businesses. Blade signs should be no larger than 12 square feet per side and set at a minimum clearance of 8 feet above sidewalk level. Blade signs should not extend more than 4 feet from the building.

Window Signs
» Window signs are directly applied vinyl or paint to the window or door glass of the retail storefront. Window signs are another great artistic opportunity and should be of a high quality. They should be no larger than 25% of the window area on which they are placed.

Suspended Signs
» These signs are suspended from overhead structures of pedestrian walkways or underneath an arcade. Signs perpendicular to the building façade should be a maximum width of 3 feet and shall not extend beyond 4 feet from the building façade. Signs parallel to the façade shall not be greater than 12 feet in width. All suspended signs should be a minimum of 10 feet above the sidewalk.

Awning Signs
» Awning signs are characterized by varying colors and sizes to differentiate businesses. They also provide shade and cover from the rain. Awnings tend to be fabric as opposed to canopy signs which may be structural. Awnings shall not be internally illuminated, but may be illuminated by a direct exterior lighting source located above the awning and attached to the building exterior. Translucent materials and plastics are not permitted as awning materials. Lettering, emblems, or logos are permitted on the awning valance.
**Canopy Signs (Including Marquee Signs)**

- These signs or sign letters are attached to, painted on, or inscribed upon a projecting canopy or marquee. The canopy is typically comprised of structural elements. The canopy or marquee is typically characterized by a three dimensional quality and by its ability to accommodate lettering on 2 sides, if vertically mounted like a traditional movie marquee, or on 3 sides if horizontally mounted. The minimum clearance above a pedestrian sidewalk is 8 feet.

**Neon Signs**

- Neon signs may be appropriate given the era during which most of downtown was built out (1900-1940). These must be carefully designed to reflect the original intent of that era.

**FREESTANDING SIGNS**

In addition to permanent "Identity Signs", individual businesses are also permitted to have “Freestanding” signs. Freestanding signs should not be considered to be Identity Signs and should not count as part of the permitted allotment for a ground-floor business:

**Menu Board Signs**

- These are building-mounted signs with a cleanly presented menu for the adjacent eating establishment.

**Sandwich or A-Frame Signs**

- These are double-faced, freestanding signs that may have permanent or erasable information on both sides. Sandwich or A-Frame Signs are designed as a place to identify daily specials or special items not typically included on a menu or Menu Board Sign. They are also used to help identify businesses located down alleyways or in courtyards off of the primary frontage. Sandwich and A-Frame Signs shall not be placed within the pedestrian area of the sidewalk.

**Table Umbrella Signs**

- Similar to awnings, table umbrellas or parasols should be used by eating establishments to add vibrant color to outdoor spaces and to create attractive outdoor seating areas. Restaurants may use the table umbrellas to enhance the identification of their business through the selection of thematic colors or by adding text or logos directly onto the umbrellas. A restaurant may have a number of table umbrellas which should be consistent in design.
Historic Building Evaluation

Market Study

The market analysis by Streetsense / The Eisen Group is posted at the Town of Herndon website (www.herndon-va.gov). Go to the Planning and Zoning section and follow the Downtown Master Plan links.