Zoning Ordinance Text Amendment ZOTA #26-01 – HTOC Sign Standards

Planning Commission Public Hearing
April 13, 2026

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Background

- Standards found in ZO in the PD-TOC zoning district (initiated 2017)
- Metro station opened 2022
- HTOC plan calls for mixed-use redevelopment for ~38 acres
- ZOTA initiated by TC in February 2026
- PC recommendation will be considered by TC for adoption

Purpose

- ZOTA 26-01 will introduce HTOC sign standards
  - Updates the existing TRG sign standard table
    - Chapter 78 (ZONING), Article XIV (Signs), Section 78-141.8 (Sign Standards for Planned Development—Transit-Related Growth Districts)
  - Also provides minor updates to related aspects of Article XIV (Signs) and Article XVIII (Definitions)

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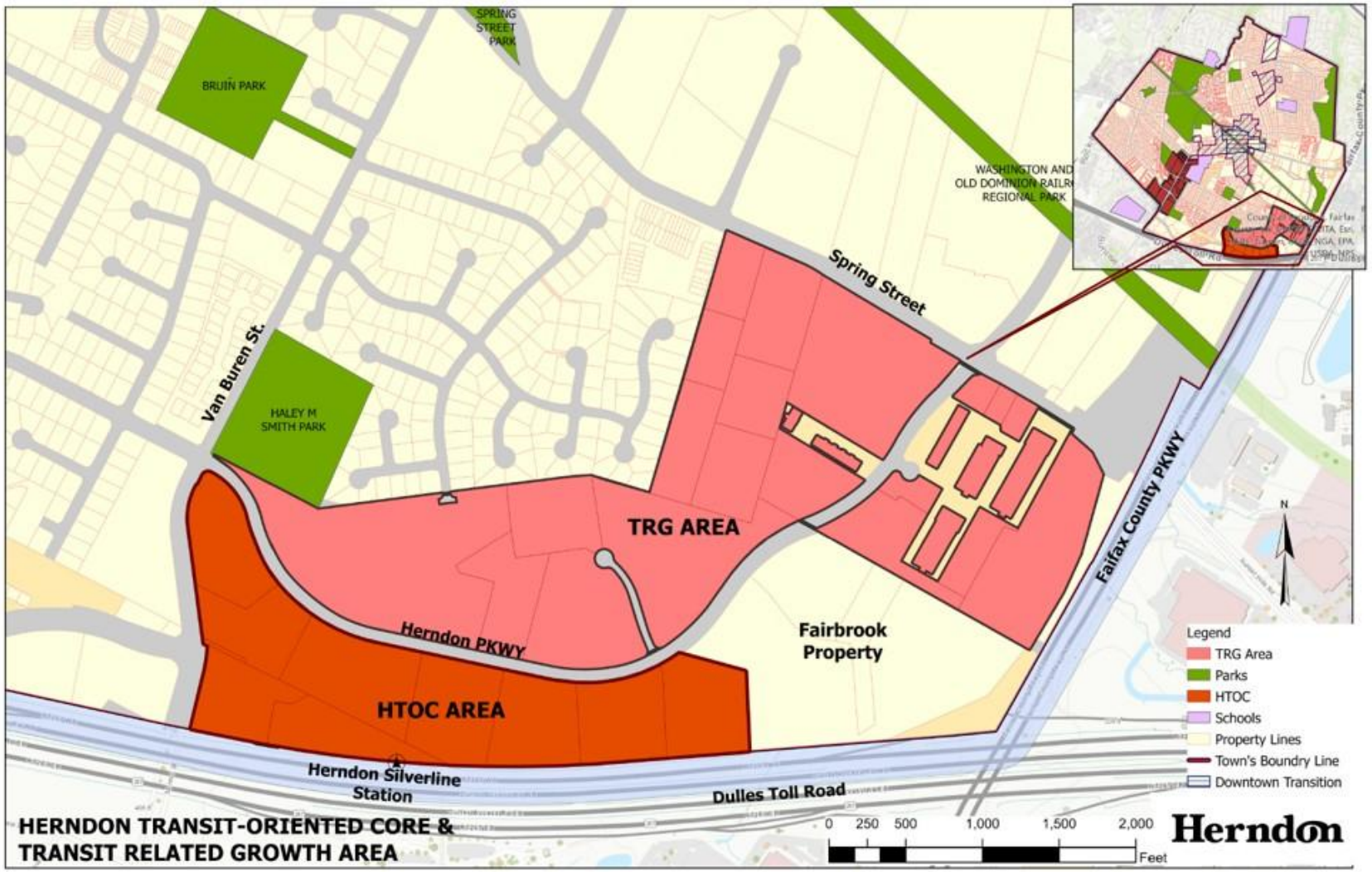
HTOC and TRG Boundaries



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HTOC Signage Update

Sec. 78-140.4. - Prohibited signs

- The Herndon ZO currently only allows painted signs in the HDO
  - The update will also allow painted signs in the TRG and HTOC (Lines 31-34)

Sec. 78-140.6. - General standards for all signs

- The Herndon ZO currently does not have a Town-wide nit limit (luminance)
  - The update will create a 100-nit limit for signs throughout Herndon (Line 53)

HTOC Signage Update

Sec. 78-141.8. - Sign standards for planned development

- The Herndon ZO currently has standards for the TRG, but not HTOC
  - The update will update the existing TRG table to include HTOC (Lines 55-69)
- Additional Provisions
  - General standards of Sec. 78-140.6 apply, unless exempted (Line 57)
  - Only one of the following signs may be used per entrance: Sign Band, Awning, or Canopy

HTOC Signage Update

Sec. 78-141.8. - Sign standards for planned development

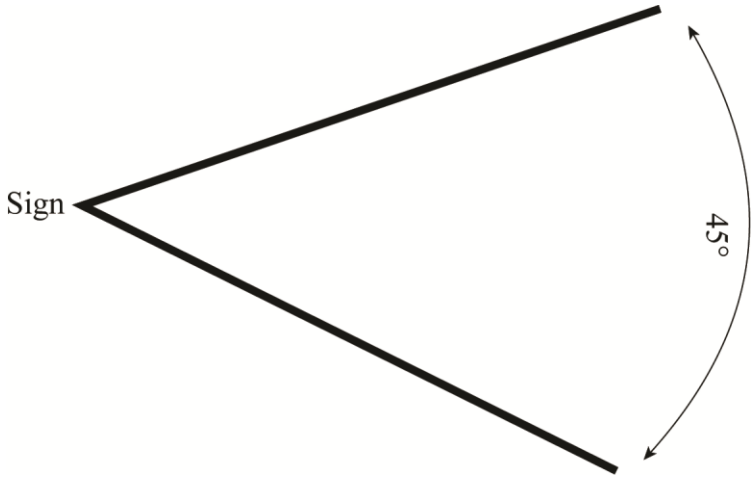
- Sign specific changes
  - *Sign Band, Awning Sign, and Canopy Sign (Line 60)*
    - Expands/modifies the entrance description
    - Provides additional information on maximum allowable sizes and heights
    - Provides additional description for intended locations
  - *Projecting Sign and Blade Sign (Line 61)*
    - Moves A-Frame Sign to another table (see Line 66)
    - Provides additional information on size and height of Projecting Signs and Blade Signs
      - Includes a diagram (see Line 62)
    - Provides additional information on the number of Blade Signs

HTOC Signage Update

Sec. 78-141.8. - Sign standards for planned development

- Sign specific changes (cont.)
  - *Freestanding Sign (primary + secondary), Parapet Sign, Tower Sign (Line 65)*
    - Changes name of freestanding sign types in district
    - Adds Tower Sign facing Dulles Toll Road as a type
    - Adds information for number and location for all sign types in table
    - Adds additional information for size for both freestanding sign types
  - *Plaque, Projecting Banner Sign, A-Frame Sign (Sandwich Board) (Line 66)*
    - A-frame sign moved to this table
    - Adds Plaque and Projecting Banner Sign as sign types
- Figure illustrating sign types (Line 67)

Additional Figures



Maximum Multi-faced Sign Angle (Lines 62-64)



1. Sign Band
2. Awning Sign
3. Canopy Sign
4. Projecting Sign
5. Blade Sign
6. Freestanding Sign (Primary)
7. Freestanding Sign (Secondary)
8. Tower Sign
9. Plaque
10. A-Frame Sign

**Parapet Sign and Projecting Banner Sign not pictured*

Sign types in the Herndon Transit-Oriented Core and Transit-Related Growth districts (Lines 67-69)

Definition Updates

Sec. 78-180. – Definitions

- Frontage (Lines 77-78)
- Sign related terms
  - Building frontage (Lines 82-86)
  - Dulles Toll Road tower sign* (Lines 88-89)
  - Plaque* (Lines 91-92)
  - Projecting banner sign* (Lines 93-94)
  - Projecting sign (Lines 95-97)
  - Sign band* (Lines 99-101)

*denotes newly added definition

Staff Recommendation

- Recommend approval of the staff proposed language

*denotes newly added definition