

EXCHANGE PLACE REDEVELOPMENT

24-01
STACKED TOWNHOUSE DESIGN STANDARDS
250 EXCHANGE PLACE
HERNDON, VA 20170

December 2025
18074.00

ROONEY
PROPERTIES

mv+a

Exchange Place

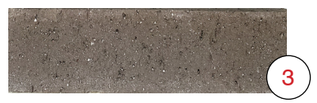
A. Architectural Style

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

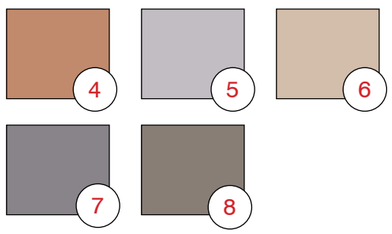
MF SAMPLE BRICK







MF SAMPLE COMPOSITE SIDING



GENERAL DOCUMENT NOTE:
Some images used on this and proceeding pages are used to illustrate specific details and material guidelines. The entirety of the building design in those images may not meet all of the requirements outlined in these Standards. For fully compliant examples, refer to page 14.



ARTICULATION AT THE STREET LEVEL

Articulated Individual Residential Stoops & Foundation Plantings



OVERALL ARCHITECTURAL EXPRESSIONS OF SCALE

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



OVERALL ARCHITECTURAL EXPRESSION OF PROPORTION, RHYTHM AND BALANCE

Regular Rhythm of articulated massing (projecting bays A-B & recesses C-D), window openings and materials with layered details & subtle Color changes across the facade that give an overall impression of a quiet balance

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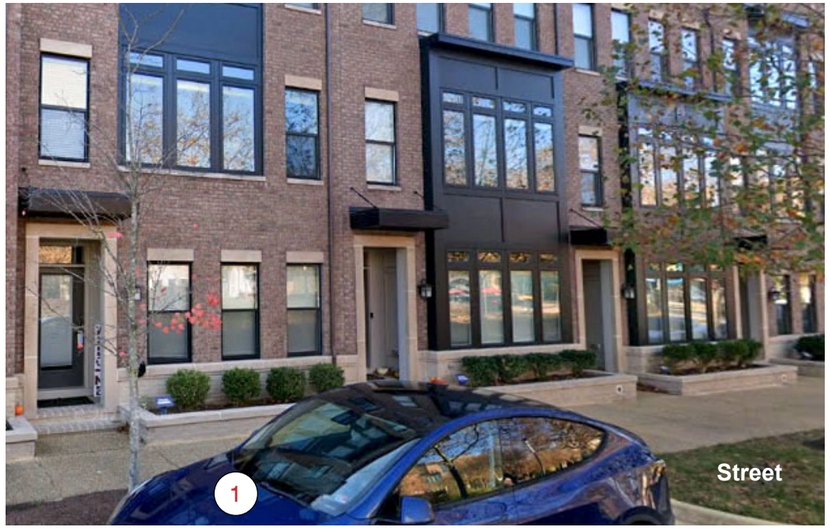
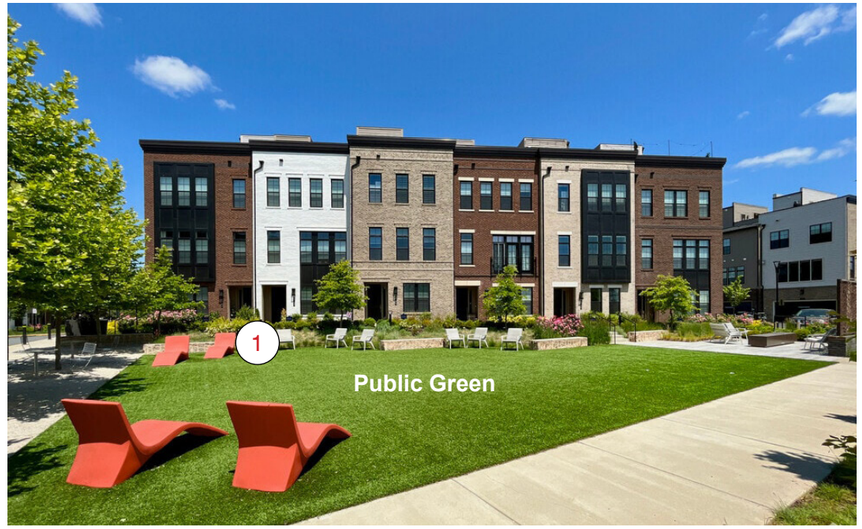
B. Building / Row Orientation

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



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

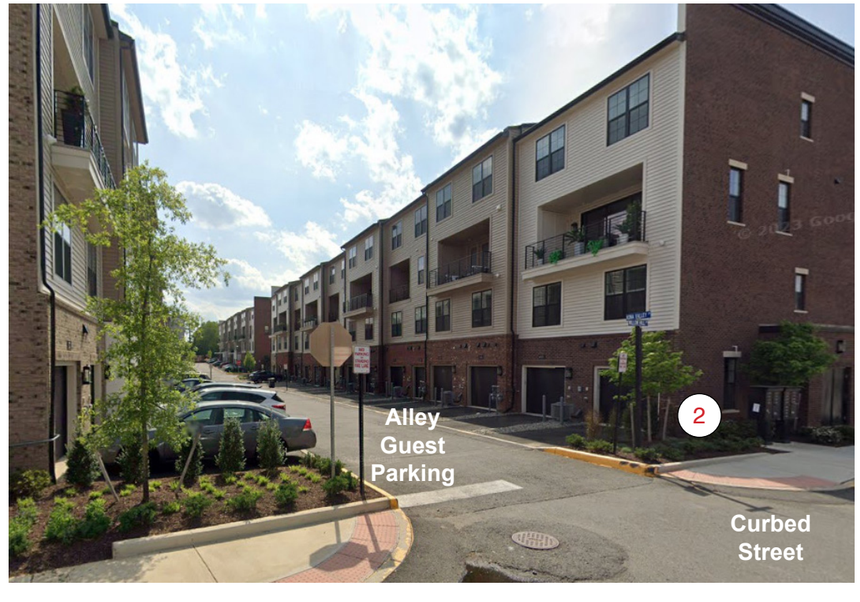


1 GREEN-WAY FRONTING UNIT ENTRY
Foundation planting and stoops define entries connected to a common path

2.0 Unit garages must be alley accessed.



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



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C. Building Configuration

1.0 Roof

1.1 All units within a connected row must utilize a single roof configuration type selected from the list below:

1.a a. Flat with a parapet

1.b b. Shed or side facing gable roof concealed by a parapet at the front and the sides

1.c c. Side facing gable

1.d d. Or individual front facing gables

1.2 Dormers and intersecting gables are permitted in combination with a main gabled roof. Dormers must be proportioned to compliment the overall design of the facade and the row.

1.3 All sloped roofs with slopes 6:12 or less must be concealed by a parapet at Primary and Secondary elevations.

1.4 All gable roofs exposed at the primary and secondary elevations must be a minimum 8:12 pitch.

1.5 Sloped roofs pitched greater than 6:12 and less than 8:12 are prohibited.



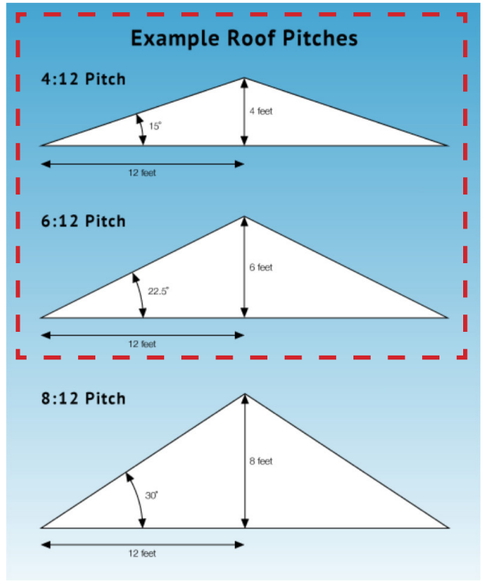
1c SIDE FACING GABLE ROOF
Includes front facing secondary gables identifying individual units



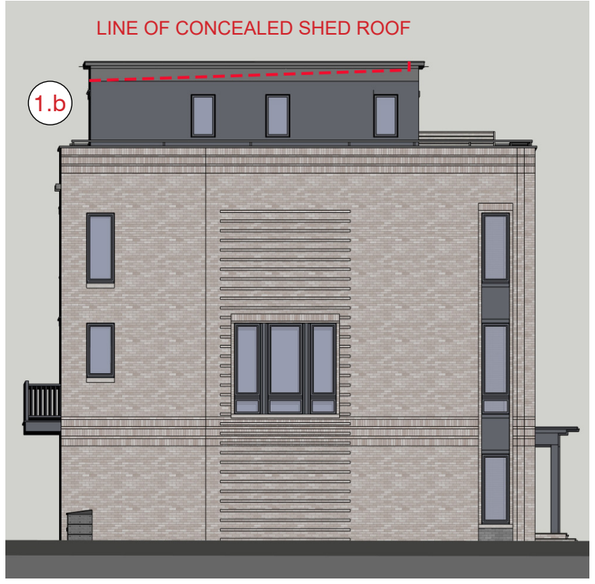
1.2 MAIN GABLED ROOF w/ DORMERS
Gabled dormer shown on left; two types of hipped dormers on the right



1a FLAT ROOF with PARAPET
Shed style roof is concealed by the parapet at front & side (shed at back is exposed)



1.3 GABLE ROOF SLOPE DIAGRAMS
All gables less than 6:12 slope must be concealed by a parapet



1.3 LOW SLOPED ROOF BEHIND PARAPET
Shed style roof is concealed by the parapet at front & side (shed roof slope at back is exposed)



1d INDIVIDUAL FRONT FACING GABLES
Used here along with changes in facade color to emphasize and identify individual units

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C. Building Configuration

2.0 Row Presentation

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

2.2 As a single building with individual unit entries

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

2.3 As a row of individual townhouse units with individual entries.

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

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

2.5 Strive for a single slab elevation per row. If elevation breaks are required, breaks must happen at regular intervals in groups of two units or more. However, for a row with an odd number of units only, a slab elevation break may occur after a single unit but only once in a row.

SINGLE BUILDING



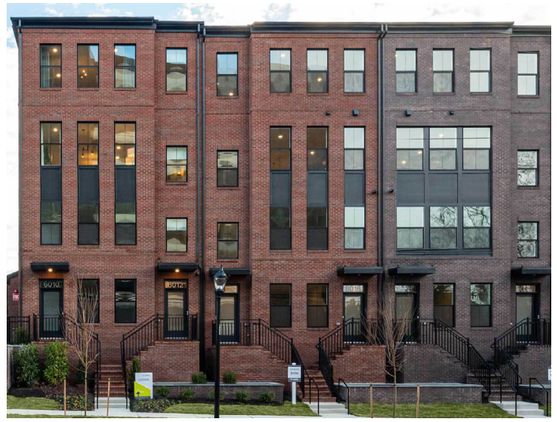
SINGLE BUILDING



2.2

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

SLAB ELEVATION CHANGES



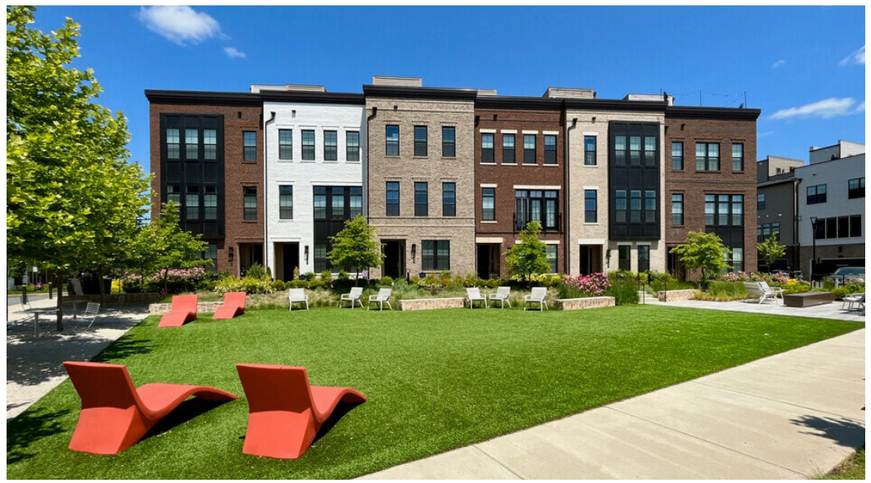
2.5

Slab breaks are made at regular intervals with unit groups of at least 2 units. A break after a single unit is allowed a single time for a row with an odd number of units. Above, a break occurs after one unit at the left followed by a group of two at the same elevation and so on.

INDIVIDUAL UNITS



INDIVIDUAL UNITS



2.3

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

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D. Facade Design *

1.0 Composition

1.1 Vertical Organizing Strategy

1.1.1 Vertically, both the individual unit facades and the building / row must organize all facades to signify a vertical tripartite design strategy indicating base, body and top.

1.1.2 Each section must be delineated. Some obvious strategies could be:

(a) a. Change of material types - stone-to-brick, brick-to-siding

(b) b. Change of color using the same materials

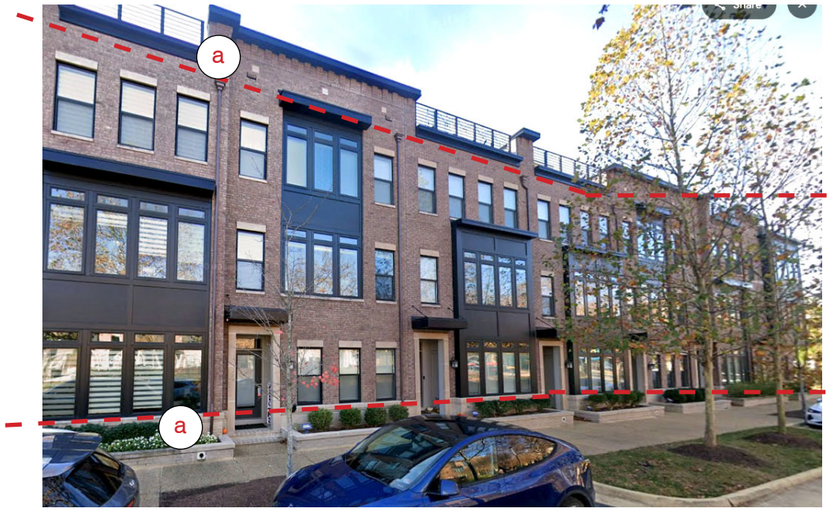
(c) c. Belt course or banding in a contrasting color / material or with an alternate brick coursing - soldier rows vs running bond

1.1.3 While more subtle delineation strategies could include:

(d) d. All strategies listed above but using a monochromatic material and / or color scheme

(e) e. Using a uniform color with changes in mortar color or masonry surface texture

*** GENERAL DESIGN NOTE:**
The successful facade design will conform to a traditional or contemporary design style. Refer to page 14 for compliant examples.



VERTICAL DIVISIONS WITH A SMALL BASE & TOP

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



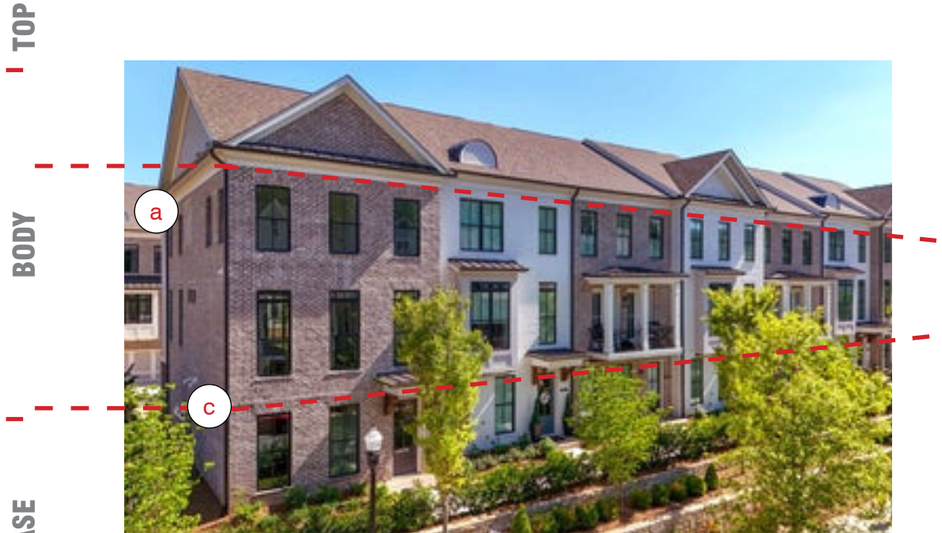
VERTICAL DIVISIONS WITH COLOR & COURSING CONTRASTS

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



VERTICAL DIVISIONS WITH MONOCHROME UNIT ELEVATIONS

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



VERTICAL DIVISIONS WITH BELT COURSES IN MONOCHROME BRICK

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

D. Facade Design

1.0 Composition

1.2 Horizontal Organizing Strategy

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

1.2.2 Organizing strategies include:

(a) a. Symmetry - a mirroring of unit facade types at the center of the row

(b) b. Repeating or alternating pattern - a regular recognizable pattern of individual facade types

(c) c. Bookends - the ends of the rows have the same facade mirrored to contain the row between



(b) (c) REPEATING PATTERN OF FACADES - 3 TYPES W/ DETAIL OPTIONS

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



(a) (c) SYMMETRICALLY MIRRORED FACADE - 3 UNIT FACADE TYPES

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



(a) (c) SYMMETRICALLY MIRRORED FACADE - 4 UNIT FACADE TYPES

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

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D. Facade Design

- *See Finish Allocation Diagram p.15*

2.0 Materials

2.1 Palette - Material Types and Colors

- Ref **A 1.0, p. 2**

2.(1.1) The Primary and Secondary facade **field** material (dominant) **must** include brick, stone, cast stone or other modular masonry materials (not including cementicious fiber board).

2.(1.2) Primary and Secondary facade **field** materials **may** include wood, metal panel, and composite or wood siding (installed horizontally, vertically, plank or panel). These materials must be perceived as a **accent** design component subordinate to the field material over the full facade of a row.

2.(1.3) Tertiary facade materials must include any of the materials listed for Primary and Secondary facades.

2.(1.4) Primary and Secondary facades are limited to up to (3) **field** masonry types or colors across a full facade row.

2.(1.5) Primary and Secondary facades are limited to (3) architectural feature materials and colors as **accents** to the **field** materials across a full facade row.

2.(1.6) Tertiary facades are limited to (1) **field** masonry material, (2) **accent** materials as supporting design components and (3) colors overall.

2.(1.7) Window trims, frames and cornice colors must compliment the overall color composition for the building row.

2.(1.8) Vinyl and aluminum siding are prohibited on all facades



(1.4) (3) BRICK COLORS w/ (1) ADDITIONAL MATERIAL AT BAYS & WINDOW GROUPS

(1.1) Three brick colors are used as the **field** color / material for each unit. Brick belt courses in contrasting brick colors within the palette are used to delineate the Base, Body & Top and to provide visual interest



(1.2) 2 BRICK COLORS & 2 SECONDARY MATERIALS

(1.5) The constrained 3 color palette unifies the facade design. The two contrasting brick colors to help to define the architectural bay rhythm at the ground. The use of cementicious cladding on the single story bays in a contrasting color provides architectural interest

(1.1) bays in a contrasting color provides architectural interest



(1.4) 2 BRICK COLORS; 2 SECONDARY MATERIALS & 1 ACCENT MATERIAL

(1.5) The two brick colors define the Base and the Body of the elevation. The **accent** features - cast stone headers & sills, cornice, canopy, railings and bays - are shown in two materials and two colors. All of the metal elements are dark bronze while all of the cast stone elements are matched to Brick #1

(1.1) of the cast stone elements are matched to Brick #1

D. Facade Design

2.0 Materials

2.2 Materials Coverage

2.2.1 The wall surface area of all Primary facades must meet a minimum 50% masonry (brick or stone) coverage and all Secondary facades must meet a minimum of 30% brick or stone coverage. Tertiary facades must meet a masonry coverage minimum of 15%.

2.2.2 The sum is calculated using the collective facade and window areas of an entire row.

2.2.3 The base of all Primary, Secondary, and tertiary facades, must be clad in cast stone, stone or brick.

2.2.4 Masonry Coverage Calculation:

- The wall surface area includes any exposed exterior wall from ground floor to eave or top of parapet minus openings
- Openings include doors, single windows dimensioned to the wall cladding; mulled windows to the exterior wall cladding; window groupings include mulling trims between windows.

2.2.5 Masonry Coverage Ratio Formula

$$\frac{\text{TTL Masonry Surface}}{\text{TTL Wall Surface}} \text{ (100) = Masonry Coverage \%}$$

TTL Wall Area - TTL Opening Area = TTL Wall Surface

TTL Masonry Wall Area - Opening Area within Masonry Area = TTL Masonry Surface

2.2.6 Any remaining exposed wall surface on the primary, secondary and tertiary facades will include permitted materials from the list of materials. Ref D 2.1

2.2.7 Round result to nearest whole number.

Sample Calculations:

Primary Facade Calculation
Across a Row (A+B)

TTL Wall Area = 1689 sf
TTL Opening Area = 530.2 sf
TTL Wall Surface = 1193 sf

TTL Masonry Surface Area = 801 sf

Masonry Coverage Ratio= 67%



Secondary Facade Calculation

TTL Wall Area = 1409.5 sf
TTL Opening Area = 142.6 sf
TTL Wall Surface = 1266.9 sf

TTL Masonry Surface Area = 421.3 sf

Masonry Coverage Ratio= 33.2%

Tertiary Facade Calculation

TTL Wall Area = 915.3 sf
TTL Opening Area = 260.4 sf
TTL Wall Surface = 655 sf

TTL Masonry Surface Area = 112.8 sf

Masonry Coverage Ratio= 17.2%



Sample Masonry Coverage Calculations

Exchange Place

D. Facade Design

2.0 Materials

2.3 Materials & Color Transitions

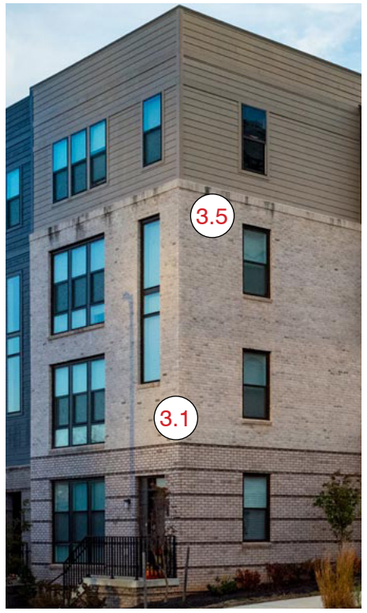
2.3.1 Changes in materials - material transitions - must not take place at an outside corner.

2.3.2 A material type must wrap an outside corner and extend for at least 10FT along the facade length before transitioning to another material in the same plane.

2.3.3 The vertical line of a material transition cannot intersect an opening or an architectural feature like a bay window or a balcony. A transition must be made 2FT before or after the edge of the opening or feature.

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

2.3.5 The horizontal line of a material transition may not intersect an opening.



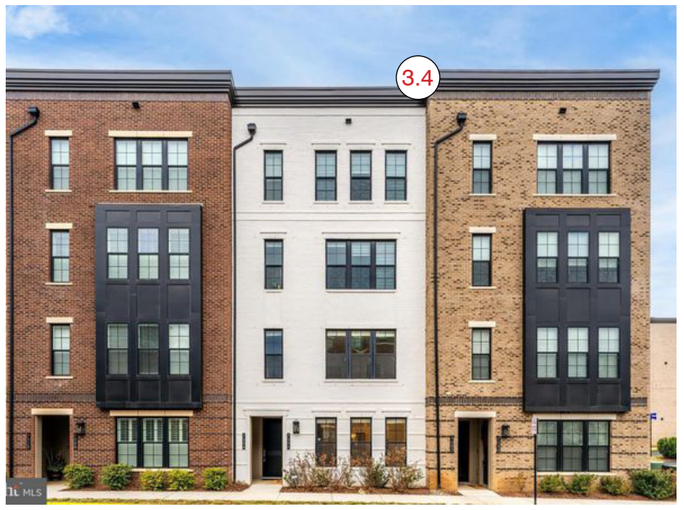
3.2 Outside corner brick and siding wrap at end facade



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



3.2 Outside corner brick wrap and transition to siding



All materials turn the outside corner and extend at least 2ft or 2ft beyond openings; horizontal transition is extended at least 2ft above the openings



All materials turn the outside corner and extend at least 2ft or 2ft beyond openings; horizontal transition is extended at least 2ft above the openings

D. Facade Design

2.0 Materials

2.4 Transparency

2.4.1 Each Primary facade of each unit must meet a minimum of 25% transparency measured from the finished floor of the lowest level to the top of the eave line OR to top of parapet. Faces of front facing gables or dormers are not included in total wall area.

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

2.4.3 Each Tertiary facades of each unit must meet a minimum 25% transparency measured from the finished floor of the lowest level to the top of the eave line OR to top of parapet.

2.4.4 The calculation applies to individual facades but can be calculated using the collective facade surface and window areas of a single side of an entire row.

2.4.5 Transparency Calculation:

- The wall surface area includes any exposed exterior wall from ground floor to eave or top of parapet minus openings.
- Openings include doors, single windows dimensioned to the wall cladding; mulled windows to the exterior wall cladding; window groupings include mulling trims between windows; garage doors.

2.4.6 Transparency Ratio Formula

$$\frac{\text{TTL Opening Area}}{\text{TTL Wall Area}} \text{ (100) = Transparency \%}$$

2.4.7 Round result to nearest whole number.

Sample Calculations:

Primary Facade Calculation

UNIT A

TTL Wall Area = 792.0 sf
TTL Opening Area = 248.0 sf

Transparency Ratio= 31%

UNIT B

TTL Wall Area = 897.0 sf
TTL Opening Area = 282.2 sf

Transparency Ratio= 32%

FACADE ROW (A+B)

TTL Wall Area = 1689.0 sf
TTL Opening Area = 530.2 sf

Transparency Ratio= 31.4%

Secondary Facade Calculation

TTL Wall Area = 1409.5 sf
TTL Opening Area = 142.6 sf

Transparency Ratio= 10.1%

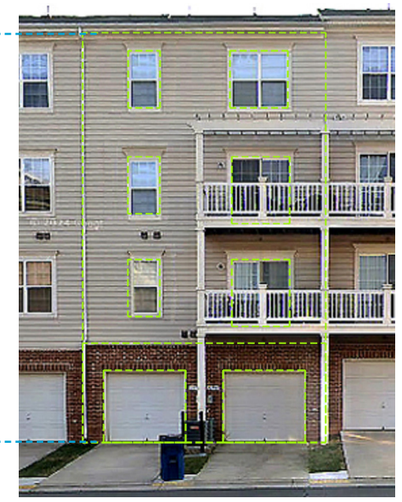
Tertiary Facade Calculation

TTL Wall Area = 915.3 sf
TTL Opening Area = 260.4 sf

Transparency Ratio= 28.4%







Sample Transparency Calculations

Exchange Place

D. Facade Design

3.0 Architectural Features & Details

3.1 Primary and Secondary facades **must use one architectural feature**: a bay window, an inset door, a window grouping, patio doors with a balcony or balconette, a canopy or a dormer. Tertiary facades are not required to include architectural features. Features may be clad in a contrasting material or color that compliments the overall facade design.

3.2 Primary and Secondary facades **must use enhanced brick detailing** including brick infills, belt courses, pilasters, banding, decorative patterns other than running bond - rowlocks, soldier courses, rustication, pulled brick rows - and changes in mortar color; matching or contrasting to the brick color. Secondary and Tertiary facades may utilize blind windows as well as the other enhanced brick detailing listed above.

3.3 Primary facade brick surfaces must not extend horizontally more than 10 FT and **Secondary facade brick surfaces** must not extend horizontally more than 20FT, without a window, a blind window (secondary facades only), a decorative brick pattern or a change in material or color;

3.4 A **bay window** projects at least 12 inches beyond the facade. Enclosed volumes that project less than 12 inches are considered window groupings. (2) story bay windows that include the 4th level are prohibited.

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

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

3.7 All entry doors must include overhead weather protection like

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

3.8 Other material details could include:

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



3.3 Blind window example



3.8 Approved siding types including correct trim details



Architectural features - window grouping, recessed entry. Enhanced brick detailing - pulled brick band, decorative brick pattern, alternating color brick coursing. No expanse of brick greater than 10FT. Entry framed by planting zone

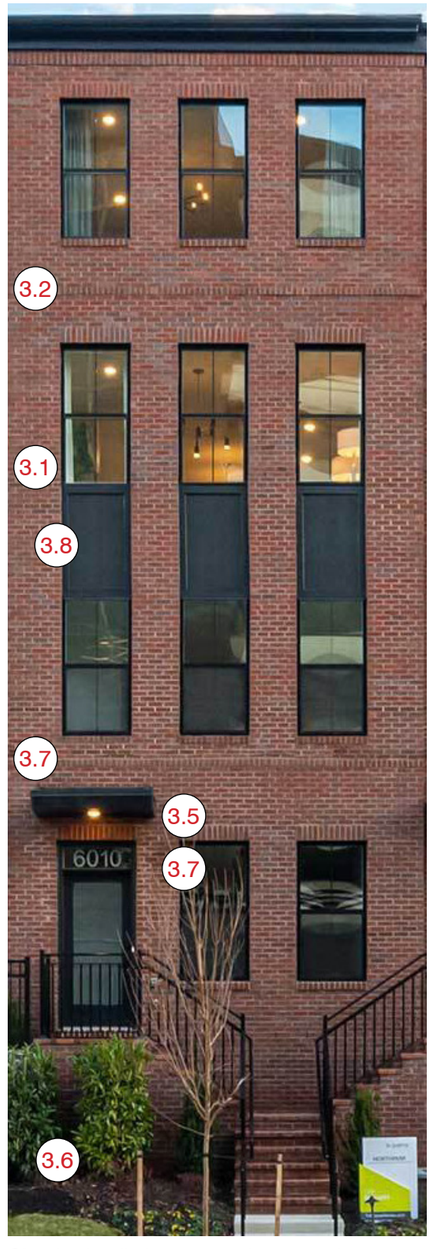


3.0 Dormers; patio doors with balcony; covered entry; front facing secondary gable; single story bay (For two story bays, see examples on this page and on pg 10)





Example of a 2 story bay window & recessed window groupings - with decorative metal surround and with siding surrounds; materials defined by color - (1) brick color & (1) color for all decorative metal



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

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D. Facade Design

3.0 Architectural Features & Details

3.9 All units must include personal access to the outdoors. Patio or sliding doors with a julliette balcony, a projecting or inset balcony and a roof terrace all meet this requirement.

3.10 Window type must compliment the selected architectural style:

(a) a. **Traditional style window types** include single or double hung, casement, transoms above and fixed picture windows.

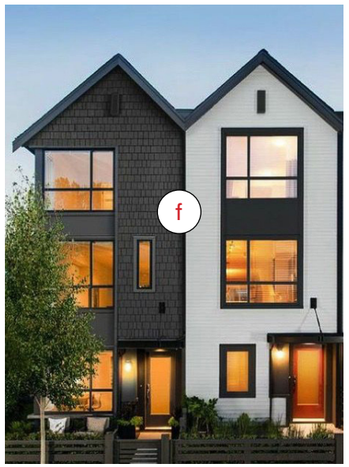
(b) b. **Traditional muntin/lite patterns** include one over one; 2, 3, 4, 6 & 9 divisions over one; and equal number of divisions at the top and bottom in proportions where the height is taller than the width.

(c) c. **Traditional window groupings** included single, double, triple and quadruple sets of the window types listed above. Groupings are sets of windows of the same size, windows of different widths but the same height arranged in hierarchical patterns. Sometimes, a combination of two heights in a symmetrical group is used.

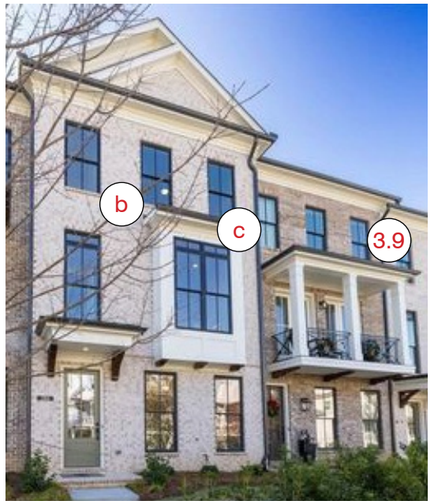
(d) d. **Contemporary style window types** include single or double hung, casement, awning, hopper, sliders, transom top or bottom and fixed windows.

(e) e. **Contemporary style windows do not include muntin/lite divisions** and have proportions that are geometric but not restrained to height and width requirements.

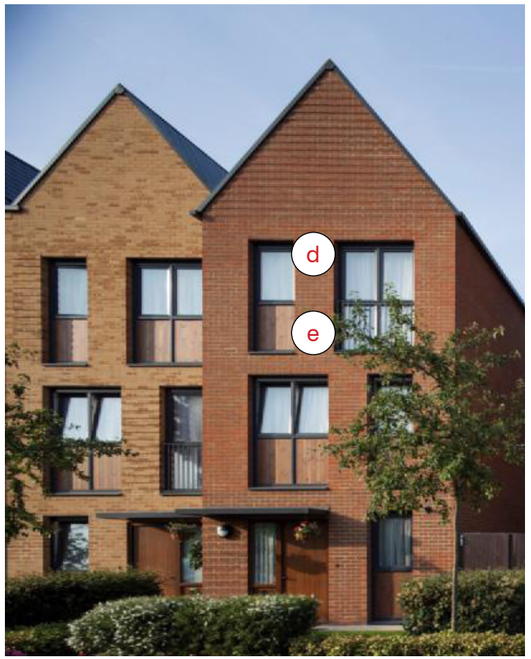
(f) f. **Contemporary window grouping patterns** include vertical or horizontal symmetry, can include asymmetrically arranged groups of even and odd numbered units with or without a functional section

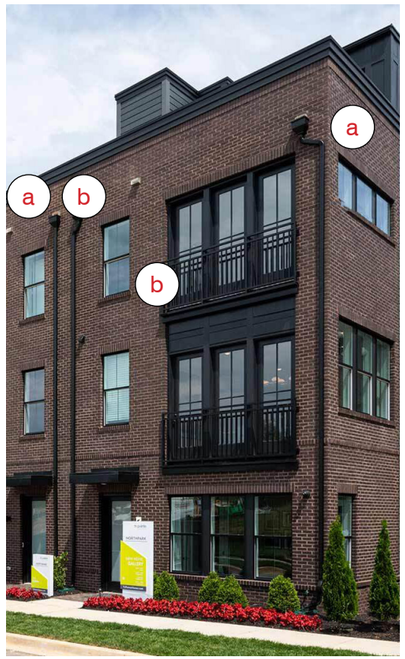




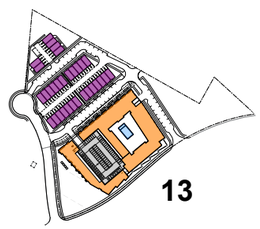












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D. Facade Design

3.0 Architectural Features & Details

3.11 All decorative details must compliment the selected architectural Style

3.12 Traditional or Contemporary architectural aesthetic styles are appropriate. A selected aesthetic must be consistent throughout the stacked townhouse phase of the project.

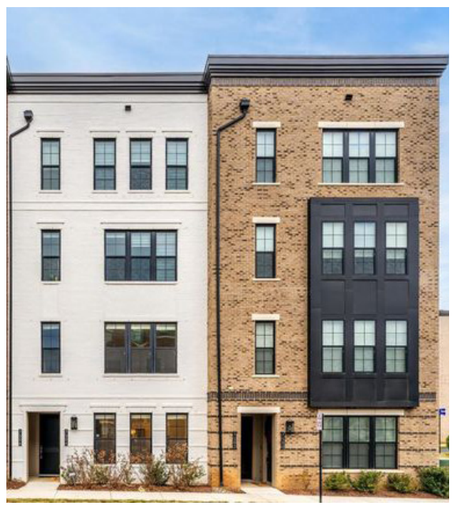
3.13 Classical / Neoclassical or Colonial elements like columns, pediments and balustrades are prohibited



11 Traditional Architectural Style



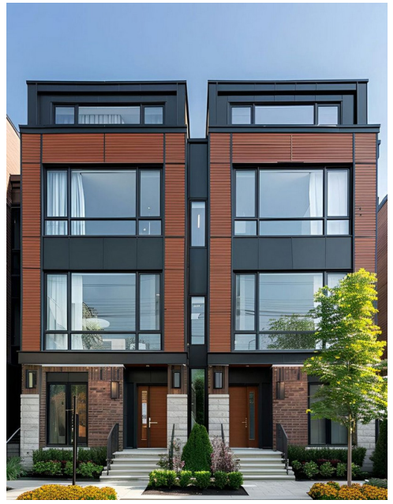
11 Traditional Architectural Style



11 Traditional Architectural Style



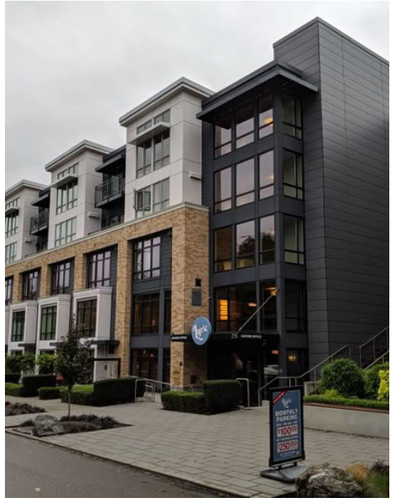
11 Contemporary Architectural Style



11 Contemporary Architectural Style



11 Contemporary Architectural Style



11 Contemporary Architectural Style

* Note:
These example images comply with the standards outlined in this document. Some images used on previous pages are used to illustrate specific details and material guidelines. The entirety of the building design in those images may not meet all of the requirements outlined in these Standards.

Exchange Place

