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

Planning Commission Public Hearing
April 27, 2026

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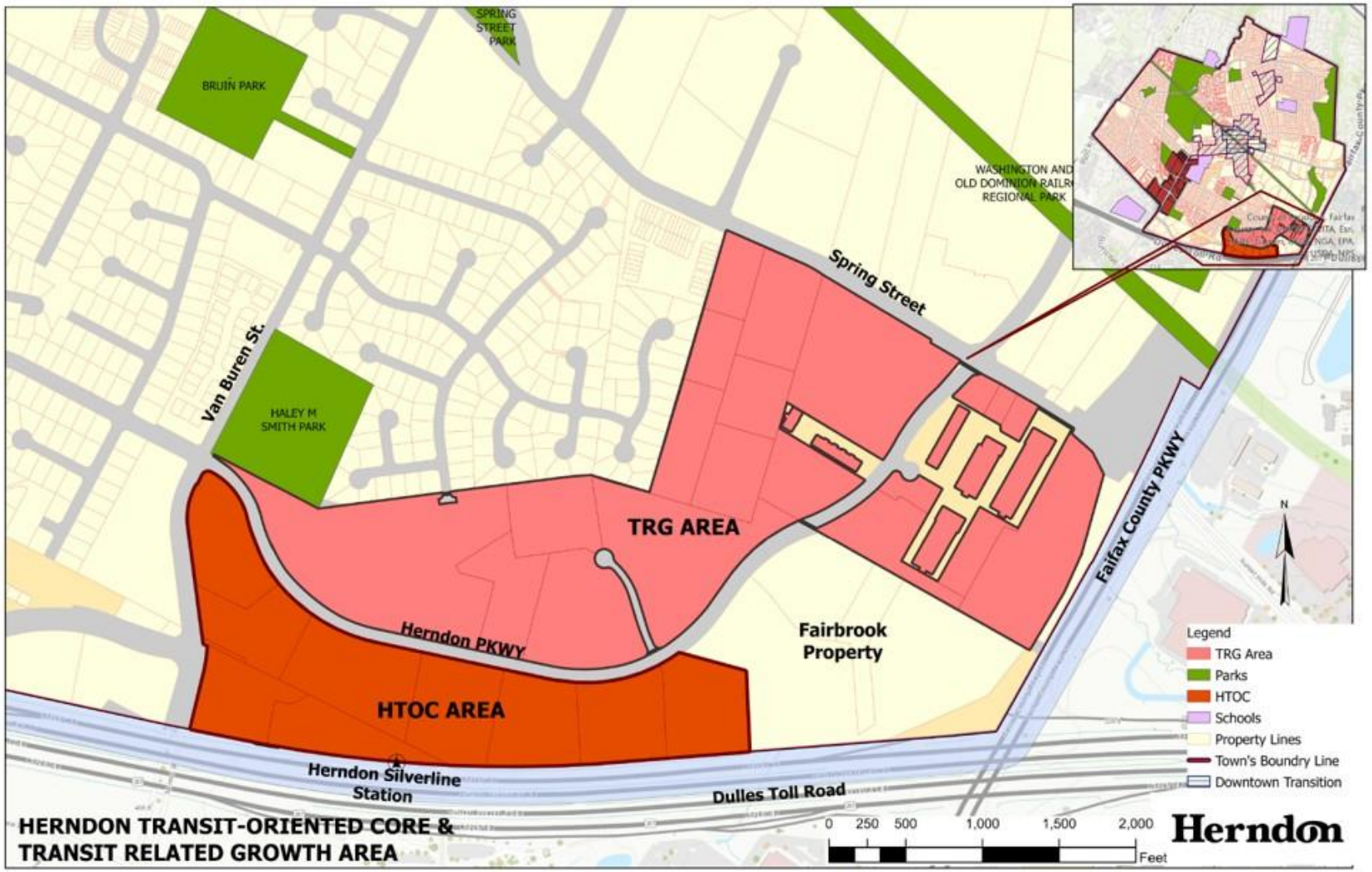
Background

- Standards for HTOC found in ZO 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 (Sign) and Article XVIII (Definitions)

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)
  - Provides a 100-nit limit for electronic displays between dusk and dawn (Lines 53-54)

Painted Wall Signs





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 ZOTA will update the existing TRG table to include HTOC (Lines 56-70)
- Additional Provisions
  - General standards of Sec. 78-140.6 apply, unless exempted (Line 58)
  - Only one of the following signs may be used per entrance:
    - Sign Band, Awning, or Canopy (Lines 58-60)

Sign Band


west elm


PARKING
TENANT & SEAHOLM CUSTOMERS ONLY


ANTHROPOLOGIE

Awning Sign


ANTIGONE BOOKS
411
ANTIGONE BOOKS
OPEN
• FICTION
• NON FICTION
• KIDS' BOOKS
• CARDS
• STATIONERY
• JOURNALS
• FUN GIFTS




Parc de Ville

Canopy Sign


THE BOOK STOP
OPEN
BOOK STOP


TED'S BULLETIN
KICK


CO-OP
VOTED BEST ORGANIC FOOD STORE
BY TUCSON WEEKLY READERS

HTOC Signage Update

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

- Sign specific changes
  - *Sign Band, Awning Sign, and Canopy Sign (Line 61)*
    - 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 62)*
    - Moves A-Frame Sign to another table (Line 67)
    - Provides additional information on size and height of Projecting Signs and Blade Signs
      - Includes a diagram (Line 63)
    - Provides additional information on the number of Blade Signs

Projecting Sign + Blade Sign





Projecting Signs





Blade Signs

HTOC Signage Update

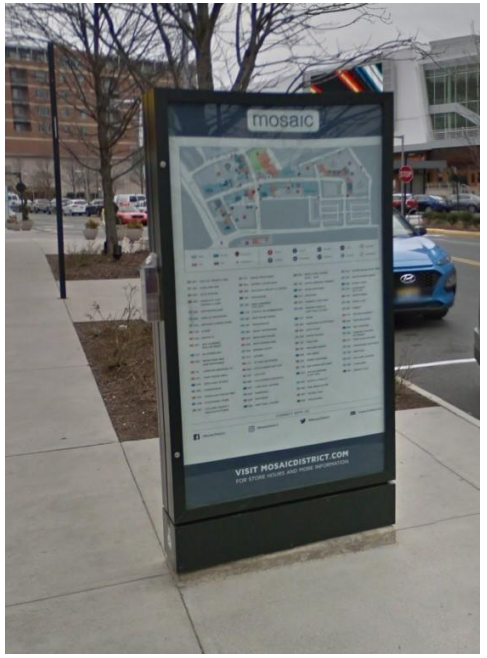
Sec. 78-141.8. - Sign standards for planned development

- Sign specific changes (cont.)
  - *Freestanding Sign (primary + secondary), Parapet Sign, Tower Sign (Line 66)*
    - 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 67)*
    - A-Frame sign moved to this table
    - Adds Plaque and Projecting Banner Sign as sign types
- Figure illustrating sign types (Line 68)

Freestanding Signs / Primary + Secondary



Freestanding Sign - Primary





Freestanding Sign - Secondary

Parapet Sign + Tower Sign



Parapet Sign



Tower Sign

Plaque + Projecting Banner Sign + A-Frame



Plaque

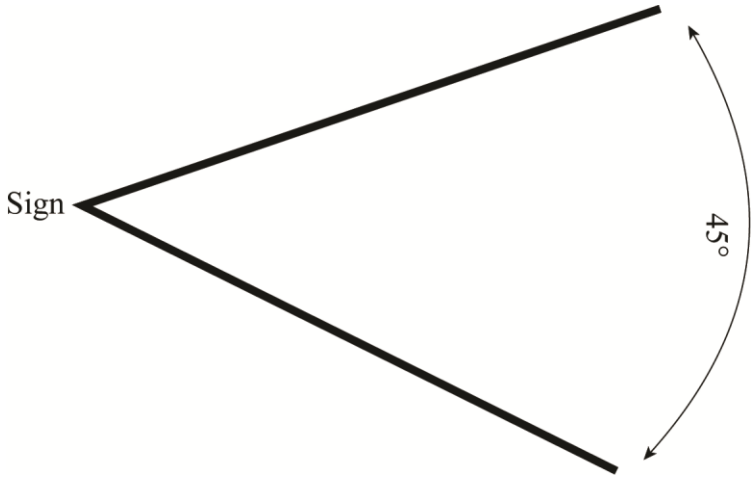


Projecting Banner Sign



A-Frame Sign

Additional Figures



Maximum Multi-faced Sign Angle (Line 63)



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 (Line 68)

Definition Updates

Sec. 78-180. – Definitions

- Frontage (Lines 78-79)
- Sign related terms
  - Building frontage (Lines 83-87)
  - Dulles Toll Road tower sign* (Lines 89-90)
  - Plaque* (Lines 92-93)
  - Projecting banner sign* (Lines 94-95)
  - Projecting sign (Lines 96-98)
  - Sign band* (Lines 100-102)

*denotes newly added definition

Updates from Work Session

- Letters sent to PD-TOC commercial properties/business owners
- Moving LED displays should be considered under separate ZOTA
- Information on Fairfax County sign standards provided with meeting materials
- Number of allowable Tower Signs increased
- Additional edits requested by the PC made for clarity

Staff Recommendation

- Recommend approval of the staff proposed language