



TRG Small Area Plan Update

Joint Session with the Town Council and Planning Commission
February 16, 2023



Workshop Topics

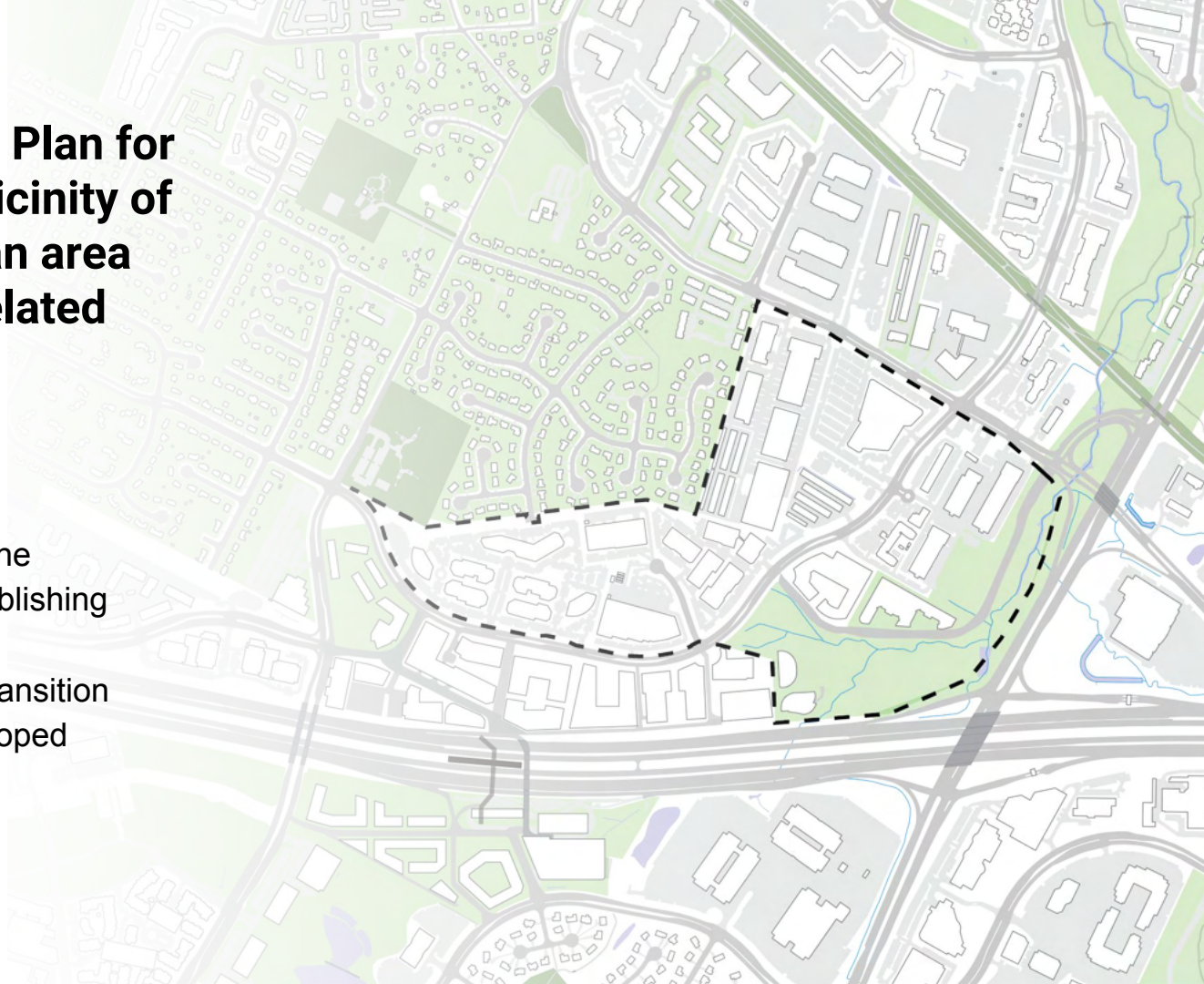
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| 2. Presentation of Opportunities and Constraints | 15 mins |
| 3. Summary of Engagement and Public Survey Responses | 10 mins |
| 4. Visioning Process: Schedule and Principles | 5 mins |
| 5. Workshop: Existential Questions | 40 mins |
| 6. Questions | 10 mins |

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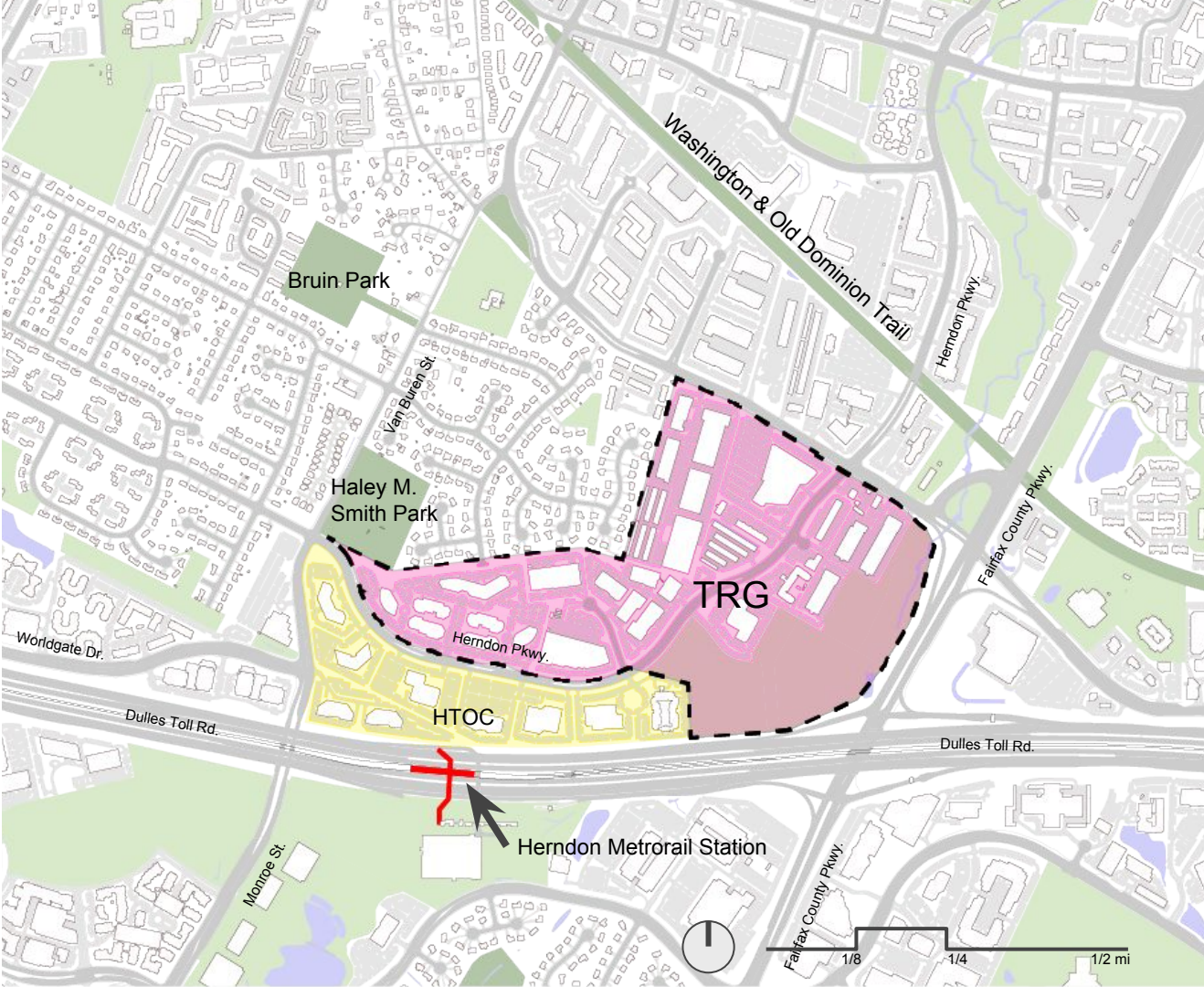
The Town of Herndon is developing a Small Area Plan for 94 acres of land in the vicinity of the new Metro Station, an area known as the Transit-Related Growth Area (TRG).

The Small Area Plan will guide the potential redevelopment by establishing a conceptual plan for future redevelopment, facilitating the transition of 25 privately-owned and developed parcels.

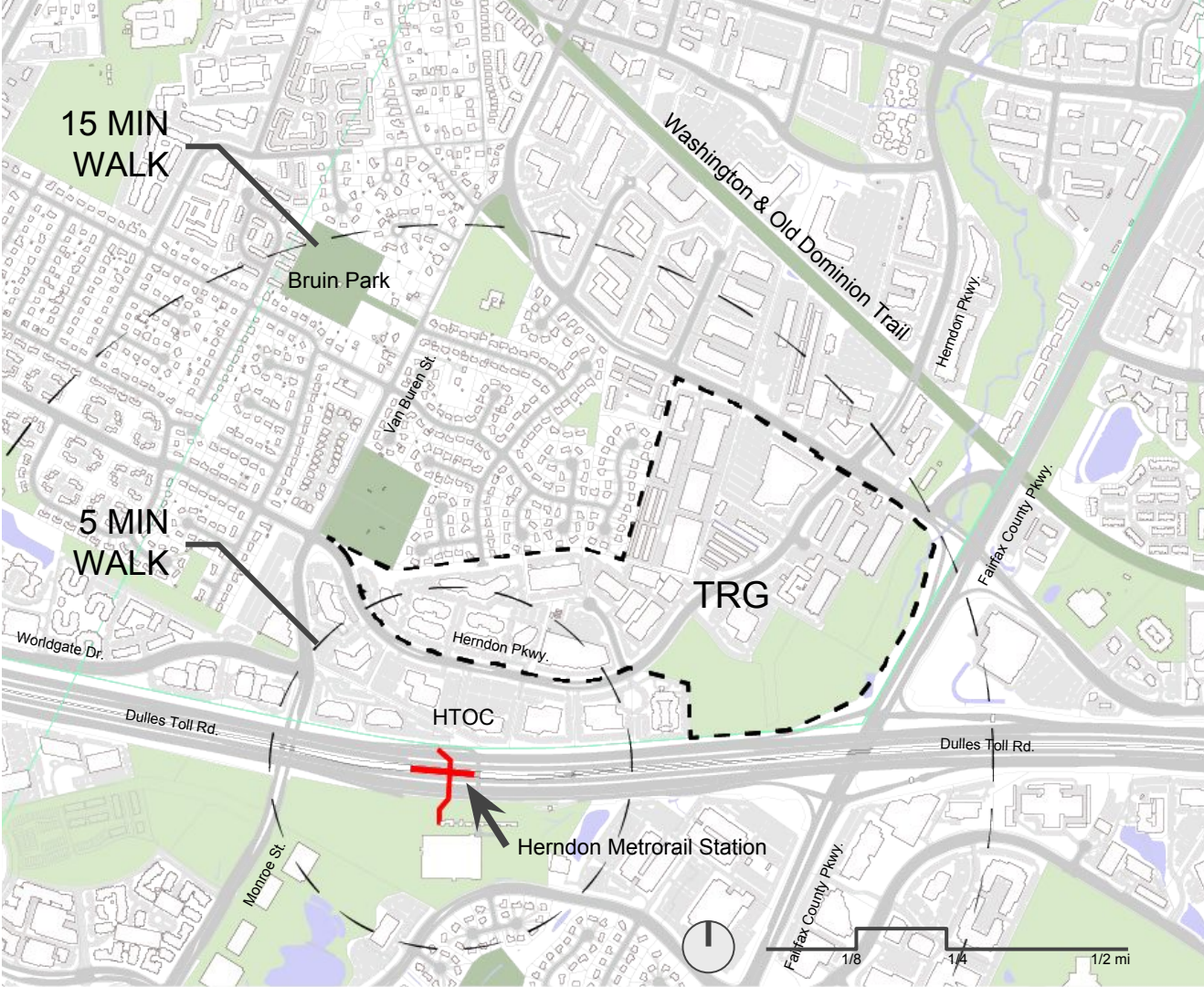


Project Boundaries

Town of Herndon Border



Pedestrian Travel Time to Metro



Other Ongoing Developments



Fairbrook (Approved 2020)



Herndon Station West



The Consultant Team



**Master Planning
+ Project Management**



Roger Weber, AICP, LEED AP
Lead PM/ Lead Planner
SOM



Susana Arisso, AICP
Assistant PM/Planner
SOM



Economic Development



**Transportation
Engineering**



Civil Engineering

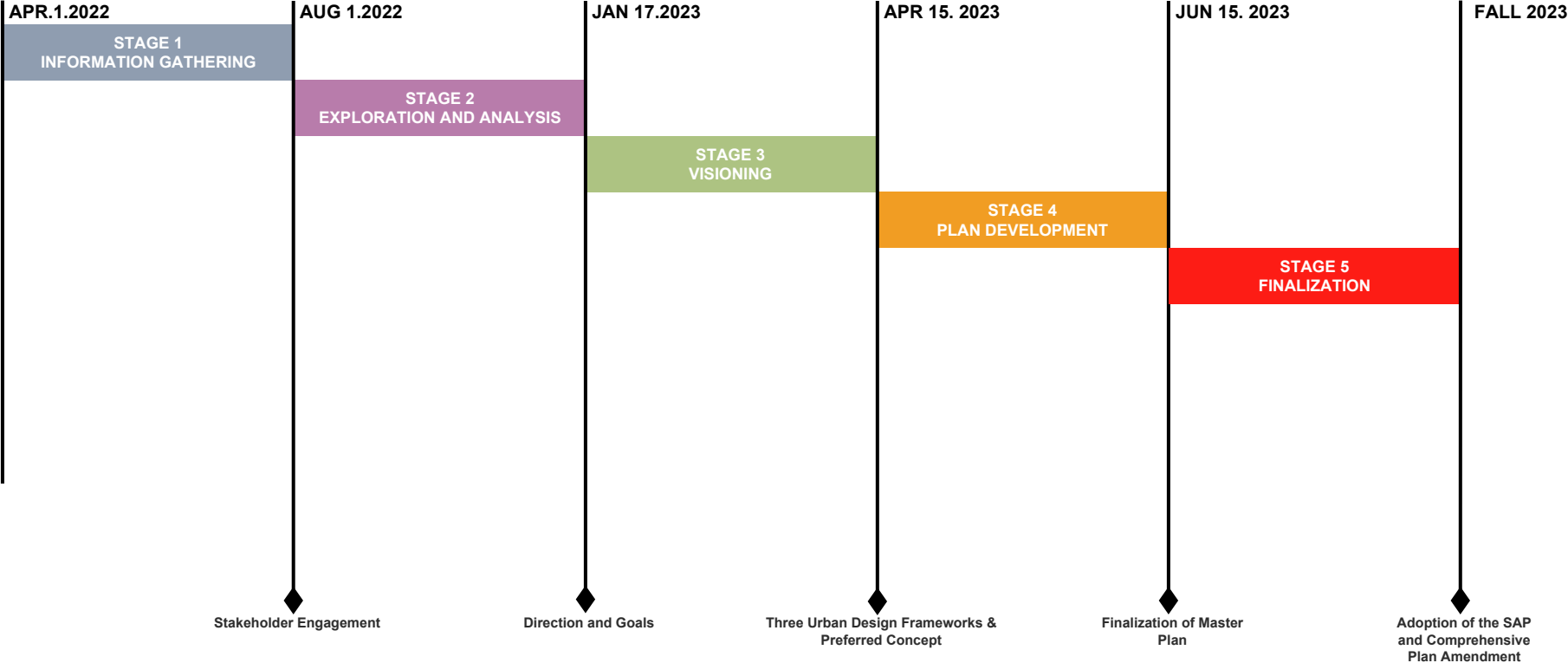


Cost Estimating



Mark Meiklejohn
Urban Designer
SOM

Project Process



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Exploration and Analysis

After a thorough background review, the Consultant Team recently completed an extensive analysis of the existing conditions in the TRG.



Context and Site Analysis



Market Analysis



Transportation Analysis

Site Analysis

1. **Reviewed environmental constraints**, including identification and study of:
 - Natural resource areas
 - View corridors
 - Wetlands
 - Potential remediation issues and needs
 - Grade and other features of the transitional space
 - Frontages and buffers between existing residential neighborhoods and existing properties in the TRG
2. **Analyzed property ownership patterns** & physical impacts of the Dominion power lines
3. Assessed **impact on future development and density** as it relates to building heights and locations, as well as activities and site features.

Site Context: Views of the Vicinity



1. Sugarland Run Stream Valley Park



2. W & OD Trail



3. The Downs of Herndon



4. Herndon Metro Station, pavilion and path to Herndon Parkway

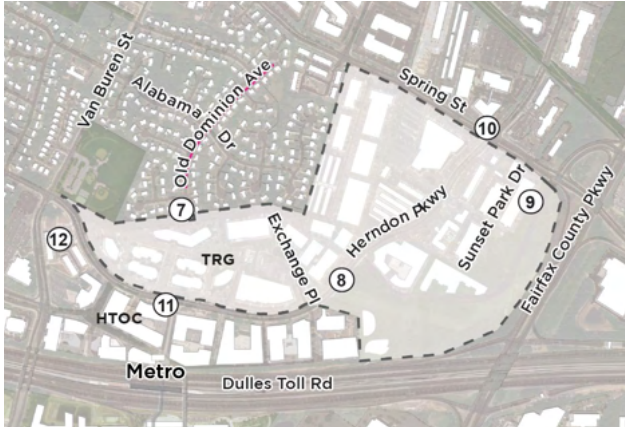


5. Downtown Herndon, landmark shop by the W&OD Trail



6. Downtown Herndon, new Junction Square mixed-use development

Site Context: Views around the Site



7. Pedestrian dirt path to Old Dominion Avenue



8. Herndon Parkway



9. Sunset Business Park



10. Spring Street

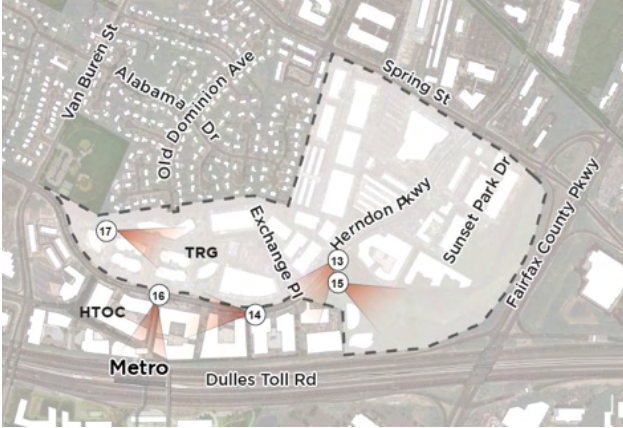


11. Metro Station pedestrian crossing to TRG at Herndon Pkwy



12. Metro Square Condo Complex

Site Context: View Corridors



13.View along the greener segment of Herndon Parkway



14.Typical view along the Herndon Parkway



15.Potential Sugarland Run stream and trail gateway



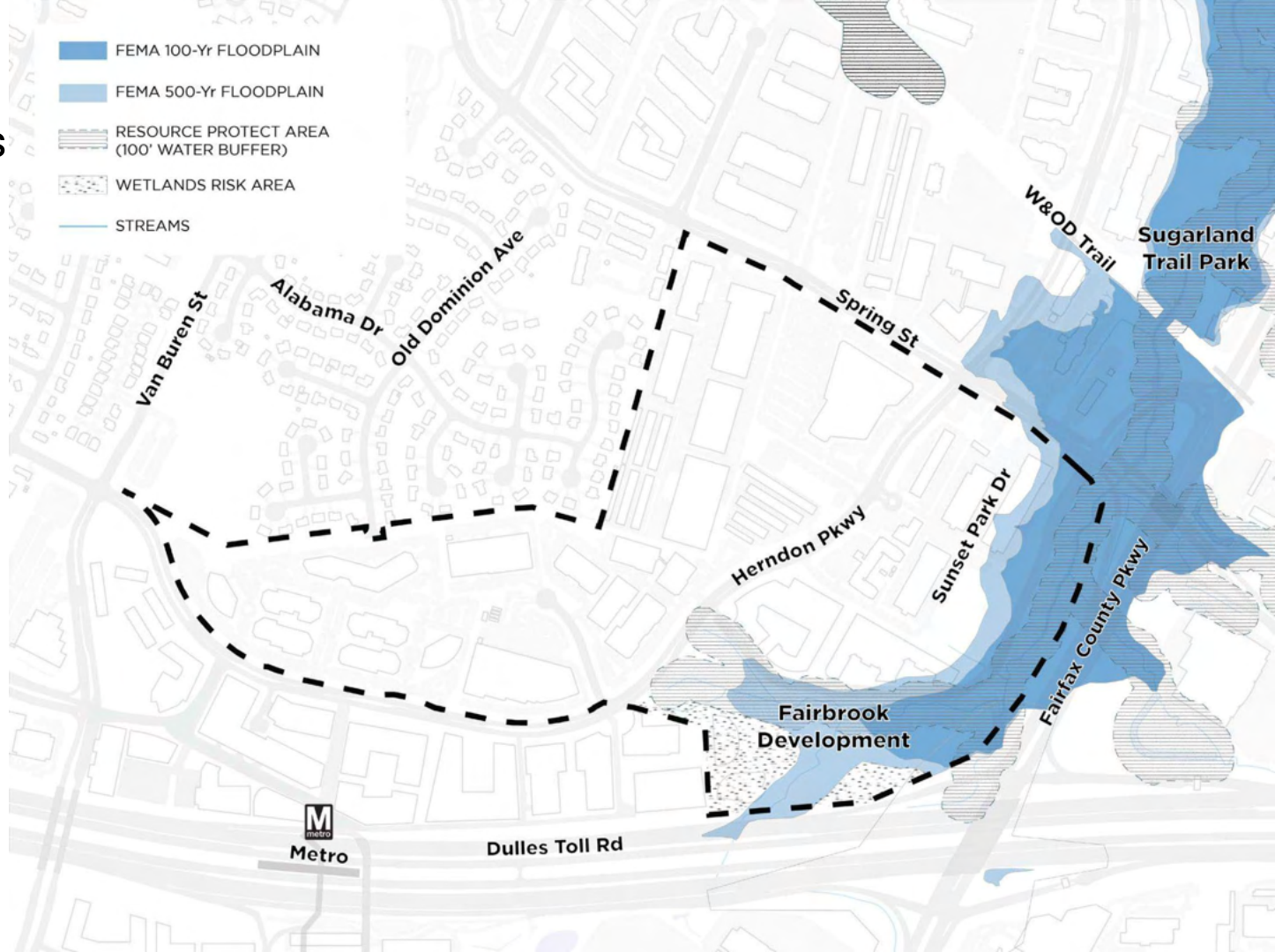
16.View towards the Metro pavilion, to be flanked by HTOC development



17.View of the new Reston Gateway skyline from the TRG

Site Features: Natural Resources

- 77% of the TRG is already developed
- Wetlands and RPA areas lie on most of the Fairbrook property
- Tributary streams to Sugarland Run lie outside of the major floodplain
- Other natural resource areas lie within the floodplain, which is a protected area
- Potential for wetland remediation, mitigation, credits, stream restoration, etc., are of low concern in the TRG



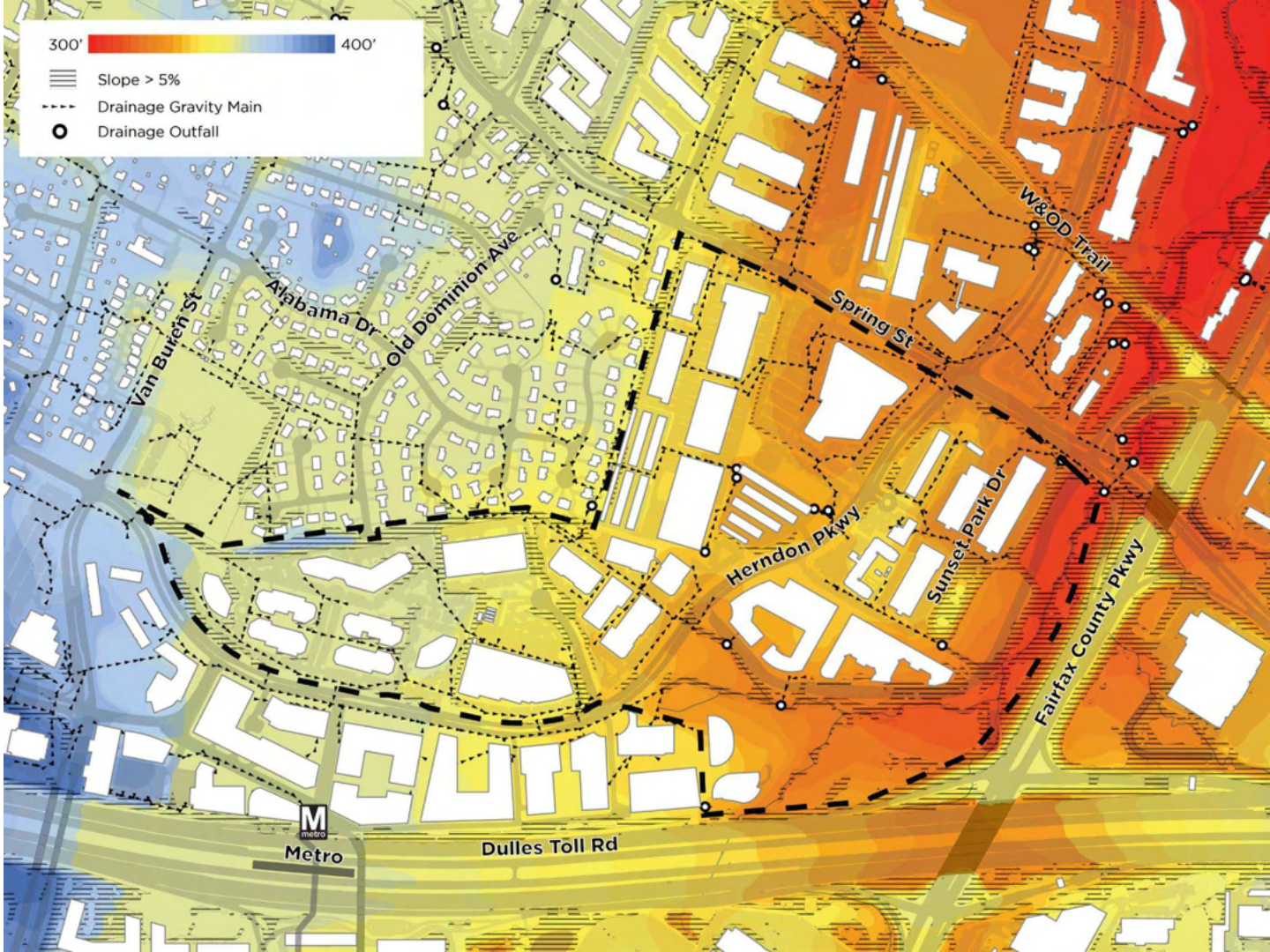
Site Features: Tree Cover

Pervious areas within the TRG are minimal. These include the green area between the floodplain and Sunset Park Drive, and scattered peripheral landscaped buffers



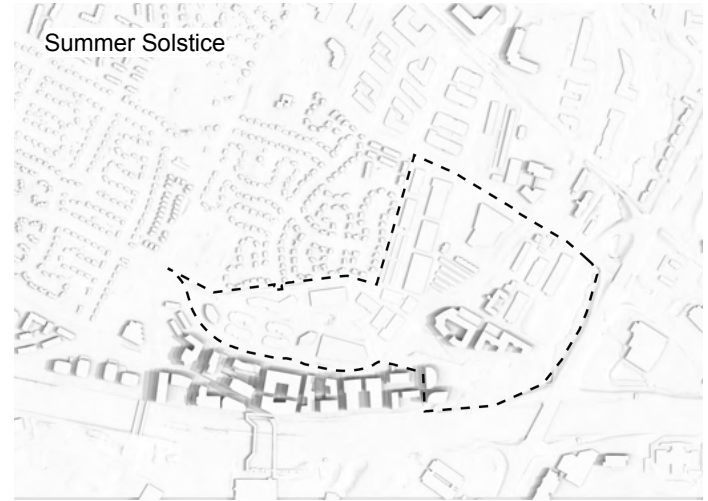
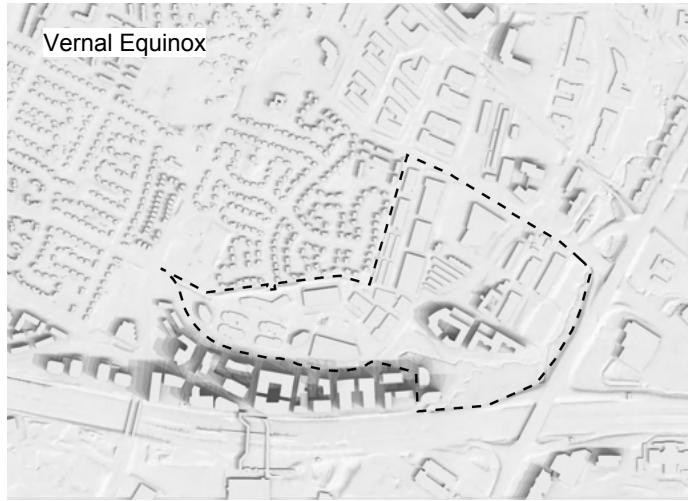
Site Features: Topography

- The site slopes gently from East to West at approximately 2-3%
- The TRG is flat along the north to south axis
- There are steeply sloped areas:
 - Banks of Sugarland Run;
 - Embankments of the Fairfax County Parkway and the Dulles Toll Road;
 - the vegetated buffer separating the TRG and the Downs
- There are also steep slopes centrally located within the TRG which separate building edges, parking pads, and roadways. These will need to shift with redevelopment.



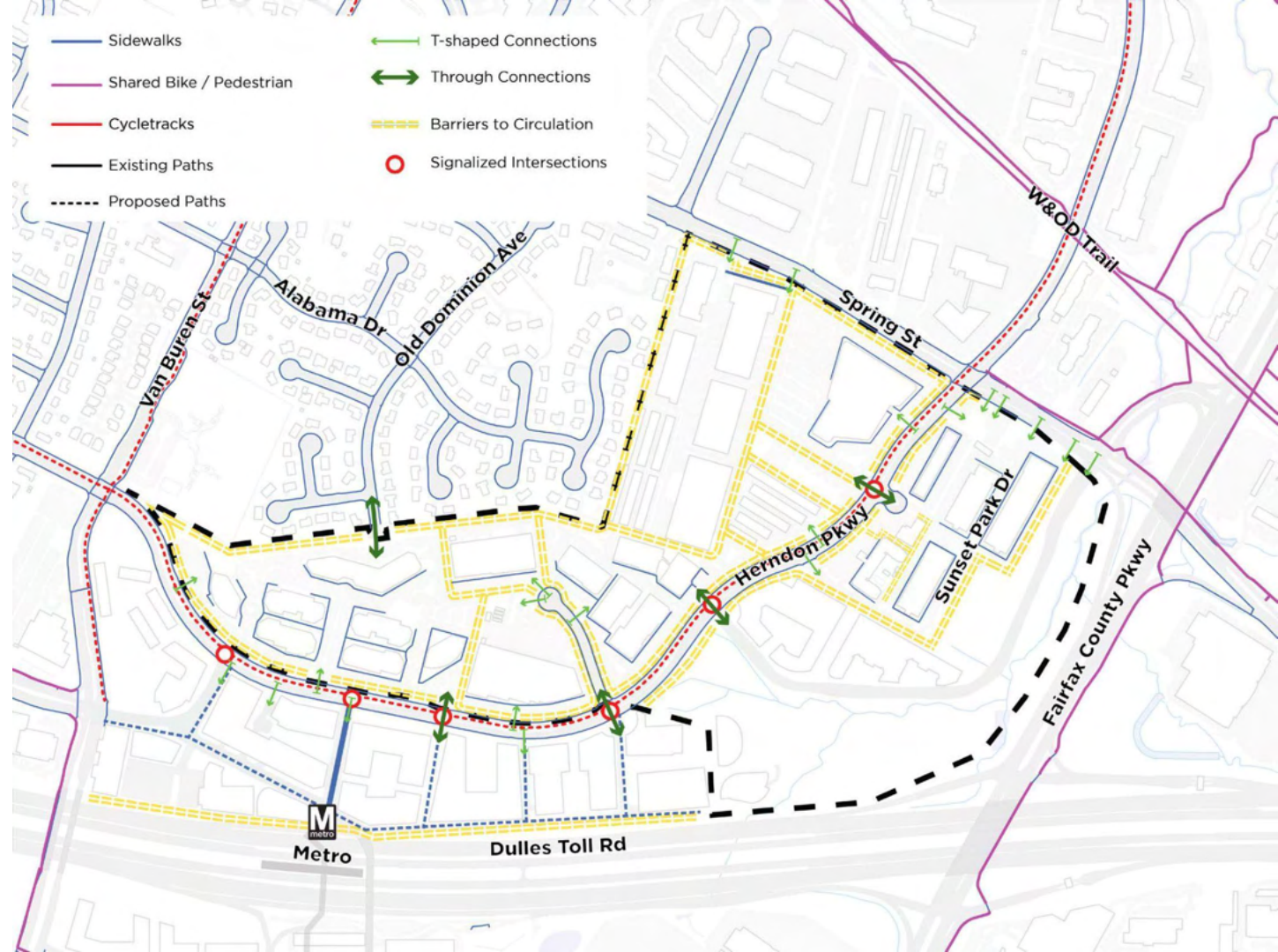
Site Features: Sun Orientation & Shading

- At full HTOC build out, the vast majority of the TRG will not be significantly impacted.
- A stretch of the Herndon Parkway immediately adjacent to the HTOC would be shaded at least some part of the day throughout the year



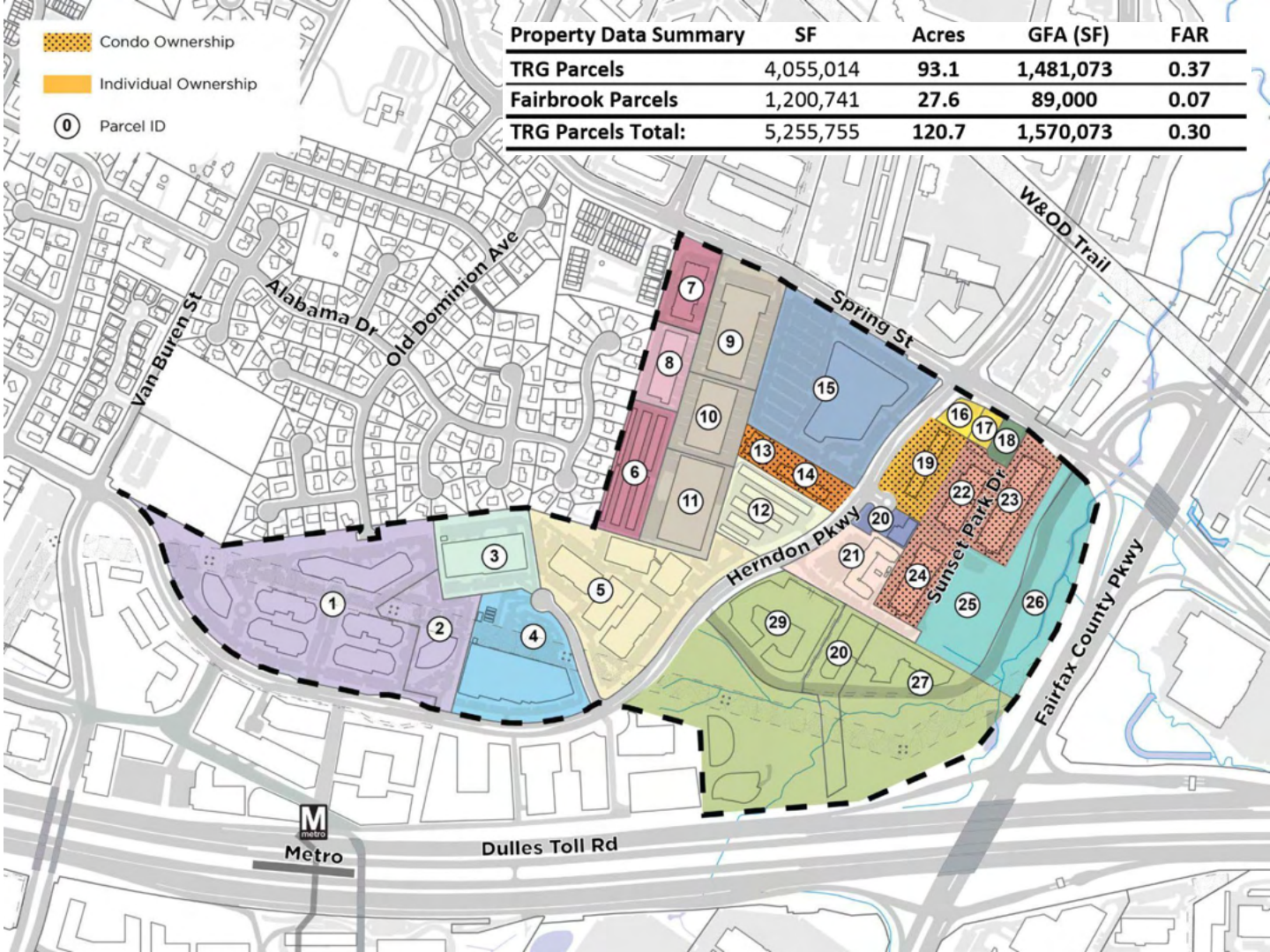
Site Features: Site Circulation

- There is a lack of spatial organization in the existing circulation patterns
- Substantial parking without a continuous street network
- There is a future need for a network of shared, legible, continuous paths, that integrate seamlessly with the HTOC, Spring Street and Van Buren Street



Site Features: Property Ownership -

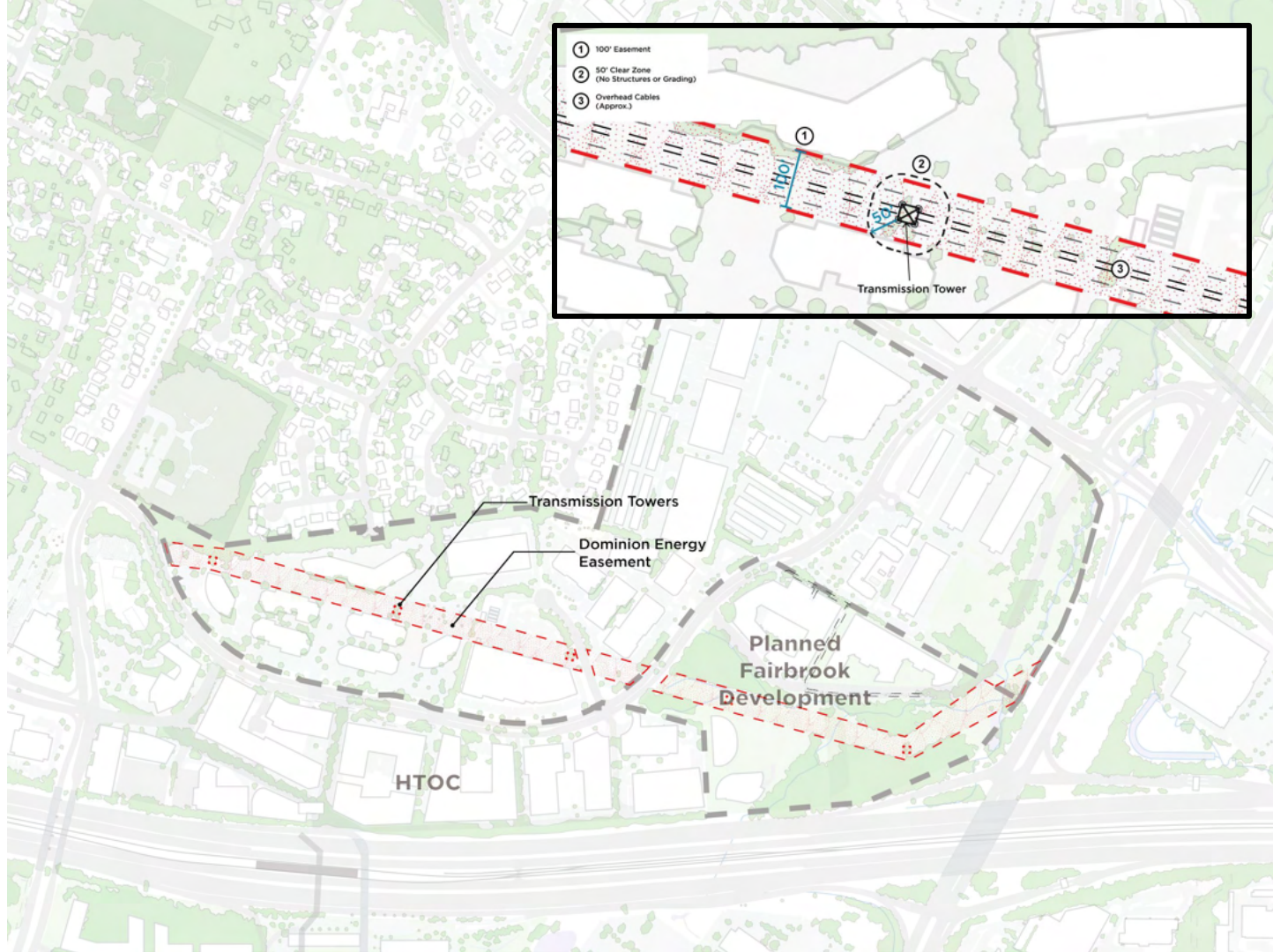
- TRG is comprised of 29 parcels
- 14 entities control 23 of the parcels
- The remaining six parcels are condos, which between them are owned by 80 entities
- Parcels under condo ownership may be more difficult to influence through SAP due to sheer number of owners



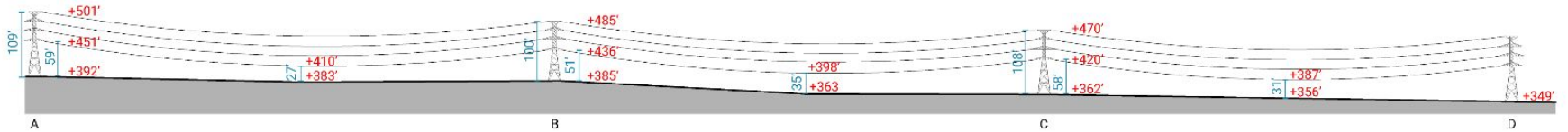
Property Data Summary	SF	Acres	GFA (SF)	FAR
TRG Parcels	4,055,014	93.1	1,481,073	0.37
Fairbrook Parcels	1,200,741	27.6	89,000	0.07
TRG Parcels Total:	5,255,755	120.7	1,570,073	0.30

Dominion Easement

- Dominion Power has an easement that cuts through TRG to protect its power lines
- No building is allowed within a 100' zone along the path of the power lines
- No building is allowed within 50' of any Dominion structure
- While this easement restricts vertical development, but could possibly be used as a linear park or other public good



Dominion Easement

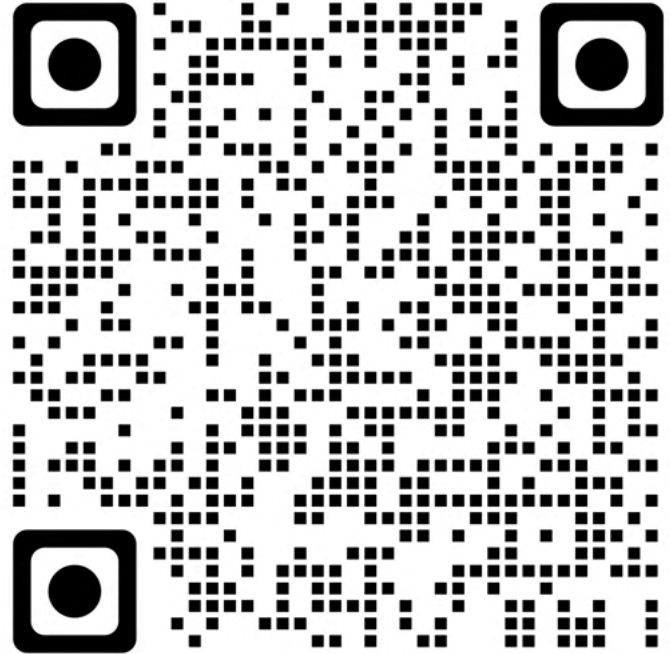


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Engagement Until Now

- Public website - <http://herndontrg.com>
- Multiple meetings with TRG Advisory Team
- Multiple meetings with the Planning Commission
- Multiple meetings with Town Council members - last spring/summer
- Individual meetings with the Town Council members
- June 2022 workshop with TRG developers
- June 2022 workshop with neighboring residents
- June 2022 workshop open to the general public
- June 2022 public and developer surveys
- Individual meetings with developers (by request)
- Summary podcast developed last fall
- Meeting with Architectural Review Board and Planning Commission
- Booth at Herndon Winter Market
- Trilingual December 2022 public survey
- Long-form December 2022 public survey
- Bi-weekly meetings with the Town of Herndon Staff



Stakeholder Engagement - What We Heard in June...

Town officials emphasized the following priorities:

1. Balance the scale, look and feel of future development to celebrate the changing culture(s) of Herndon while being sensitive to the existing town character
2. Develop the TRG as an attractive destination for a diversity of users
3. Provide more green spaces, including sidewalks and placemaking opportunities
4. Ensure commercial, retail & office space reflects market demand
5. Address traffic impacts and improve walkability, bikeability, safety, connectivity and continuity of active transportation

Stakeholder Engagement - What We Heard in June

TRG property owners emphasized the following priorities:

1. Significant development interest throughout the Dulles Toll Road corridor
2. Certain owners are interested in starting redevelopment relatively quickly
3. Interest in podium style construction with community-facing retail on the ground floor
4. Demand for data centers could prove lucrative for owners
5. Owners are wary of competing with the higher densities in the HTOC

Stakeholder Engagement - What We Heard in June

The General Public emphasized the following priorities:

1. Address and mitigate traffic and congestion
2. Create a place that's friendly to bikers and pedestrians
3. Attract the right mix of uses, including amenities and services, to the area
4. Add housing options
5. Be sensitive to qualities and character in present-day Herndon

December 2022 Public Survey - Establishing Identity

What's your favorite thing about the Town of Herndon today?

- **Feel:** Small town feel, different from the rest of northern Virginia, local businesses, historic downtown
- **Community Events:** Winter Market, Friday Night Live, farmer's market(s)
- **The place:** Walkability
- **Location:** Close to Reston, but not Reston, convenient to W&OD and other recreation areas

December 2022 Public Survey - Openness to Change

- Mix of sentiments, but overarching sentiment that TRG should see “quite a bit” of change
- **Those for change:** Enthusiasm about adding growth, housing, higher uses for land
- **Those concerned about change:** Concerns about traffic, becoming a “new Reston”, concern about overdevelopment, aesthetic concerns, concerns about displacement

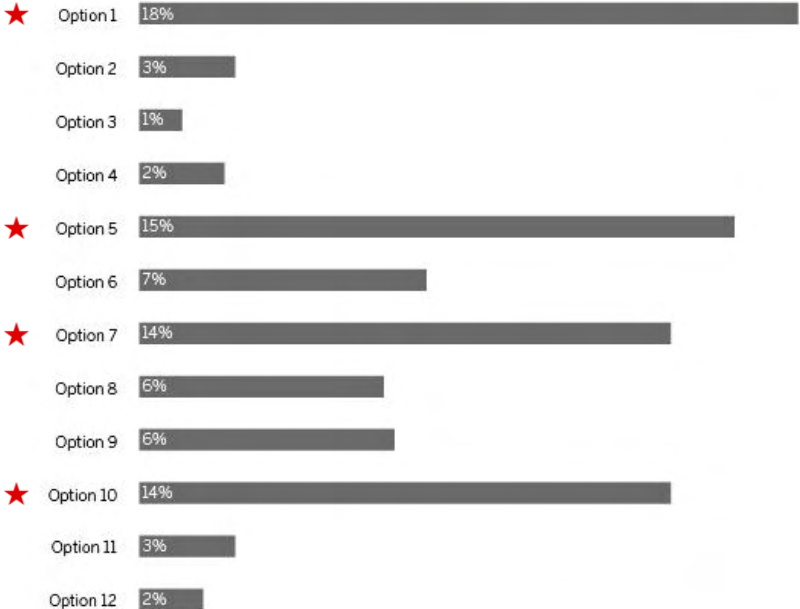
December 2022 Public Survey - Future Uses for the TRG



Summary of Survey Responses - What should the TRG look like?

Buildings

Which pictures reflect the types of buildings and development you'd like to see within the TRG area, particularly in terms of building size, type and style?



1



5



7



10



Summary of Survey Responses - What should the TRG look like?

Open Spaces, Parks & Streets

Which pictures best illustrate the kinds of open spaces, parks and streets you'd like to see within the TRG area in the future?



1



3



5



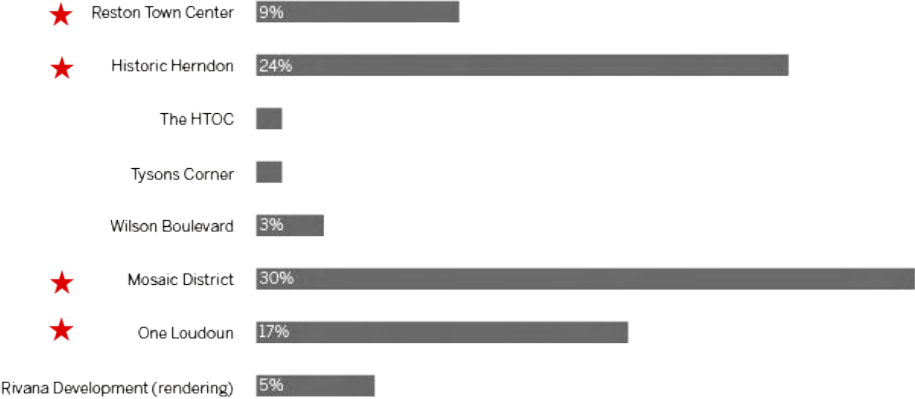
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Summary of Survey Responses - What should the TRG look like?

Places

What are your favorite other parts of the region that you think might be good examples for how the TRG could be redesigned? Are there any places that stand out to you?



Mosaic District



Historic Herndon



One Loudoun



December 2022 Public Survey - Ideas for the Future

- “Parks, restaurants, retail, more pedestrian friendly areas”
- “A place that's **mixed use, walkable, and car-free.**”
- “**Walkable and social** gathering place.”
- “It should be **walkable, not requiring a car to access**, and managing the traffic in the area”
- “**Community focused and a place for gathering to make memories**”
- “All of the other metro stops have the office thing covered and Herndon should focus more on **what people do outside of work.**”
- “Park space / green space”
- “Shops / Restaurants / Missing-middle housing”

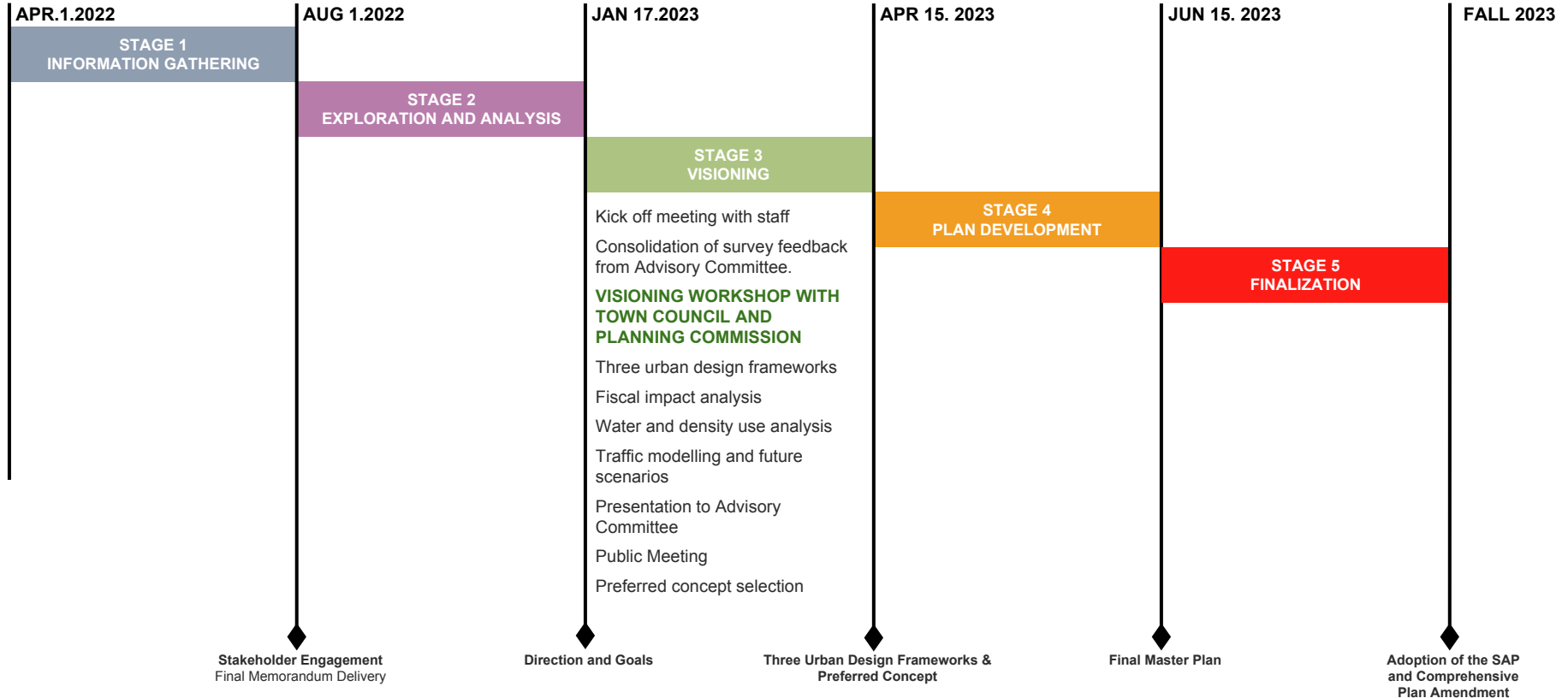
December 2022 Public Survey - Ideas for the Future

- “**Modern, unique**, yet focused on shops, restaurants, and green space for families”
- “A vibrant area where **natural green spaces blend with structures.**”
- “The TRG should be **contemporary without being an eyesore** like RTC currently is.”
- “have a **distinct character**, instead of a copy+paste, personality-less corporate feel.”
- “**Park-like but urban**”
- “It should match with the feel of the Town of Herndon, a **modern version of Old Town:**
- “A community of common spaces filled with **greenery & shade, art & events**”
- “healthy people, and not a bleak hellhole of blazing hot asphalt”
- “Should feel inviting, vibrant, alive, fun, safe, friendly, happy, a place you want to be.”
- “**Small town** feel although **progressive**”
- “More **modern** and innovated”

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Project Schedule



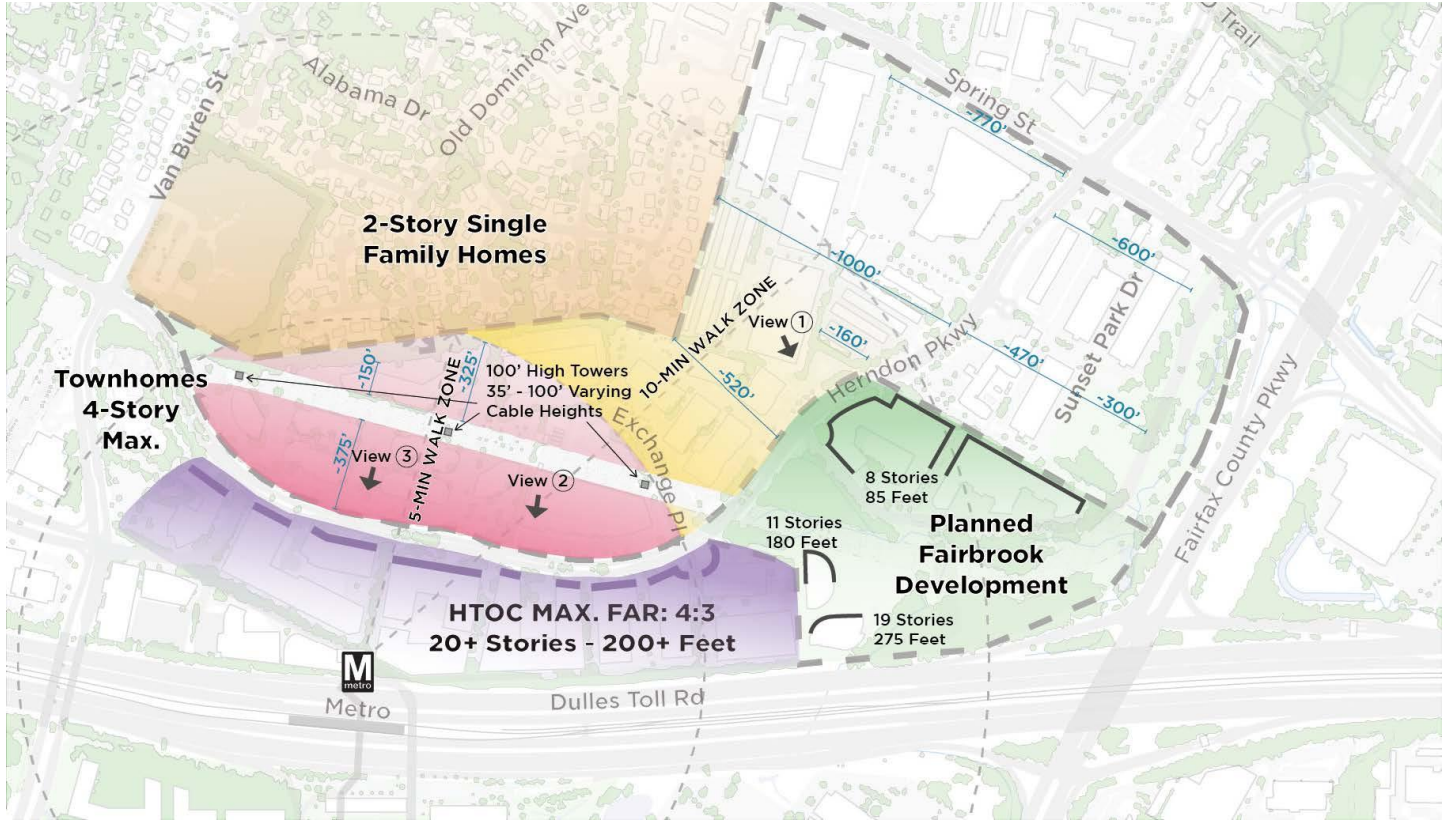
Visioning - Five Critical Steps

1. Understanding of Opportunities and Constraints
2. Discussion of Existential Questions
3. Urban Design Frameworks
4. Engagement
5. Consolidation of a Preferred Plan

Opportunities and Constraints

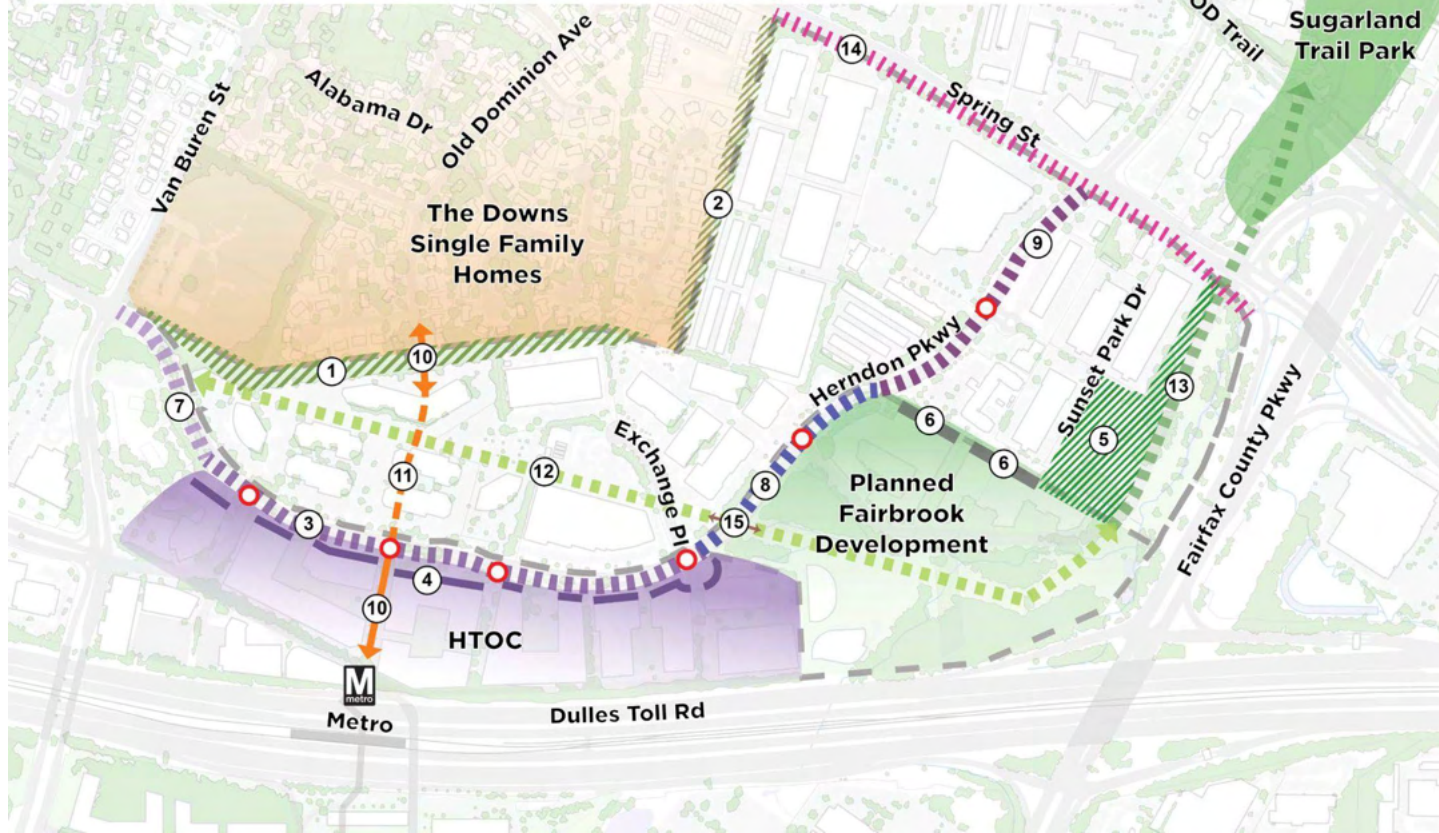
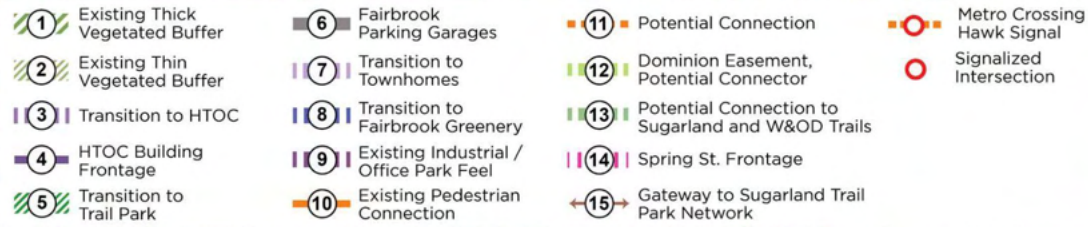


- TRG SAP will replace current zoning height limitations in favor of new ones.
- The TRG is flanked by 25' building heights at the Downs and heights of up to 225' at the HTOC. There is an opportunity to infill development to transition between those two heights.
- The Dominion towers and 100'-max cable heights may present a visual challenge for surrounding buildings. However, the towers also can be a threshold between higher and lower heights at the TRG.



Opportunities and Constraints

- Transitional spaces create opportunities to create connections
- Frontages create boundaries and define spaces
- Buffers create privacy and screen incompatible uses from one another
- These three types of conditions are both constraints or opportunities in the design process

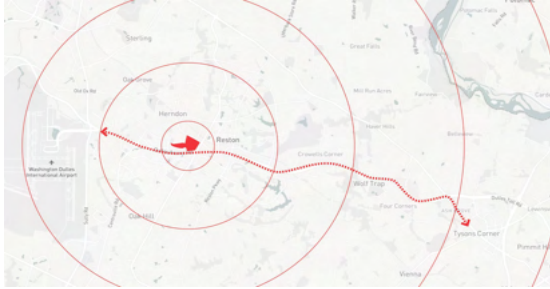


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TRG Design Principles

Define a Vision that is Regionally Differentiated



Plan for the Right Density, in the Right Places



Define a Character that is Unique to Herndon



Grow a Live-Work-Ride-Play Community



Connect Redevelopment Through Interstitial Mobility

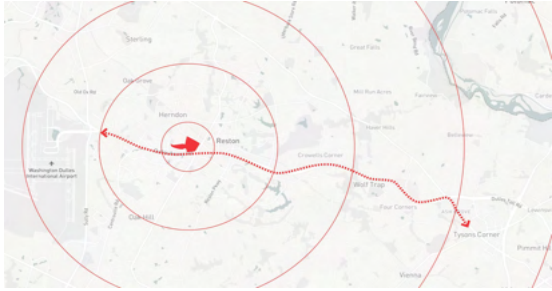


Leverage Landscape as a Driver of Identity



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Land Uses / Regional Competitiveness

What's the right mix / location for different land uses?

More like this...



Neighborhood clusters, with distinct character and use/ mix of uses

- High-density residential & commercial. W/ or w/o office.
- Med- to low-density residential + open space
- Low-density residential
- Commercial + mid- to high-density residential

...Or this?



Strategically located anchors, such as, commercial/corporate, retail/shops, arts/civic, creative/local...

- Med- to high-density residential + neighborhood-serving retail
- Creative mix of uses (arts, live/work, local businesses, etc.) + low- to med- density residential

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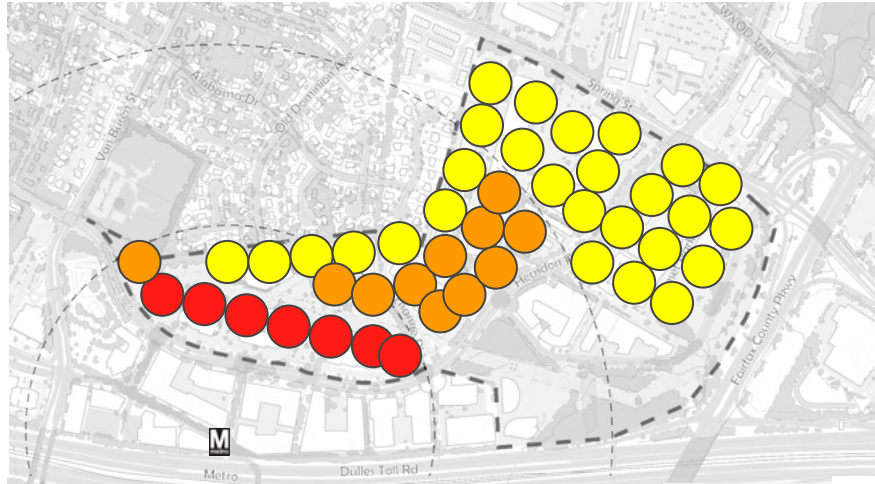
Leverage Landscape as a Driver of Identity



Density

How to connect the TRG to the HTOC and surrounding neighborhoods?

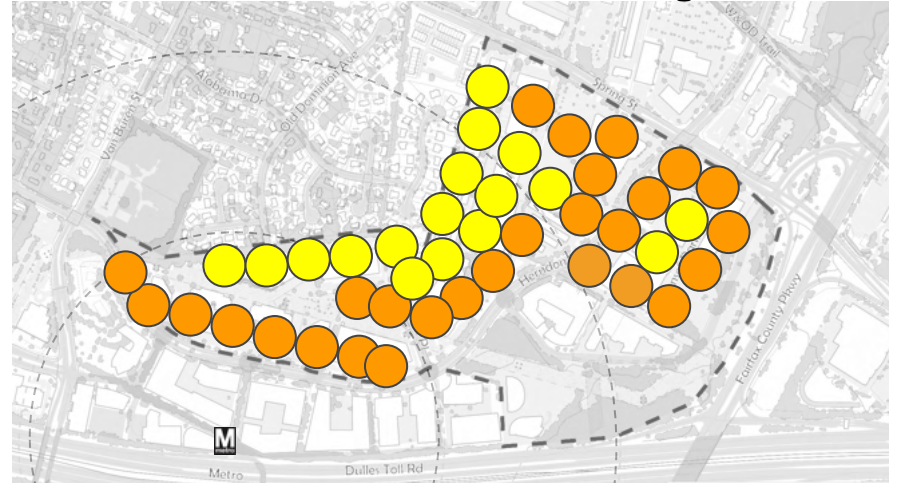
More like a transit-oriented downtown?



High-rise in the 5-min. walk zone, mid-rise in the 5-10 min. zone, low-rise throughout

- High ≥ 10 -story+
- Med ~5 to 9-story
- Low ≤ 4 -Story

...Or more like a residential neighborhood?



Mid-rise fronting the Parkway and Sugarland Run greenery, mixed in with low rise

DC Navy Yard: mix of high, mod and low rise buildings

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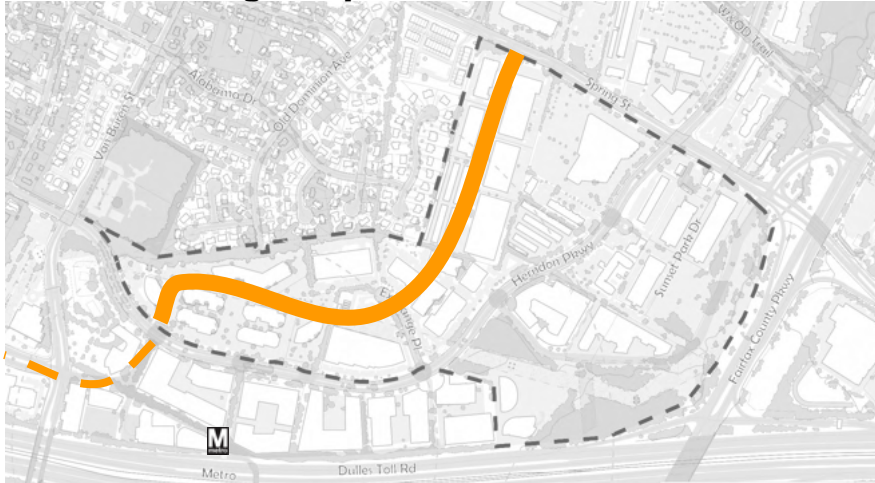
Leverage Landscape as a Driver of Identity



Character + Mobility

What should the framework be like for development and connectivity?

More of a single “spine”?



A major vehicular connector thru the TRG

...Or a more interconnected grid of paths?



A non-hierarchical mobility grid

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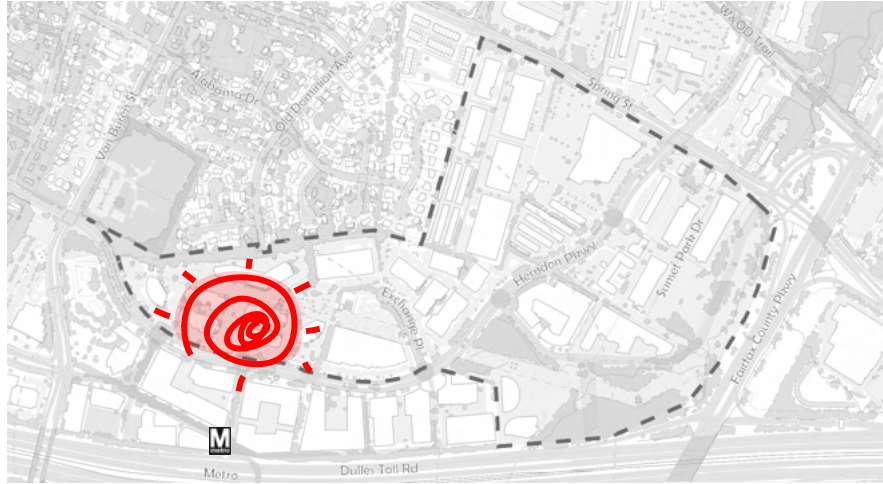
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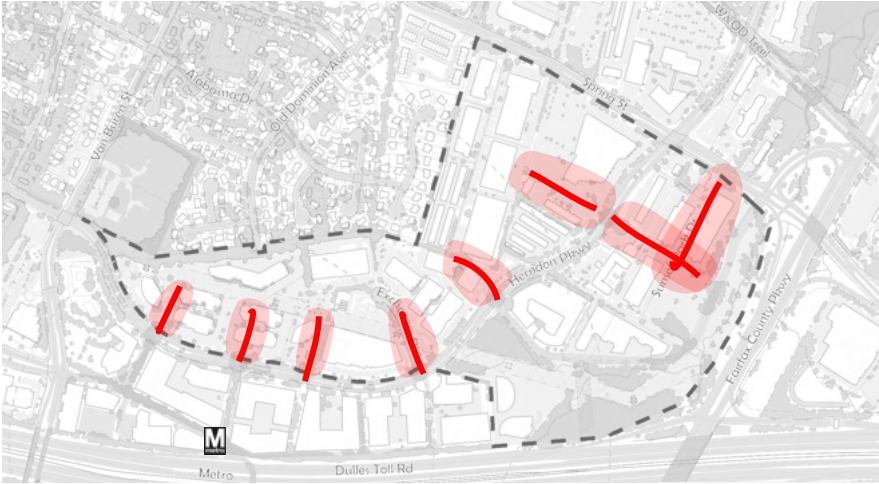
Live-Work-Play

How should retail be integrated?

More around the Metro?



...More elsewhere?



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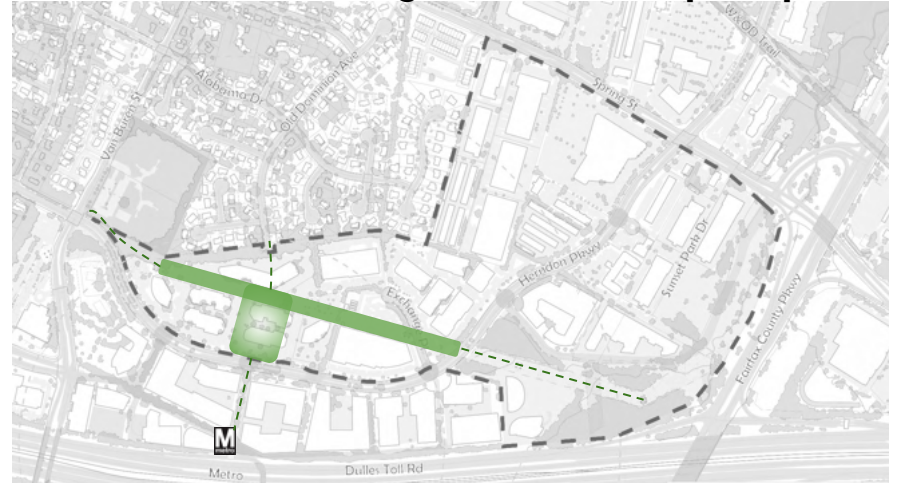
Landscape

How should open space be integrated?

More of a series of parks?



... Or a large destination open space?



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