TOWN OF Herndon VIRGINIA

Town Council Work Session
Agenda Item 2.a.

Agenda Item: **Streetery Pilot Program Briefing**

Meeting Date: January 13, 2026

Category: Discussion

Prepared by: David Stromberg, Zoning Administrator

Description:
This is a briefing on the Streetery Pilot Program that ended on November 30, 2025. The Streetery Pilot Program was created to provide an alternative for downtown restaurants that did not have sufficient space on their own property to rent public property for outdoor seating. No action is being requested from the Town Council at this time.

Background/Timing Impact:
The Streetery Pilot Program was created by Resolution dated May 28, 2024. The Town Council extended the Streetery Pilot Program to run through the 2025 season that lasted from March 15 through November 30, 2025 (Resolution 25-G-08).

In February 2025, the economic development manager at the time visited the following restaurants to introduce the Streetery Pilot Program and provide each restaurant with an application: Mile 20, Green Lizard, Jimmy's, Dairy Queen, Sully's Pour House, Zeffirelli Ristorante Italiano, La Bonne Vie, Herndon's Bodega and La Champita Grill, and Great Harvest Bread Company. Copan Restaurant, Anita's New Mexico Style Mexican Food, and Aslin/Izzi Coffee Bakery Pizza are outside the pilot program boundaries but were provided with general information.

Mile 20 was the only restaurant to establish a Streetery during the 2024 and 2025 pilot period.

Timing Impact:
As the Streetery Pilot Program ended on November 30, 2025, this is an opportunity to brief the Council on the pilot program.

Strategic Focus Area:
Thriving Community

Fiscal Impact:
The Finance Department compared gross reported meals receipts for the period of May through October in 2024 and 2025 and identified a net increase of approximately

$1,700. At the 4.5% meals tax rate, this resulted in an estimated additional $77 in tax revenue to the Town. The applicant paid a rental fee of $1,300 for use of four public parking spaces in the James Lot. While total staff hours were not formally tracked, it is likely that the rental fee and incremental meals tax revenue did not fully offset the staff costs associated with administering the Streetery Pilot Program.

Legal Impact:
The Streetery Pilot Program has expired. No further action is required unless the Town Council elects to reinstate the program for 2026. Outdoor seating remains a legal, by-right use for restaurants when located on private property.

Staff Recommendation/Next Steps:
Staff recommends no further action and allowing the Streetery Pilot Program to remain expired, based on limited participation and no measurable increase in tax revenue.

Attachments:
None