TOWN OF Herndon VIRGINIA

Town Council
Regular Meeting

STAFF REPORT

Date: April 28, 2026
Agenda Item: HTOC Development Plan – DP24-01, 575 Herndon Parkway
Staff Contact: Bryce A. Perry, Deputy Director of Community Development
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Summary Information:

Applicant Request	To rezone the subject parcel to allow redevelopment of the site with a mixed-use building
Address	575 Herndon Parkway
Owner	Bristol Herndon Parkway, LLC
Agent	Woodfield Development Company, LLP
Zoning	PD-TOC: Planned Development Transit-Oriented Core District
Adjacent Zoning	North: O&LI; Office and Light Industrial South: I-4; industrial medium intensity (FFX CO) East: PD-TOC; Planned Development - transit-oriented core district West: PD-TOC; Planned Development - transit-oriented core district
Land Use Designation	Regional Corridor Mixed Use
Adjacent Land Use Designation	North: Regional Corridor Mixed Use South: Office, Public Facilities (FFX CO) East: Regional Corridor Mixed Use West: Regional Corridor Mixed Use
Total Site Area	4.64 acres / 202,120 square feet
Existing Use	139,200 GFA office building with surface parking lot

Location Map:



Site Description:

This parcel is located on the south side of Herndon Parkway in a through-lot configuration with the Dulles Toll Road. It has approximately 425' of frontage along the Parkway and 195' of frontage along the toll road. The parcel's elevation drops about 10' west to east. It immediately abuts the Herndon Metrorail Station, is adjacent to the current walkway from Herndon Parkway to the Metro station along its western boundary, and is about one mile to downtown Herndon. The site is improved with an office building, a surface parking lot, and small areas of parking lot and buffer landscaping. The site was developed in 1988 and has been largely vacant in recent years. Currently, access to the site is gained via two entrances off Herndon Parkway and town-built bus bays exist along the parkway frontage.

Case Background:

Case Materials. The application materials include the following items:

- Statement of Justification dated February 13, 2026
- Proffer Statement dated April 8, 2026
- Generalized Development Plan dated April 8, 2026
- Traffic Impact Analysis dated October 15, 2025
- ARB Preliminary Review Report dated February 5, 2026
- Planning Commission Resolution dated March 23, 2026

Herndon Transit-Oriented Core. This property is part of an area that was master planned in 2012 and rezoned to PD-TOC in 2013 to allow mixed use redeveloped up to 4.3 FAR with approval of a development plan.

Principal Sources of Regulation and Guidance. Redevelopment within the PD-TOC is specifically regulated under Section 78-50.8 of the Zoning Ordinance. New development is further guided by the Land Use and Transportation chapters of the 2030 Comprehensive Plan, and the Herndon Transit-Oriented Core Urban Design and Architectural Guidelines.

Staff Review. The project has undergone an extensive and iterative administrative review process by the town's development review team. For the evaluation of this plan, staff review was conducted by zoning administration staff, town planners, town engineers, utility managers, transportation staff, and the county fire marshal. The review is centered around confirming compliance with applicable codes and standards, confirming adherence to guidance from planning documents, and understanding and managing impacts to the neighbors and town. With each staff review, written comments are provided and often, one or more meetings are held with the applicant. The materials provided to the Town Council comprise the latest submission of the project and reflect responses from the final staff review. Continued coordination between staff and the applicant to address minor tweaks meant to maximize clarity, consistency, and enforceability is typical for these types of applications, and is expected for this case up until final Town Council action.

Architectural Review Board (ARB) Evaluation. The architectural design of the project was reviewed at two ARB work sessions. A report on the ARB findings of those reviews was provided to the Planning Commission for consideration during its review. Following an approved rezoning and approved site plan, the application would return to the Architectural Review Board as an official item for the Board's formal and final review of the project's design.

Planning Commission Review. The Planning Commission reviewed this application at meetings in February and March and has provided a resolution recommending approval. The resolution

cites an acknowledgement that further refinement of the proffers for clarity, consistency, and enforceability may have been necessary prior to Town Council Review. The resolution also stated that further minor refinement of the Generalized Development Plan may occur to address the few remaining staff comments and in coordination with staff, with an understanding that those refinements will not change the substance of the project as evaluated by the Planning Commission in regard to density, layout, and general design prior to Town Council review. Both of those items have now been addressed with the application as resubmitted and presented to the Town Council.

Town Council Review. The Town Council provides the final review for rezoning applications and decides on the legislative action. If the council adopts the ordinance, a draft of which has been provided by staff, the zoning for the subject parcel would be changed to permit the land use as proposed and described in the application.

Neighborhood Meetings. The applicant held an in-person neighborhood meeting, on-location at the subject property. It was held on December 5, 2024 and approximately 15 citizens attended. The meeting was promoted with direct mailings to the following groups:

- all property owners and business owners (if different than property owners) within ¼ mile for any portion of the property (within town limits);
- all property owners and business owners within the HTOC;
- Any HOAs or POAs (commercial or residential) within ½ mile from any portion of the property.

At the meeting the applicant's team presented the specifics of the project utilizing various architectural renderings and views including a fly over of a model of the project. A one-page handout was provided summarizing the project and members of the design team were present to answer questions. Many of the questions were related to the construction and no opposition to the project was voiced.

Case Proposal:

Land Use Program
The overall land use program for the redevelopment proposed is listed below.

Total GFA	575,130 SF
- Residential GFA	- 559,921 SF (97.4%)
- Retail/Restaurant	- 9,222 SF (1.6%)
- Commercial or Office	- 5,987 SF (1.0%)
Density	2.85 FAR

The project will be completed in a single phase with retail, restaurant, and office flex spaces, residential lobby and indoor amenity areas, residential walk-out units, and back-of-house services areas along the ground floor and all residential on the upper floors. Approximately 1,200 square feet of space along the Promenade is reserved for lease to the Town of Herndon per certain conditions as stated in the proffers.

Building Architecture
The building design utilizes a "four-sided" architectural approach with mostly masonry cladding materials and various compositions arranged to appear as smaller buildings across the block. The building would be seven stories in height with a stick-over-podium construction type. The building would wrap an above ground parking garage in addition to two internal courtyards.

Site Layout
The site is designed as a cohesive development within the context of the neighboring development of the HTOC district with shared points of access and a focus on an urban layout. The development essentially creates a new urban block with Herndon Parkway and new bus bay along the northern boundary, the completion of a new private road shared with 555 Herndon Parkway along the eastern boundary, a pedestrian-oriented corridor along the southern boundary that would serve a link of the Sugarland Run Trail, and the pedestrian-only promenade along the western boundary. All sides of the development have been designed to accommodate pedestrians with sidewalks, street trees and various site furnishings and amenities. The active ground floor uses are generally consolidated to the Herndon Parkway and promenade facades while the loading and service bays and garage access entrance are grouped along the east side of the site.

Parking
The parking garage holds 638 spaces for vehicles including accessible spaces and dedicated spaces for electric vehicle charging and for patrons of the commercial uses. Vehicle access to the site is gained from the new private road along the eastern boundary. On-street parking would also be providing on both sides of the private street. Both short-term public bicycle parking would be provided throughout the site and dedicated internal parking for building residents.

Promenade Design
The Promenade is designed to fulfill the vision established in the HTOC Design Guidelines with attention to the pedestrian experience. The design consists of an allee of trees spaced to provide shade at regular intervals along with other planter beds to break up the hardscape. Several decorative paver surface treatments would be used and designed in a manner that carries through a previous paver design employed at the approved but not yet built 593 Herndon Parkway project. The design incorporates multiple amenities, including pop-up business kiosks, various seating and lounging areas, pedestrian lighting, artwork, wayfinding signage, and other focal elements.

Bus Bays
For this development the existing Town of Herndon bus bays would be reconstructed with a new design that incorporates a larger shared user streetscape along the Herndon Parkway. There will not be any loss in number of bus stop shelters and additional amenities for transit users would be added. This would be a mixing area of transit users, pedestrians, and cyclists and the design is intended to accommodate each.

Sugarland Run Trail
The rear of the site is designed as a pedestrian corridor and the final link of the Sugarland Run Trail. In its final configuration the trail would continue through the HTOC, into Fairbrook, and connect to the existing trail north of Spring Street. It would also connect to the W&OD Trail and the trail that will eventually run from Elden Street near Worldgate Drive to the Metro Station. The design incorporates a wide hardscaped path that not only serves as a bike and pedestrian connection but also allows for emergency vehicle access and the occasional loading vehicle access by use of a mountable curb. This proposal would continue the trail off-site, on the town-owned parcel to the east to connect with the existing trail that currently goes to Van Buren Street.

Traffic Analysis
A Traffic Impact Analysis (TIA) was conducted with the following findings. The proposed redevelopment is forecasted to generate 219 AM peak hour trips and 207 PM peak hour trips. Given the subject property's location immediately adjacent to the Herndon Metrorail Station, the analysis incorporates significant non-auto mode share reductions—specifically 45% for residential uses and 25% for commercial space. This transit-oriented approach effectively offsets

the impact of the proposed density by leveraging the site's high accessibility to the Silver Line and existing pedestrian infrastructure. To mitigate local impacts, the applicant will consolidate site access to a shared eastern driveway with the adjacent 555 Herndon Parkway development. Key commitments include a signal warrant analysis for this shared entrance and a commitment to establish and operate a Transportation Demand Management (TDM) program with the goal of reduced single occupancy vehicle trips.

Modifications
The applicant is requesting six modifications as part of this case. Those requests are included in the Statement of Justification provided by the applicant. They are further explained and evaluated in the modification evaluation table contained within the analysis portion of this report.

Proffers
A proffer statement with a number of provisions and commitments volunteered by the applicant to help offset the impacts of the development has been provided. They are further explained in the analysis portion of this report.

Staff Analysis:

1. Zoning Ordinance Compliance. Section 78-50.8 of the zoning ordinance includes dimensional standards, principal and accessory land use allowances, open space provisions, site planning standards, and building design standards for the PD-TOC Zoning District. If the development plan is approved, zoning ordinance compliance will be monitored as the project progresses through site plan, ARB, and the building permitting review processes.

2. Review Criteria Assessment. The table below includes an assessment of compliance with the standards for development plans within the PD-TOC found in Zoning Ordinance Section 78-50.8(m)(2). This section states that the applicant shall demonstrate that the proposed development furthers the purpose and intent of the PD-TOC district and the vision of the adopted comprehensive plan, documents referenced therein and the Urban Design and Architectural Guidelines for the Herndon Transit-Oriented Core by addressing and achieving at a minimum the following objectives:

Section 78-50.8(m)(2) Review Criteria	**Meets or Does Not Meet**	**Explanation of Compliance/Adherence**
a. Contribute to a tiered intensity of development, with the highest intensities located closest to the Herndon Metro Station pavilion, and the Herndon Station promenade, with a mix of residential, office, retail and hotel uses and public spaces necessary to achieve a vibrant, mixed-use urban environment.	Meets	While this application is not proposing a development at the highest permitted FAR of 4.3, it is still a high-density project with its 2.85 FAR. While the neighboring 555 Herndon Parkway is currently at 2.6 FAR, its ultimate buildout to 3.7 FAR via a future office tower sets a precedent for the highest intensities to be located nearest the Metro station pavilion. This subject site complements that tiered approach by providing a residential and commercial mix that supports the 'vibrant, mixed-use urban

		environment' envisioned for the district. Furthermore, by siting ground-floor retail adjacent to the promenade, the design activates the pedestrian connection between the high-density office uses to the west and the Metro station, reinforcing the station-centric intensity hierarchy.
b. Contribute to a logical network of open space and urban parks designed as described in the Urban Design and Architectural Guidelines for the Herndon Transit-Oriented Core and Chapter 6 of the Herndon Metro Station area study to include but not be limited to the Herndon Station promenade, Herndon Parkway streetscape and cycle track, the extension of the Folly Lick Trail as an urban streetscape with multi-modal accommodations, the Metrorail Station urban development area portion of the Sugarland Run Stream Valley Trail pocket parks, common greens, civic plazas and recreational amenities for the district's residents and workforce, which reflect exemplary design in the fields of landscape architecture, urban design and public art.	Meets	The project significantly contributes to the regional open space network by completing the western section of the Herndon Station promenade, featuring high-quality amenities and an enhanced pedestrian experience. The site design also extends the Sugarland Run Trail network via a wide southern pedestrian route and integrates a shared-use path along the Herndon Parkway streetscape. These elements collectively reflect the "exemplary design" standards for landscape architecture and multi-modal accommodations defined in the Herndon Metro Station area study. The cycle track is combined into a shared use path due to the bus bays along Herndon Parkway.
c. Voluntarily address impacts to public facilities that result from the proposed development plan application, to include police protection, park and recreation services, public utilities and Fairfax County services to include fire and rescue, libraries, and schools.	Meets	The applicant has submitted proffer commitments to provide monetary contributions for impacts on offsite recreation, transportation, public safety, and Fairfax County Public Schools. Additionally, the proposal includes physical improvements to public facilities, including the Promenade, the Herndon Parkway streetscape, and the Sugarland Run Trail connection.
d. Voluntarily contribute a fair share of the necessary infrastructure improvements identified in the Herndon Metro	Meets	In alignment with the Herndon Metro Station area study, the applicant has committed to proffer payments designated for sanitary sewer improvements. This ensures the

Station area study including but not limited to the creation of the Worldgate Connector, the redesign of the Herndon Parkway, and water and sewer improvements.		development contributes its "fair share" toward the underlying utility infrastructure necessary to support the long-term growth of the Transit-Oriented Core.
e. Create and provide exemplary pedestrian, bicycle, passenger vehicle and service vehicle access.	Meets	Pedestrian circulation is prioritized via the Promenade gateway. The plan also accounts for a cycle track along Herndon Parkway and sidewalks on all sides of the building.
f. Reduce the number of single occupant vehicle trips by implementing various transportation demand management strategies, such as voluntary transit subsidies, carpool and vanpool services, employee shuttles, car sharing programs and bicycle accommodations, limiting the amount of provided parking, encouraging shared parking arrangements among appropriate uses, and permitting the inclusion of managed tandem parking space.	Meets	To reduce single-occupant vehicle trips, the applicant has proffered a comprehensive TDM program that includes transit subsidies and car/vanpool services to encourage Metrorail usage. While the onsite parking exceeds the minimum requirements, this is balanced by the integration of extensive bicycle parking throughout the building and site, further supporting the goal of rail-oriented commuting.
g. Apply the adopted Urban Design and Architectural Guidelines for the Herndon Transit-Oriented Core.	Meets	The application addresses conformance with the Herndon Transit-Oriented Core (HTOC) guidelines in detail within the submitted GDP.
h. Demonstrate how the development plan application contributes to a cohesive PD-TOC district and will permit development of adjacent parcels or landbays that are not included within the development plan application.	Meets	The design prioritizes inter-parcel connectivity by mirroring the design language of neighboring developments. The promenade and paving details integrate seamlessly with the approved plans for the western parcel, while the eastern garage access is strategically sited directly opposite the 555 Herndon Parkway entrance. This alignment creates a unified streetscape and ensures that the building's massing—specifically the western façade—is contextual with the existing legislative approvals in the immediate vicinity.
i. Reduce energy consumption and enhance the physical	Meets	The applicant has committed to obtaining green building certification, utilize low impact

environment through specified stormwater management and sustainable building techniques.		development stormwater management facilities, and provide accommodations for the electric vehicle charging.

3. Zoning Modification Assessment. Zoning modifications, or case specific relief from certain regulations of the zoning ordinances may be approved with rezoning applications. The table below lists the proposed modifications and provides notes on current staff assessments.

#	Modification Request	Explanation	Staff Comments
1.	Herndon Parkway Frontage (Section 78-50.8(h)(2))	Request to modify the standard utility strip, cycle track, and sidewalk configuration along Herndon Parkway to a shared use path.	The presence of an existing Town bus bay, above-grade electric utilities, and location to the Promenade makes the standard section unfeasible. The proposed twelve-foot shared-use path maintains connectivity while accommodating existing infrastructure. Staff supports this modification.
2.	Road A Streetscape (Section 78-50.8)	Reduction of the required eight-foot sidewalk to six feet along the private Road A frontage per the HTOC guidelines.	This reduction coordinates with the approved streetscape at the adjacent 555 Herndon Parkway and allows for viable outdoor seating/dining areas for ground-floor retail. Staff supports the modification.
3.	South Frontage Pedestrian Path (Section 78-50.8(h)(2))	Reduction of the required eight-foot sidewalk to five feet along the southern property line (Dulles Toll Road frontage).	The dedicated sidewalk reduction is adjacent to a 20-foot wide drive that is designed to accommodate pedestrians, delineate a cycle path, and discourage unauthorized through-traffic while maintaining fire and occasional loading access. Staff supports this modification.
4.	Electric Facilities (Section 78-50.8(j)(2))	Request to permit above-grade, screened electric transformers and switches rather than undergrounding.	Dominion Energy requires underground vaults to have direct access to a below-grade garage. As this project features an above-grade wrapped garage, undergrounding is technically unfeasible. Screening will be provided to mitigate visual impact. Staff supports this modification as proposed and in accord with eventual ARB review and approval.
5.	Loading Spaces (Section 78-100.2(d))	Provision of four (4) loading spaces instead of the required five (5).	The applicant will utilize on-site package management systems and scheduled move-in/move-out policies to reduce peak loading demand. Given the single-building nature of the site, four spaces are sufficient. Staff supports this modification.

6.	Parking Structure Landscaping (Section 78-110.5(b)(2)(d))	Reduction in the required eight-foot width and 120 SF area for internal planting islands on the garage.	To preserve structural integrity and ensure driver visibility within the wrapped garage, the applicant proposes smaller, prefabricated planters with self-contained irrigation. Staff supports this modification.

4. Comprehensive Plan Adherence. The plan aligns with the Herndon 2030 Comprehensive Plan and HTOC area plan in many ways. It is designed to be a piece of a reimagined urban node with a coordinated new street grid and buildings located and sized in an urban form with a strong emphasis on site activation, urban design and pedestrian level-of-service. It also builds the majority of the promenade which is expressed in the area plan as the vital open space for the HTOC and an important gateway for the town. The proposed design's attention to detail on this specific element reflects the value of the space to the development and the town and adheres to the principles and design criteria called out in the plan.

   The initial submission review raised concerns about the proposed land use mix, particularly the dominance of residential use which comprises 97% of the floor area. Throughout the submission process the concern remains: the proposal continues to allocate only a small proportion of the floor area to retail (9,222 sq. ft.) and other commercial (5,987 sq. ft.) uses. As such, the project remains predominantly residential, limiting its ability to meet the Comprehensive Plan's vision for the HTOC as a balanced, mixed-use district that fosters employment, supports transit ridership, and delivers economic vitality. Each of the first two HTOC development plans approved included an office building though, considering the current market for office, there is no expectation that either building would be built in the short term. For HTOC develop plan review to date, the policy has been to seek to achieve a balanced land use mix on each parcel. This was employed with an understanding that there would not be lot consolidation in the HTOC. With four HTOC development plans now either in review or already approved, we can start to look at land uses more collectively across the HTOC. The table below shows the land use breakdown for this project and the two previously approved projects at 555 and 593 Herndon Parkway that flank either side of the subject parcel.

Development	**Retail GFA**	**Office GFA**	**Residential GFA**
555 Herndon Parkway	5,360 SF	200,000 SF	403,000 SF
593 Herndon Parkway	9,900 SF	400,216 SF	615,325 SF
575 Herndon Parkway	9,222 SF	5,987 SF	559,921 SF
Totals	24,482 (1%)	606,203 (27.5%)	1,578,246 (71%)

   The residential heavy land use totals mirror the market conditions and a trend away from office throughout the town of Herndon and a sizable portion of the region. With the development of the Herndon 2050 Comprehensive Plan, in addition to the ongoing market study and economic development strategic plan and the upcoming early action plan for the Herndon Metro area, it is expected that the land use balance and future for office and other commercial uses in Herndon overall and in the Metro area in particular will be an important topic under evaluation.

5. Housing. The project, as proposed, does not include any rent-regulated residential units. The multifamily housing will be market rate, consisting of mostly one and two bedroom apartments with some studio and three bedroom units.

6. Design Guidelines Adherence. Staff and the ARB relied heavily on the HTOC Urban Design & Architectural guidelines in its assessment of the building and landscape architecture. These guidelines offer design direction for building mass, scale, and overall form, building materials and features, open spaces and streetscapes, signage, and the transportation network. Several changes were made to the design of the project, including changes in density and building footprint to improve conformance with the applicable guidelines. As currently proposed, the design is generally aligned with these guidelines. Staff comments on the design mirror those provided by the ARB in its report to the PC.

7. Traffic Mitigation. The traffic impact study scope, as part of standard procedure, is developed in coordination with the applicant's traffic engineer and town staff to ensure the appropriate level of analysis is being conducted to effectively identify and evaluate what capacity and safety impacts this project may have to the surrounding transportation network. The findings of that analysis, which went through four reviews and revisions, concluded that the increase in trips to/from this site contributed incrementally to increased volumes at the study intersections however those increases were relatively minor compared to the trips increases yielded from the background and pipeline growth that was integrated into the modeling of this analysis. Given recent town improvements at Herndon Parkway and Spring Street intersection and also at Herndon Parkway and Van Buren Street intersection many of the capacity pressures that would be created by this and other HTOC development have been proactively addressed. Additional signals along Herndon Parkway at Sunset Business Park and Fairbrook Drive were identified in this analysis as likely necessary as more projects come online within the HTOC and the Transit-Related Growth area. Specific to this project, the only direct mitigation being recommended is a traffic signal timing adjustment at the Herndon Parkway Spring Street intersection and a new traffic signal at the project entrance, which would be confirmed with a warrant analysis during the site plan review.

   The parking provided on-site is intended to accommodate the demand for all proposed uses. The applicant, in coordination with staff, opted to provide more parking for the retail and other commercial uses with an expectation that there is a higher likelihood that users of those spaces would be traveling by car. There has not been any indication in this review that this would create any parking issues off-site.

8. Easements, Agreements, & Dedications. In addition to proposed right-of-way dedication, there are numerous easements and agreements that would be necessary to redevelop this site as proposed. While locations, commitments and some procedural details are typically included in the rezoning applications for these items, the actions do not usually occur until the site plan review. The locations of easements are scrutinized with the rezoning application mainly to ensure that building and other site element is placed appropriate to avoid conflicts with easements. This has been a major area of review with town staff given the numerous easements necessary and constraints of the site.

9. Interior Space for Town Use. The 1200SF of interior space cited in the proffers to be made available to the town would be situated mid-block along the Promenade. It would be provided rent free for ten years with options of two five-year lease renewals at a 50% market rate. This space could be used for a multitude of purposes from satellite office space, meeting space, community program space as examples. There could be an economic development use or even some support services for HPD. There is not a specific plan in place for how exactly the space will be used however the Town Manager office in coordination with staff and the Town Council will identify how best to maximize a town presence at this location. Having town space along the promenade ensures tenancy for at least one of the commercial spaces which will

help activate the promenade and give the town a dedicated base at what will become an important gateway and hub of town activity.

10. Work on Town Property. There is significant work that would occur on town property with this project. Prior to final approval of the site plan, license agreements would be required by the Town Council for this work. The work includes a new streetscape and reconstructed bus bays within the Herndon Parkway right-of-way, a constructed path from Herndon Parkway to the Metrorail station incorporated into the design of the promenade on the private property, and some reconstruction and redesign on the town parcel where the station pavilion is located including the extension of the trail westward. Furthermore, there is language in the proffers that would allow town use of the full promenade for events and programming. This work is intended to ensure an integrated and well-coordinated design for the neighborhood to maximize visual interest and a consistent experience for the pedestrians, cyclists, and transit-users traversing and visiting the area.

11. Fiscal Impact. There would be anticipated increases in tax revenue with the project as proposed, principally from real estate taxes. In 2023, when the existing office building was occupied, the value of the property was $24,170,180. Now vacant, the building is accessed at only $10 and the overall property is assessed at $8,488,800. The table below lists comparable projects and their current assessed property values to help understand how this project, if developed, may be valued and thus what tax revenues may result.

Development	**2025 Assessed Value**	**Residential GFA**	**Residential Unit Count**	**Distance to a Metro Station**	**Year Built**
The Ian 2249 Woodland Grove Place, Herndon	$117,754,720	408,315 SF	375	.4 miles	2021
Station on Silver 2340 Carta Way, Herndon	$143,265,100	357,437 SF	401	500 feet	2017
Maker's Rise 2311 Dulles Station Blvd, Herndon	$102,440,580	452,626 SF	356	500 feet	2022
The Passport 13455 Sunrise Valley Drive, Herndon	$106,017,990	359,900 SF	344	.3 miles	2022
The Edmund 2025 Fulton Place, Reston	$103,342,330	454,265 SF	353	.2 miles	2021
The Point at Rise 11830 Sunrise Valley Drive, Reston	$103,459,900	421,350 SF	385	.4 miles	2018
Aperture	$123,245,750	416,599 SF	421	600 feet	2017

11410 Reston Station Blvd. Reston					
575 Herndon Parkway	**n/a**	**575,130 SF**	**525**	**at station**	**n/a**

The comparisons provided above were identified based on recency in construction, same building/construction type, multifamily use, location within the Herndon/Reston area, and proximity to a Metro station. There are a couple key components of this project that differ from these other projects that will likely impact the assessed value of the property at build-out. This project has 25% or more residential units and thus a significantly higher residential GFA. This would also be the only project located directly at a Metrorail station. Of note, each of these other projects also contain ground floor retail with the exception of Station on Silver and The Passport, which are entirely residential.

The town's finance department has provided a more detailed understanding of real estate tax implications for the proposed development. The table below takes each of the comparative developments and applies Herndon rates to them and uses that data to develop an estimate for the expected revenue from real estate tax for this project.

Development	**2025 RE TAXES***	**2026 EST RE TAXES****	**2027 EST RE TAXES*****
The Ian	$ 317,937.74	$ 335,201.76	$ 350,285.84
Station on Silver	$ 386,815.77	$ 407,819.87	$ 426,171.76
Maker's Rise	$ 276,589.57	$ 291,608.38	$ 304,730.76
The Passport	$ 286,248.57	$ 301,791.87	$ 315,372.50
The Edmund	$ 279,024.29	$ 294,175.31	$ 307,413.20
The Point at Rise	$ 279,341.73	$ 294,509.99	$ 307,762.94
Aperture	$ 332,763.53	$ 350,832.58	$ 366,620.05
575 Herndon Parkway	***$ 437,903.98***	***$ 461,682.17***	***$ 482,457.87***

*Based on $0.27/$100 RE tax rate
**2026 Based on 5.43% RE taxable assessed value increase (no tax rate increase)
*** 2027 Based on 4.5% RE taxable assessed increase on 2026 value (no tax rate increase)

The table indicates what would be collected annually by the town for this project based on a tax rate of $0.27 per $100 of assessed value of the property. If the property existed today, it would generate approx. $437,904 in RE tax for 2025, increasing to $482,458 in 2027.

In addition to the real estate tax revenues, the commercial floor area, when occupied, would likely generate revenue from BPOL taxes. Moreover, if any of the spaces are used for restaurant uses, meals taxes would be collected. Estimating the revenue for this is more difficult given various factors and uncertainty on the type and size of business. A specific scenario was tested that looked at logical division of retail, office, and restaurant uses based on the total square footage proposed with this project and taxes incurring from existing businesses in town. That analysis yielded an estimated annual BPOL tax revenue of $9,934 for 2025 and an annual meal tax revenue of $139,386.

Cash contributions are also proffered with this project and would be triggered at various points throughout the review, construction, and occupancy process. To offset impacts to town recreational services and facilities, the applicant has proffered $2,150 per unit worth of on-site private recreational facilities and a contribution for off-site recreation facilities at a rate of $0.45 per square foot of residential Gross Floor Area and $0.19 per square foot of non-residential Gross Floor Area. This would total $254,854. The applicant commits to contributing $136,500 towards the construction of a new sanitary sewer line along Herndon Parkway frontage. For assisting with mitigation and management of the transportation infrastructure around the HTOC, the applicant has proffered a contribution of $1.65 per gross square foot of residential GFA and $2.75 per gross square foot of retail/restaurant and commercial GFA to the Town to address off-site transportation improvements. This would total $965,694. There is also a proffered contribution for Fairfax County public schools that will be based on the number of residential units built and use the standard Fairfax County Schools rates. That contribution will be used specifically for public schools that serve Herndon. Lastly, there is a $60 per residential unit proffered contribution to the Herndon Police Department which would total $31,500 based on the existing proposed residential unit count. For each of these monetary contributions, the proffers include an escalation clause to account for inflation and cost adjustments based on the date in which the contributions are collected.

12. Proffers Assessment. The applicant has committed to 36 proffered conditions specific to the development of the project as proposed. These are volunteered by the applicant to assist with addressing and managing impacts from the development. It includes many of the typical proffers that the town has seen with other recent rezoning applications and several more site-specific proffers for this development. The proffers, if approved, will become intrinsic to the zoning regulations governing this property and the developer will be required to satisfy all proffered conditions. Staff worked closely with the applicant reviewing and commenting on several iterations on the proffers and the applicant has been diligent in their response to address staff concerns. Staff had a few minor comments on the previous proffer statement mostly for clarification purposes that appear to have been addressed but staff is currently verifying.

Town Council Alternatives:
The Town Council has the following alternatives available for its decision on DP#24-01:

1. Approval of the rezoning and adoption of the draft ordinance with proffered conditions
2. Approval of the rezoning and adoption of a revised ordinance with proffered conditions
3. Denial of rezoning
4. Continuance of the application to the next Town Council Regular Meeting

Staff Recommendation:
Staff recommends that the Town Council approve the rezoning and adopt the draft ordinance with proffered conditions.