Town Council

June 23, 2026, Regular Meeting

ZMA# 24-01 – 250 Exchange Place Rezoning Application

TOWN OF Herndon

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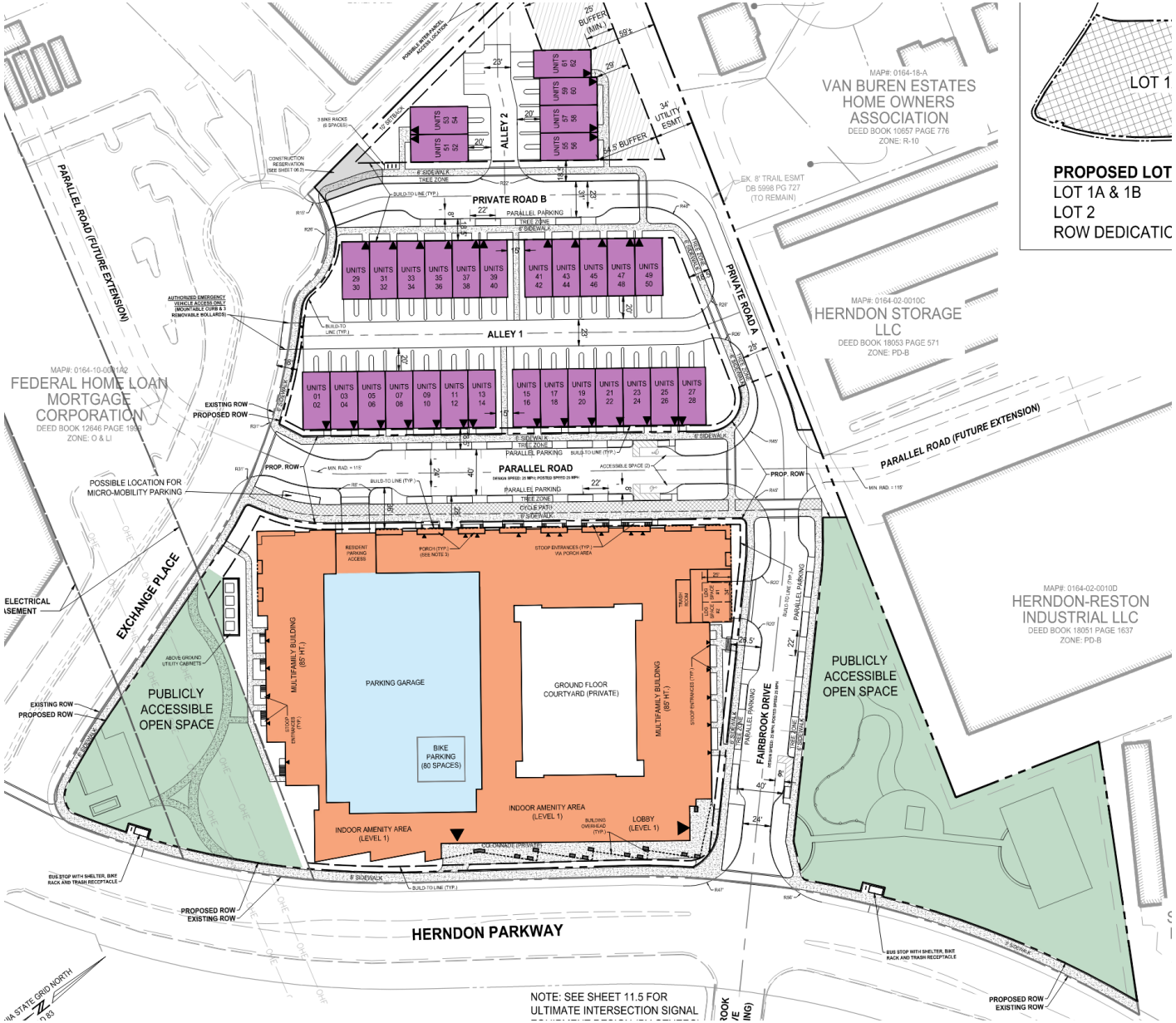
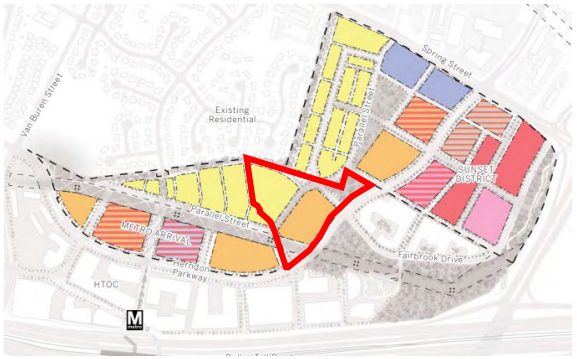
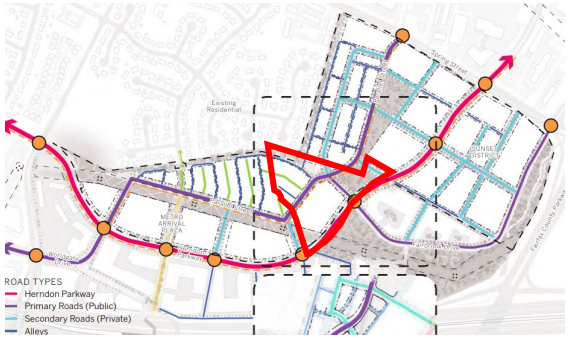
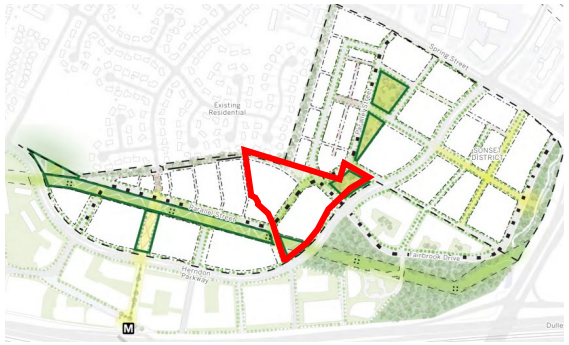
Case Summary

- First rezoning for the TRG
- O&LI to PD-TRG1 & PD-TRG2
- Five existing office buildings would be demolished
- 3 Phase project with multi-family residential building and residential stacked unit neighborhood
- Constructs two new public streets
- Constructs two publicly-accessible parks
- Includes modification requests
- Includes proffers
- Planning Commission conditionally recommended approval

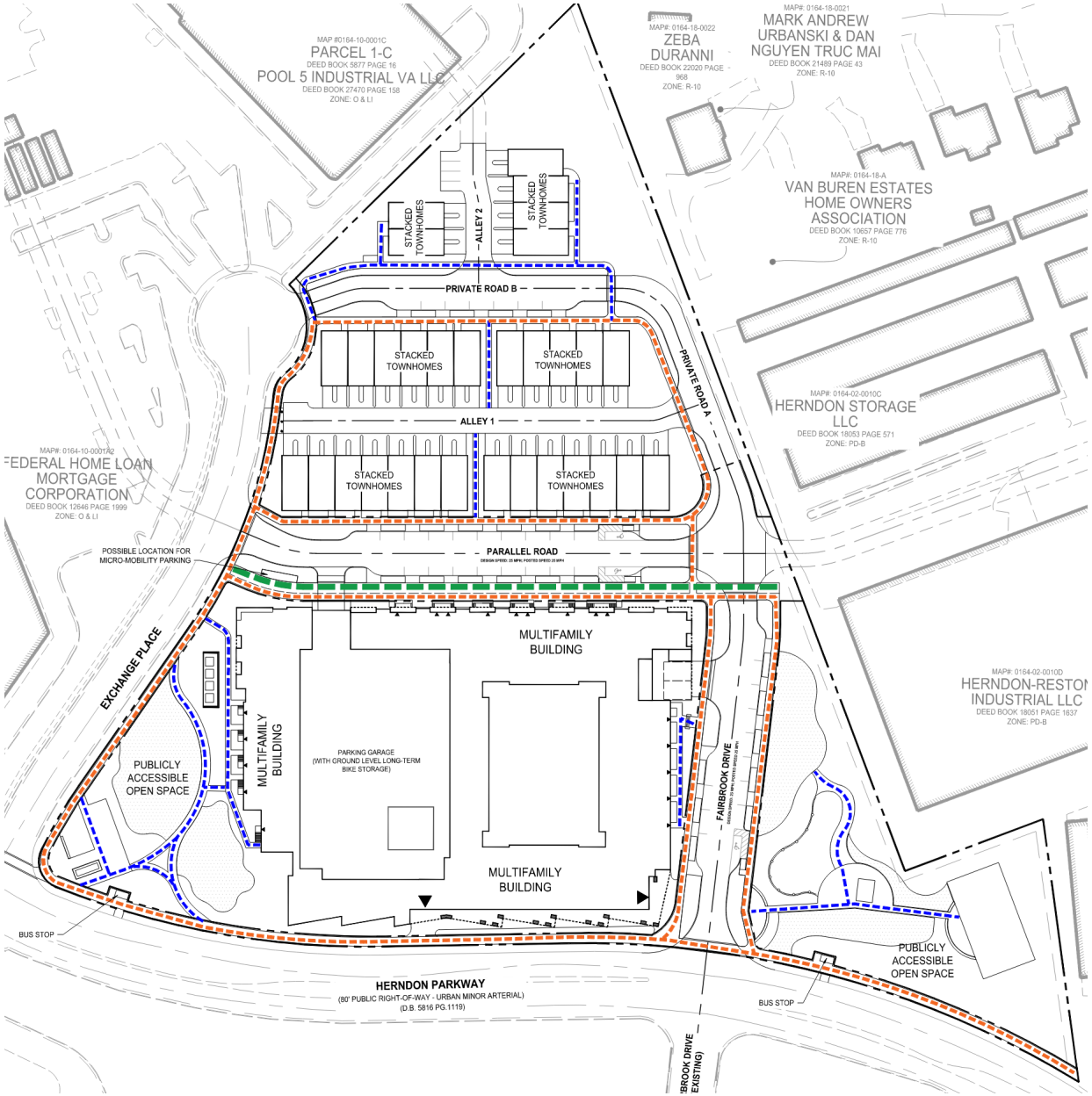



Spring Street
Van Buren Street
Existing Residential
Parallel Street
SUNSET DISTRICT
METRO ARRIVAL
Herndon Parkway
Fairfax County Parkway
Fairbrook Drive
HTOC


ROAD TYPES
Herndon Parkway
Primary Roads (Public)
Secondary Roads (Private)
Alleys

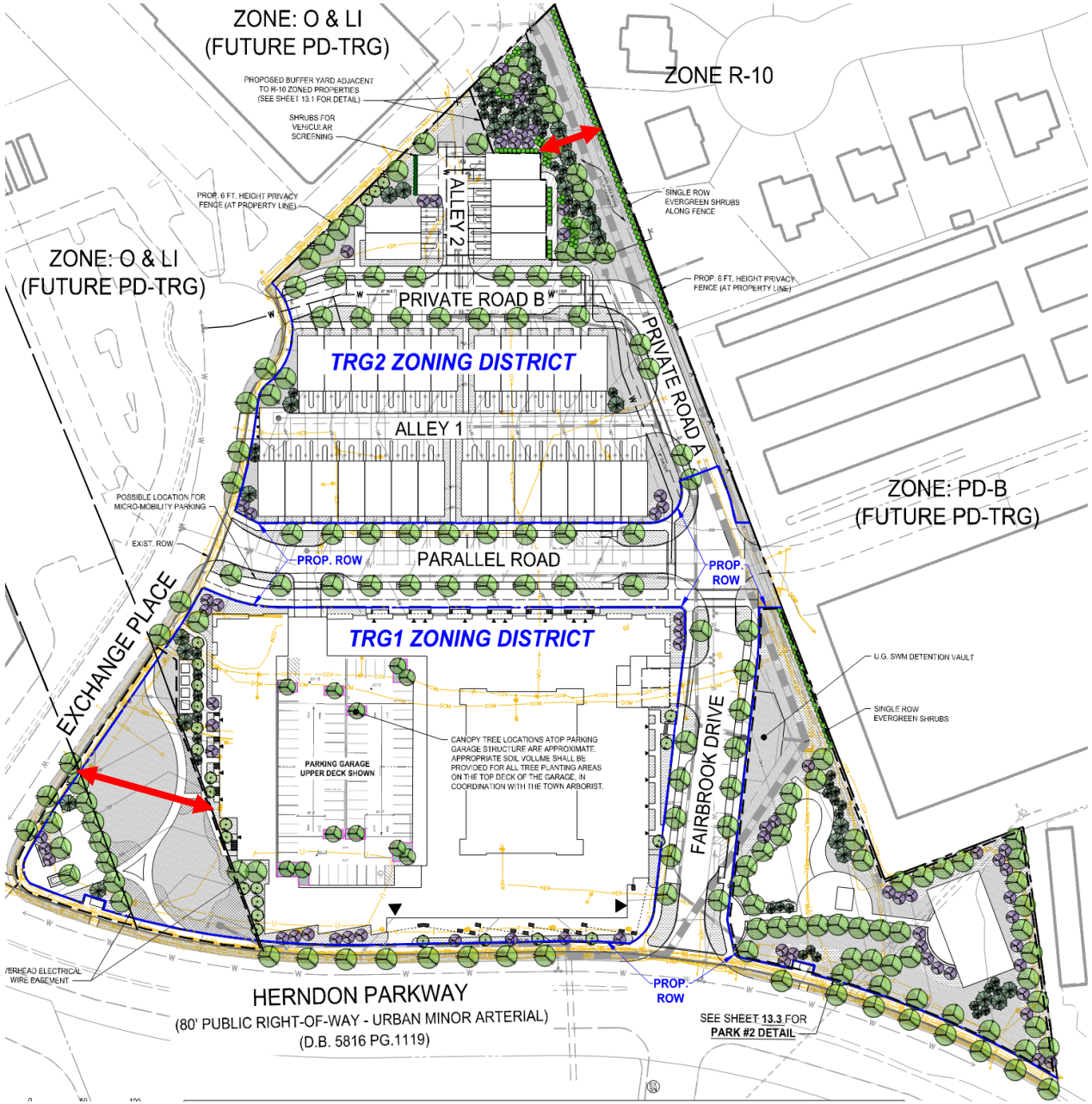

Existing Residential
SUNSET DISTRICT
Herndon Parkway


Van Buren Street
Spring Street
Herndon Parkway



Site Circulation

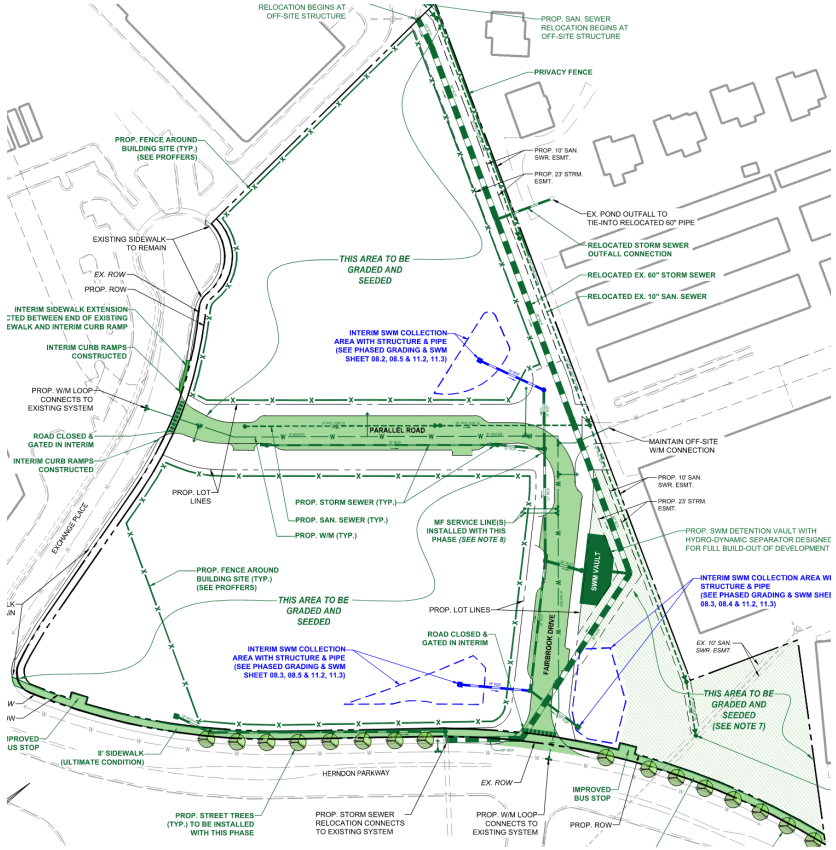
- Accessed off Herndon Parkway and Exchange Place
- Builds a block of two new public streets and a private street
- All streets to include sidewalks
- One block of off-street cycle track included
- Include on-street parking (41), structured garage parking (527), and private garage and driveway parking (124)
- Dedicated bicycle parking provided
- Traffic Impact Analysis completed
- Proposes to upgrade two existing bus stops



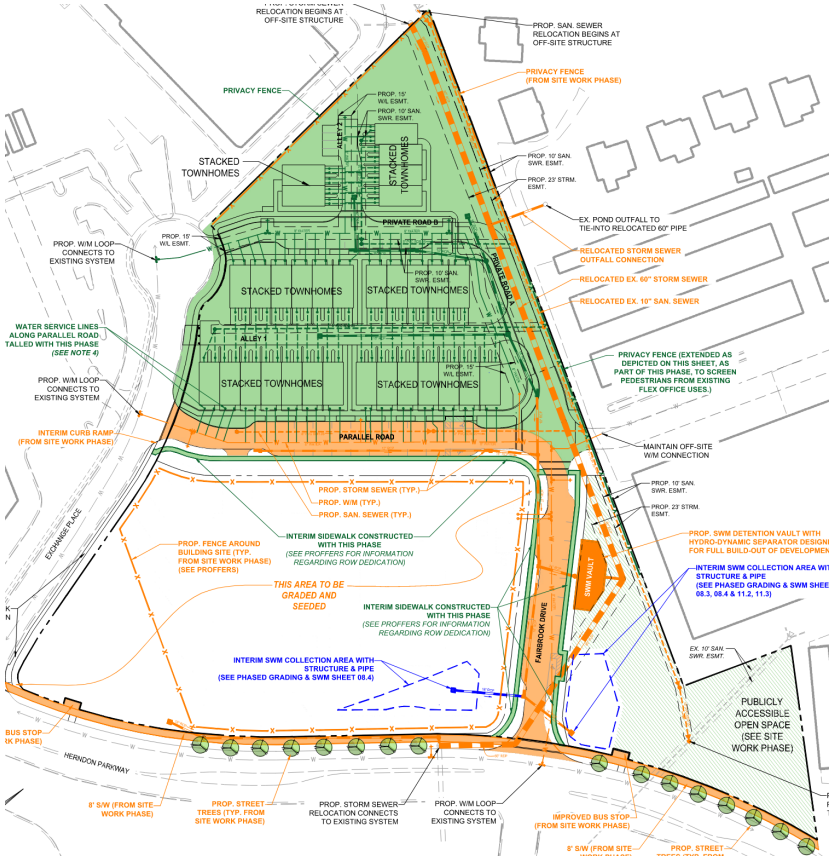
Requested Modifications

- Reduction of the landscape buffer required when abutting land zoned for single family detached uses.
- Reduction in the required building setback when abutting land zoned for single family detached uses
- Increased depth of maximum permitted private amenity zone between sidewalk and building

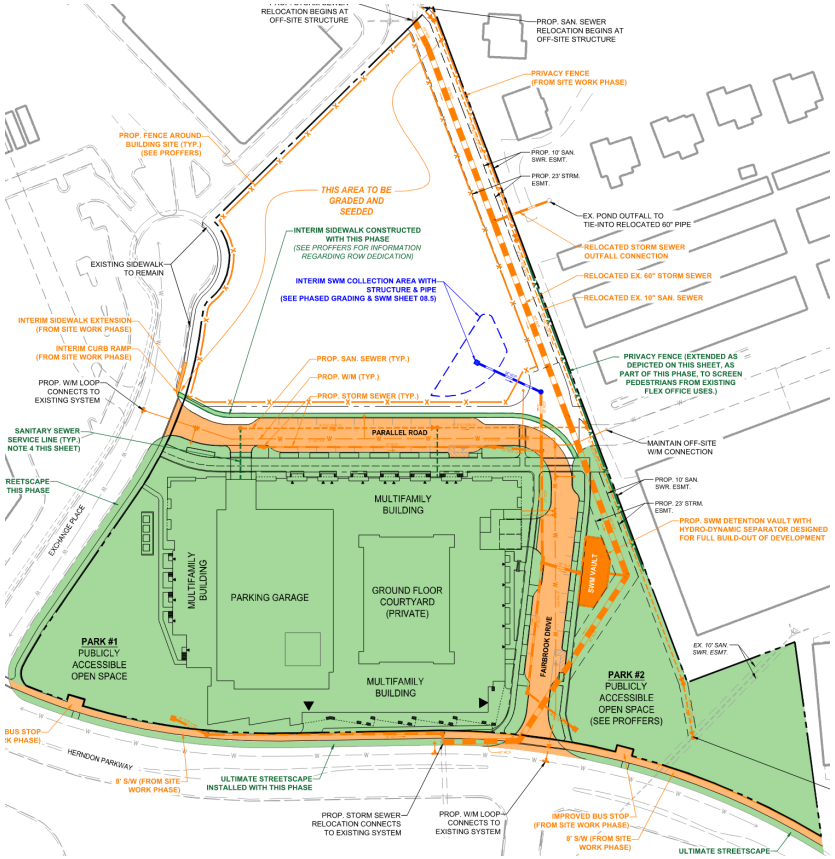
Phasing



major infrastructure phase



stacked townhouse phase



multi-family phase



Eastbound Herndon Parkway



Westbound Herndon Parkway



NE Corner



NW Corner

Multi-family Building Architecture

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Stacked Townhouse Architecture

- Use of design standards in lieu of elevations in the GDP
- ARB reviewed, report issued
- Includes standards for style, building orientation, building form and configuration, façade design, materials, features, and decorative components
- Standards are organized depending on visibility and prominence of each specific elevation

Exchange Place

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

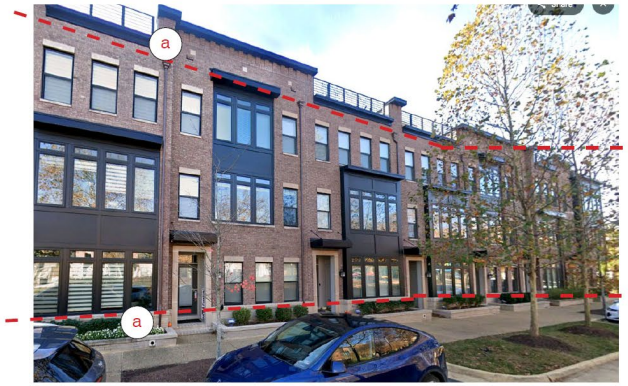
(c) c. Belt course or banding in a contrasting color / material or with an alternate brick coursing - soldier rows vs running bond

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

Parks

- Two distinct areas which will be parts of larger parks
- Open to the public
- Design and use limitations
  - Transmission line
  - Private stormwater facility
- Park at Herndon Parkway & Fairbrook Drive
  - Playground
  - Sports court
  - Pavilion with tables and seating
  - Passive lawn space
- Park at Herndon Parkway & Exchange Place:
  - Gateway to linear park
  - Passive lawn space
  - Plaza area with focal features and gaming tables





Proffers

- Substantial conformity with Generalized Development Plan
- Architecture and urban design
- Development phasing – timing of interim park
- Open space amenities and use – potential town use
- Easements and dedications
- Transportation demand management program establishment
- Green building certifications
- Stormwater and landscaping commitments
- Universal design options
- Cash contributions for off-site recreational facilities, public school, public safety, with escalation clause
- Shared maintenance agreements and declarations

Case Review

- Five full submissions reviewed by development review team
- Preliminary review by the Architectural Review Board
- Advisory review by the Planning Commission
- Work since the Planning Commission review – refined proffers and phasing
- Notable review considerations :
  - Traffic Impact Study shows minor increases in delay and queuing at study intersections
  - Fiscal analysis indicates significant increases in real estate tax revenues
  - Significant public improvements included with plan
  - Compliant with Transit-Related Growth (TRG) area plan and zoning ordinance
  - Interim housing policy was not applied to the case given its advanced review and design at time of policy adoption
- Staff recommends approval in accordance with draft ordinance

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