HERNDON HALL

Venue Operations Narrative

Special Exception SE #26-05 | 757 Elden Street, Herndon, Virginia 20170

Applicant / Operator	Herndon Hall LLC
Property Owner	Palo Viejo LLC
Managing Partner	Jeffrey Colon
Proposed Main-Level Use	Private event and meeting venue; approximately 3,000 square feet
Second-Level Use	Appointment-based design studio, sample library, showroom and client consultation area for Designs and Interiors by the Upholstery Shop

1. Purpose and Operating Concept

Herndon Hall will operate as a professionally managed, advance-reservation venue for private events, meetings and celebrations. The venue is intended to provide a flexible indoor setting for weddings, receptions, corporate meetings, private celebrations, nonprofit gatherings, recitals, presentations and similar scheduled functions. It will not operate as a nightclub, public dance hall or regularly scheduled concert venue.

The operating model is based on scheduled rentals rather than continuous walk-in activity. Each event will be governed by a written rental agreement, an established event schedule and venue operating rules. A venue manager or designated representative will be responsible for coordinating access, vendor activity, guest use, cleanup and compliance with all applicable jurisdictional requirements.

2. Event Frequency, Attendance and Scheduling

Most events are anticipated to occur Thursday through Sunday, primarily during evening periods, with occasional weekday events. Typical attendance is expected to range from approximately 80 to 120 guests, subject to the final lawful occupant load.

Herndon Hall will host no more than one principal rental event per day. During the initial year of operation, the venue anticipates approximately 30 to 45 events, averaging approximately one event per week, with greater frequency during the spring, summer and fall event seasons. As the business becomes established, Herndon Hall anticipates approximately 60 to 80 events annually, generally averaging one to two events per week with occasional seasonal weeks containing up to four scheduled events.

Vendor setup and building access may begin at 9:00 a.m. Guest events will conclude by 10:00 p.m. Sunday through Thursday and 11:00 p.m. Friday and Saturday. Amplified entertainment will conclude by 9:30 p.m. Sunday through Thursday and 10:30 p.m. Friday and Saturday. Limited indoor cleanup, breakdown and managed loading may continue until 11:00 p.m. Sunday through Thursday and midnight Friday and Saturday.

Event scheduling will provide sufficient time between rentals for vendor access, cleaning, waste removal and preparation of the premises.

3. Venue Management and Staffing

At least one responsible venue manager or designated management representative will be present or immediately available during each event. Additional venue attendants will be assigned according to event size, layout, service requirements and the nature of the function. Venue staff will oversee building access, coordination with renters and vendors, compliance with venue rules, refuse handling and end-of-event closing procedures.

Outside personnel may include licensed caterers, bartenders, servers, event planners, photographers, florists, musicians, disc jockeys, security personnel and other event-specific vendors. These persons will be

employed or retained by the renter or the applicable vendor unless expressly provided by Herndon Hall. Staffing will therefore vary according to the event, while venue management will remain responsible for overall on-site coordination.

4. Relationship to the Second-Floor Design Studio

The second-floor space will be occupied by Designs and Interiors by the Upholstery Shop and used as an appointment-based design studio, sample library, showroom, sales and client consultation area. The second floor will not operate as an upholstery production workroom or manufacturing facility. No machinery-intensive furniture production or regular walk-in retail traffic is proposed for that space.

Designs and Interiors and Herndon Hall will operate as distinct but complementary businesses under coordinated ownership and management. General design appointments will be scheduled in advance and coordinated with the venue calendar. On days when a private event is scheduled, ordinary design appointments will be arranged so they do not overlap with the principal guest-arrival and event periods, thereby minimizing simultaneous customer traffic and parking demand.

Designs and Interiors may also provide optional event-related design services to Herndon Hall clients. These services may include wedding and event-design consultations, specialty linens, custom chair pads, decorative textiles and other bespoke design enhancements requested by venue clients. Such services will be separately arranged according to the needs of the event.

5. Catering Support and Beverage Service

Food service will be provided by licensed outside caterers. The areas shown on the plans as the catering support kitchen and beverage service center are intended for staging, limited warming, refrigeration, ice, beverage service, washing and temporary holding associated with catered events. They are not intended to operate as a restaurant or commercial production kitchen.

The submitted plans depict support equipment including sinks, dishwashers, an ice machine, microwaves, counters, cabinets and shelving. No commercial cooking line, fryer, range, stovetop, grill, commercial hood or similar grease-producing cooking equipment is proposed. Caterers will prepare food off-site and deliver it for service, subject to all applicable health, fire and licensing requirements.

Alcohol, when permitted for a particular event, will be furnished and served only in accordance with applicable Virginia Alcoholic Beverage Control requirements. Licensed caterers, approved service providers or event-specific licenses will be used as required.

6. Entertainment and Noise Management

The presentation platform may be used for wedding ceremonies, speeches, presentations, disc jockeys, small musical groups and other entertainment incidental to a private event. Herndon Hall is not proposed as a regularly scheduled concert establishment.

Amplified entertainment will occur indoors. No outdoor amplified music is proposed. Venue management will control amplification and require compliance with the Town of Herndon noise ordinance. Exterior doors and windows will remain closed during amplified entertainment except for ordinary ingress, egress and emergency use.

7. Loading, Unloading and Vendor Access

The rear double doors will serve as the principal loading and unloading access for caterers, florists, event planners, musicians, rental-equipment providers and other vendors. Vendor arrivals and departures will be scheduled and managed to avoid obstruction of streets, sidewalks, gates, required exits and neighboring access.

The revised plan will identify the designated loading/unloading area immediately serving the rear double doors. No refuse cart, equipment or stored material will be placed within the door swings, required landing, loading apron or required path of egress.

8. Refuse and Recycling Management

The property will continue to utilize the existing eight-cubic-yard commercial dumpster serviced by Republic Services twice weekly. Herndon Hall will maintain four 96-gallon wheeled refuse carts and two 96-gallon wheeled recycling carts as temporary event-collection containers.

The six carts will be stored in a single row against the approximately 24- to 25-foot rear wall area beside the double doors, outside all door swings, loading activity, gate clearances and required egress paths. Following each event, venue management will transfer refuse and recycling from the carts to the authorized central dumpster and recycling collection system. The carts will then be returned to the designated rear storage area with lids securely closed. No loose refuse or bags will be stored outside the carts.

Licensed caterers and outside vendors will be contractually required to remove food-service waste, grease, bulk packaging and other vendor-generated refuse at the conclusion of each event. Herndon Hall will remain responsible for ordinary guest refuse and for maintaining the cart-storage and loading areas in a clean, sanitary and orderly condition. Additional collection will be scheduled if operating experience indicates that it is necessary.

9. Parking, Arrivals and Community Compatibility

Guest and vendor activity will be managed through advance event scheduling. The second-floor appointment calendar will be coordinated with event periods to reduce simultaneous customer demand. Herndon Hall will provide event renters and vendors with arrival, loading, parking and departure instructions appropriate to the approved parking arrangements and the downtown setting.

Events will primarily occur indoors. Venue management will establish and enforce rules governing amplified sound, exterior activity, waste handling, vendor access and orderly guest departure. The intent is to operate the venue in a manner compatible with neighboring businesses, nearby properties and the historic downtown environment.

10. Building and Exterior Operations

The existing storefront windows will remain, and no removal, replacement or other exterior modification is planned. Herndon Hall values the existing appearance of the building and its prominent storefront windows, which contribute to the small-town charm and historic character of downtown Herndon.

A new HVAC system will be selected and sized to accommodate the calculated load, capacity and day-to-day operating needs of the approximately 3,000-square-foot main-level venue. The designated mechanical space beneath the presentation platform will house the new venue HVAC system and other mechanical equipment necessary for the day-to-day operation of the main-level venue. The second-floor design studio is served by a separate, dedicated HVAC system.

The proposed front and rear gates will be configured to open in the proper manner consistent with the Town's second-round review comments, so that no gate swings into a sidewalk or public right-of-way. Gates will remain entirely within the property-controlled area and will not obstruct required pedestrian, loading or emergency access.

11. Conclusion

Herndon Hall is proposed as a scheduled, professionally managed private event venue that complements the appointment-based design studio on the second floor. Coordinated scheduling, controlled vendor access, indoor entertainment, managed refuse handling and event-specific supervision are intended to minimize operational impacts while supporting a distinctive downtown event and design destination.