HERNDON HALL

Transportation, Parking, Loading and Guest Arrival Management Proposal

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

Applicant	Herndon Hall LLC
Use	Indoor entertainment / private event venue
Purpose	Response to parking, traffic, loading, vendor coordination and passenger-arrival concerns
Status	Applicant proposal for Town review; proposed curb and valet locations remain subject to approval

Planning principle. The plan is designed around a conservative maximum anticipated vendor-demand scenario while recognizing that many events will be smaller and require few or no outside vendors.

1. Purpose and Management Commitment

Herndon Hall will host private events of varying size, format and complexity. Smaller meetings, showers, workshops and intimate gatherings may require few or no outside vendors. Larger weddings and formal events may involve a caterer, florist, rental company, entertainment provider, cleaning contractor and other event-service vendors.

This proposal establishes a conservative management framework capable of handling the maximum reasonably anticipated vendor-demand scenario. The same procedures will be scaled down for simpler events. The venue manager and an event coordinator designated by the venue lessee, Herndon Hall LLC, will be responsible for preparing the schedule, communicating instructions, controlling access to the rear loading area and monitoring guest arrival and departure.

AI-Assisted Scheduling with Human Oversight

Venue management may use digital and machine-learning-assisted scheduling tools to organize vendor time windows, identify potential overlaps, estimate loading-area turnaround times and flag conflicts before an event schedule is finalized. These tools are administrative aids only. The venue manager and the event coordinator designated by Herndon Hall LLC will approve the final schedule, communicate directly with vendors and patrons, and retain responsibility for all real-time operational decisions.

Core Commitments

• No more than one principal event will be scheduled at the property per day.

• All vendors and contracted service providers will operate within the 9:00 a.m.–11:00 p.m. service window.

• Event-vendor arrivals and departures will be scheduled and staggered.

• The public alley, streets, sidewalks, crosswalks and emergency-access routes will remain unobstructed.

• The existing approximately 500-square-foot rear area will remain the sole designated vendor loading and unloading location.

• Proposed Town-controlled curb locations will not be used as exclusive or reserved facilities unless approved by the Town.

2. Parking Resources

Parking resource	Spaces	Management designation
Town Public Shared Parking Program	10	Patron/general venue parking credit
Existing spaces behind the building	2	Property parking recognized in the Town presentation
Separately leased adjacent rear lot	6	2 vendor waiting spaces + 4 supplemental/overflow spaces
Total associated parking resources	18	Combined parking resources serving venue operations

Within the separately leased six-space lot, **VP-1 and VP-2** will be designated as vendor parking and scheduled waiting spaces. They are not proposed as additional loading spaces. **OP-1 through OP-4** will provide supplemental or overflow parking. Public/shared parking will not be represented as exclusively reserved unless the applicable agreement expressly provides such authority.

3. Vendor Scheduling and Rear Loading

All event-related loading and unloading will occur in the existing approximately 500-square-foot loading area along the south elevation, accessible from the public alley. Vendors will not load, unload, queue, stage or store equipment in the public alley or other public rights-of-way.

Event-Specific Procedure

Step	Phase	Control
1	Before the event	Management prepares a written schedule identifying each vendor, vehicle type, arrival time, waiting location, authorized loading period and departure or pickup time.
2	Arrival	The vendor reports at its assigned time and, when directed, may wait in VP-1 or VP-2 without entering the public alley.
3	Loading access	Management releases the vehicle to the rear loading area only when the prior vehicle has cleared.
4	Relocation	After unloading, the vehicle immediately relocates to VP-1, VP-2, another authorized space or leaves the area.
5	Breakdown/pickup	Post-event pickup occurs in a management-controlled sequence using the same rear loading area.

Operating Window and Event Variability

The full vendor and contractor service window is 9:00 a.m.–11:00 p.m. A principal event will generally be scheduled within an eight-hour reservation period occurring inside that window. Guest-event conclusion times will follow the operating hours stated in the Special Exception materials; all vendor breakdown, cleaning, loading and departures will be completed by 11:00 p.m.

The contracted cleaning company is treated as a scheduled vendor. Depending on the event, it may complete its work that evening or receive the first assigned period beginning at 9:00 a.m. the next morning. Other deliveries may then begin at approximately 10:30 a.m. or another time assigned by management.

When no event is scheduled for the following day, management may authorize nonperishable rental equipment or decorative materials to remain secured inside the building overnight. Next-day pickup will occur during assigned periods beginning no earlier than 9:00 a.m. Nothing will be stored overnight in the exterior loading area, public alley, sidewalk or street.

Illustrative Conservative Vendor Sequence

Illustrative order	Vendor/service	Management treatment
1	Cleaning contractor	First scheduled period when next-morning cleaning is required
2	Table/chair or rental company	Assigned loading interval; vehicle relocates immediately
3	Caterer	Separate interval; no public-alley staging
4	Florist/decorator	Separate interval following clearance of loading area
5	Music/DJ or entertainment	Later assigned interval
6	Cake/specialty delivery	Short-duration scheduled interval

4. Guest Parking, Rideshare and Passenger Loading

Guests will receive advance directions identifying nearby public/shared parking and the approved walking route to 757 Elden Street. Venue communications will discourage stopping on Elden Street except at a Town-approved passenger-loading location.

Active Management of Guest Arrivals and Departures

Venue management recognizes that event traffic is concentrated around guest arrival and departure rather than distributed evenly throughout the day. Before each event, the venue manager and designated event coordinator will review the expected attendance, event format, anticipated vehicle demand, rideshare use, accessibility needs and vendor schedule. Parking and arrival instructions will be supplied to the event host for advance distribution to guests.

• For larger events, a designated venue representative will monitor the building entrance and proposed passenger-loading locations during principal arrival and departure periods.

• Guests will be directed to lawful parking areas and approved pedestrian routes; guest vehicles will not be directed into the public alley or rear vendor-loading area.

• Rideshare pickup will be requested only when the passenger is ready, reducing curbside waiting and vehicle stacking.

• At event conclusion, venue personnel may sequence announcements, rideshare requests and assisted departures to reduce a single simultaneous surge.

• Events with atypically high vendor complexity, limousine activity or anticipated rideshare demand will receive additional management personnel, adjusted vendor intervals, or an approved valet service as appropriate.

• Any bus, shuttle or unusually large vehicle movement will require advance coordination and a lawful loading location rather than unscheduled curbside activity.

Proposed Spring Street Rideshare Locations — RS-1 and RS-2

The applicant proposes principal rideshare, taxi, limousine and car-service pickup/drop-off locations along Spring Street. These locations were selected because the applicant observes wide sidewalks, existing curbs, convenient pedestrian access and comparatively low traffic activity relative to Elden Street. Final locations and any signage remain subject to Town review. Vehicles will remain only during active passenger transfer; parking, staging and queuing will be prohibited.

Requested Elden Street Passenger-Loading Space — PL-1

The applicant respectfully requests that the Town evaluate one existing space directly in front of 757 Elden Street for an active passenger-loading designation. The location would principally serve elderly guests, persons with mobility limitations and others requiring closer access. Final configuration, signage, hours and accessibility treatment will be determined with Town staff. The applicant requests that existing Town and VDOT data and field observation be considered before any applicant-funded traffic analysis is required.

Severability: Herndon Hall's underlying parking and transportation plan is not dependent upon approval of PL-1, RS-1 or RS-2. If a proposed location is not approved, management will use Town-approved alternatives and other lawful passenger-loading practices.

Passenger-Loading Controls

• Active pickup and drop-off only; no standing, unattended parking or driver waiting.

• No obstruction of travel lanes, sidewalks, crosswalks, intersections or fire access.

• Venue personnel will monitor larger-event arrivals and departures.

• Guests will be directed to the Spring Street locations whenever practicable.

• Any formally designated accessible loading zone will be configured only as approved by the Town and applicable reviewing authorities.

5. Optional Third-Party Valet Service

Herndon Hall may offer valet parking as an optional event add-on through a qualified and appropriately insured third-party operator. The conceptual reception point, **VA-1**, is proposed along Spring Street near—but clear of—the shared-parking entrance. The conceptual podium location, **VP**, will remain outside the driveway throat, clear sidewalk width and accessible route.

The operator will use numbered vehicle tickets, corresponding key tags and a secured key-control system. Staffing will be event-specific and sufficient to prevent queuing; a three-person team may serve smaller events, while the operator will increase staffing when anticipated arrivals, retrieval demand or walking distance requires it.

Valet vehicles will be stored only in spaces lawfully available to the operator. No public/shared space will be coned, reserved or represented as exclusive valet inventory without authorization. The rear vendor-loading area and public alley will not be used for valet intake, storage or queuing. Valet service will operate only under a Town-acceptable event-specific plan and any required public-space authorization.

6. Refuse, Recycling and Rear-Area Coordination

All event-generated refuse and recycling will be collected the day of the event in four 96-gallon wheeled refuse carts and two 96-gallon wheeled recycling carts maintained against the designated rear wall. Carts will remain outside door swings, required egress, loading maneuvering areas, gate clearances and emergency access. No loose bags or refuse will be stored outside the carts.

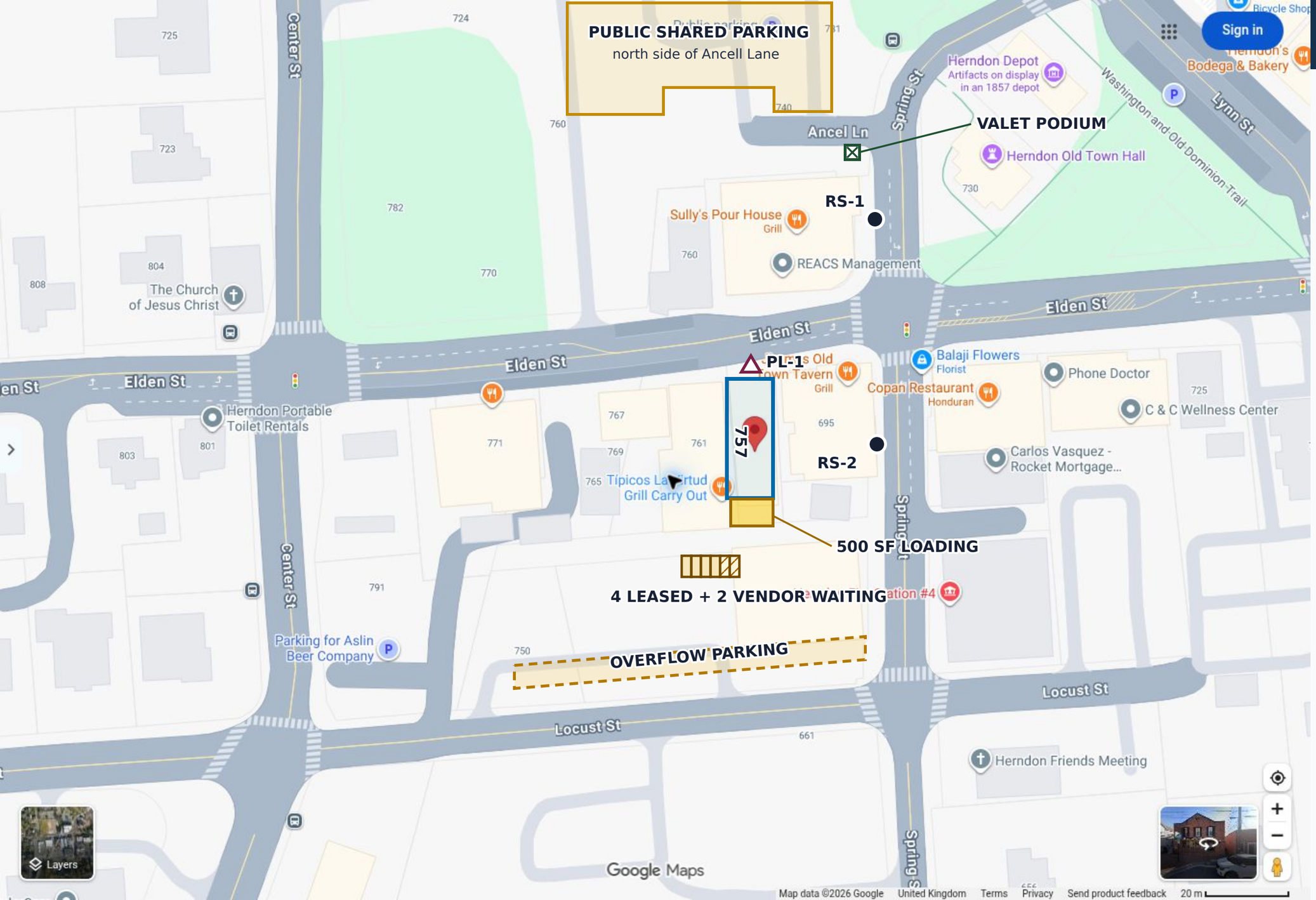
The venue manager will transport the wheeled carts to the authorized dumpster and recycling collection location, empty them and return them to the designated storage area. Transfer will be scheduled so it does not conflict with guest arrival/departure, vendor loading, pedestrian circulation or use of the public alley. Caterers and vendors will remove grease, cooking waste, bulk packaging and specialized vendor-generated materials as required by contract.

7. Response to Town Operational Concerns

Town concern / proposed condition	Applicant management response
Deliveries scheduled in advance	Written event-specific vendor schedule prepared and controlled by venue management.
No simultaneous vendor queuing	Staggered intervals; VP-1 and VP-2 used as scheduled waiting spaces; manager releases vehicles sequentially.
Loading from south elevation	All loading/unloading confined to the existing ≈500 SF rear loading area.
No staging in public areas	No equipment, vehicles or supplies staged or stored on streets, sidewalks or the public alley.
Protect vehicular/pedestrian circulation	Defined routes, monitored arrival/departure, clear egress and no obstruction of Elden, Spring or the alley.
Limited guest drop-off frontage	Proposed Spring Street rideshare locations plus requested PL-1 space for Town evaluation.
Parking adequacy	18 associated spaces documented as 10 + 2 + 6, supplemented by nearby public/shared parking.

8. Sample Event-Day Coordination Log

Vendor / service	Vehicle	Arrival	Waiting	Loading	Departure / pickup
Cleaning contractor					
Rental company					
Caterer					
Florist / decorator					
Entertainment					
Other					



CONCEPTUAL PARKING CIRCULATION

757 Elden Street

Legend

- 757 building footprint
- Approx. 500 SF loading area
- Four adjacent leased spaces
- Two vendor waiting spaces
- RS-1 / RS-2 passenger points
- PL-1 proposed curb space
- Proposed valet podium
- Shared / overflow parking

Exhibit notes

- Icons remain outside travel lanes.
- RS points are on sidewalk areas.
- Extra valet-adjacent RS dot removed.
- Six leased spaces shown as 4 + 2.
- Shared parking is shown broadly.

Conceptual applicant exhibit.
Not a survey or engineered site plan.
Town-controlled curb uses are subject to review and approval.