Planning Commission Special Work Session
Agenda Item 2.a.

Agenda Item: **Herndon 2050 Comprehensive Plan and Market Study and Economic Development Strategy - Project Update and Visioning Exercise**

Meeting Date: May 28, 2026

Category: Discussion

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Description:
This is an overview of the Herndon 2050 Comprehensive Plan (Herndon 2050) and the accompanying Market Study and Economic Development Strategy (MSEDS) in preparation for the upcoming Planning Commission work session. During the session, the consultant team, Agency Landscape + Planning and Cambridge Econometrics (CE), will present an update on the planning process, share findings from the Existing Conditions and Technical Analysis phase, and facilitate a visioning exercise intended to help identify long-term priorities and community aspirations. Staff and the consultant team will also provide a summary of ongoing public engagement efforts, including pop-up outreach activities and online survey input collected to date. The session is intended to support discussion, collaboration, and early feedback and is not scheduled for formal action or decision-making.

The project is currently progressing through the Existing Conditions Analysis and Visioning phases. The consultant team has substantially completed the existing technical analysis, including land use, housing, transportation, utilities, environmental conditions, economic trends, and commercial real estate market analysis. Concurrently, the Town and consultant team are actively conducting public engagement activities, including community pop-up events, stakeholder outreach, and online surveys to gather input on community priorities, opportunities, and concerns. Findings from the Existing Conditions analysis, public engagement efforts, and the ongoing Market Study, including Herndon's competitive economic positioning and commercial real estate development trends, are now being used to inform the visioning process and development of future growth scenarios and policy direction for Herndon 2050.

The Early Action Plan (EAP) planning process for the Downtown and Metro areas is currently underway in coordination with the broader Herndon 2050 effort. Staff has completed an initial round of meetings and SWOT analysis exercises with both the Downtown and Metro area committees to identify key strengths, challenges,

opportunities, and emerging issues within each area. The discussions generated valuable feedback related to redevelopment potential, placemaking, transportation connectivity, economic vitality, urban design, and implementation priorities. Staff is currently compiling and synthesizing the input received, and a summary of the findings and next steps in the EAP process will be presented and discussed at the upcoming meeting on May 27, 2026.

Background/Timing Impact:
Since its initiation in November 2025, the Herndon 2050 Comprehensive Plan and the accompanying MSEDS have progressed through the first and second phases of the planning process and is now entering the community visioning stage (Phase 3). The project is organized into five major phases, including: (1) background research and data collection, (2) existing conditions and technical analysis, (3) visioning and growth scenarios, (4) plan development and documentation, and (5) plan adoption and implementation. The overall effort is anticipated to conclude by early 2028 with adoption of the final Comprehensive Plan and associated implementation framework.

Since project kickoff, the consultant team and Town staff have completed substantial technical analysis related to land use, housing, transportation and mobility, utilities and infrastructure, environmental conditions, community facilities, demographic trends, and economic and market conditions. Concurrently, the MSEDS effort has advanced analysis of Herndon's commercial real estate trends, regional competitiveness, workforce characteristics, fiscal conditions, and economic positioning within Northern Virginia. These analyses are intended to establish the baseline conditions that will inform future land use scenarios, redevelopment strategies, transportation investments, and long-term policy direction.

The Planning Commission and Town Council members participated in one-on-one meetings and a joint work session to share inputs and guide the project's direction. The earlier session focused on project initiation, review of the Project Management Plan and Public Engagement Plan, an overview of the planning process and schedule, and discussion of the Town's emerging issues and opportunities. This session will focus on findings from the Existing Conditions and Technical Analysis phase, commercial real estate and economic trends, and preliminary discussions regarding long-term growth, redevelopment, transportation, and fiscal sustainability.

Timing Impact:
The project was formally initiated in November 2025 and is anticipated to take about 26 months, through early 2028. The MSEDS element of the project is anticipated to be completed within the first year of the process. Completion of Herndon 2050 and Town Council endorsement is anticipated in early spring 2028.

Fiscal Impact:
Fiscal analysis is not applicable for this item.

Legal Impact:
Preparation and adoption of a comprehensive plan is required under the Code of Virginia, Section 15.2-2223, which establishes the statutory basis for long-range planning by local governments.

Staff Recommendation/Next Steps:
This is a discussion item; staff has no recommendation.

Attachments:
None