Herndon
2050
COMPREHENSIVE PLAN



Phase Two Analysis

Visioning Workshop
5.27.2026

Agency
Landscape + Planning

CAMBRIDGE
ECONOMETRICS

CBRE Group, Inc
Foursquare ITP
Gorove Slade

LANDAU Design+Technology
NeoNiche Strategies
Sherwood Design Engineers

Agenda

1. Welcome & Meeting Overview 5 min

2. Introduction 5 min

Phase 2 Analysis Overview

Visioning Engagement Overview

4. Key Findings 35 min

Presentation of Key Findings

Q&A + Discussion

5. Visioning Workshop 35 min

Visioning Activity

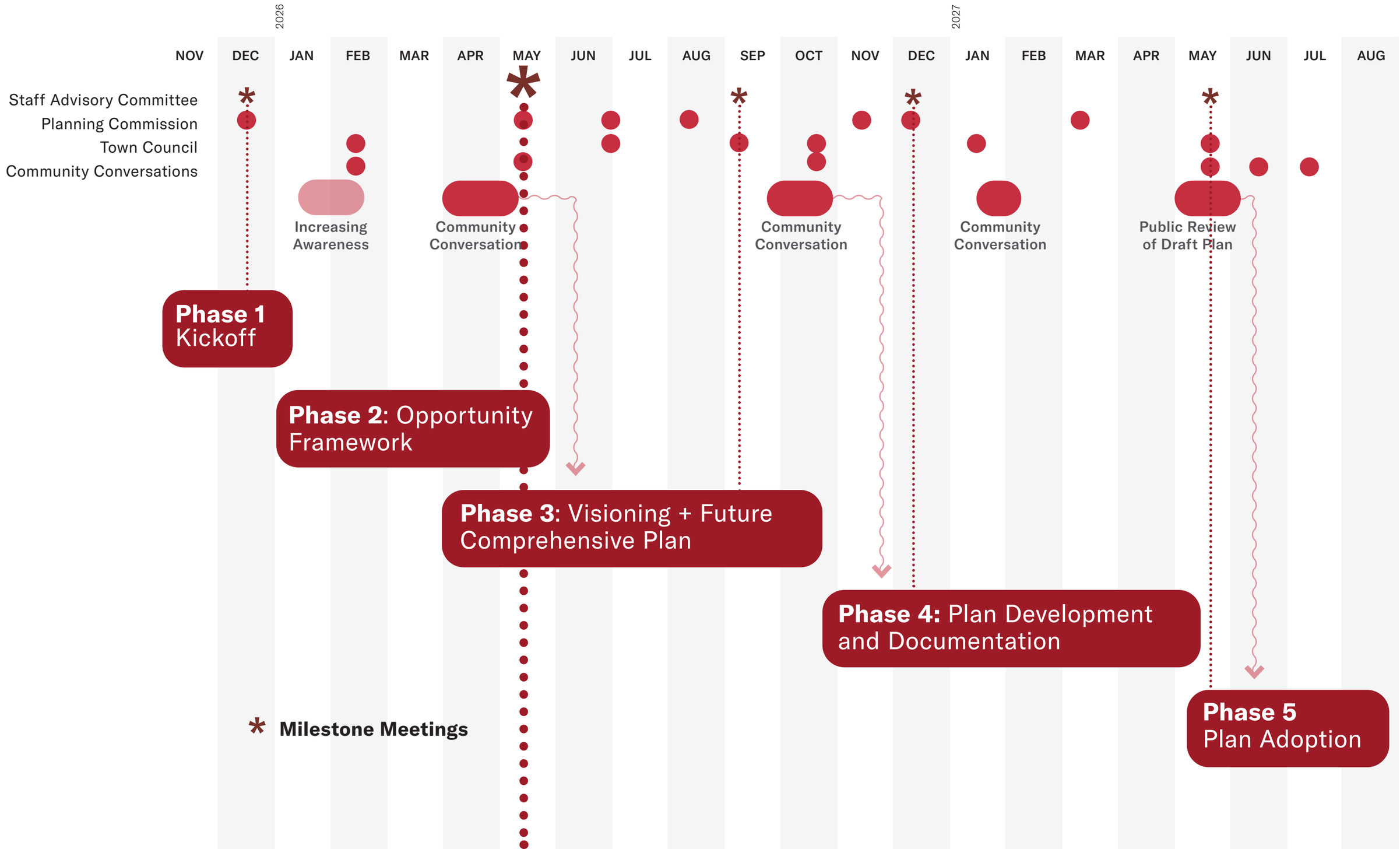
Group Debrief + Discussion

6. Next Steps 5 min

Today's workshop will focus on:

- Phase 2 Analysis Findings
- Visioning Community Engagement Results

Herndon 2050 Schedule



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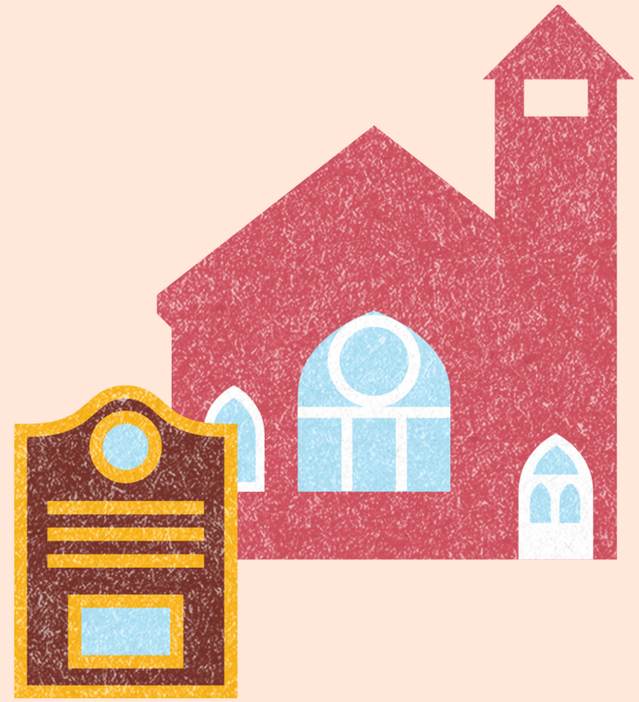
Introduction

Overview of Phase 2 Analysis and Visioning Community Engagement



Phase 2 Analysis Overview

Phase Two Methodology



PAST PLANS



BASELINE RESEARCH



SITE VISITS



INTERVIEWS

Town Council/Planning Board Presentations

Previous and Ongoing Plans

TOWNWIDE AND SMALL AREA PLANS

- 2024 Town of Herndon Strategic Plan
- 2025 Population & Housing Trends Report
- 2019-2023 Strategic Plan for Parks and Recreation
- 2030 Comprehensive Plan
- 2026 Demographic Data Report
- 2017 It's On Us: Herndon Sustainability Plan
- 2012 Urban Design and Architectural Guidelines for the HTOC
- 2012 Herndon Metro Station Area Study
- 2026 Water Utility Master Plan
- 2011 Downtown Master Plan
- 2024 Transit-related Small Area Plan
- 2024 Wastewater Utility Master Plan
- 2026 Housing Study

TRANSIT PLANS

- 2022 Herndon Micromobility Feasibility Study
- 2018 Streetscape Manual
- 2024 Standards for Traffic Calming and Crosswalks
- 2019 Bicycle Network Master Plan
- 2019 Pedestrian Plan
- 2026 Roadway Safety Action Plan
- 2026-2031 Capital Improvement Plan

DEVELOPMENT PLANS & TIAs

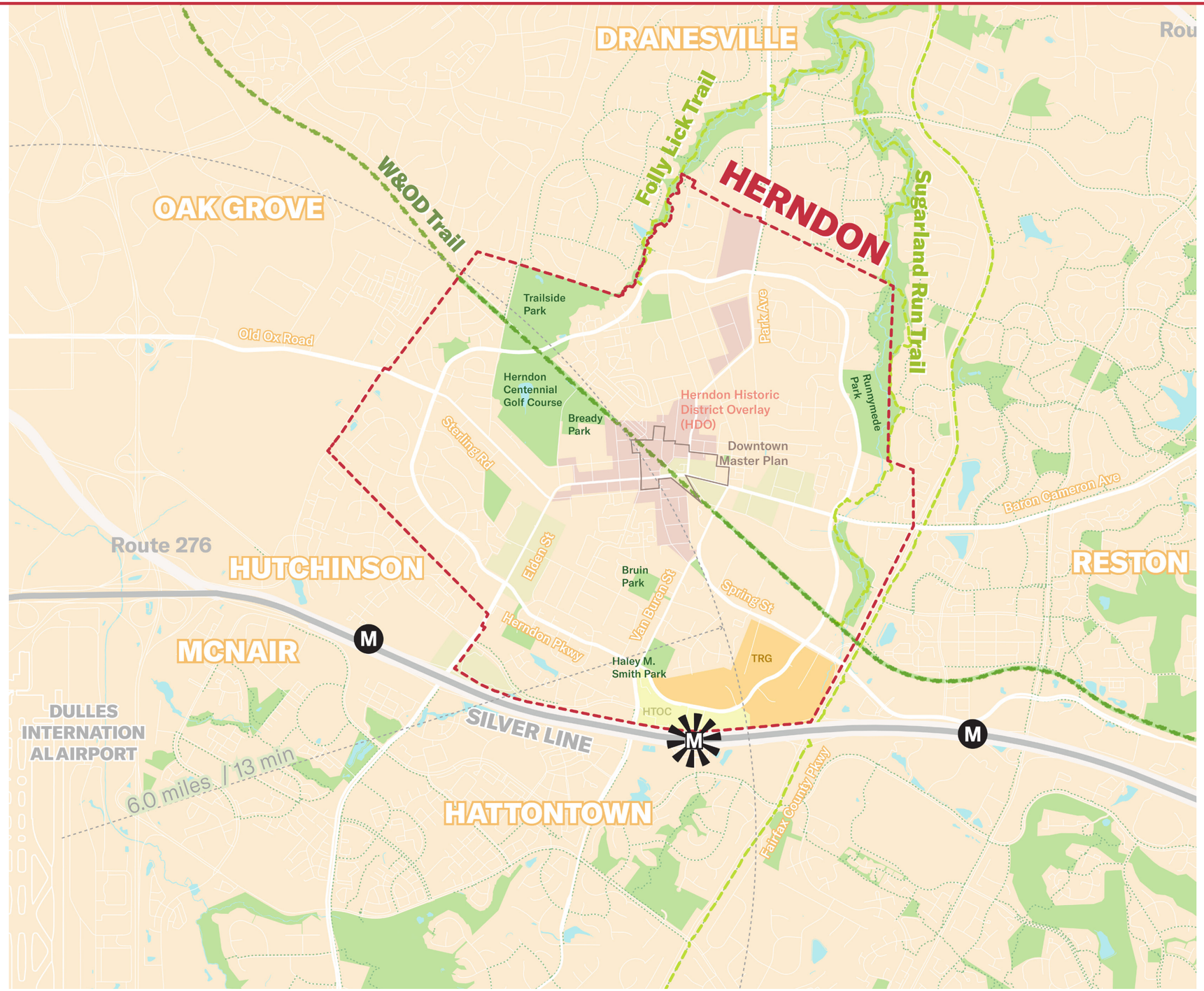
- 2025 250 Exchange
- 2025 535 Project
- 2019 555 Project
- 2026 575 Herndon Parkway
- 2024 Worldgate Drive

REGIONAL PLANS

- Fairfax County Comprehensive Plan
- Loudoun County Comprehensive Plan
- Reston Master Plan

Herndon Today

The Town of Herndon benefits from **proximity** to a major metropolitan area like Washington, DC and also from its **small town charm**, rich heritage and **strong sense of community.**

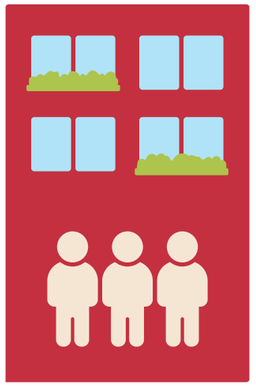


TOWN OF HERNDON

- Public Open Space
- Building Footprints
- Water
- Town Boundary
- W&OD Trail
- Trails

Herndon Today

AVERAGE HOUSEHOLD SIZE



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MEDIAN HOUSEHOLD INCOME

Herndon



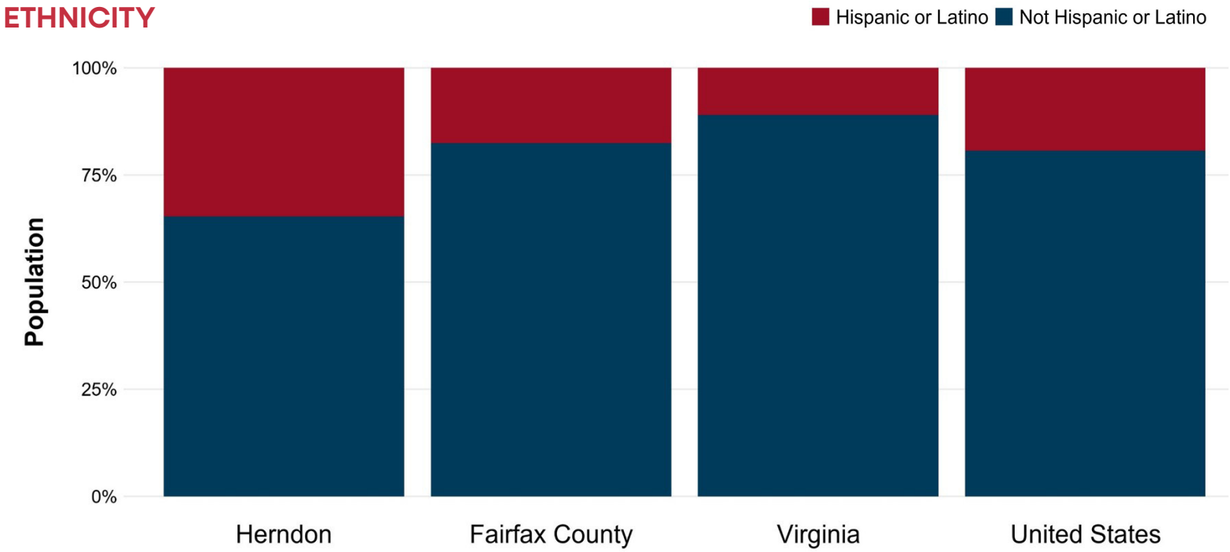
$148,000

Virginia



$92,090

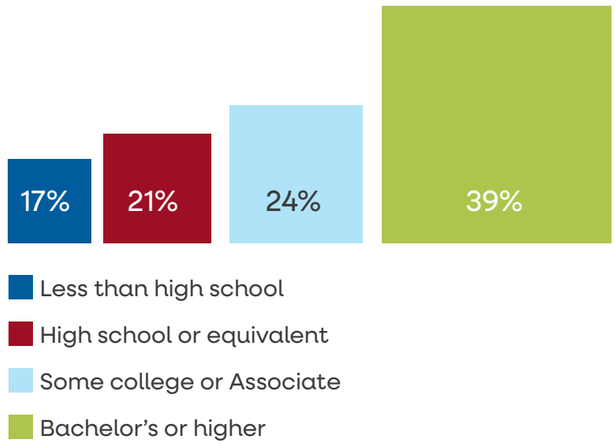
ETHNICITY



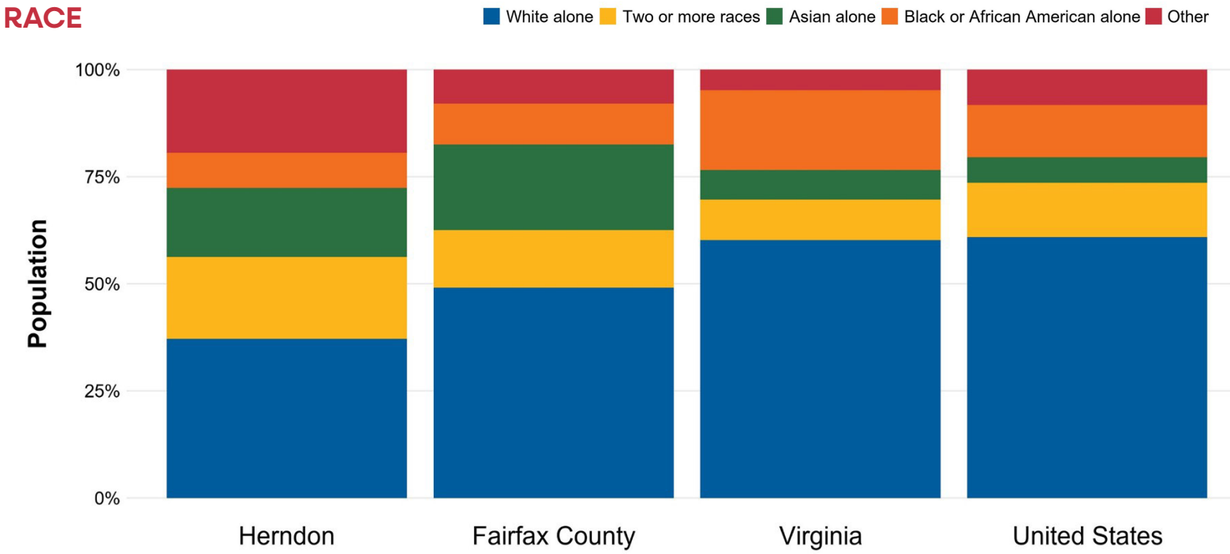
2.75

AVERAGE HOUSEHOLD SIZE IN FAIRFAX COUNTY

EDUCATIONAL ATTAINMENT (WORKERS AGED 30+)



RACE



Herndon is more racially and ethnically diverse than the county, state, and nation.

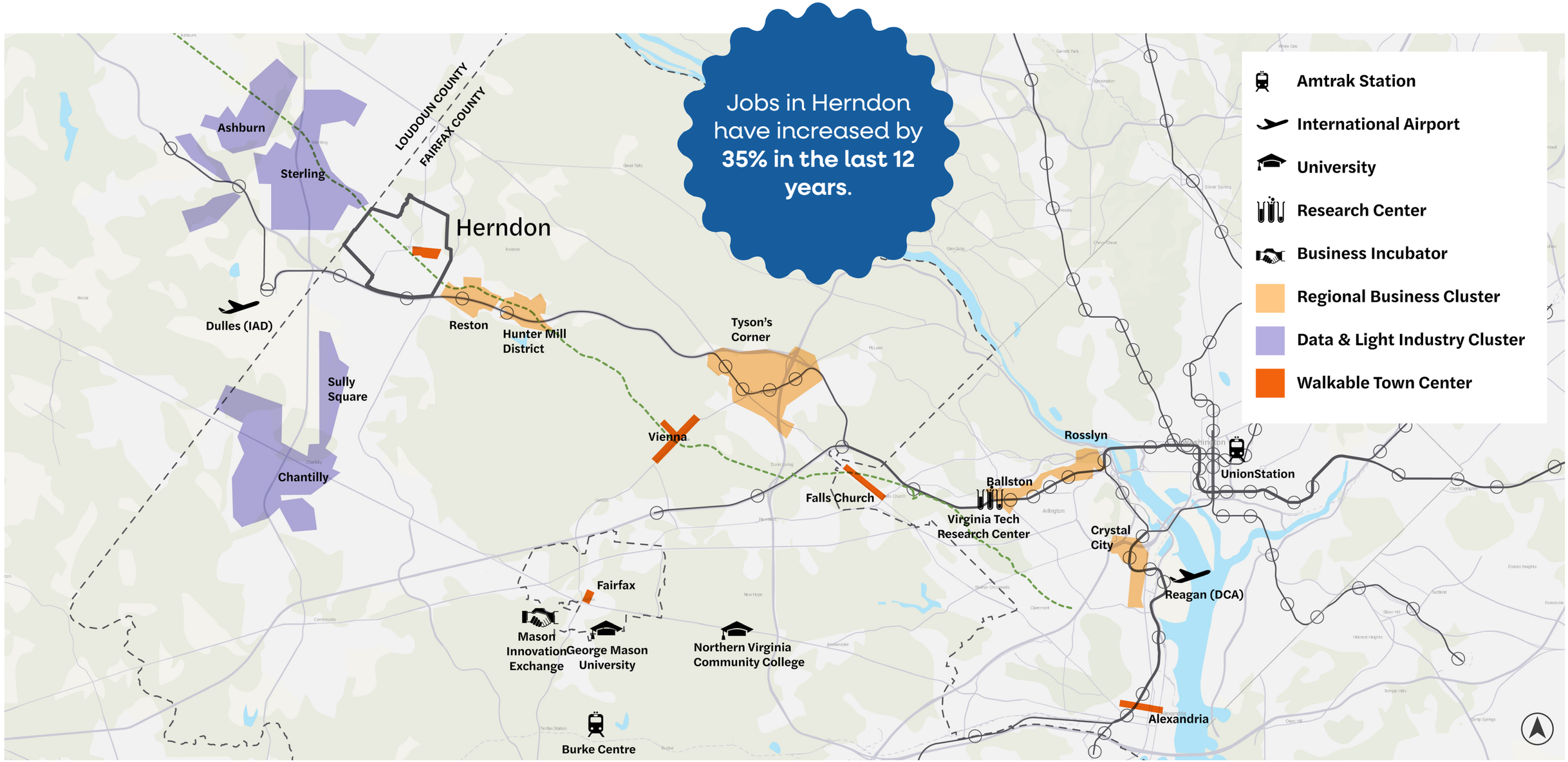
A **historic** and **distinctive** community in a growing region

A **historic, walkable** downtown and a strong **sense of community** are paired with flexible, **affordable** office and light industrial spaces.



Strong but **evolving** regional economy

Herndon is conveniently positioned within the **Dulles technology and data corridor** and has **robust regional transportation** connections.

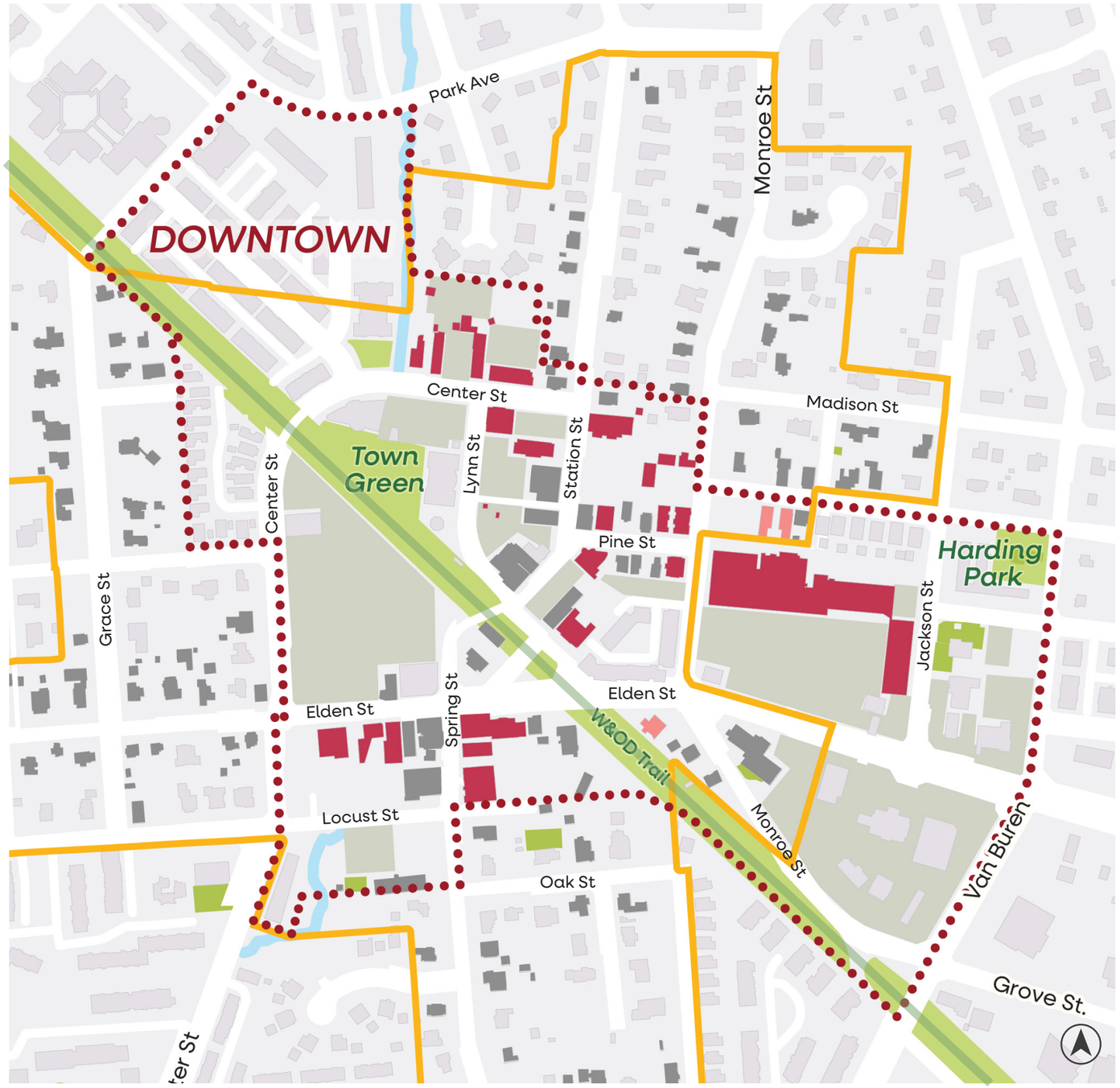


Anchored by the **Town Green** and **W&OD Trail**, Downtown is Herndon's **civic heart**

Downtown's **walkable** scale and **historic** character offer ample opportunity for placemaking, mixed use development, and multi-modal transportation.

"[Herndon is] a small town, so with a bit of connectivity and walkability, we could become a great place."

"More arts and culture festivals to draw in local tourism"



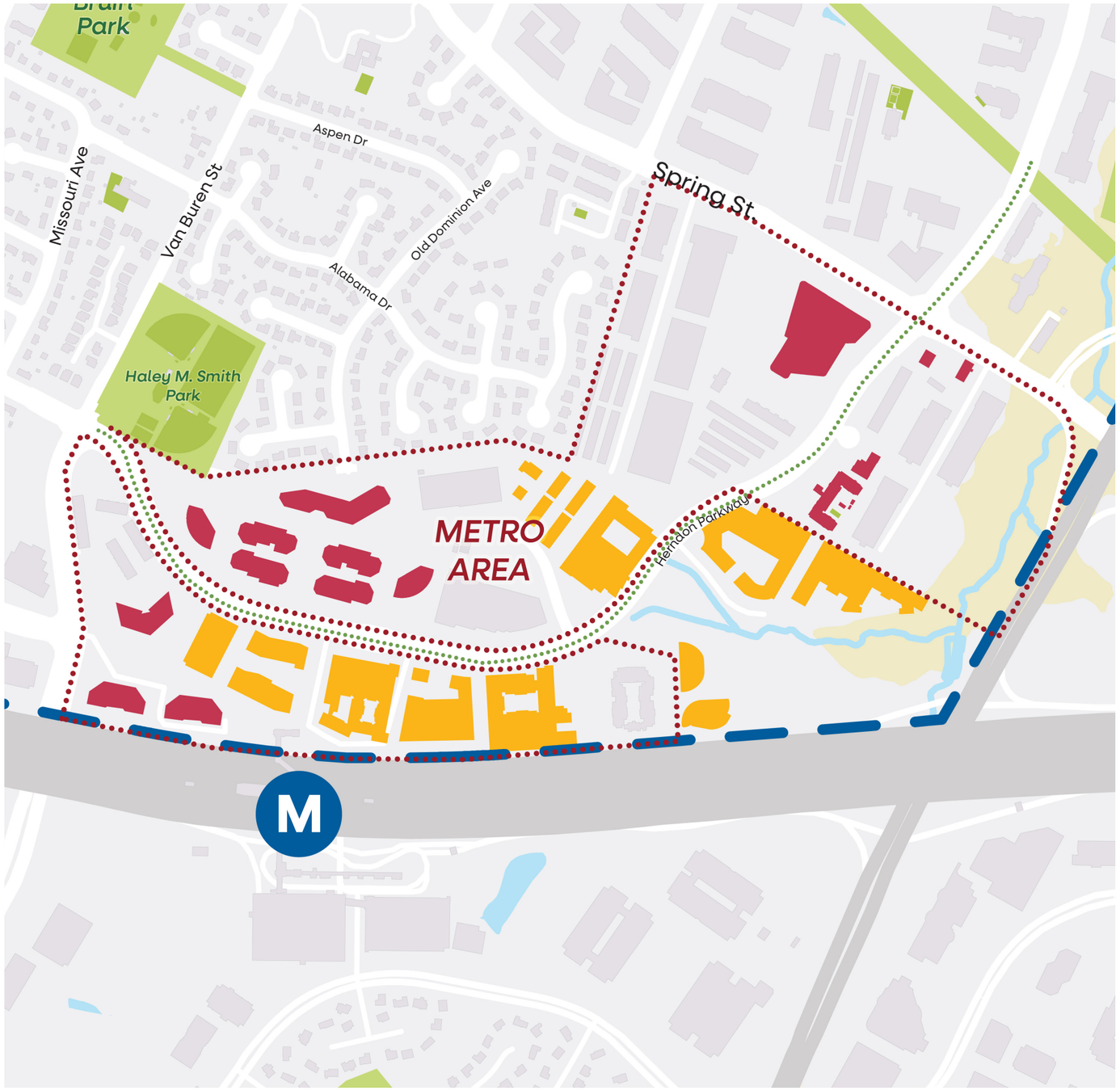
HERNDON: DOWNTOWN

- Commercial Predominantly Retail
- Commercial Predominantly Office
- Historic Buildings
- Surface Parking
- Public Open Space
- Downtown Boundary
- Historic District Overlay

The Metro Area is growing and can compliment Downtown

The Metro Area is positioned to accommodate significant **planned residential** and **mixed-use** development.

Upcoming multifamily redevelopment in this area will increase Herndon's **total housing units by 28%** (+2,300 units).



HERNDON: METRO AREA

- Commercial Predominantly Retail
- New Developments
- Public Open Space
- Metro Area Boundary
- Bike-friendly Route



Community Conversations So Far...

Herndon residents shared their vision!

Phase 1 reached more than **1,500 residents, employees, and visitors** across in-person and digital channels.

1,650+

Total community touchpoints

across in-person events and online channels

480

Online Survey Responses

442 English · 38 Spanish

1,300+

Pop-Up Interactions

across 13 events

15

Pop-Up & Canvassing Events

Libraries, parks, metro, businesses

75

Paper Surveys Completed

50 English · 25 Spanish

73

Vision Wall Interactions

Tent activity at events

1,100+

Postcards Distributed

492 English · 138 Spanish

Engagement in Action

From the Fortnightly Library to Lotte Plaza, Freshworld, and the Metro station — meeting residents where they are.



Fortnightly Library



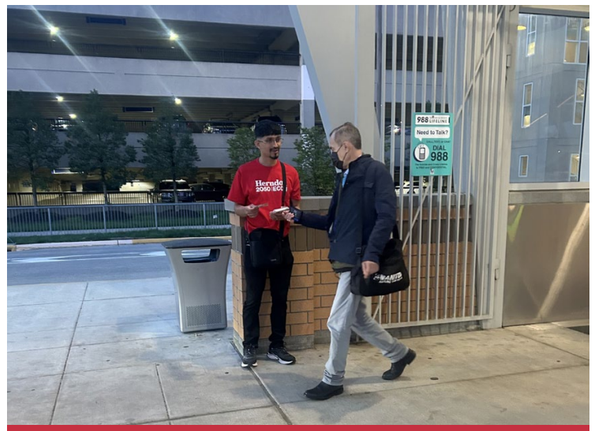
Herndon Metro Station



Freshworld



Community Center



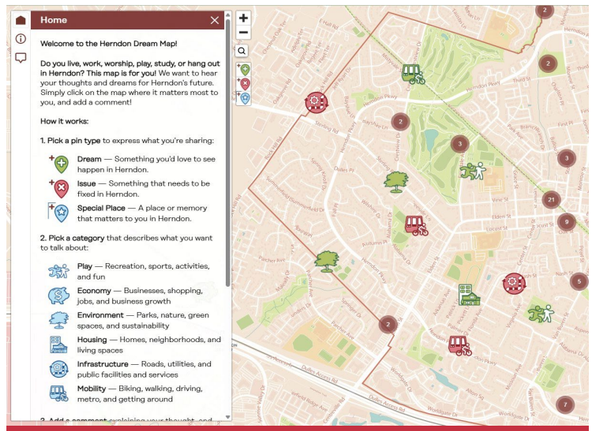
Herndon Metro Station



Keychains



Haley Smith Park



Herndon Dream Map

2

Key Findings

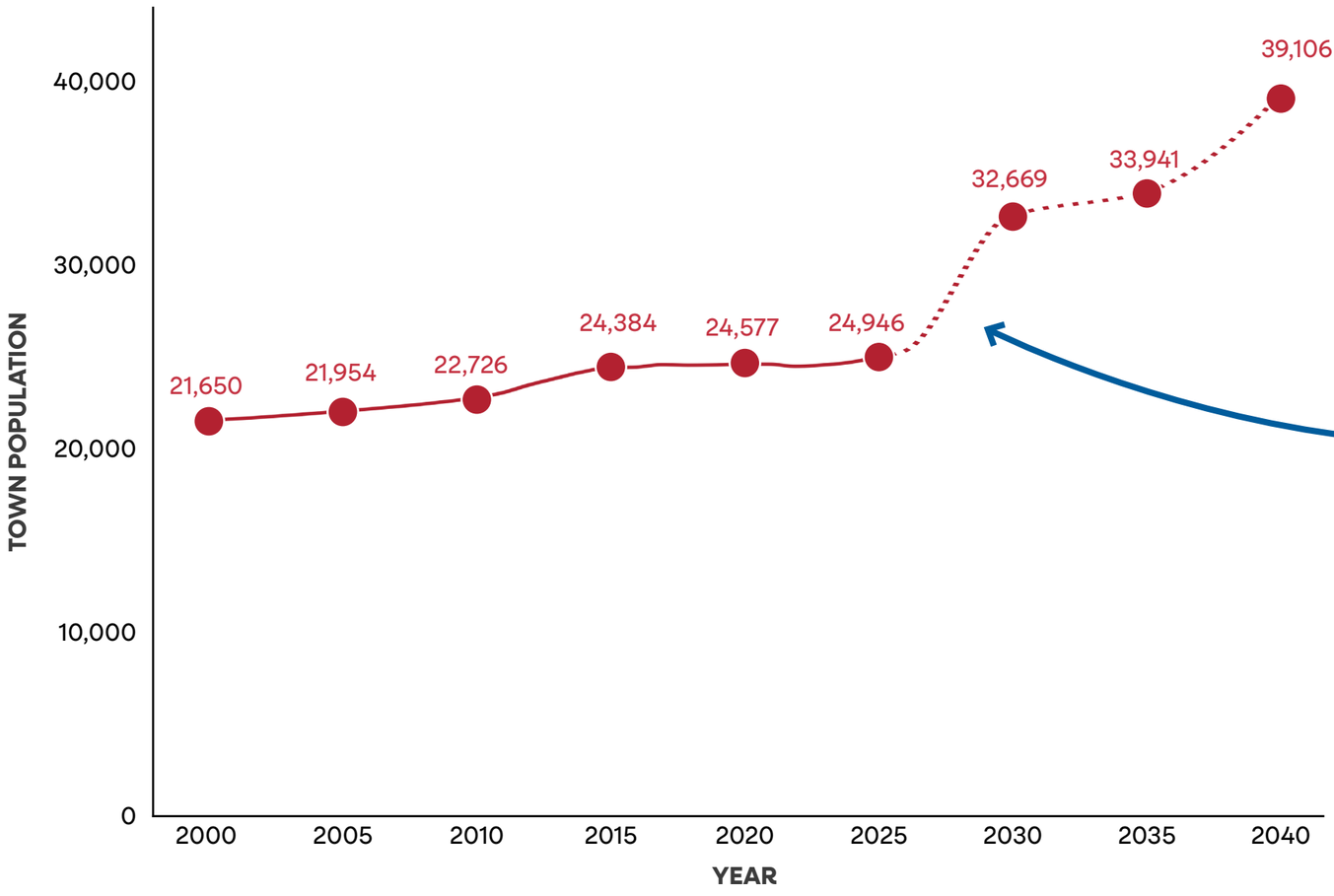


1 Growth and Evolution

Growth is on the horizon

After a decade of only slight growth, Herndon's total population is projected to climb steeply to **32,700 residents by 2030** and **39,100 by 2040**, representing a **58% increase.**

Growing Population



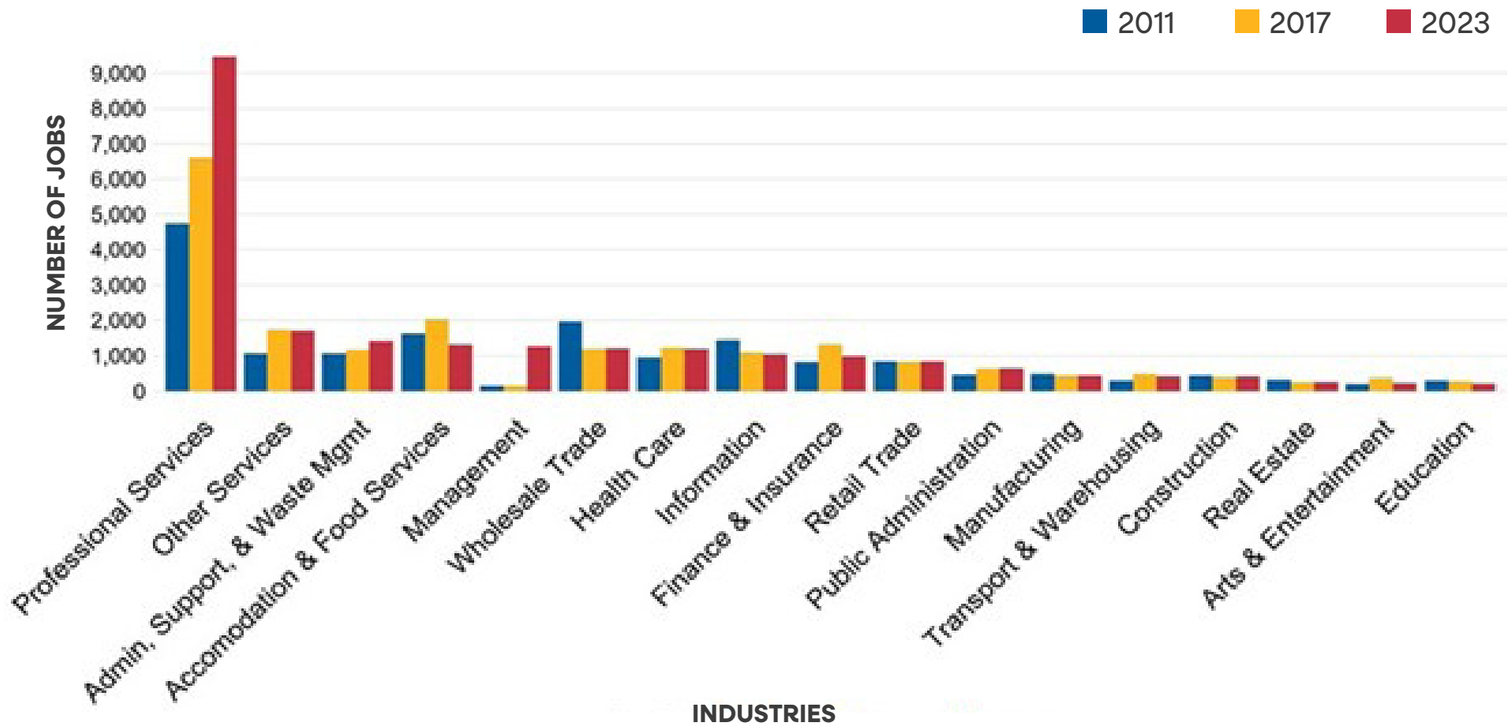
The biggest period of growth is expected in the **next 5 years**.

Data Source: Town of Herndon Projections

Economic Trends

Total jobs in Herndon **grew by 35% between 2011 and 2023**, substantially more growth than the county and state.

Number of Jobs by Industry in Herndon



A significant part of the total job growth comes from professional services sector

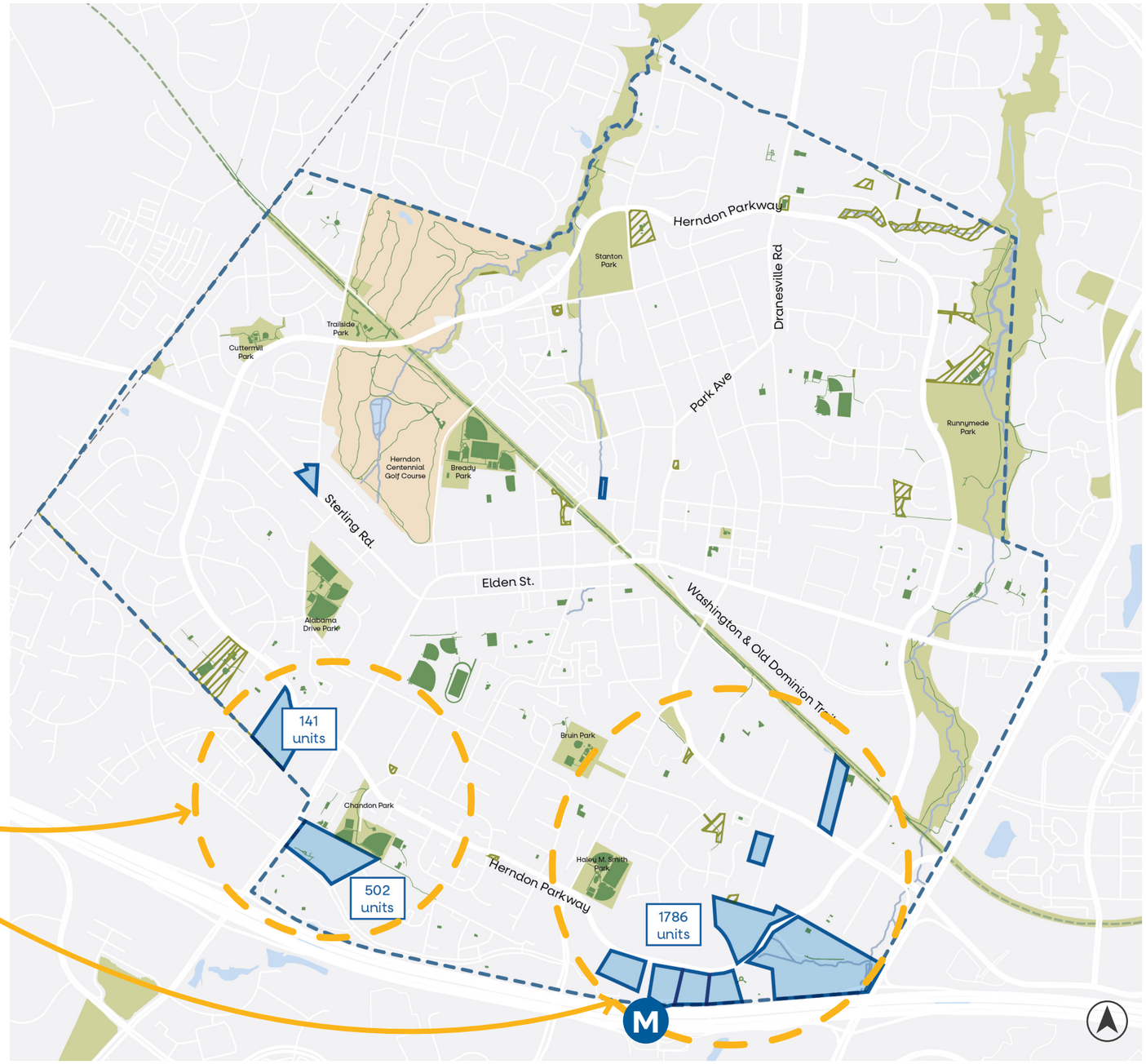
Herndon is an employment hub, with a net inflow of commuters and jobs to population ratio double the state.

Southern Herndon is poised to grow significantly

Significant infrastructure upgrades are underway to accommodate planned growth.

Park space in southeast Herndon should be a particular focus in the next phase.

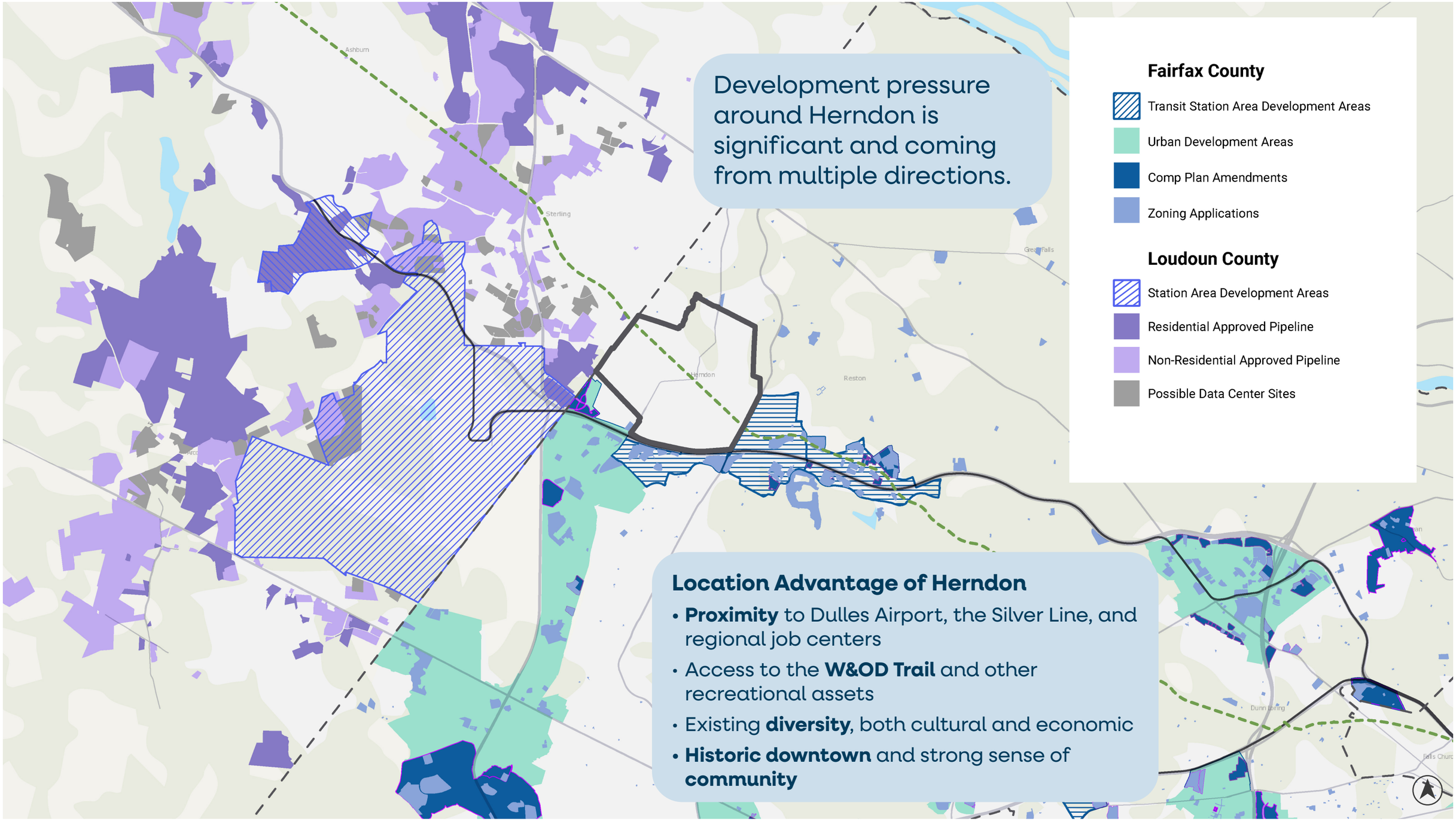
Most new developments are in the southern part of the town, closer to the Metro Area.



HERNDON: PARK SYSTEM AND PLANNED DEVELOPMENTS

- New Planned Developments
- Parks and Open Spaces
- Recreational Facilities
  (Diamond fields, rectangular fields, tennis courts, bleacher, playground basketball courts, volleyball courts, bleachers, and community pools)
- Private Open Spaces (HOAs)
- Golf Course
- Trails
- Town of Herndon

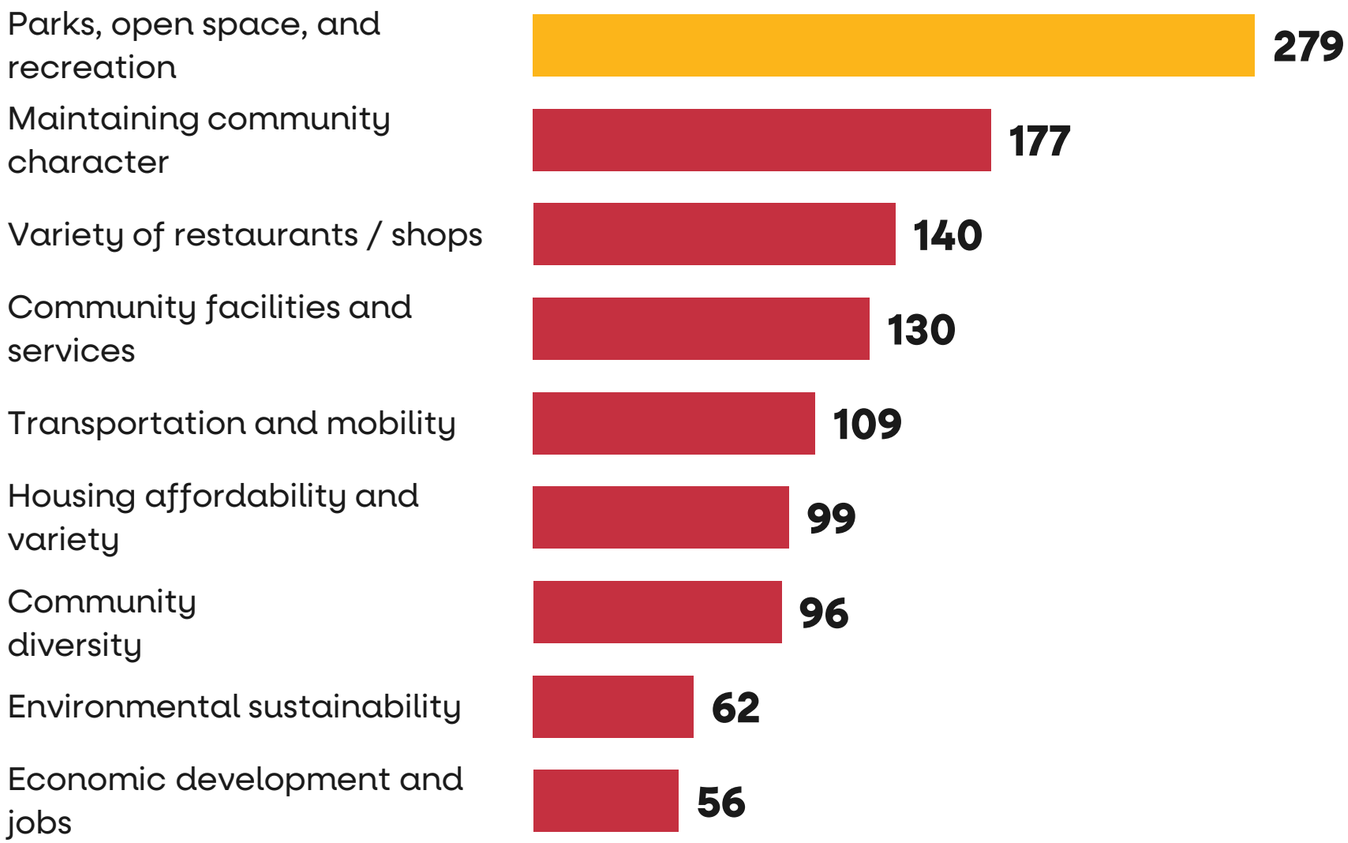
Growing Region



How Community Members Value Herndon Today

Residents, visitors, and employees appreciate the Town's parks, community character, and restaurants/shops.

TOP RESPONSES



WHAT THE NUMBERS REVEAL

Parks led by a wide margin

More than half of all respondents named parks, open space, and recreation as a top value — by far the clearest signal in the dataset.

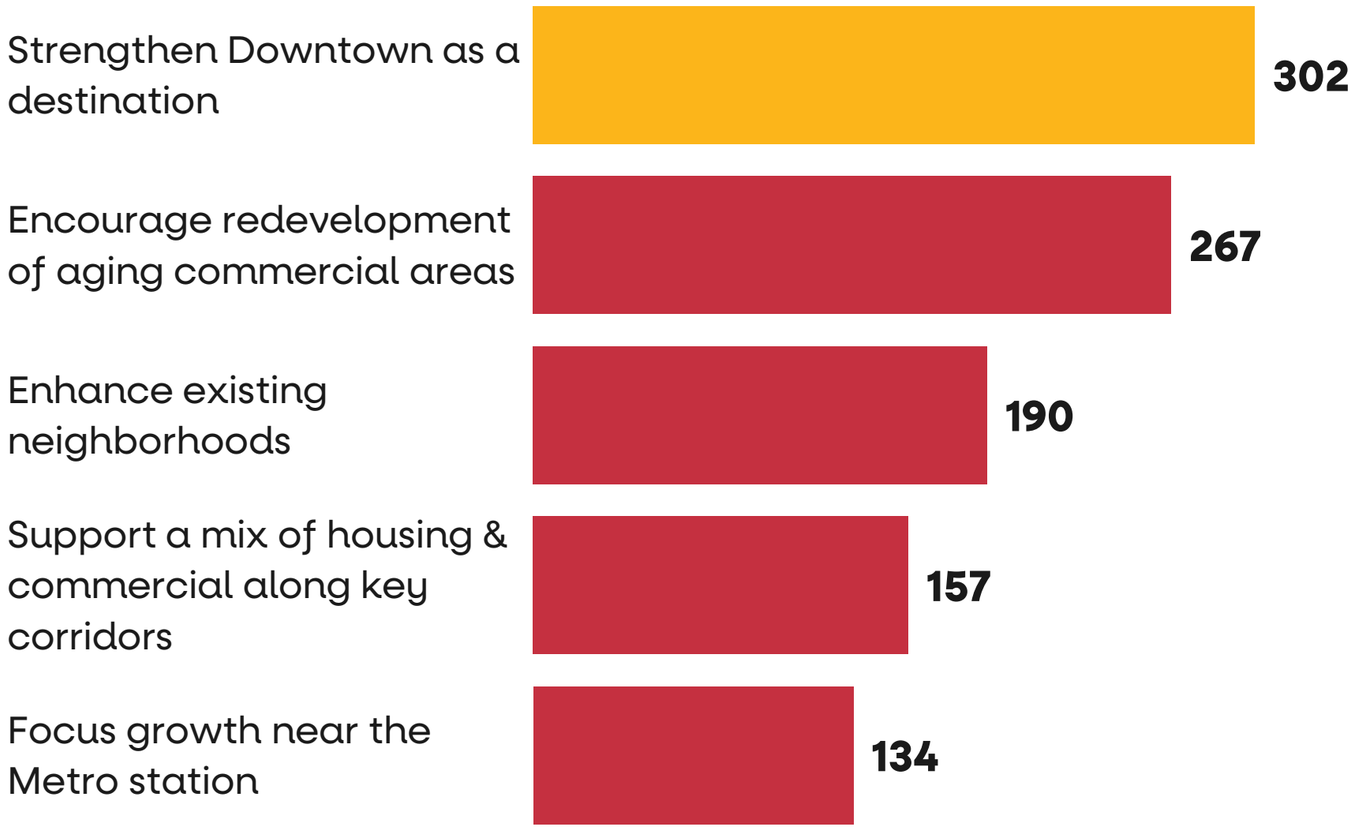
Place identitu matters

Maintaining community character (177) leads variety of restaurants/shops (140) for #2 and #3 — residents want both continuity and vibrancy, with character slightly ahead.

Housing edges ahead of diversity

Housing affordability (99) narrowly outranks community diversity (96) — both rated meaningfully, with affordability quietly climbing as a stated priority..

How should Herndon grow in the future?



WHAT THE NUMBERS REVEAL

Downtown is the consensus answer

Strengthening Downtown was selected by nearly 7 in 10 respondents — the clearest single direction in the entire survey.

Redevelop, don't expand

The top three answers all focus on improving what's already there rather than spreading growth into new areas.

Corridor & Metro growth follow

Mixed-use along corridors and Metro-area growth round out the priorities, suggesting transit-supportive density.



2 Community Profile

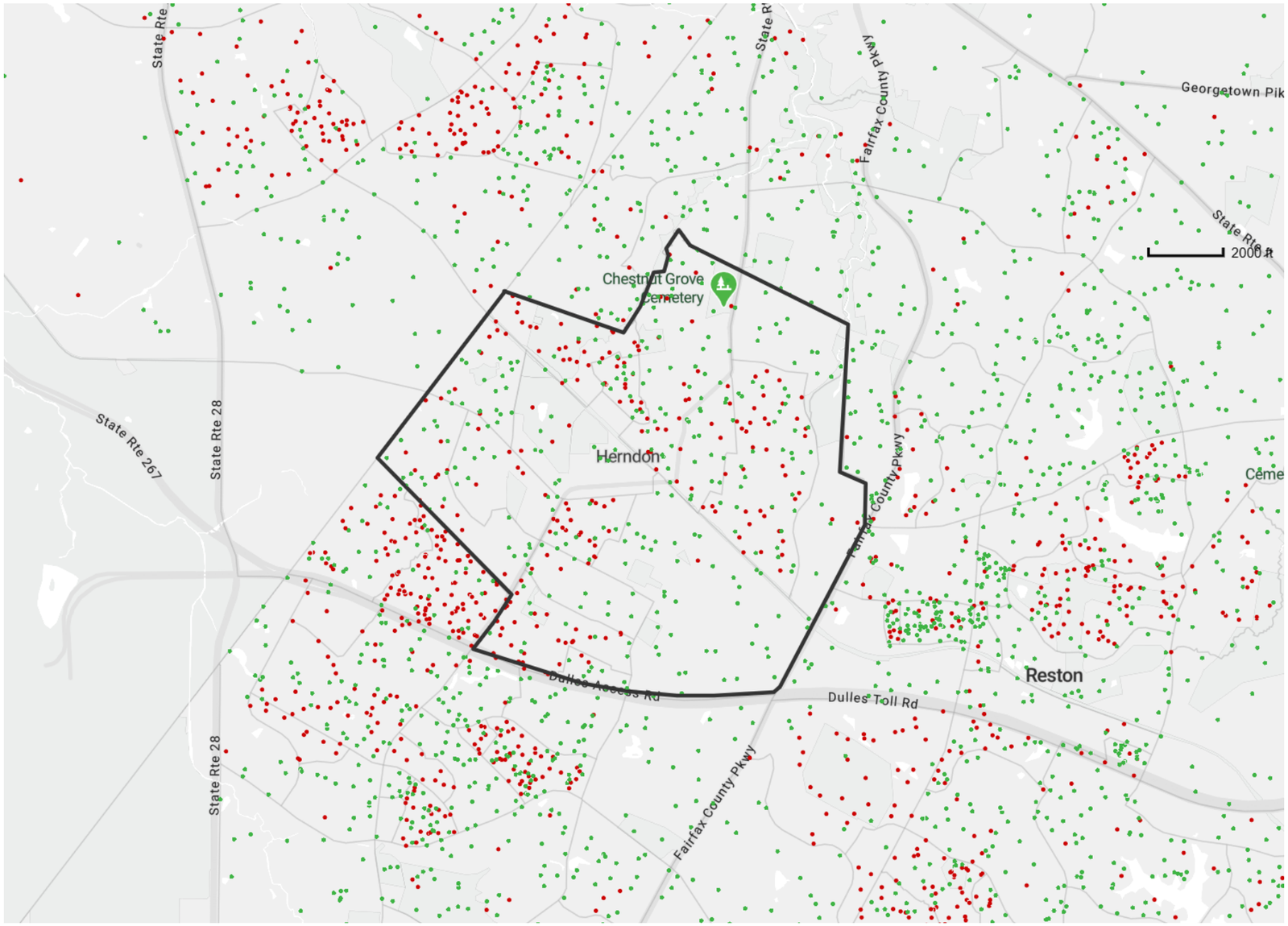
Economic and Education Attainment Diversity

While median income levels are high, the comparatively high poverty rate and low levels of educational attainment point to a polarized economic distribution.

Geography	Population growth since 2011	Population share aged 25+ with		Poverty Rate	Median Household Income
		Bachelor's Degree or Higher	Less than High School Diploma		
Herndon Town	**5%**	**53%**	**15%**	**8%**	**$148,000**
Vienna Town	4%	75%	4%	5%	$217,000
Leesburg Town	14%	57%	8%	7%	$145,200
Fairfax City	10%	62%	9%	9%	$132,300
Fall Church City	20%	81%	5%	4%	$143,300
Manassas City	13%	33%	19%	8%	$113,600
Loudoun County	38%	65%	6%	4%	$181,800
Fairfax County	6%	65%	7%	6%	$153,600
Virginia	9%	42%	8%	10%	$93,200
United States	8%	36%	10%	12%	$80,700

Income Diversity

At **8%, Herndon's poverty rate** is higher than the Loudoun and Fairfax County averages, but lower than the US and VA.



One dot represents value of 5 people below poverty

One dot represents value of 5 people above $200,000 income

Equity in Herndon

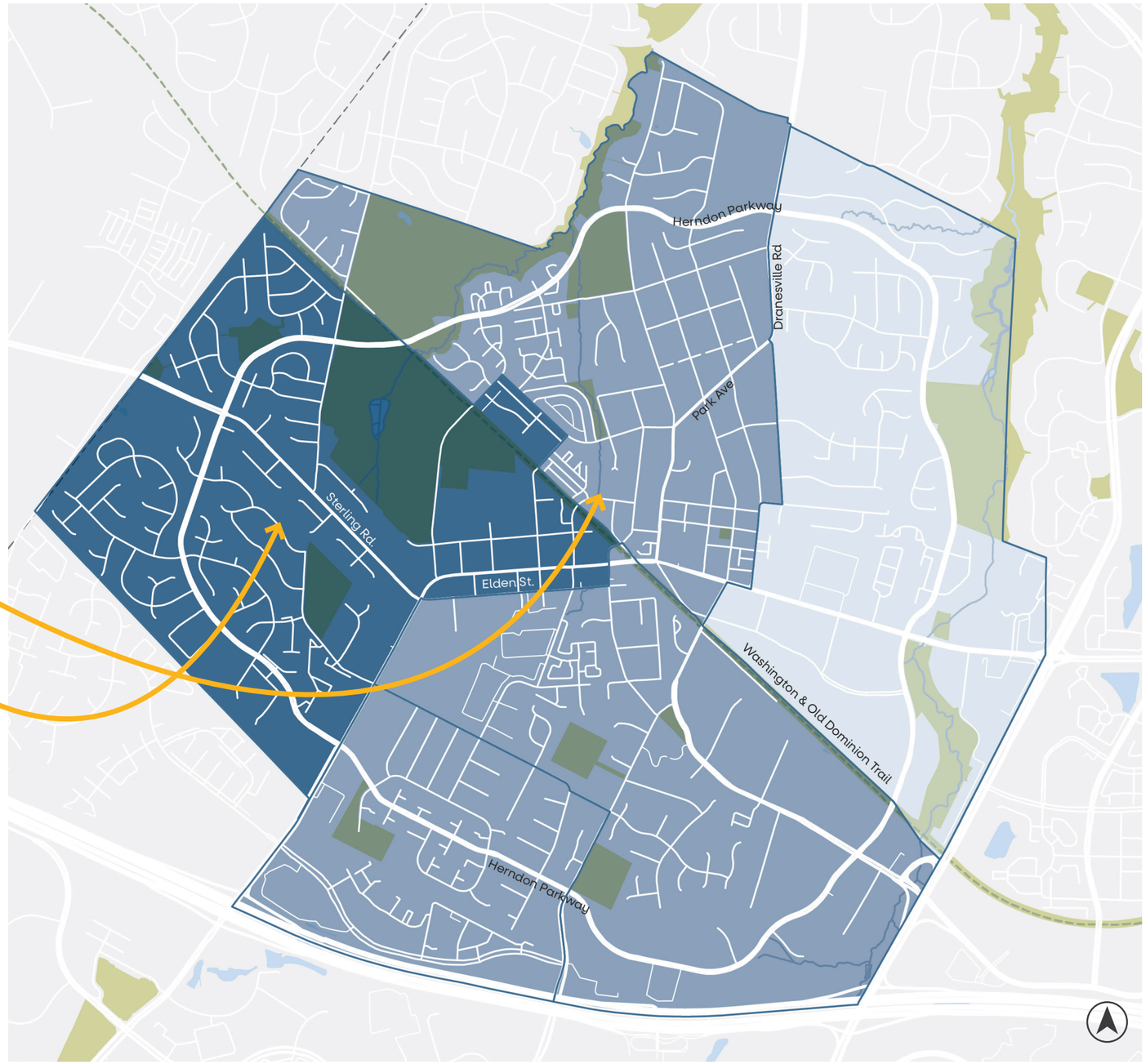
While Herndon is expected to grow significantly, **equity needs** should be considered alongside its growth.

Equity needs are **highest** in the **central** and **western** portions of the town.

Equity index was created for census tracts based on factors like poverty, unemployment, educational and income characteristics, and other social vulnerability factors.

HERNDON: EQUITY INDEX

- Low Equity Needs
- High Equity Needs
- Very High Equity Needs



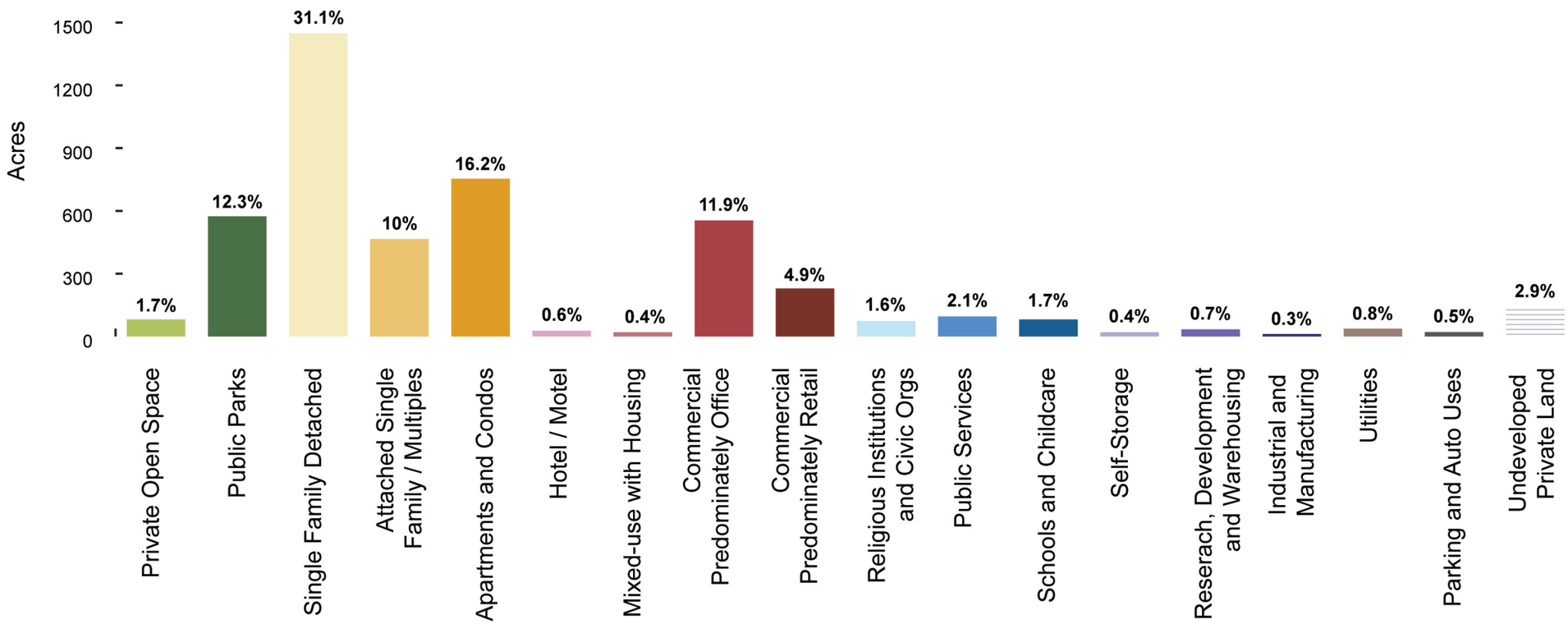


3 Land Use and Fiscal Analysis

Small Town Character

The Town's land uses reflect its eras of development: a **historic, mixed-use downtown** surrounded by more suburban neighborhoods and commercial areas.

Land Use distribution of Herndon

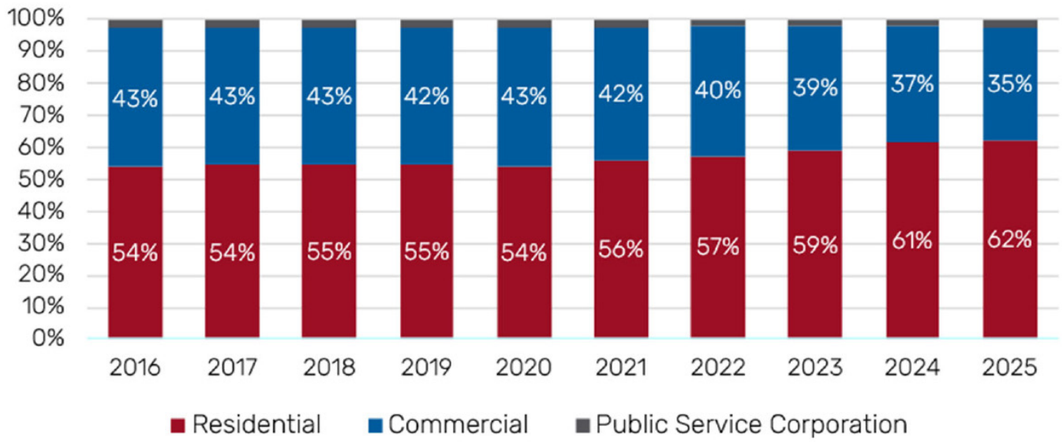


Existing zoning **does not fully align** with the town's vision for mixed-use, walkable development Downtown.

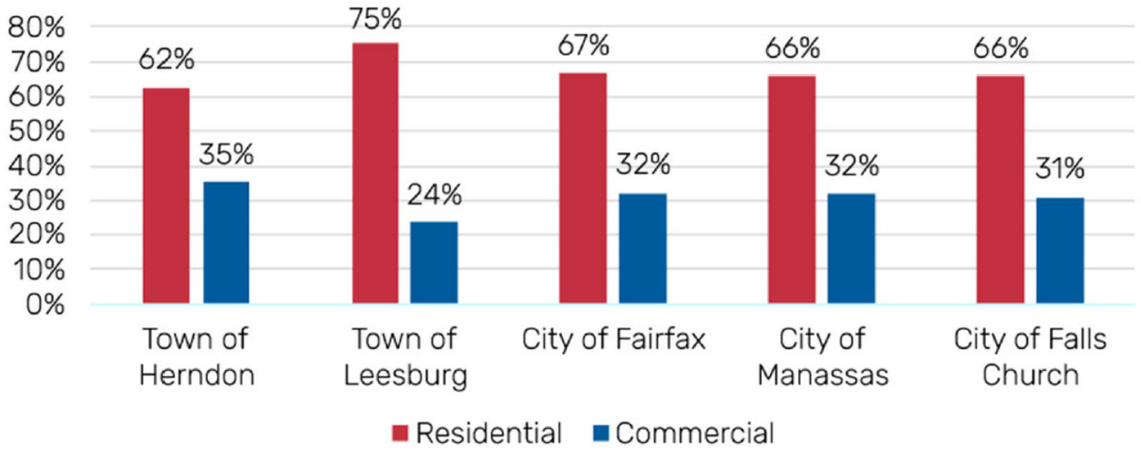
Commercial and Residential Balance

Herndon's share of commercial property tax revenue has decreased but remains higher than comparison areas.

Tax Contribution



Tax Contribution



Increasing residential population

Exploring new economic models

Economic strategy ideas from interviews

"I see the Metro area as a destination for restaurants and entertainment, which can bring more tax revenue."

"I'd like to see how we can create support for smaller businesses and what it would take to keep them in the Town."

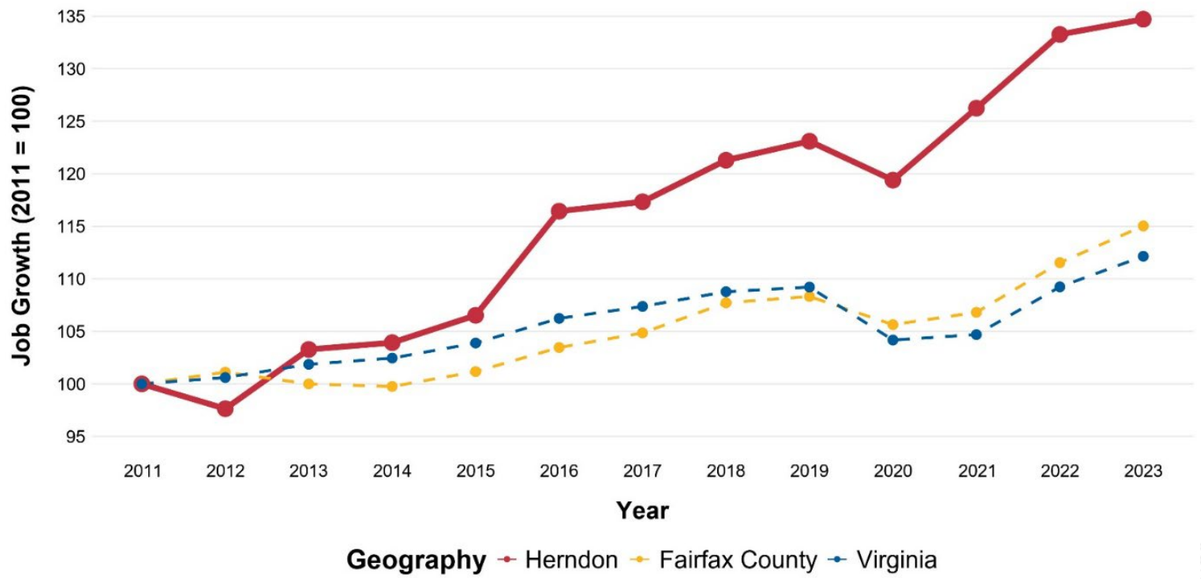
Interviews with Mayor, Town Council, and Planning Commission



4 Economic & Real Estate Analysis

Jobs in Herndon

- The total number of **jobs in Herndon grew by 35% between 2011 and 2023**, substantially more than the county and state.
- Herndon is considered an **employment hub,** with a net inflow of commuters and jobs to population ratio double the state.
- Workers in Herndon are **less ethnically diverse than the labor force and a high share hold a college degree or higher.**
- About 2,580 Herndon residents work in professional services (21%), whereas the town is home to 9,460 jobs in the sector (41%).

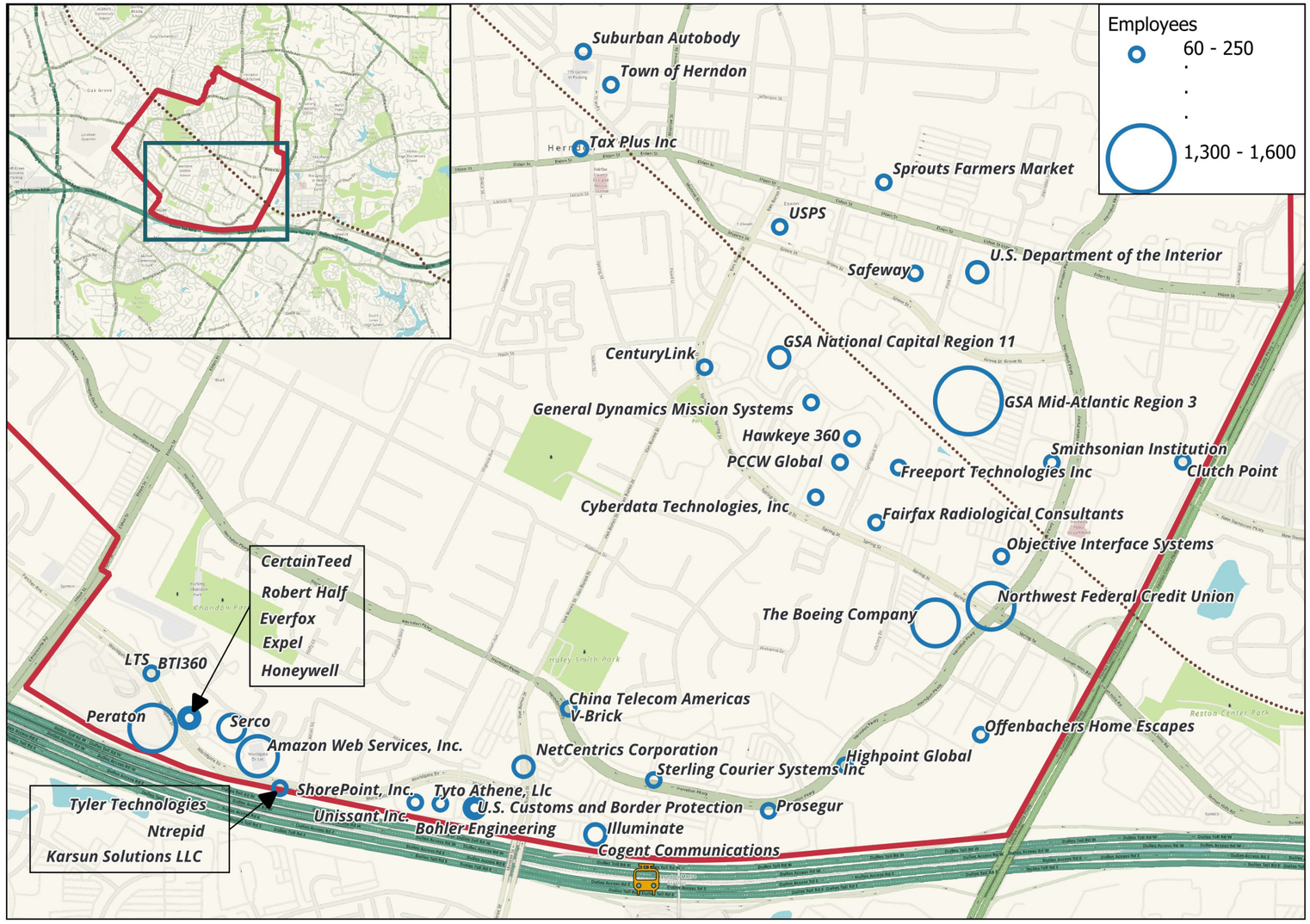


Worker Base	Race: White alone	Ethnicity: Hispanic or Latino	Educational Attainment		Share in Professional Services
			High School or Equivalent	Bachelor's Degree or Higher	
Resident Workforce	67%	25%	16%	30%	21%
Employed in Herndon	65%	11%	19%	47%	41%

Geography	Total Jobs	Job Growth Rate (Since 2011)	Jobs to Population Ratio
Herndon Town	23,199	35%	0.95
Vienna Town	12,586	16%	0.77
Leesburg Town	25,623	35%	0.53
Fairfax City	24,910	7%	1.02
Falls Church City	10,691	9%	0.73
Manassas City	22,287	1%	0.52
Loudoun County	195,681	41%	0.46
Fairfax County	683,496	15%	0.60
Virginia	3,894,892	12%	0.45

Jobs in Herndon

- Most of the town's **job growth came from the professional, scientific, and technical services sector,** which accounts for about 41% of the jobs in the town has doubled in size since 2011.
- Herndon has many **major employers**, with 15 businesses that employ more than 250 people, mostly concentrated near the Dulles Toll Road and the southeastern part of town.



Geographic Distribution of Job Sectors

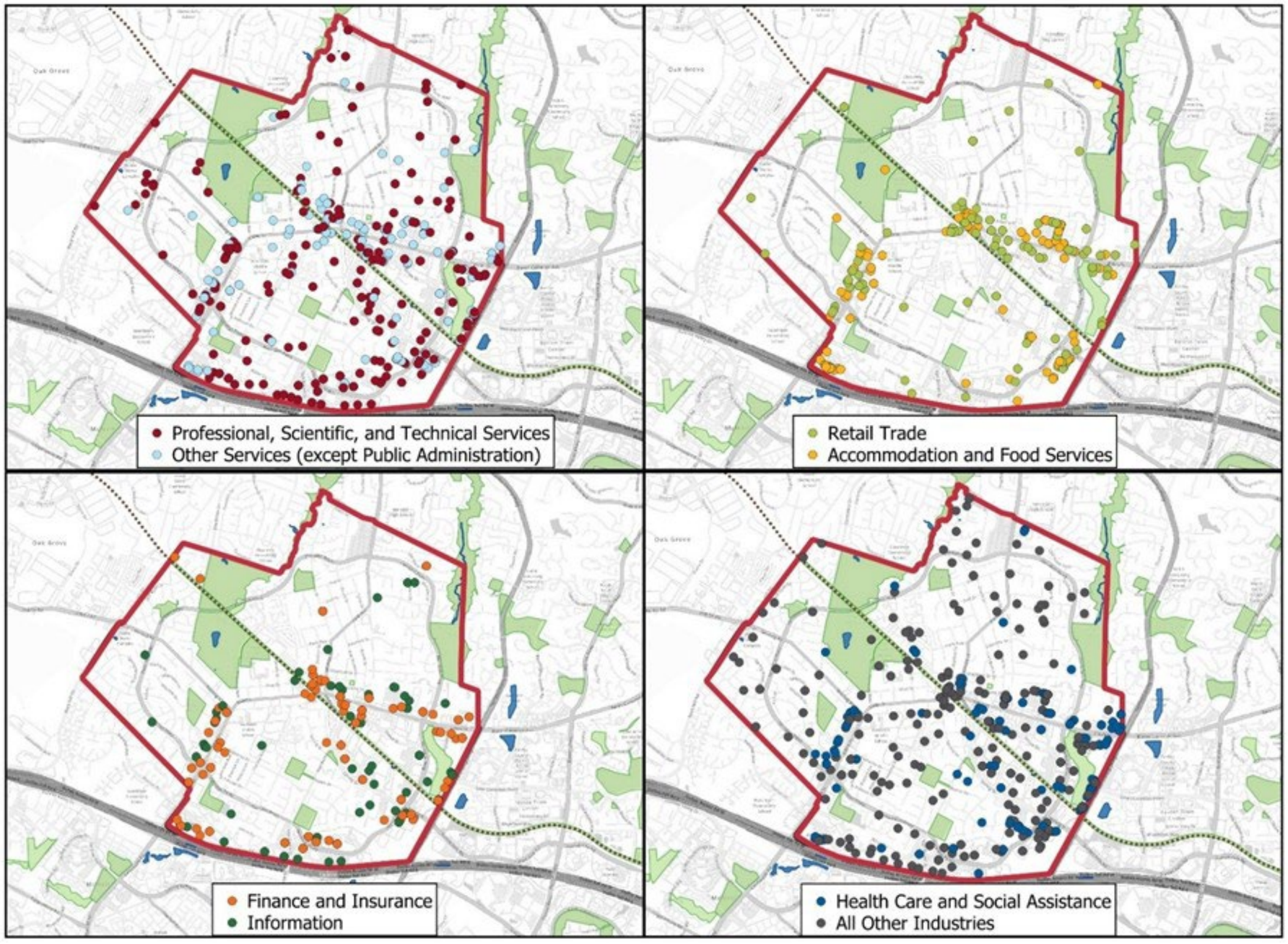
Largest Business Sectors

Downtown

- Retail trade
- Accommodation and food services
- Professional and other services
- Finance and insurance

Metro Area

- Professional, scientific, and technical services
- Finance and insurance
- Health Care



Drivers of Future Economic Performance

Herndon's economic trajectory will be shaped by four interconnected structural shifts redefining how firms operate, where jobs are created, and what communities must offer to attract investment.

Digital Infrastructure & AI

- Global AI investment projected at ~$660B in 2026
- Virginia data centers generated $40B in statewide economic impact
- Dulles Corridor supplier network is a key opportunity for Herndon

Federal Spending & Contracting

- Roughly 23,500 civilian federal jobs lost in Virginia through Nov 2025
- Defense IT spending remains strong
- Civilian budget uncertainty makes economic diversification urgent

Commercial Real Estate Dynamics

- Regional office vacancy at about 22%
- Herndon's commercial tax share declined from 43% to 35% (2020–2025)
- Flight to quality for 'trophy' office space

Workforce & Technology Diffusion

- About 39% of core skills expected to change by 2030
- AI-skilled workers commanding 50%+ wage premiums
- Quality-of-life factors increasingly drive location decisions

Commercial Real Estate – Macro Market Trends

#1: FLIGHT TO QUALITY

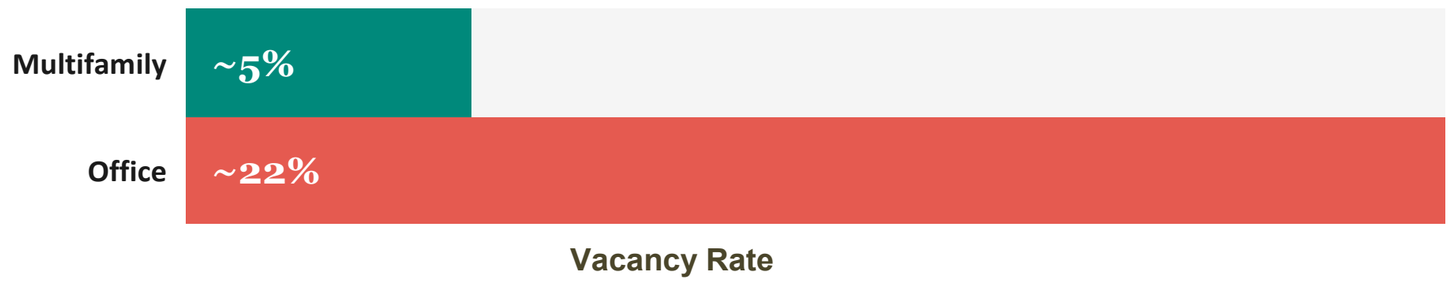
Tenants are upgrading to premium space even as they downsize, tightening top-tier availability in core submarkets.

#2: VIBRANCY & MIXED-USE DEVELOPMENT IS KEY

Larger occupiers of affordable space are embracing remote/hybrid work while those committing to physical office space are prioritizing high-quality properties within mixed-use developments.

#3: THE VACANCY GAP

A 17-point vacancy spread is driving conversions from commodity office to alternative uses like multifamily.



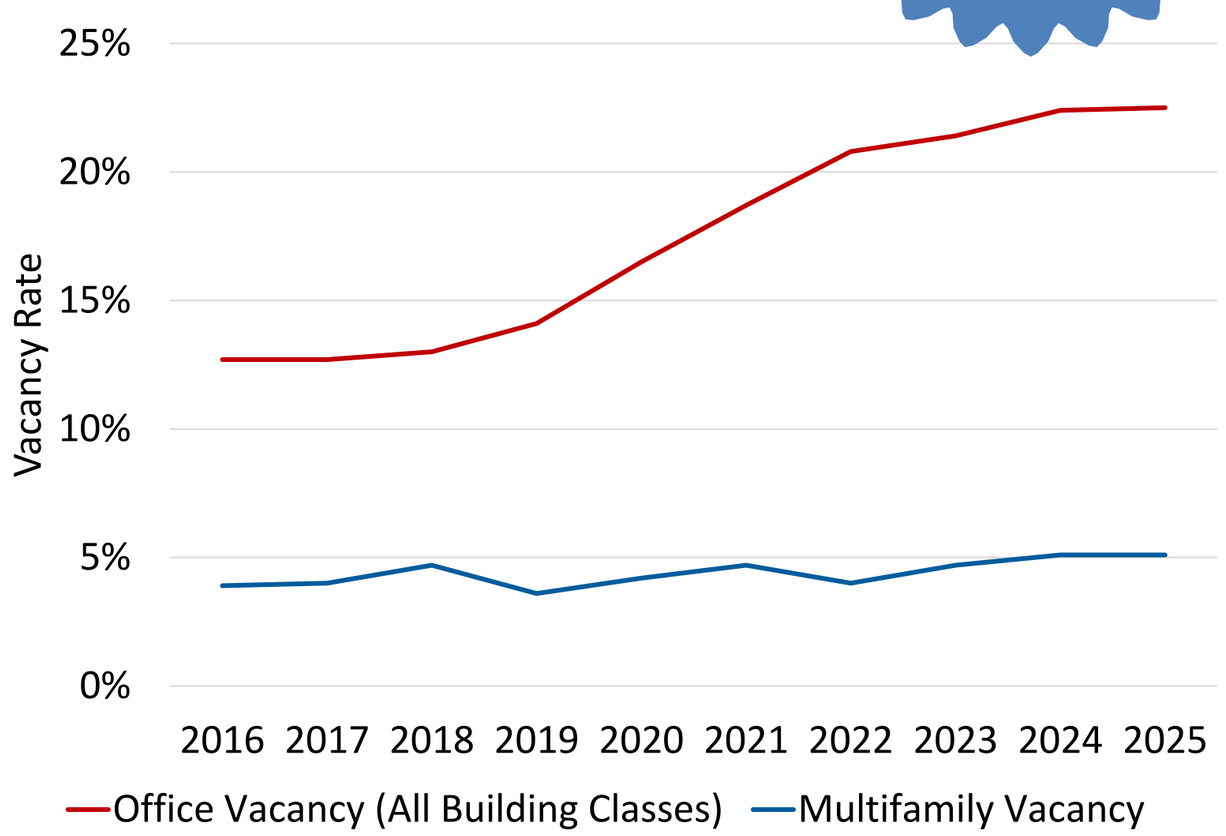
Commercial Real Estate Takeaways: Office Market

The office sector faces persistent structural challenges

- Office vacancy is 22% and net absorption has been negative for five years.
- Conversion activity is likely to accelerate as the market is signaling that the highest and best use for certain Herndon office assets may no longer be office.
- Opportunities for new development are strongest in the high-vacancy cluster of office buildings in southeast Herndon, along the Dulles Toll Road, but would require significant investment.
- Any competitive new development must be part of a larger vision. Isolated office buildings, regardless of quality, will not attract the institutional tenants Herndon needs to shift its market positioning.
- Medical office represents a niche opportunity because Northern Virginia is undersupplied in modern ambulatory and outpatient facilities.

No new office space has been built in Herndon since 2009.

Vacancy Rates:
Office climbs, while multifamily remains low



22.4%
Vacancy rate (cyclical high)

$29.91
Avg. asking rent/SF

–5 Yrs
Consecutive negative absorption

Commercial Real Estate Takeaways: Industry/Flex

Herndon's flex/industrial market is well-positioned: supply-constrained, affordably priced, and supported by strong captive tenant base.

- Available inventory is scarce across the region, and any viable industrial site in the area is expected to lease quickly.
- Net absorption since 2020 totals +164,171 SF a stark contrast to the office market's cumulative loss of 347,108 SF over the same period.
- Asking rents are competitive with neighboring corridors, and the absence of any development pipeline means that tightness will persist.
- Opportunities for development are most likely within the cluster of higher-vacancy office buildings along the east side of Van Buren Street, between Elden Street and Spring Street.



Real Estate Takeaways: Multifamily

Multifamily represents Herndon's strongest-performing sector in terms of near-term trajectory.

- Vacancy at just over 5% is aligned with regional benchmarks, average rents over $2,100 are stable near historic highs, and a well-positioned pipeline near the Metro Station will deliver transit-oriented product into a supply-constrained regional market.
- The sector is supported by favorable macroeconomic conditions, including elevated mortgage rates that sustain rental demand and constrained new construction nationally.

Key Strengths	Key Challenges
• Low vacancy (5.1%) aligned with regional benchmarks • Affordable rents vs. Reston and Tysons • Strong pipeline concentrated near Metro/transit • Young, diverse population drives rental demand • Favorable macro environment (elevated mortgage rates sustain rental preference) • Town permitting perceived as easier than Fairfax County	• Aging existing stock (avg. 35 years old) • Limited walkable amenities near residential clusters • Pipeline delivery risk from construction cost inflation • Potential for residential encroachment on commercial uses in southeast • Competition from larger, amenity-rich developments in Reston and Tysons • Economic polarization creates dual affordability pressures

Commercial Real Estate Takeaways: Retail

Herndon has a significant opportunity to develop a connected, walkable mixed-use district that unifies currently fragmented activity areas.

- The core downtown holds 225,600 SF of retail space across 43 locations, with a vacancy rate under 5%, or approximately 10,550 SF of total vacant space.
- Nearly 79 percent of downtown's total vacant space is concentrated in the Pines Shopping Center, meaning that outside of that single property, the downtown is effectively fully leased.
- Spending leakage to Reston Town Center, One Loudoun, and Tysons will not reverse without a fundamental change in Herndon's retail format.
- The most significant structural limitation of the town's retail market is the fragmented pattern of disconnected retail pockets and the absence of a cohesive, walkable district linking retail, office, and residential uses.



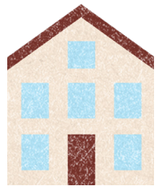
225,559 SF	4.7%	$45–$60/SF	0 SF
Downtown retail inventory	Downtown vacancy rate	Asking rent range (NNN)	New retail pipeline



5 Housing

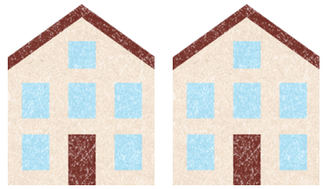
Upcoming Housing Growth

The number of housing units is predicted to more than **double by 2040**.



8,000

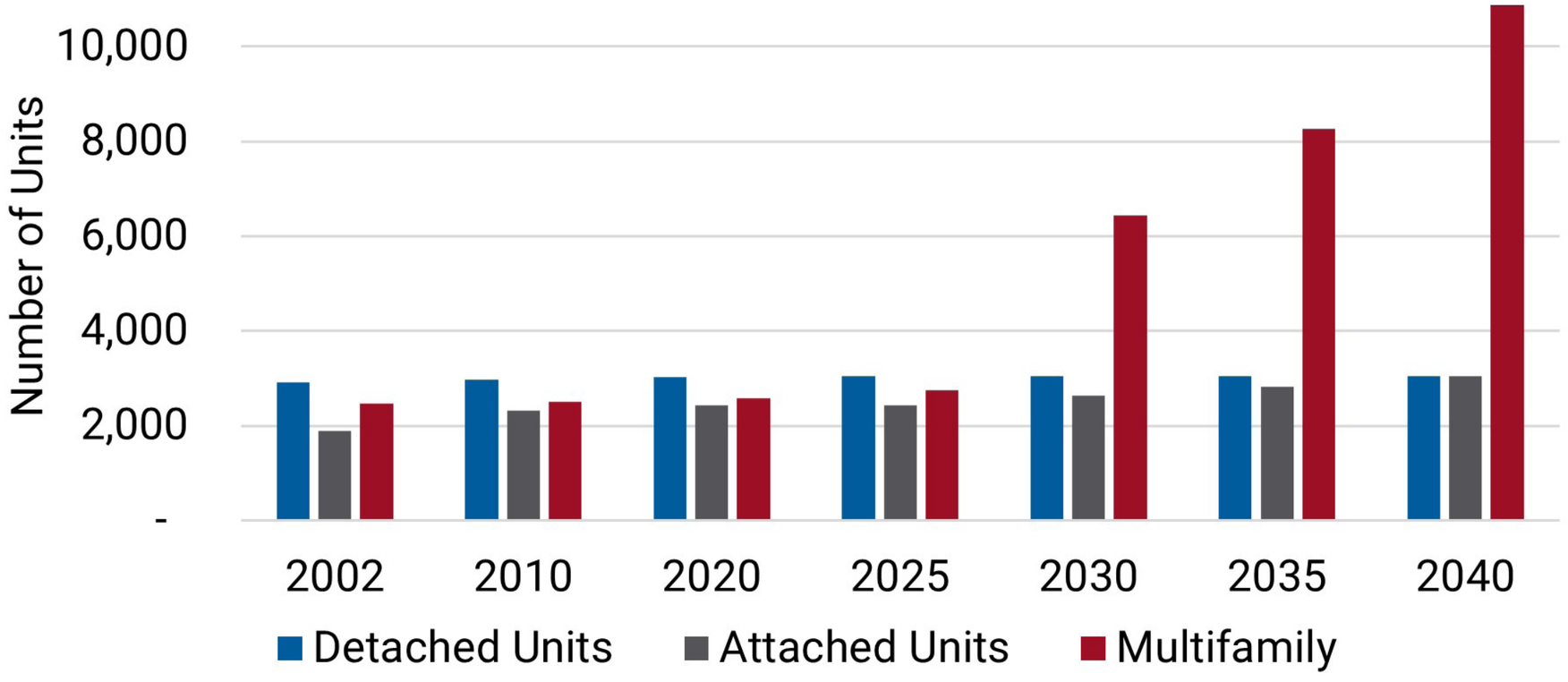
2024



17,000

2040

Herndon already has a relatively high share of renters compared to homeowners.



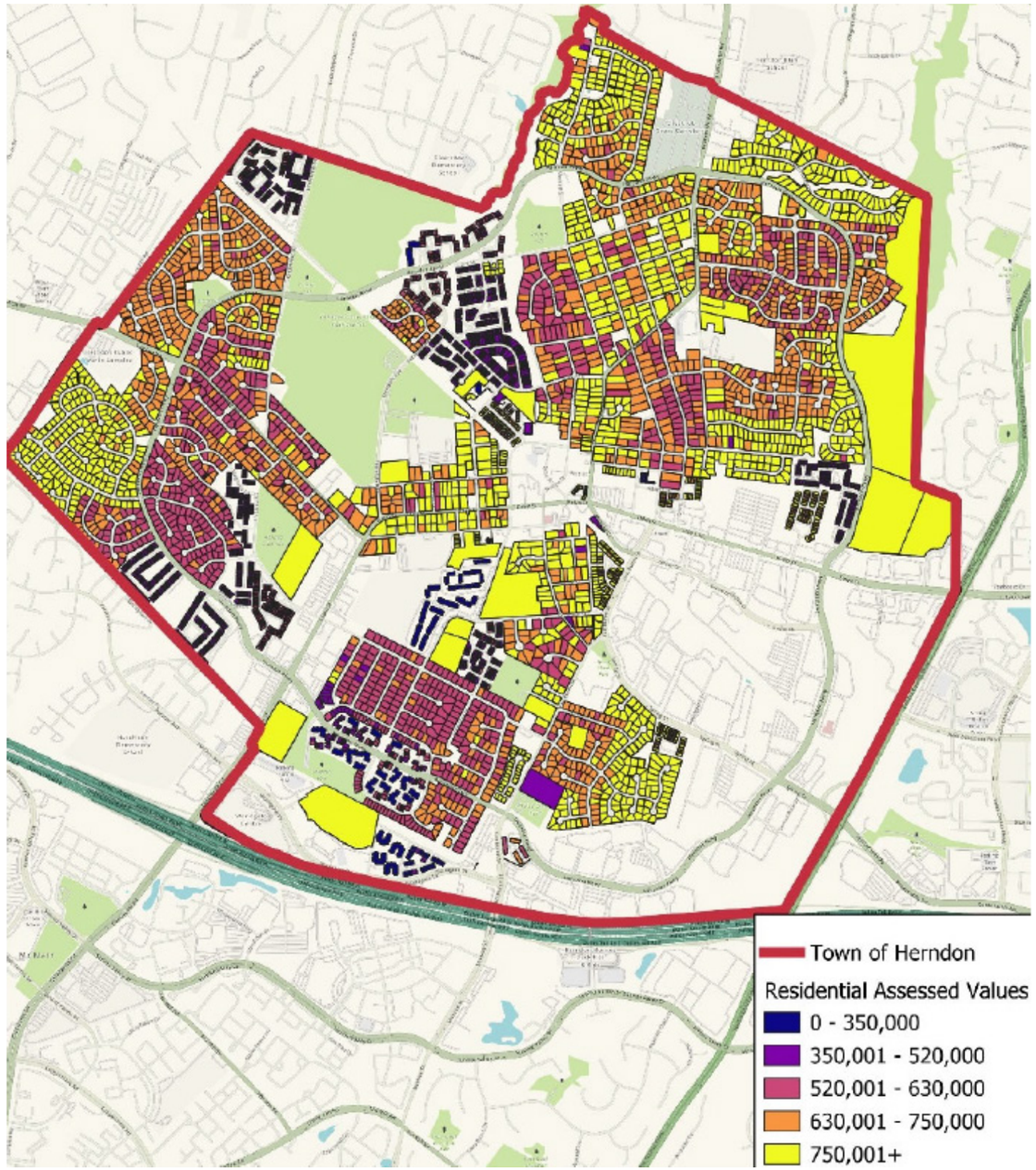
Housing Affordability

While the **median home value** in Herndon **remains more affordable** than the county average, **rent prices are almost identical.**

About 27% of Herndon renters and 18% of homeowners spend at least 30% of their income on housing.

Overcrowding is more common in Herndon than in the rest of the county.

Residential Assessed Values

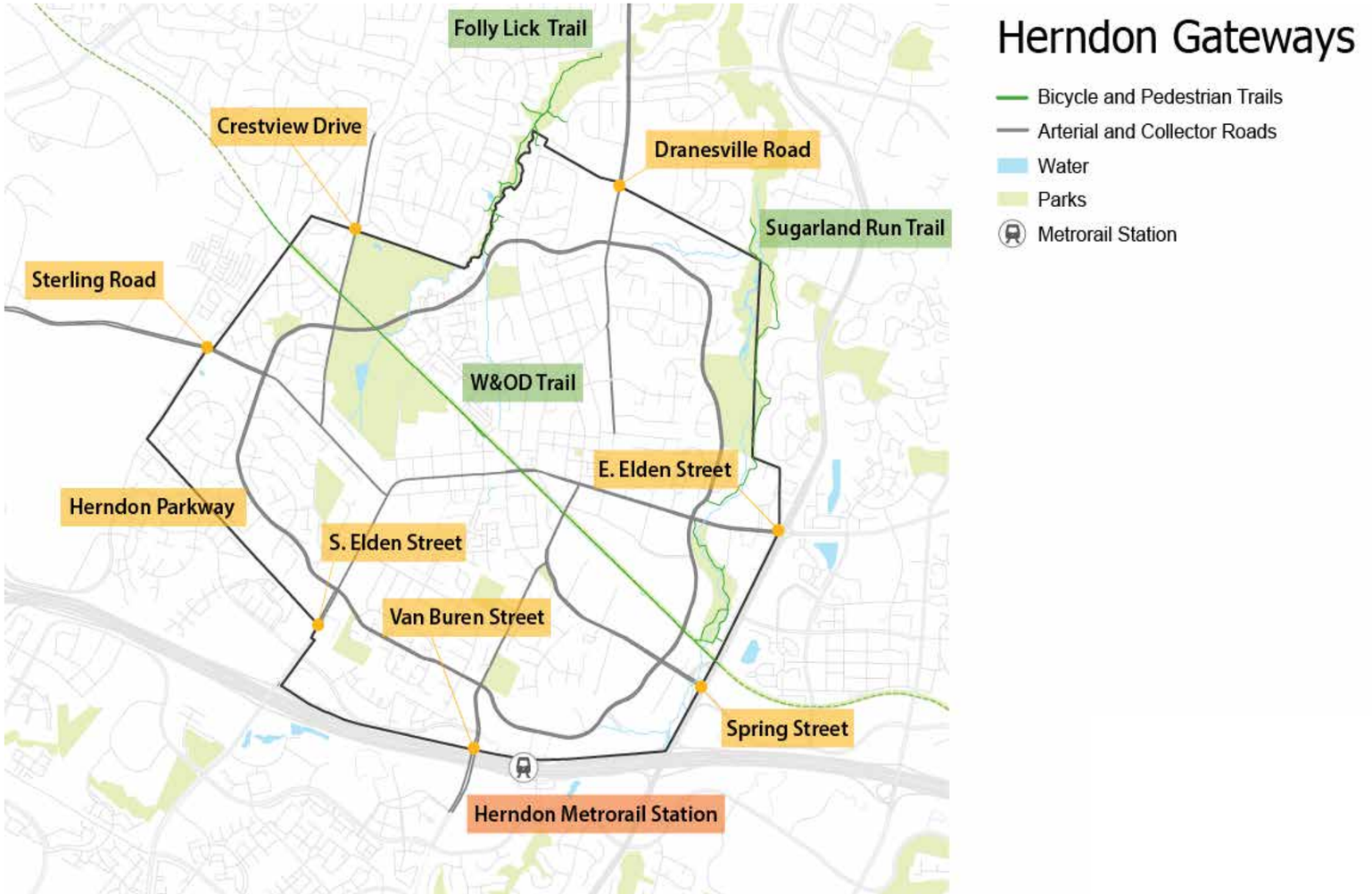




6 Transportation and Mobility

Gateways

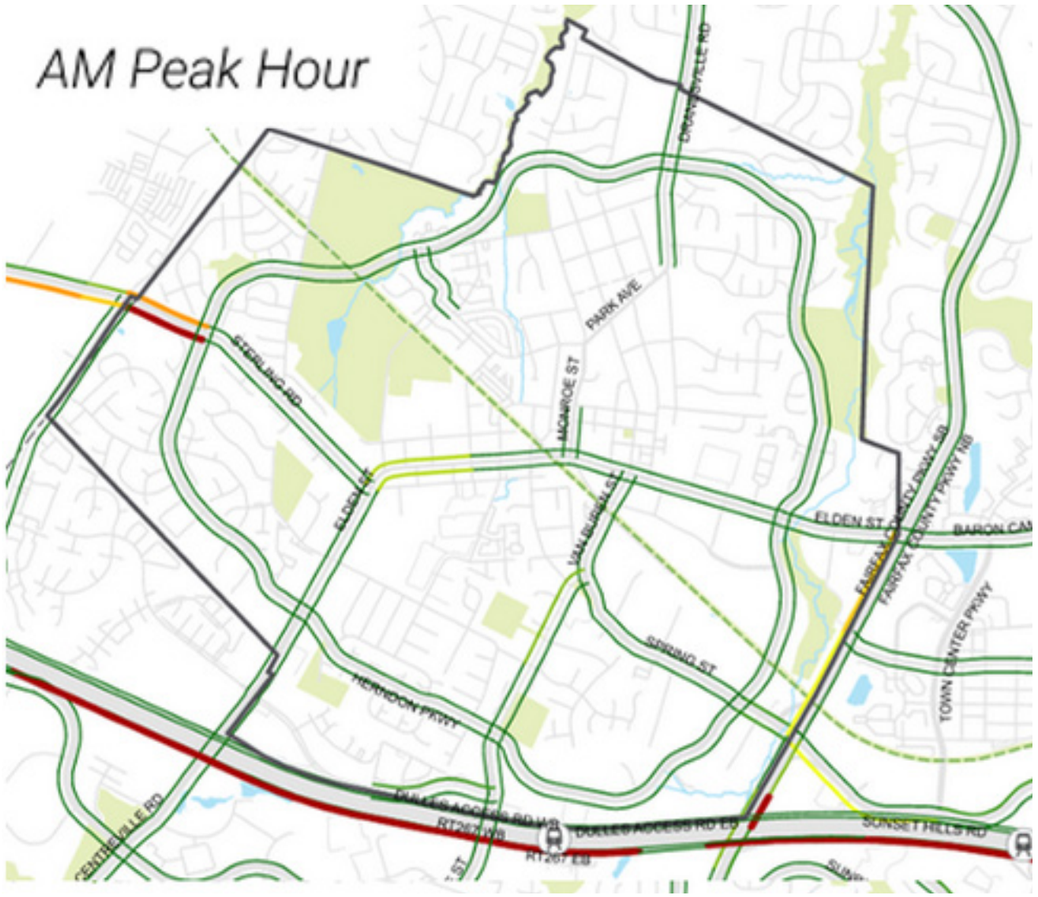
- A limited number of gateways connect Herndon to its neighbors, creating unique opportunities for placemaking and grounding of the town's location within the regional network.
- The limited number of gateways also presents the opportunity to reimagine and reprioritize how people access the town's streets and paths.



Regional population growth will place more pressure on Herndon's road network.

As planned growth continues in eastern Loudoun County and surrounding Fairfax County communities, corridors, especially Sterling Road, may experience increased demand.

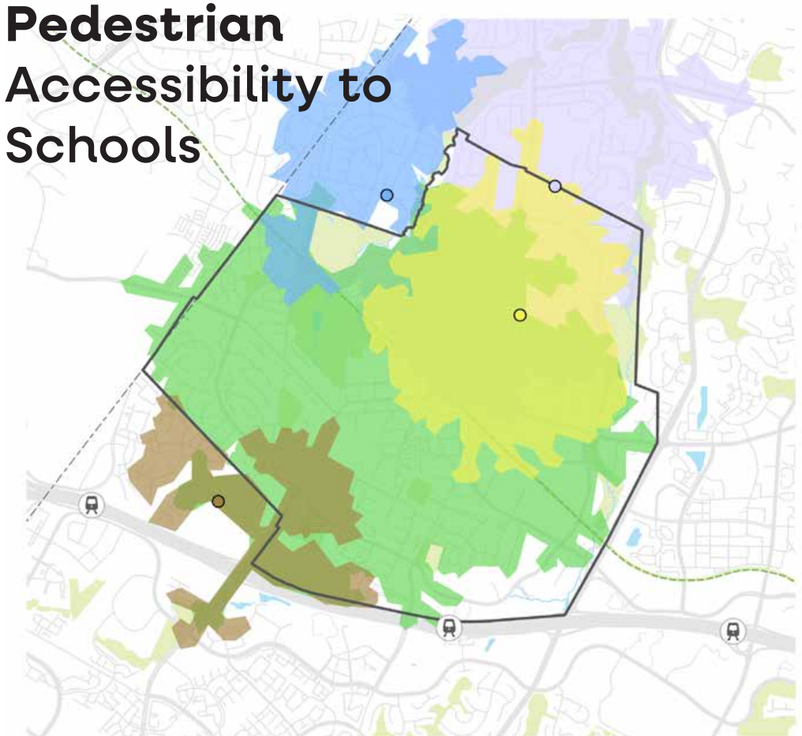
With limited ability to increase road capacity, Herndon must reexamine how road space is allocated between modes.



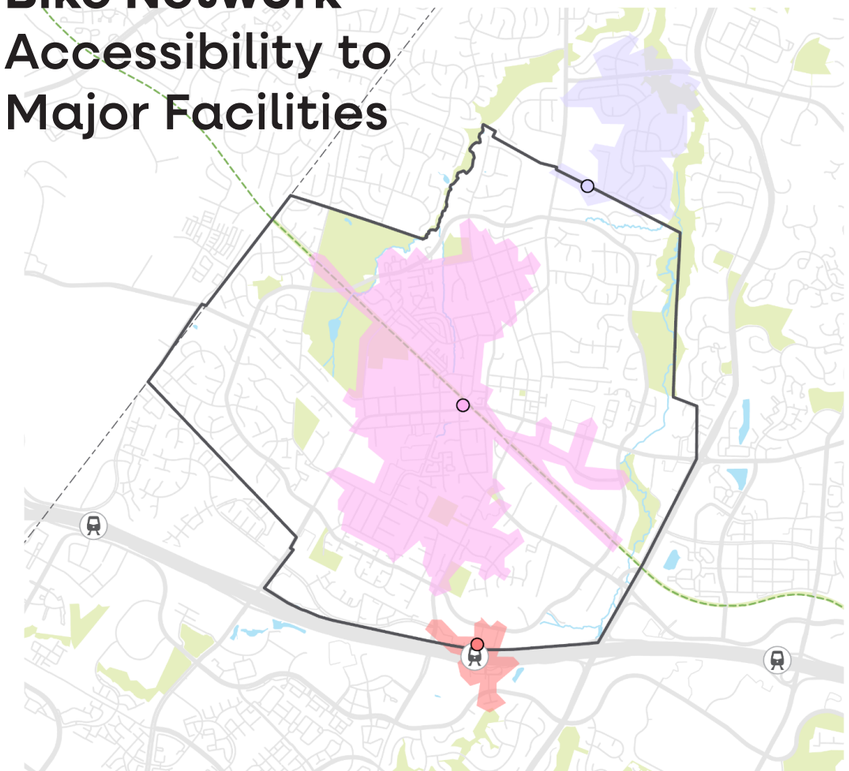
Multimodal Gaps and Opportunities

There are gaps in **roadway connectivity**, **pedestrian and bicycle infrastructure**, and **corridor safety** that limit seamless local movement.

Pedestrian Accessibility to Schools



Bike Network Accessibility to Major Facilities



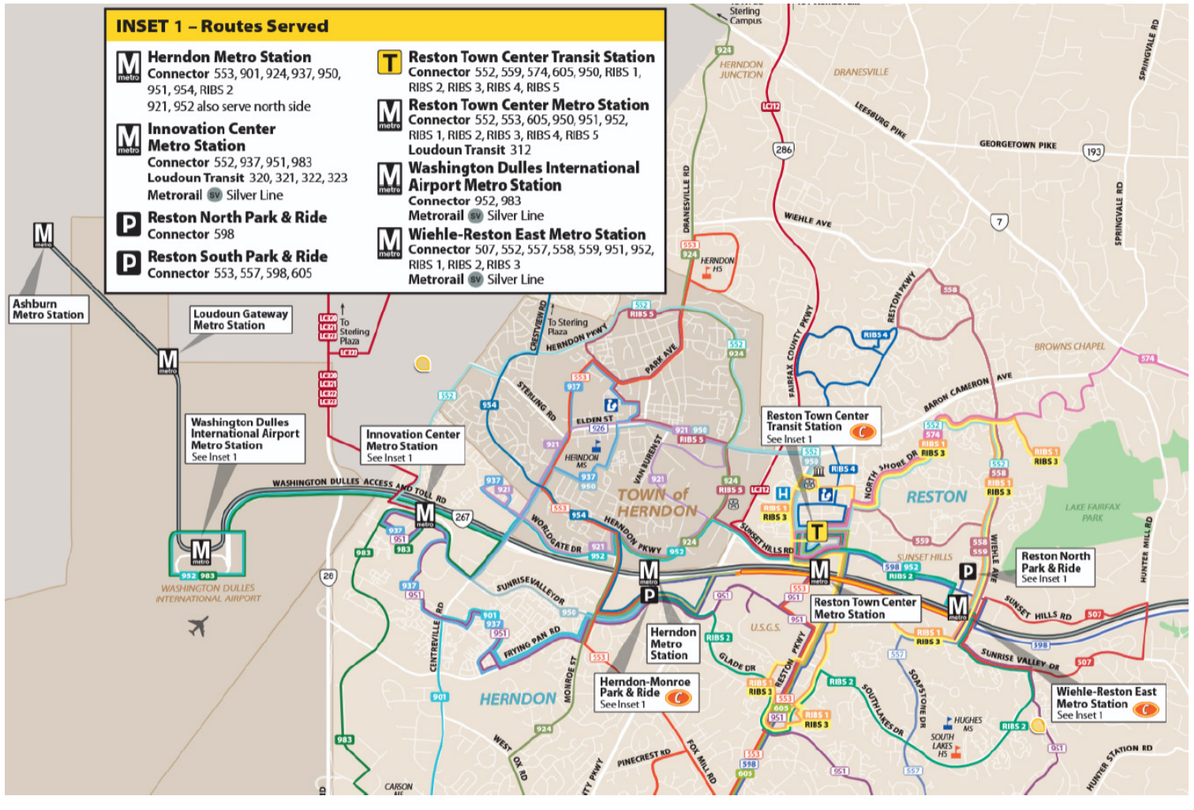
From 2019 to 2023, **17%** of serious injuries or fatalities involved a pedestrian or cyclist.

Regional transit potential with local network gaps

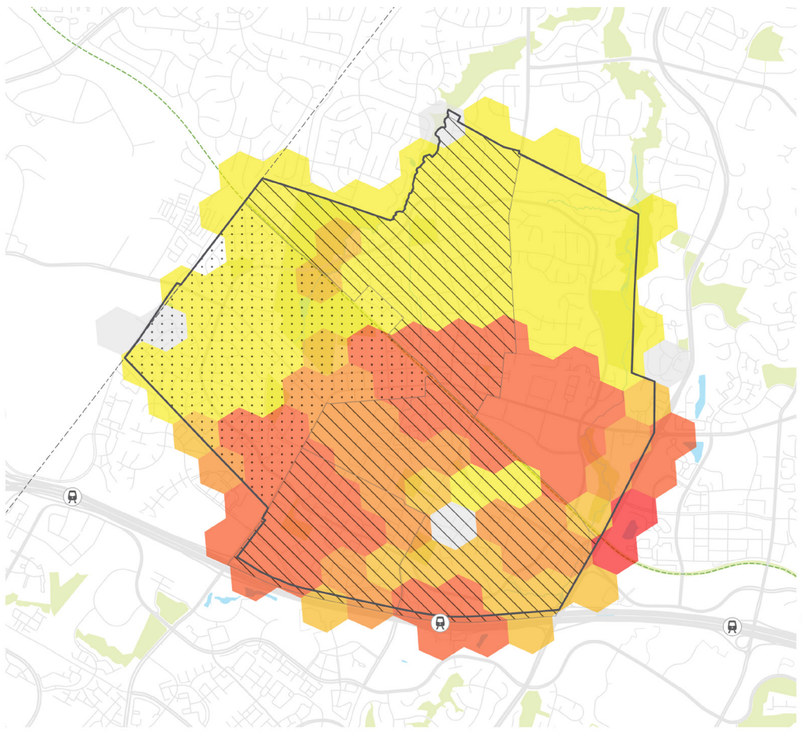
Herndon is served by a **range of transit options** (metro station, bus and bicycle networks, walkable paths, W&OD trail).

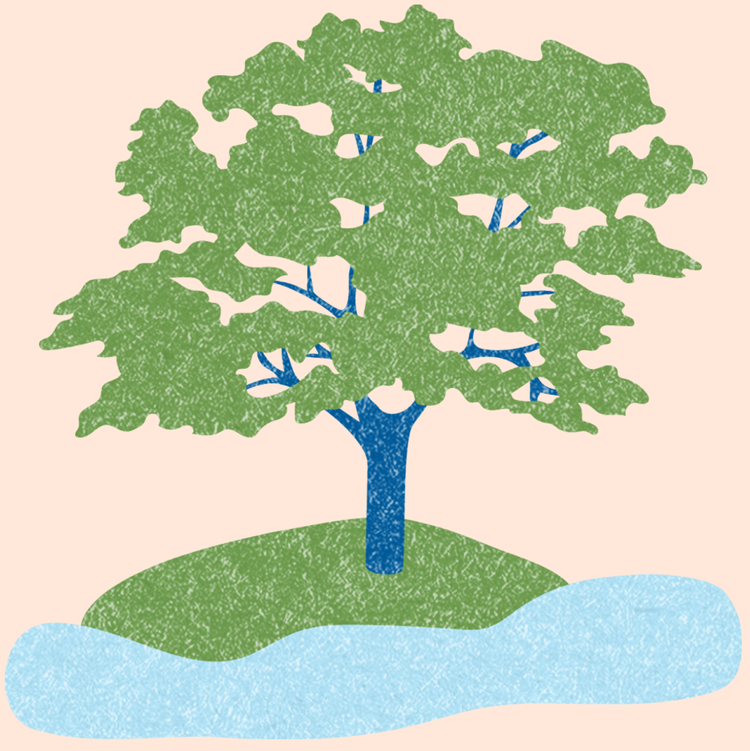
Key multimodal opportunity: Connecting the **Metro Area to Downtown.**

Transit Service Map of Herndon



Herndon Afternoon Transit Service and Equity



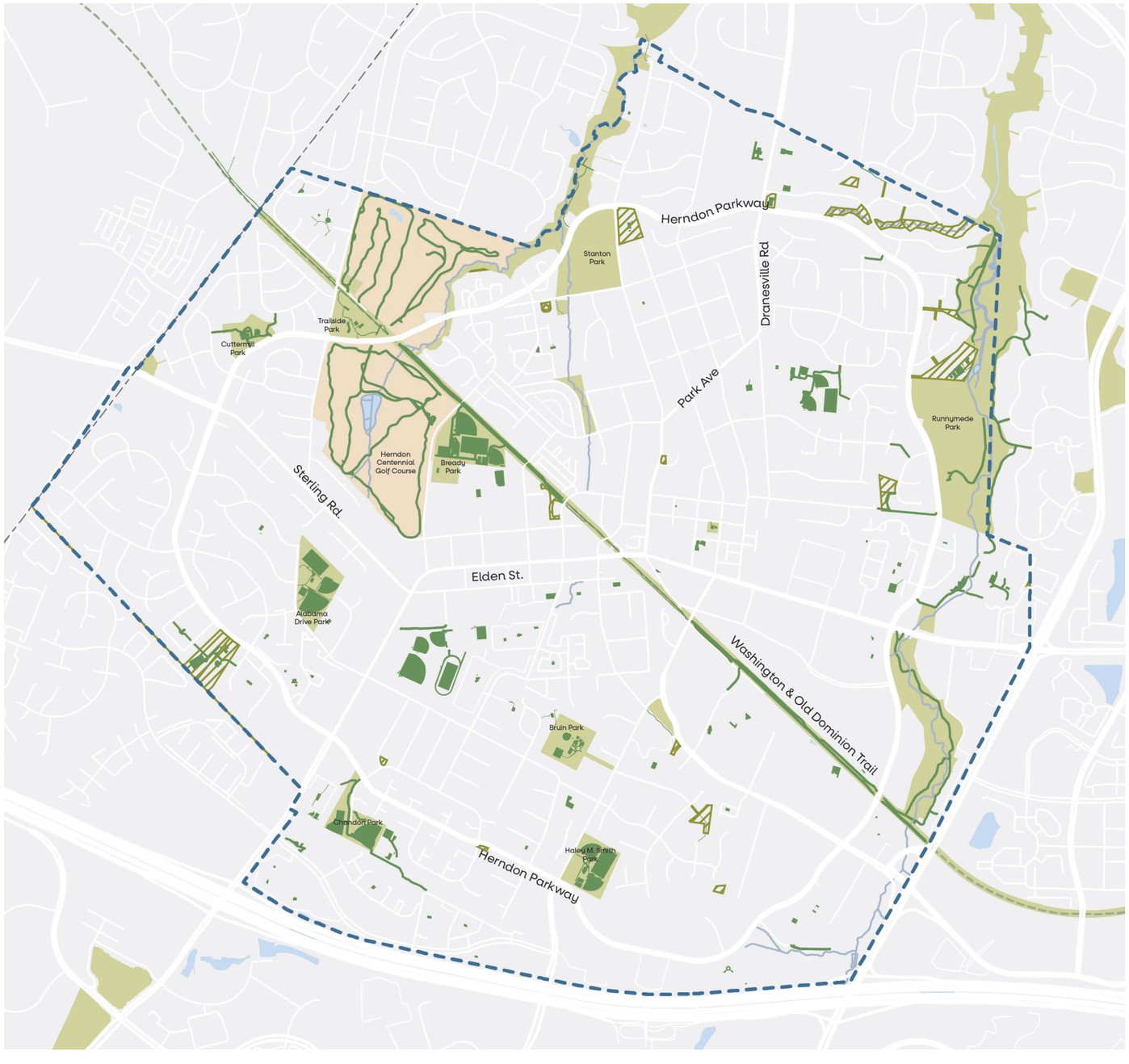


7 Environment and Sustainability

Varied and Geographically Distributed Park Network

Herndon's parks provide a variety of ways to enjoy being outside in **active and passive** recreational spaces.

Most of Herndon is **within a half-mile walk** (82.8%) of a park or open space.



HERNDON: PARK SYSTEM AND ACCESS

- Parks and Open Spaces
- Golf Course
- Recreational Facilities
  (Diamond fields, rectangular fields, tennis courts, bleacher, playground basketball courts, volleyball courts, bleachers, and community pools)
- Private Open Spaces (HOAs)
- Trails
- Town of Herndon

Growing Park Capacity with Population Growth?

To maintain the existing parks per capita ratio (8.4 acres per 1000 residents), the Town would need to **add 120 acres of new park space** alongside projected population growth.

ALABAMA DRIVE PARK



BRUIN PARK



BREADY PARK



HALEY M. SMITH PARK

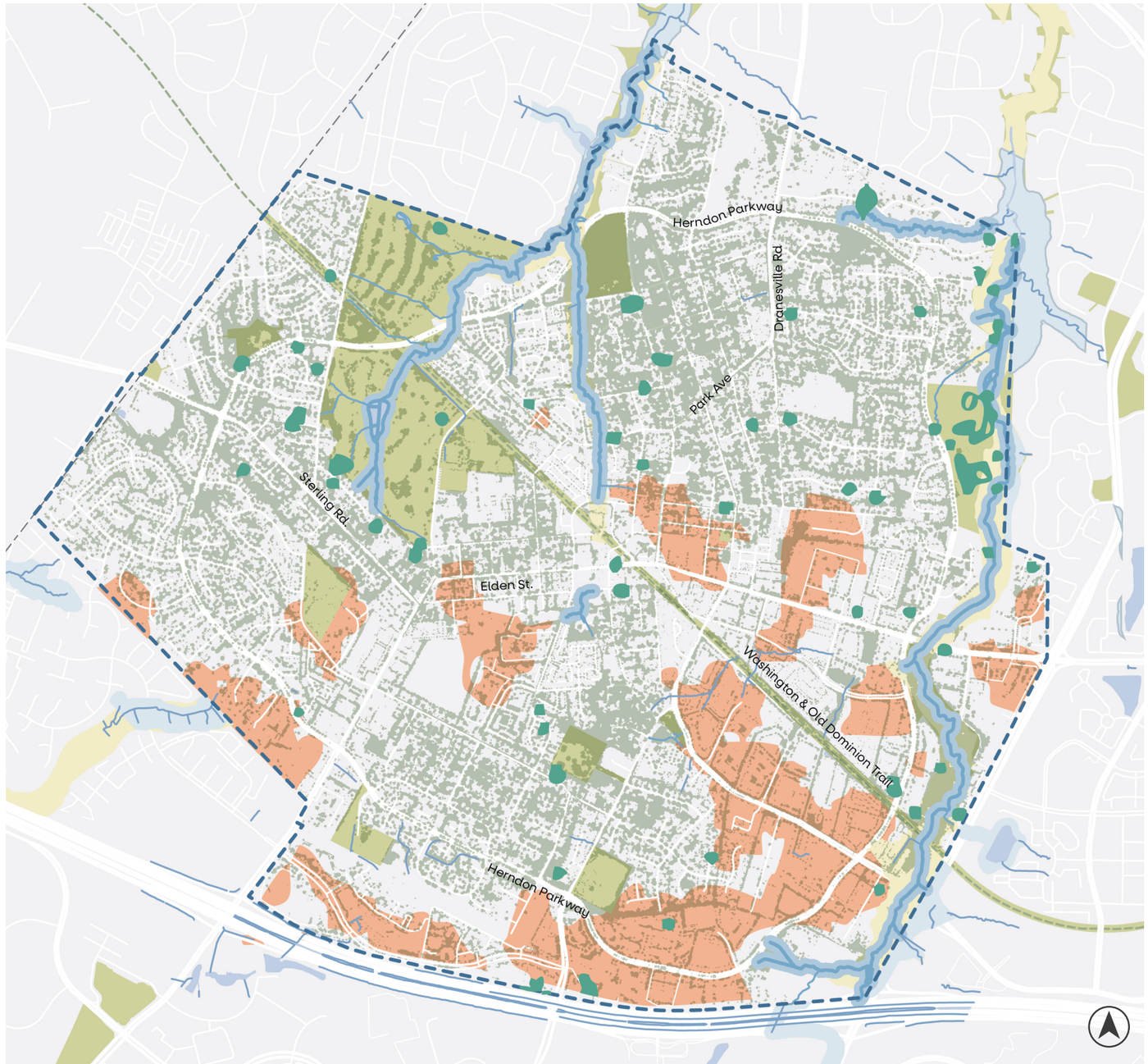


Sustainability and climate resilience opportunities

Climate trends, including more **intense rainfall, increased flooding risk,** and **extreme heat,** underscore the importance of strengthening green infrastructure.

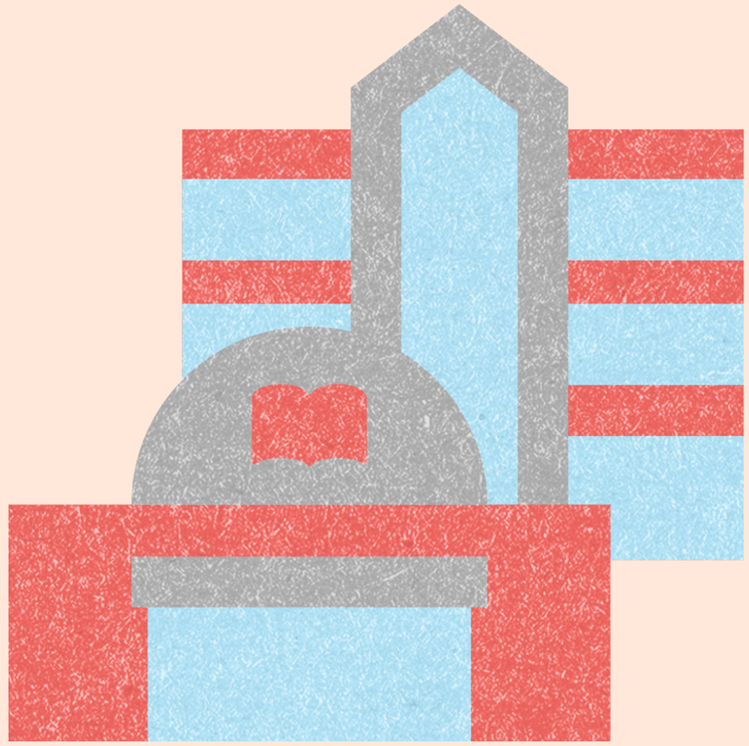
Herndon's urban **tree canopy** and **stream corridors** are critical assets.

Approximately **41% of Herndon** is covered by an impervious surface.



CLIMATE AND SUSTAINABILITY

- Resources Protection Area
- Chesapeake Bay Preservation Area
- Floodplains
- Tree Cover
- Temperature above 100° F (Daytime Summer Average)
- Threatened Animal Species
- Perennial
- Non Perennial
- Other Drains



8 Downtown and Metro Area

Downtown is the Heart of Herndon

Civic anchors like **Old Town Hall** and the **Fortnightly Library, along with historic buildings,** give the area a strong sense of place and community identity.

Downtown Herndon









Downtown Overview

- Downtown Herndon offers a **diverse, locally oriented mix of restaurants, breweries, specialty retail, and service businesses, complemented by civic anchors** such as Town Hall, the courthouse, and the public library
- **A mix of surrounding residential densities supports walkability and a built-in customer base**, reinforced by direct access to the **W&OD Trail** as a key multimodal corridor
- **As the population grows, so will demand for restaurants, retail, and other downtown amenities**
- Regular, **high-attendance events strengthen downtown activity and identity**, including WinterMarkt and the Friday Night Live concert series, which draw regional visitors
- **Parcel H represents a critical redevelopment opportunity,** but currently experiencing prolonged vacancy and the development pathway remains uncertain



Downtown Market Conditions Overview

- **Retail and mixed-use represent the strongest near-to mid-term opportunity**, particularly where residential growth and foot traffic can sustain active ground-floor uses
- **Limited development capacity may require a shift toward higher-density and mixed-use formats,** including redevelopment of underutilized parcels and more efficient site design to accommodate future growth
- **Connectivity improvements will be critical to unlocking market potential**, supporting stronger linkages between Downtown, the Metro station, W&OD trail and surrounding neighborhoods to expand the effective market area
- **Growing demand for experience-based businesses presents an opportunity to differentiate Herndon's retail mix,** with potential for entertainment, personal services, and community-oriented destinations that complement traditional retail



Impressions of Downtown Today

Most liked parts of Downtown

WHAT WE HEARD

- **Walkability & small-town scale**

  The compact, walkable historic core is consistently cited as Downtown's biggest asset.

- **Anchor local businesses**

  Specific local spots — Jimmy's, Aslin, Great Harvest, Sully's, Zeffirelli's — come up by name as community fixtures.

- **Friday Night Live & community events**

  FNL, the farmers market, and tree-lighting are repeatedly mentioned as what makes Downtown feel alive.

- **Historic character**

  The architecture and Town Green / Lynn Street area are valued for their character and authenticity.

VOICES

> *I like the local businesses that are there and love the wood trail to walk with my dog.*
>
> — Online survey respondent

> *I love the cute part of old Downtown and would like to see more shops and restaurants of high quality.*
>
> — Online survey respondent

> *The thing Downtown does well is summer programming with FNL and being a place that locals go to be together.*
>
> — Online survey respondent

Vision for Downtown's Future

WHAT WE HEARD

- **Resolve the Comstock site**

  The vacant downtown lot is the single most-cited concern — many want it activated as housing, mixed-use, or events space.

- **More independent shops & dining**

  Repeated calls for variety: cafes, bookstores, boutiques, ice cream shops — and notably fewer vape shops and bars.

- **A walkable, pedestrian-first center**

  Closing some streets to cars, expanding the Town Green, more outdoor dining, better landscaping.

- **Arts, events, and gathering space**

  Many mention an arts center, year-round programming, or a covered market/plaza similar to Vienna or Old Town Alexandria.

VOICES

> *A vibrant local business scene where the community can come together to eat, shop, and play.*
>
> — Online survey respondent

> *A successful version of Alexandria, with cute and unique shops and tree-lined streets.*
>
> — Online survey respondent

> *Close Lynn and Station to vehicular traffic and create a pedestrian center with a real green and a small stage.*
>
> — Online survey respondent

Metro Station Area

With large parcels, proximity to major employers, and direct rail connectivity, the Metro Area represents a **compelling redevelopment opportunity** to create a more walkable, transit-oriented destination.

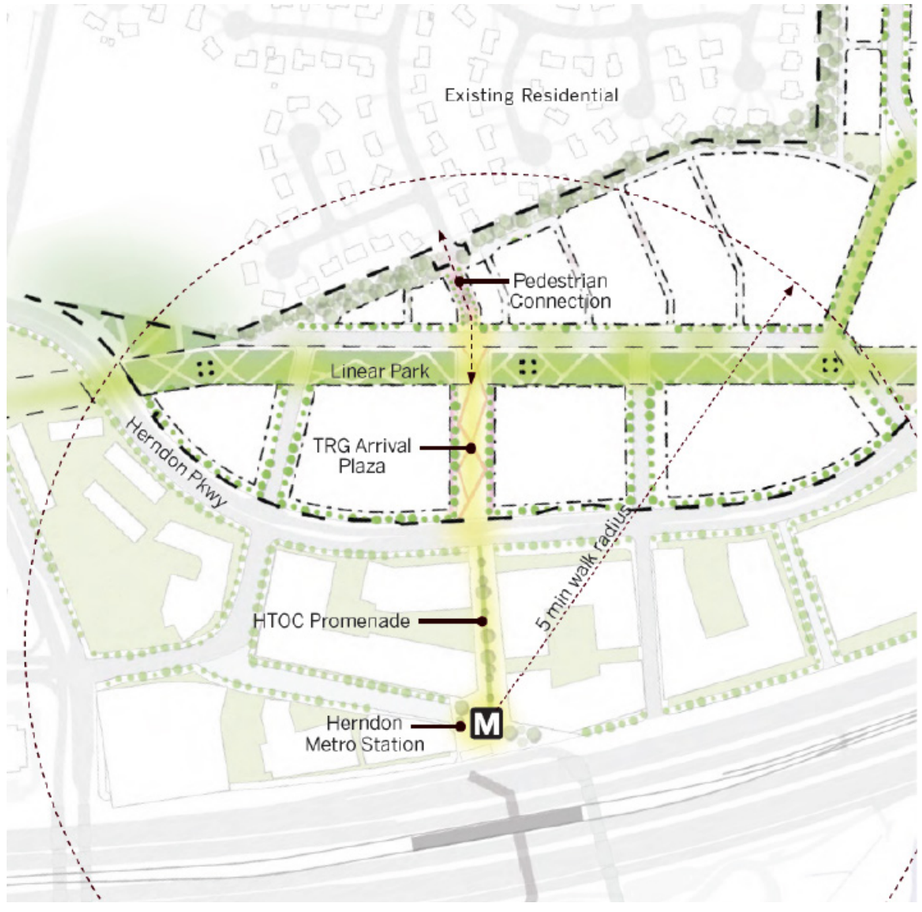
555 Herndon Pwky (under construction)



575 Herndon Pwky (permitted)



Metro Station Area



Significant medium-term opportunity for retail activation.

The convergence of new multifamily, the Metro station, and an existing concentration of office creates the conditions for a walkable, mixed-use retail node — but only if retail is intentionally planned into the emerging built environment.

Upcoming projects near the Metro alone could bring almost **2,300 new housing units** to Herndon, a **28% increase.**

Metro Area Market Conditions Overview

Metro Area

- Strong multifamily redevelopment pipeline supports increased density and positions the area for sustained residential growth
- Opportunity to leverage new development to create a cohesive, walkable mixed-use district with active ground-floor uses and stronger placemaking
- Solid demand for flex commercial space aligns with evolving industry needs and diversification beyond traditional office

Spring Street and Flex Space Areas

- Strong opportunity for industrial and flex space redevelopment to meet evolving demand from tech, logistics, and innovation-oriented users
- Niche opportunity to expand medical office and healthcare-oriented uses
- Strategic transition and connector area between the Metro and downtown, with potential to anchor higher-intensity, mixed-use development and improve continuity across districts



Impressions of the Metro Area Today

Most liked parts of Metro Area

WHAT WE HEARD

- **Connectivity is the main asset**

  The Silver Line connection to DC and proximity to Dulles is cited as the area's most valuable feature.

- **Convenience for commuters & travelers**

  Many appreciate access to the airport and a quick path into the city — even those who don't use it daily.

- **Limited beyond the station itself**

  Most respondents say the area lacks character or destination value beyond transit access.

- **Parking & access frustrations**

  Lack of parking on the north side of the toll road and the long walk from Herndon Parkway are the most cited friction points.

VOICES

> *We are lucky to have a station — that's a blessing.*
>
> — Online survey respondent

> *It's just a place to park my car and get away. No reason to be there other than commuting.*
>
> — Online survey respondent

> *I like that we have a Metro stop, but it's not as easy to get to as I had hoped.*
>
> — Online survey respondent

Vision for Metro Area's Future

WHAT WE HEARD

- **Mixed-use development**

  Strong support for housing, retail, and restaurants integrated near the station — a 'complete' neighborhood, not just a transit stop.

- **Better walking & biking connections**

  Calls for safer sidewalks, bike lanes, and pedestrian access from neighborhoods to the Metro.

- **Distinct identity from Downtown**

  Many want the Metro Area to be its own thing — modern and dense — without competing with historic Downtown.

- **More housing — including affordable**

  Frequent mention of workforce and affordable housing options near transit.

VOICES

> *Multi-use development. Parks, shops, multifamily housing, restaurants. Ideally mostly local or independent.*
>
> — Online survey respondent

> *Affordable housing would be great — so your workforce can afford to live where they work.*
>
> — Online survey respondent

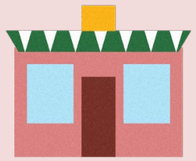
> *More housing and business integration so people don't have to drive to get to a grocery store, restaurant, or pharmacy.*
>
> — Online survey respondent

3

Visioning Workshop

Community Vision Themes

Ideas heard repeatedly across the survey, pop-up events, and canvassing.

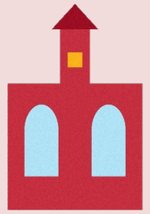


01

Small-Town Character, Thoughtful Growth

Preserve what makes Herndon feel like Herndon while allowing the town to evolve. Most growth should happen in commercial areas, not residential neighborhoods.

177 cited community character as most-valued

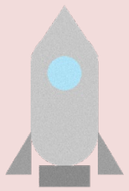


02

A Vibrant, Walkable Downtown

Strengthen Downtown as a destination — fill vacancies, support local shops and restaurants, and create more places to gather.

302 chose 'Strengthen Downtown' as a priority



03

Local Business & Fiscal Vitality

Fill vacant storefronts, attract independent businesses over chains, and broaden the commercial tax base to support town services long-term.

267 want to redevelop aging commercial areas



04

A Connected, Safe Community

Invest in walkability, pedestrian safety, parks and tree canopy, and the civic events that bring residents together.

279 cited parks & open space as most-valued

Small-Town Character, Thoughtful Growth

WHAT WE HEARD

- Maintain the historic feel and human scale of the downtown core.
- Direct new growth toward aging commercial areas and corridors, not residential neighborhoods.
- Concentrate density near the Metro station and along major roads where infrastructure exists.
- Push back against high-rises and 'cookie-cutter' developments that don't fit local character.

> *We don't need another Reston with condos and shops you can find in any mall. Reston doesn't have the community feel Herndon has and should uphold.*
>
> *— Online survey respondent*

177 **Cited 'community character' as one of Herndon's top values**

A Vibrant, Walkable Downtown

WHAT WE HEARD

- Strengthen Downtown as a true destination, not just a pass-through.
- Address vacant storefronts and the long-stalled Comstock site, repeatedly cited as an eyesore.
- Bring in more independent restaurants, cafes, shops, and arts venues — not chains.
- Make the area more walkable, with pedestrian-friendly streets and outdoor gathering space.

> *I want more destination dining, more things to do — a real local scene where the community can come together to eat, shop, and play.*
>
> *— Online survey respondent*

302 **Chose 'Strengthen Downtown as a destination' — the most-selected growth priority**

Local Business & Fiscal Vitality

WHAT WE HEARD

- Fill vacant buildings — Comstock site, Pines Center, Ice House area named most often.
- Prioritize independent and locally-owned businesses over chain stores.
- Use commercial growth to broaden the tax base and ease pressure on residential taxpayers.
- Concerns about repeated patterns: too many vape shops, too many bars, not enough variety.

> *Herndon used to be known as a treasure. Please give us a nice community — fill the vacancies and bring back local character.*
>
> *— Online survey respondent*

207 Retail/shopping — the most-missed amenity in town

267 Redevelop aging commercial — the #2 growth priority

A Connected, Safe Community

WHAT WE HEARD

- Improve pedestrian safety: sidewalks, crosswalks, traffic calming, especially on Elden Street.
- Expand bike infrastructure and connections to the W&OD Trail and Metro stations.
- Protect and expand parks, trees, and open space — the most-valued asset Herndon has.
- Bring back signature community events, especially the Herndon Festival.

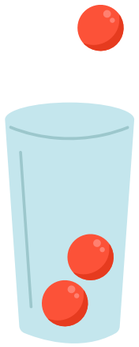
> *My biggest dream for Herndon in 2050 is a connected, walkable place where streets meet, the public realm is strengthened, and people gather.*
>
> *— Online survey respondent*

279 **Chose parks, open space, and recreation as what they value most about Herndon**

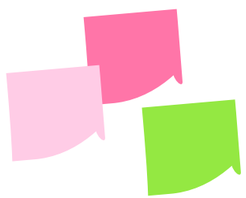
How it works?



Go to the gameboard and pick some **idea marbles.**



Walk over to any of the six categories and **drop a marble** in the **idea cup** that you want envisioned for Herndon. You can drop multiple marbles.



Got another idea that you want for Herndon? Use the **OTHER IDEAS** space and drop a **sticky note** with your idea!



Which idea resonates most with you about Herndon?

Old town character meets new energy

Grab some white marbles!

Discover a world of flavors and culture

Grab some green marbles!

The next great place to invest, work, and build

Grab some blue marbles!

A place where the good life is within reach

Grab some purple marble!

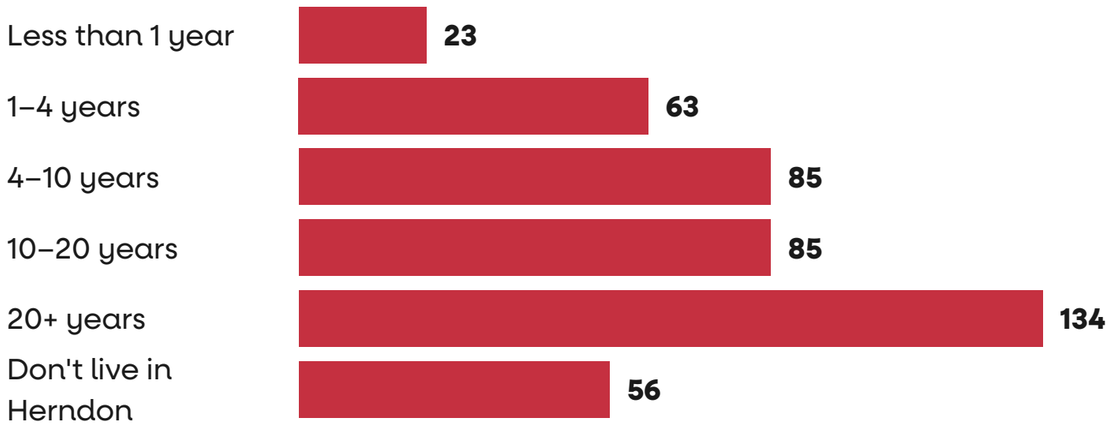
THANK YOU

Online Survey Demographics

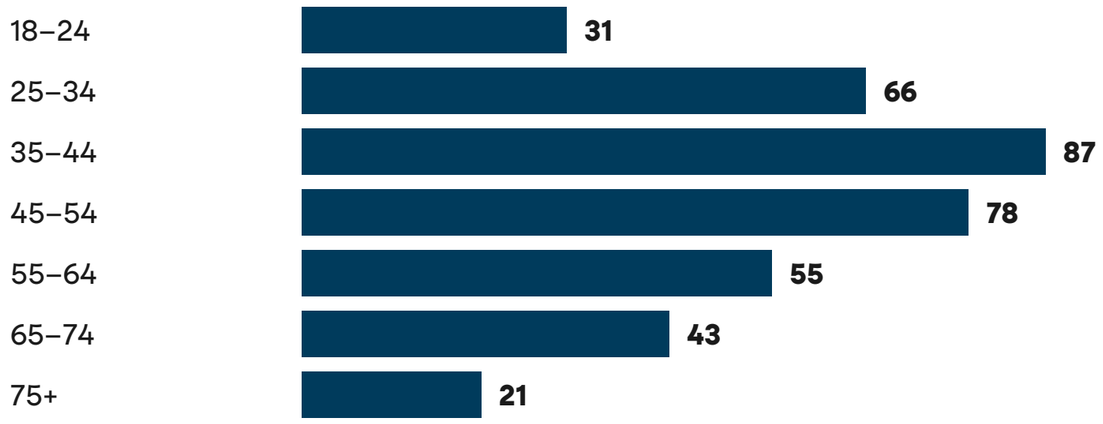
Based on 480 survey responses who shared demographic information.

56 NON-RESIDENTS also responded — primarily commuters and visitors. Their input appears throughout the open-text themes and quotes.

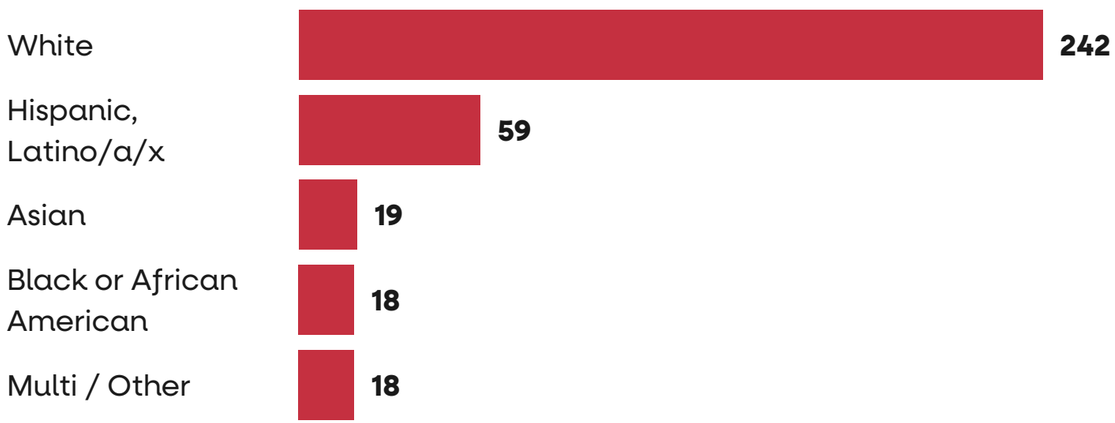
Length of Residence in Herndon



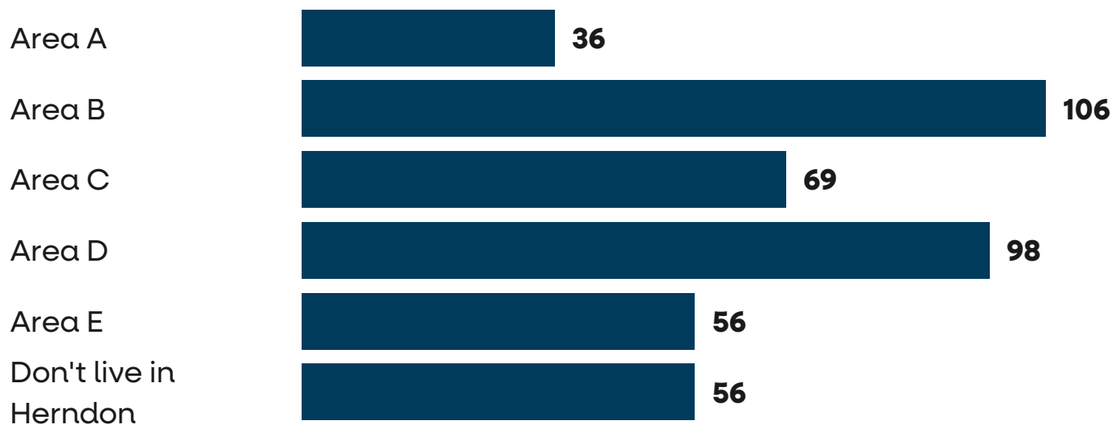
Age Distribution



Race / Ethnicity



Where in Herndon (Area)



Who Participated?

EVENT LOCATIONS

April 16 – May 16, 2026

- Herndon Metro (morning)
- Herndon Metro (evening)
- Fortnightly Library
- Runnymede Park / Arbor Day
- Haley Smith Park
- Lotte Plaza
- Herndon Community Center
- Frying Pan Farm Event
- Freshworld
- Bready Park
- Herndon Farmers Market
- Worldgate Center
- Aslin Brewery / Izzi's
- Bike to Work Day
- Polar Heat







TOTAL REACH

998 interactions | **15 events**

75	73	12	6
Paper Surveys	Vision Wall	Tablet	Voicemails

Herndon's Workforce Snapshot

- **Resident-based job growth has exceeded Fairfax County** and was above state averages, but fell more sharply than the state post-Covid and is still recovering.
- About **1 in 4 of Herndon's working residents identifies as Hispanic or Latino**.
- **Educational attainment varies:** Among workers age 30 and older, 39% hold a bachelor's degree or higher, 45% have a high school diploma or some college, and 17% did not finish high school.
- **About 21% of Herndon's working residents are employed in the high-paying professional, scientific, and technical services sector.**

