HERNDON TOWN COUNCIL
Regular Meeting Minutes
Tuesday, January 28, 2025

1. Call to Order

Mayor LeBlanc called the January 28, 2025, Town Council regular meeting to order at 7:00 p.m. in the Herndon Council Chambers Building, 765 Lynn Street, Herndon, Virginia. In attendance were: Mayor Keven LeBlanc; Vice Mayor Clark Hedrick; and Councilmembers Naila Alam, Cesar del Aguila, Kelvin Garcia, Michael T. Lloyd, and Alex Reyes.

Staff present during the meeting: Christopher Martino, Interim Town Manager; Kirstyn Barr Jovanovich and Scott Robinson, Acting Deputy Town Managers; Chief Maggie DeBoard, Chief of Police; Anne Papa, Chief Communications Officer; Lisa Gilleran, Director of Community Development; Marjorie Sloan, Director of Finance; Bryce Perry, Deputy Director of Community Development; David Stromberg, Zoning Administrator; Collin Okoniewski, Planning Operations Manager; and Amanda Kertz, Acting Town Clerk.

2. Pledge of Allegiance to the Flag of the United States of America

Mayor LeBlanc led the audience in the Pledge of Allegiance to the Flag of the United States of America.

Determination of a Quorum

Mayor LeBlanc determined there was a quorum of all Councilmembers present.

Amend the Agenda

Mayor LeBlanc stated that the applicant withdrew their application for the temporary license agreement, item #7(c) on the Consent Agenda. With the concurrence of Council, the item was removed, and the agenda was so amended.

3. Presentations/Reports/Comments

a. Town Manager Report

Christopher Martino, Interim Town Manager, stated that staff had no updates to report at that time regarding Comstock and the downtown redevelopment project.

Mr. Martino noted that staff continue to monitor announcements and directives from the presidential administration, and he will provide updates to the Council on any directives that impact the Town.

Mr. Martino reported that staff received confirmation that all utilities at 641 Nash Street had been disconnected, allowing the project to proceed.

He concluded by thanking the Council for including staff in the recent Town Council retreat.

b. Councilmember Comments

Councilmember del Aguila: thanked his fellow Councilmembers and staff for a successful and productive Town Council retreat.

Councilmember del Aguila encouraged his colleagues to reach out to the Latino community and provide reassurance and empathy during fearful and concerning times.

Councilmember Reyes: echoed Councilmember del Aguila's comments regarding a successful and productive Town Council retreat.

Councilmember Alam: echoed her colleagues' comments on the Town Council retreat. She indicated that she plans to attend the upcoming Virginia Municipal League (VML) Legislative Day in Richmond on January 30.

Councilmember Garcia: echoed his colleagues' comments on the Town Council retreat.

Councilmember Lloyd: echoed his colleagues' comments on the Town Council retreat. He also thanked the Parks and Recreation staff for hosting the Open House event at the Herndon Community Center that past weekend.

Councilmember Lloyd requested staff to look into why the town's population in 2024 remained nearly the same as it was in 2014. He also asked if there were any plans or strategies being considered to support future population growth.

Vice Mayor Hedrick: echoed his colleagues' comments on the Town Council retreat. He asked that the next retreat be called an "advance."

Mayor LeBlanc: echoed his colleagues' comments on the Town Council retreat and echoed Councilmember Lloyd's thanks to Parks and Recreation for hosting the Herndon Community Center Open House event.

Mayor LeBlanc stated that he recently attended a pep rally to cheer on the Washington Commanders at Clearview Elementary School, where he enjoyed

talking with students and teachers. That next day, he was meeting with the principal of Clearview Elementary School to discuss the needs of families and students that attend the school.

Mayor LeBlanc stated that he is also attending the VML Legislative Day in Richmond at the end of the month.

4. Comments from the Audience

Mayor LeBlanc reviewed the process and asked those who wanted to provide Comments from the Audience to come forward.

- Steven Mitchell, 1298 Monroe Street, Herndon: provided comments on General Item 6(b) Resolution 25-G-08 to extend the Town of Herndon Streetery Pilot Program and welcomed the new Town Council.

- Susan Powell, 419 Madison Forest Drive, Herndon: thanked Mayor LeBlanc, Vice Mayor Hedrick, and Councilmember Reyes for their respectful engagement and outreach.

  Ms. Powell provided an update on local efforts to develop a “unity score” system to evaluate community events. Using the 2023 and 2024 Town events as a baseline, she stated that the group will collect and analyze data, with plans to share findings and recommendations going forward.

- Alexander Burke, 910 Jorss Place, Herndon: discussed issues related to affordable housing in town and related funding. He expressed his concerns about funding changes at the federal level.

- Stephan Porter, 905 Vine Street, Herndon: (1) commended the new Town Council for their approach and early progress; (2) expressed concerns about how shifts in the federal workforce and changes to grant policies will impact the Town; (3) questioned how a shortfall in Fairfax County's budget will impact the Town; and (4) highlighted unresolved issues related to the Comstock redevelopment project.

- Jay Hadlock, 505 Alabama Drive, Herndon: provided comments on General Item 6(a) Resolution 25-G-07 to adopt a new Brand Concept for the Town of Herndon. He also welcomed the new Town Council.

5. Public Hearings

a. Ordinance 25-O-01 to approve Zoning Ordinance Text Amendment ZOTA #24-02 to amend Chapter 78 (ZONING), Article III (Residential Districts), Article V (Planned Development Districts), by adding Section 78-51.2, entitled PD-TRG1 (Planned Development – Transit Related Growth Mixed Use, Medium Density Residential, and Office), by amending Article VII (Use Regulations), Article VIII (Accessory Uses), Article X (Parking, Loading, and Circulation), Article XIV (Signs), adding a new Section 78-141.8 (Sign Standards for Planned Development – Transit Related Growth), and other articles as deemed necessary and appropriate to create new zoning districts to implement the recommendations and standards of the Transit Related Growth Small Area Plan

Certificates of Publication were filed from the Editor of the Fairfax County Times Newspapers, showing that notice of said public hearing items had been duly advertised in the Friday, January 10, and January 17, 2025, issues.

Mayor LeBlanc opened the public hearing and recognized David Stromberg, Zoning Administrator, who provided an overview of the proposed zoning ordinance text amendment, ZOTA #24-02, adopting the PD-TRG1 zoning district. Mr. Stromberg provided an overview of the three-step lifecycle to adopt a zoning ordinance text amendment, including: (1) initiating consideration of a ZOTA as required per Virginia Code 15.2-2286(A)(7); (2) Planning Commission public hearing review of ZOTA; and (3)Town Council public hearing of the ZOTA.

Mr. Stromberg explained that the PD-TRG1 zoning district is the first zoning district drafted to implement the recommendations of the Transit Related Growth Small Area Plan (TRGSAP). He stated that the TRGSAP is the Town's adopted land use guide for the 94 acres of land in the Town that is located north of the Town Metro Station. He provided an overview of TRGSAP, including: (1) property area; (2) zoning; (3) land use; (4) zoning requirements; and (5) EV charging requirements and capabilities. Mr. Stromberg stated that the Planning Commission and staff recommend approval of the proposed ordinance, as presented.

There was discussion between the Council and staff on the proposed ZOTA, including the following: (1) parking spaces; (2) potential costs to developers; and (3) requirements of the zoning district.

Mayor LeBlanc called for comments from the audience.

The public hearing was held, and the following individuals provided testimony:

- Ken Wire, 1984 Issac Newton Square, Reston;
- Stephan Porter, 905 Vine Street, Herndon; and
- Barbara Glakas, 935 Barton Oaks Place, Herndon.

Seeing no further comments, Mayor LeBlanc closed the public hearing and moved to Council level for discussion and action.

Councilmember del Aguila moved to approve Ordinance 25-O-01 Zoning Ordinance Text Amendment ZOTA #24-02 to amend Chapter 78 (ZONING), Article III (Residential Districts), Article V (Planned Development Districts), by adding Section 78-51.2, entitled PD-TRG1 (Planned Development – Transit Related Growth Mixed Use, Medium Density Residential, and Office), by amending Article VII (Use Regulations), Article VIII (Accessory Uses), Article X (Parking, Loading, and Circulation), Article XIV (Signs), adding a new Section 78-141.8 (Sign Standards for Planned Development – Transit Related Growth), and other articles as deemed necessary and appropriate to create a new zoning districts to implement the recommendations and standards of the Transit Related Growth Small Area Plan, as presented.

Motion seconded by Councilmember Garcia.

There were brief comments from the Council.

The question was called on the motion, which carried by unanimous roll call vote. The vote was: Councilmembers Alam, del Aguila, Garcia, Lloyd, Reyes, Vice Mayor Hedrick, and Mayor LeBlanc voting "Aye."

b. Ordinance 25-O-02 to amend the Fiscal Year (FY) 2025 Adopted Budget for the American Rescue Plan Act (ARPA) Fund

Certificates of Publication were filed from the Editor of the Fairfax County Times Newspapers, showing that notice of said public hearing items had been duly advertised in the Friday, January 10, and January 17, 2025, issues.

Mayor LeBlanc opened the public hearing and recognized Finance Director Marjorie Sloan for the staff report. Ms. Sloan presented a proposed $815,500 budget amendment to the FY 2025 American Rescue Plan Act (ARPA) Fund. The amendment was made up of the following appropriations for: (1) $88,000 for fire alarm system changes at the Herndon Municipal Center (HMC); (2) $15,000 toward Old Town Hall renovation changes; (3) $495,000 for HMC renovation changes; (4) HMC storefront changes at $87,500; and (5) purchase of a portable road barrier system for $130,000. The amendment would be fully funded by previously earned ARPA interest income. Ms. Sloan stated that staff recommends approval of the proposed budget amendment, as presented.

There was discussion among the Council and staff on this item, including questions on: (1) the scope of planned HMC renovations; (2) planned uses for the portable road barrier system; and (3) the earned interest income being used for the amendment.

Mayor LeBlanc called for comments from the audience.

The public hearing was held, and the following individuals provided testimony:

- Nicole Wickenhauser, 1109 Burwick Drive, Herndon; and

- Alexander Burke, 910 Jorss Place, Herndon.

Seeing no further comments, Mayor LeBlanc closed the public hearing and moved to Council level for discussion and action.

Councilmember del Aguila moved to approve Ordinance 25-O-02 to amend the Fiscal Year (FY) 2025 Adopted Budget for the American Rescue Plan Act (ARPA) Fund, as presented.

Motion seconded by Councilmember Alam.

There were brief comments from the Council.

The question was called on the motion, which carried by unanimous roll call vote. The vote was: Councilmembers Alam, del Aguila, Garcia, Lloyd, Reyes, Vice Mayor Hedrick, and Mayor LeBlanc voting “Aye.”

6. General

a. Resolution 25-G-07 to adopt a new Brand Concept for the Town of Herndon

Anne Papa, Chief Communications Officer, presented the staff report on the Town’s branding initiative, aligned with Strategic Plan Goal #2: Thriving Community. She reviewed the process, including the selection of branding consultant Chandlerthinks, formation of the Branding Task Force, and the project’s key objectives.

Ms. Papa outlined the research phase, which included six focus groups, 20 individual interviews, a resident survey with over 400 responses, a non-resident survey, and a socioeconomic study. Based on this research, four brand pillars were identified: prime location, historic small-town charm, diversity, and a welcoming, friendly spirit. The brand concept "Live Differently" was developed to reflect these pillars. Ms. Papa clarified that the graphic representation of the letter “H” shown during last week’s presentation was not under consideration at the evening, as there was no consensus to advance it.

Ms. Papa noted that at the prior work session, the Council requested a resolution to support the brand concept. Mayor LeBlanc clarified that the resolution’s reference to “ethnic diversity” should be corrected to “diversity.”

Ms. Papa stated that at last week's work session, the Town Council asked the staff to draft a resolution supporting the Herndon brand concept, "Live Differently."

Councilmember del Aguila moved to Approve Resolution 25-G-07 to adopt a new Brand Concept for the Town of Herndon, with the noted correction to "diversity" in the resolution.

Motion seconded by Vice Mayor Hedrick.

There were brief comments from the Council.

The question was called on the motion, which carried by unanimous roll call vote. The vote was: Councilmembers Alam, del Aguila, Garcia, Lloyd, Reyes, Vice Mayor Hedrick, and Mayor LeBlanc voting “Aye.”

b. Resolution 25-G-08 to extend the Town of Herndon Streetery Pilot Program

David Stromberg, Zoning Administrator, presented the staff report. Mr. Stromberg stated that at last week's work session, the Town Council asked Town staff to draft a resolution to reestablish and extend the Town of Herndon Streetery Pilot Program, starting on March 15, and continuing through November 30, 2025. He noted that application rules remain unchanged from the prior year and that businesses may apply once a revised application is posted on the Town’s website.

There was discussion among the Council and staff about extending the pilot program, mainly on the start date of the program.

Responding to Councilmember del Aguila, Mr. Stromberg confirmed that the Council could amend the resolution to change the start date of the program to March 14 instead of March 15, 2025. Businesses could then proceed on that date as long as their inspections were complete.

Vice Mayor Hedrick moved to approve Resolution 25-G-08 to extend the Town of Herndon Streetery Pilot Program, with an amendment to change the start date from March 15 to March 14, 2025.

Motion seconded by Councilmember Reyes.

There were brief comments from the Council.

The question was called on the motion, which carried by unanimous roll call vote. The vote was: Councilmembers Alam, del Aguila, Garcia, Lloyd, Reyes, Vice Mayor Hedrick, and Mayor LeBlanc voting “Aye.”

7. Consent

a. Resolution 25-G-09 to initiate consideration of a Zoning Ordinance Text Amendment ZOTA #25-01 to amend Chapter 78 (ZONING), Article V (Planned Development Districts), by adding Section 78-51.3, entitled PD-TRG2 (Planned Development – Transit Related Growth 2 – Low Density Residential), and amending Article VII (Use Regulations), Article VIII (Accessory Uses), Article X (Parking, Loading, and Circulation), and other articles as deemed necessary and appropriate to implement the recommendations and standards of the Transit Related Growth Small Area Plan

b. Resolution 25-G-10 to initiate consideration of a Zoning Ordinance Text Amendment ZOTA #25-02 to amend Chapter 78 (ZONING), Article XV (Decision-Making Authorities, Application Review, and Permitting), Section 78-152.2(b)(3) (Fees for Development Applications) to adjust development fees in accordance with a comprehensive fee evaluation

c. Resolution 25-G-11 to approve a Temporary License Agreement between the Town and JOTT, INC., for use of a designated public space in the alley adjacent to Jimmy's Old Town Tavern for outdoor seating during a one-day event (Note: Item removed from Consent Agenda per applicant's request)

d. Resolution 25-G-12 to reinstate the Town Council's Interview Subcommittee

e. Resolution 25-G-13 to reinstate the Town Council's Pedestrian and Bicycle Advisory Committee

f. Resolution 25-G-14 to establish the Town of Herndon Community Inclusion and Engagement Committee

g. Resolution 25-G-15 to appoint the Town Council Liaison to the Herndon Youth Advisory Committee

Mayor LeBlanc stated that at the onset of the meeting, the Council amended the agenda to remove Consent Item 7(C) Resolution 25-G-11 to approve a Temporary License Agreement between the Town and JOTT, INC., for use of a designated public space in the alley adjacent to Jimmy's Old Town Tavern for outdoor seating during a one-day event.

On motion of Councilmember Reyes, seconded by Councilmember Lloyd, the Consent Agenda items were approved and carried by a unanimous roll call vote, as amended, without comment. The vote was: Councilmembers Alam, del Aguila, Garcia, Lloyd, Reyes, Vice Mayor Hedrick, and Mayor LeBlanc voting "Aye."

8. Adjournment

There being no further business, Mayor LeBlanc adjourned the January 28, 2025 Town Council regular meeting at 8:27 p.m.

Amanda E.M. Kertz
Acting Town Clerk

Minutes approved by Town Council : _____