



TOWN COUNCIL WORK SESSION AGENDA

Town Council Chambers
765 Lynn Street, Herndon, VA 20170
Tuesday, October 17, 2023 | 7:00 p.m.

1. Call to Order

2. Public Hearings

- a. Resolution to approve Special Exception Application SE #23-02, to allow product repair services for cell phones and computers in a multi-tenant commercial office building in a Commercial Office, CO, zoning district

3. General

- a. Ordinance to amend and reenact Chapter 54 (PERSONNEL), Article I (In General), Article II (Pay)

4. Consent

- a. Resolution to adopt the Community Cultural Festivals Policy Statement
- b. Resolution to identify holidays to be included in the Town Calendar and to remove the Thursday Farmers Market listing from the Town Calendar

5. Discussion

- a. Bike and Pedestrian Projects Presentation
- b. Town of Herndon Community Events – Councilmember Scherff
- c. Small-Business Community Committee – Councilmember LeBlanc
- d. Equity – Councilmember del Aguila
- e. Stars & Stripes Donation – Councilmember del Aguila
- f. Latino Festival – Councilmember del Aguila
- g. Housing Initiative – Councilmember del Aguila

6. Roundtable

7. Adjournment



STAFF REPORT

Town Council
October 17, 2023

Title:

Resolution to approve Special Exception Application SE #23-02, allow product repair services for cell phones and computers in a multi-tenant commercial office building in a Commercial Office, CO, zoning district.

Staff Contact:

Fadrique Iglesias, Community Planner
fadrique.iglesias@herndon-va.gov (703) 787-7380

David Stromberg, AICP, Zoning Administrator
david.stromberg@herndon-va.gov (703) 787-7380

Summary Information:

Applicant Request	This application is to consider a special exception to allow product repair services for cell phones and computers, within the Commercial Office Zoning District. The property is situated within the Crossroads of Dulles Office Condominium development and is located at the northwest corner of Elden Street and Sterling Road. Unit 206 consists of approximately 1,090 square feet and is in a multi-unit building fronting on Elden Street.
Address	1020 Elden Street, Suite 206, Herndon VA 20170
Fairfax County Tax Map Numbers	0161 22 0006S
Owner & Applicant	Property owner: Agios Georgios, LLC. Applicant: Yonatan Mekonnen, 911ifixit.com Phone Repair, LLC
Business	911ifix.com Phone Repair LLC
Existing Zoning	CO, Commercial Office
Adjacent Zoning	North: R-10, Residential Single-Family South: CS, Commercial Service East: R-10, Residential Single-Family. Historic District Overlay. West: R-10, Residential Single-Family RM, Residential Multi-Family
Land Use Designation	Adaptive Area, South Elden Area Plan Tier 1
Adjacent Land Use Designation	North: Neighborhood Conservation South: Adaptive Area, South Elden Area Plan Tier 4 East: Neighborhood Conservation Adaptive Area, South Elden Area Plan Tier 1 West: Adaptive Area - Residential Neighborhood Conservation
Total Tenant Area	Unit 206: 1,090 square feet (tenant space), part of a two-story building
Existing Use	Multi-story, multi-tenant commercial office

Location Map:



Background and Site Description:

The property is designated in the Herndon 2030 Comprehensive Plan¹ as “Adaptive Area” and is located in Tier 1 of the South Elden Area Plan².

¹ Herndon 2030 Comprehensive Plan

https://herndon_redesign.prod.govaccess.org/home/showdocument?id=1727

² South Elden Area Plan & Street Improvement Plan <https://www.herndon-va.gov/home/showpublisheddocument/10222/636866224841200000>

The property is located within the Crossroads of Dulles Office Condominium development and is located at the northwest corner of Elden Street and Sterling Road. Unit 206 consists of approximately 1,090 square feet and is on the second floor of a multi-unit building fronting Elden Street. The development has a cluster of eight buildings and a free-standing restaurant (former Mello Mushroom). The portion of the freestanding restaurant is zoned CS, Commercial Services. These buildings, parking, and surrounding site features comprise what is also known as Crossroads of Dulles office park, and its site plan was approved in 1986.

The CO zoning district is intended to function as a transitional area between higher-intensity commercial uses and neighborhood residential uses. A previous Conditional Use permit (CU#95-5) within the commercial office district portion of this office condominium was granted to allow a personal computer repair service, and four other special exception requests have been submitted since 2017:

- SE #19-04 for a vocational school (1037 Sterling Road, Suite 101). The Planning Commission recommended approval with conditions, and the Town Council approved the application); however, this business was never started by the applicant.
- SE #18-02 for personal service use in this suite (1020 Elden Street, Suite 206). The Planning Commission recommended approval with conditions and Town Council approved the application; however, the business was never started by the applicant.
- SE #17-08 for a barber shop (1020 Elden Street, Suite 205). The Planning Commission recommended approval with conditions; however, it was withdrawn by the applicant prior to being heard by the Town Council.
- SE #17-07 for a convenience store (1037 Sterling Road, Suite 101). The Planning Commission recommended denial.

Proposal:

The applicant proposes to operate a business focusing on repairing hardware of phones, tablets, computers, software, and website development and design services, including publishing a community newspaper to be printed at a separate location (Springfield, VA). The proposed space, located in unit 206, consists of three rooms, a kitchen, three small storage rooms, and a reception area with the following purposes: Room 1, intended for phone and computer repair services; Room 2, planned for graphic and web design services; and Room 3: a conference room to meet clients. The graphic/web design and newspaper publishing are by-right uses that have already been approved through the issuance of a Zoning Appropriateness Permit (ZAP #23-076). The special exception request is only for the addition of computer and cell phone repair.

The applicant's proposed business hours:

Monday - Friday: 10 AM – 7PM

Saturday: 9 AM – 5 PM

Sunday: 11 AM – 5 PM

The applicant anticipates having three (3) employees working out of the three (3) rooms. Staff is recommending a condition to limit the maximum square footage to 400 square feet for computer repair space to minimize adverse impacts on surrounding units regarding electronic waste and other potential nuisances.

Staff Analysis:

Zoning Ordinance Compliance

The proposed product repair and service use is only allowed by special exception in accordance with the Town's Zoning Ordinance 78-40.3 - *CO – Commercial office district*, Table 78-40.3(c)(3).

The zoning ordinance allows for flexibility for instances like this, when businesses traditionally located with other commercial service and retail sales uses have operational characteristics that make them appropriate to operate in traditional office park developments, provided there are adequate development and land use controls. In this case, the proposed product Repair and Services and Office Uses are consistent with the purpose and intent of the Commercial Office Zoning District and the additional controls that can be implemented through the special exception process.

Based upon the application, which was submitted and reviewed for compliance with the town code sections, staff believes this proposal complies with the referenced Town of Herndon Zoning Ordinance section and will be compatible with the existing uses on site and not negatively impact adjacent residential uses to the north of the site. Staff also evaluated the criteria for review of special exceptions found in Zoning Ordinance Section 78-153.3(e):

Criteria from Section 78-153.3(e)(1)	Meets/ Does Not Meet	Why the application meets or does not meet the criteria of Section 78-153.3(e)
a. Is consistent with the Comprehensive Plan.	Meets	The Comprehensive Plan Land Use Section provides polices for provision of goods and services to the local community and positive economic benefits of new businesses. The proposed uses will be in conformance with the comprehensive plan polices.
b. Is free of conflict with any provision of this chapter and related regulations or any other applicable local, state, or federal laws and regulations.	Meets	The proposed special exception uses are provisioned with the base zoning district and do not create any substantial conflicts with other regulatory requirements. The use and business operations will be conditioned to ensure the use continually meets the purpose and intent of the Commercial Office Zoning District.
c. Does not adversely affect the health or safety of persons residing or working in the neighborhood of the proposed use.	Meets with conditions	The proposed uses are generally compatible to the site / neighborhood. This proposed project does not alter the intensity of use of the site and does not disproportionately increase the number of users or vehicular traffic on the site during limited business hours. A condition is proposed to limit the area used for repair and prohibit storage of e-waste.

Criteria from Section 78-153.3(e)(1)	Meets/ Does Not Meet	Why the application meets or does not meet the criteria of Section 78-153.3(e)
d. Consistent with the purpose and intent of the zoning district in which it is located or will improve compatibility among uses and will ensure efficient development within the town.	Meets	The proposed use, personal services, is compatible with the intent of the CO district “to provide office uses that are principally used during daylight hours and that may serve as a transition between residential and retail commercial and service commercial uses.”
e. Minimizes adverse visual impact of the proposed use on adjacent lands.	Meets	The proposed uses are exclusively indoors and will not alter or increase impacts on any adjacent lands.
f. Contributes to a logical and orderly development pattern consistent with accepted or emerging planning practices.	Not Applicable	No physical alterations of the structure expected and thus not subject to this criterion.
g. Minimizes adverse impact on surrounding lands regarding service delivery, parking and loading, odors, noise, glare, and vibration, and should not create a nuisance.	Meets with conditions	Staff recommended conditions to limit the overall capacity and distribution of customers and electronic waste with special pickups in order to prevent negative impacts to parking, loading, and noise.
h. Avoids significant adverse impacts on the property values of surrounding lands or substantially and permanently injures the use of neighboring property for those uses that are permitted in the zoning district.	Meets	The proposed use has virtually no external impacts and provides needed space utilization for the new business owners
i. Does not significantly and adversely impact the natural environment, including but not limited to, air, noise, stormwater management, wildlife, vegetation, wetlands, and the natural functioning of the environment.	Meets	The proposed use is exclusively indoors and will not alter and not impact any adjacent lands.
j. Results in development that is adequately served by transportation facilities, including whether or not a substantial deterioration of the level of service on the town's transportation network would occur and whether or not the proposed use is designed to ensure safe ingress and egress onto the site and safe road conditions on and around the site.	Not Applicable	No physical alterations of the structure expected and thus not subject to this criterion.

Criteria from Section 78-153.3(e)(1)	Meets/ Does Not Meet	Why the application meets or does not meet the criteria of Section 78-153.3(e)
k. Results in development that is adequately served by public facilities (roads, potable water and sewage, schools, parks, police, and fire and emergency medical facilities).	Not Applicable	No physical alterations of the structure expected and thus not subject to this criterion.
l. If infill and redevelopment is consistent with the redevelopment criteria and other applicable guidelines as stated in the Herndon 2030 Comprehensive Plan (adopted August 12, 2008), as amended.	Not Applicable	No physical alterations of the structure expected and thus not subject to this criterion.
m. If located in the floodplain overlay district, meets floodplain overlay standards.	Meets	There are no physical changes in the building footprints or grading within the FPO.

Comprehensive Plan Adherence

The proposal is consistent with the Herndon 2030 Comprehensive Plan Business Corridor Land Use Policies and encourage uses that provide a variety of goods and services as well as promote economic development that helps increase employment and add to the community tax base. Most particularly, the proposal aligns with Land Use Policies for Adaptive Area (Herndon 2030 Comprehensive Plan, page III-20³).

The site is also designated Tier 1 – North End Transitional in the South Elden Area Plan. The plan does not recommend changes to the existing densities and uses to Tier 1 areas.

Parking

The property contains a parking lot with 335 spaces. Tenant space for Unit 206 consists of 1,090 square feet. Parking provided is undesignated shared surface parking with front-loaded spaces along the building frontage and rear and lots within office condominium. The requirement is one space per 200 Gross Floor Area⁴, which totals six spaces.

Analysis of Conditions

Staff is recommending three conditions for this special exception, listed in the following conditions analysis table. Staff believes these conditions provide reasonable ways in which the proposed use can be permitted while properly mitigating potential impacts, as well as achieving the purpose and intent of the applicable zoning district.

³ Herndon 2030 Comprehensive Plan (ibid.)

⁴ Product Repair and Services: 1 space per 200 square feet of floor area.

TABLE 78-100.2(a): MINIMUM OFF-STREET PARKING STANDARDS FOR R-15, R-10, RTC, RM, CS, CO, O&LI, PD-R, PD-B, PD-W, PD-UR ZONING DISTRICTS.

https://library.municode.com/va/herndon/codes/code_of_ordinances?nodeId=PTIICOOR_CH78ZO_ARTXPALOCI_S78-100.2MIOREPALOST

#	Condition	Covered by language in the Zoning Code	Reason for Condition
1	Substantial conformance with the submitted application	No	This condition is what gives the town the authority to ensure the proposed use is developed in the way that is presented to the Planning Commission and the Town Council.
2	Business operations shall be limited to a maximum square footage of 400 square feet for computer repair space.	No	Product Repair and Services has the potential to generate more land use impacts than office uses. Conditions to limit square footage will minimize adverse impacts on surrounding lands regarding electronic waste and other types of nuisances
3	Business operations shall comply with local, state, and federal requirements for battery disposal and the space shall not be used for storage of e-waste.	No	This condition will require the business owner to provide repair services without creating adverse impacts on surrounding units.

Any violation of the aforementioned conditions or other sections of the Herndon Town Code shall be grounds for revoking the special exception pursuant to the manner described in Section 78-155.3(h).

Staff Recommendation:

Staff is recommending approval of the proposed Resolution to approve Special Exception, SE #23-02, with the following conditions:

1. The personal services business space (Unit 206) shall be utilized in substantial conformance with the proposal;
2. The business operations shall be limited to a maximum square footage of 400 for computer repair space; and
3. Business operations shall comply with local, state, and federal requirements for battery disposal and the space shall not be used for storage of e-waste.

Town Council Alternatives:

The following alternatives are available to the Town Council for its decision on Special Exception #23-02:

1. Approve
2. Approve with conditions
3. Deny
4. Continuance of the public hearing to a date certain

Attachments:

1. Proposed Resolution
2. Applicant Narrative
3. Proposed Special Exception Floor Plan, dated June 05, 2023

Staff:



Fadrique Iglesias
Community Planner



David Stromberg, AICP
Zoning Administrator

TOWN OF HERNDON, VIRGINIA

RESOLUTION

OCTOBER 24, 2023

Resolution- to approve Special Exception Application SE #23-02, allow product repair services for cell phones and computers in a multi-tenant commercial office building in a Commercial Office, CO, zoning district.

The applicant, Yonatan Mekonnen, 911ifixit.com Phone repair, LLC, has submitted a request for a special exception amendment to permit a product service and repair of cell phones and computers within a multi-tenant commercial office building at **1020 Elden Street, Suite 206**, and identified as Fairfax County Tax Map # 0161 22 0006S.

The Town Council has reviewed this application and has held a public hearing in accordance with the provisions of §15.2-2204 of the State Code and recommended that the application be approved with conditions based upon the finding that the conditions still meet the purpose and intent of the Zoning Ordinance, in particular Section 78-155.3(f)(3) or Section 78-155.3(e)

THEREFORE, BE IT RESOLVED by the Town Council of the Town of Herndon, Virginia, that:

1. The Town Council approves the Special Exception Application SE #23-02 that shall run with the land and not be voided or extinguished from a change in ownership of the property in accordance with the conditions set forth below to achieve compliance with the standards found in Section 78-155.3:
 - a) The personal services business space (Unit 206) shall be utilized in substantial conformance with the proposal.
 - b) The business operations shall be limited to a maximum square footage of 400 for computer repair space.
 - c) Business operations shall comply with local, state, and federal requirements for battery disposal and the space shall not be used for storage of e-waste.

June 5, 2023

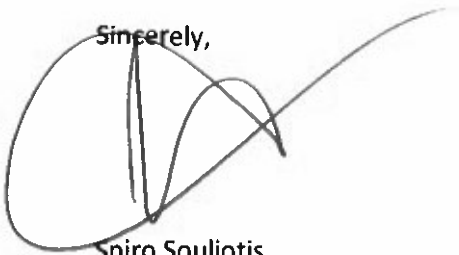
RE:

911ifix.com Phone Repair
Mela Advertising LLC
1020 Elden Street
Suite 206
Herndon, VA 20170

To Whom It May Concern,

911ifix.com is authorized per the landlord to open and operate at the business address 1020 Elden Street Suite 206 Herndon, VA 20170. If you require any additional information, please contact owner Spiro Souliotis at 703-300-2903.

Sincerely,

A handwritten signature in black ink, appearing to be 'Spiro Souliotis', written over a large, light gray circular watermark.

Spiro Souliotis
Agios Georgios LLC

777 Lynn Street 2nd, Herndon VA
Phone :703-787-7380

Special Exception,

Hi,Lisa Webster. I would like to tell you about my Phone & Repair Business including Graphic & Web Design Services.

- Cell Phone software and hardware repair service
- Computer software & computer Repair service
- Graphic Design for digital or Print products
- Website Development services
- We also publish Ethiopia community Newspaper; " Mela Marketplace"
(Ref. Melagazeta.com) printed at Washington Post Springfield VA

We will open

Monday - Friday: 10 AM - 7 PM

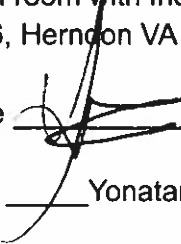
Saturday: 9 AM - 5 PM

Sunday: 11 AM - 5 PM

We will have 3 people work and our studio has 3 rooms

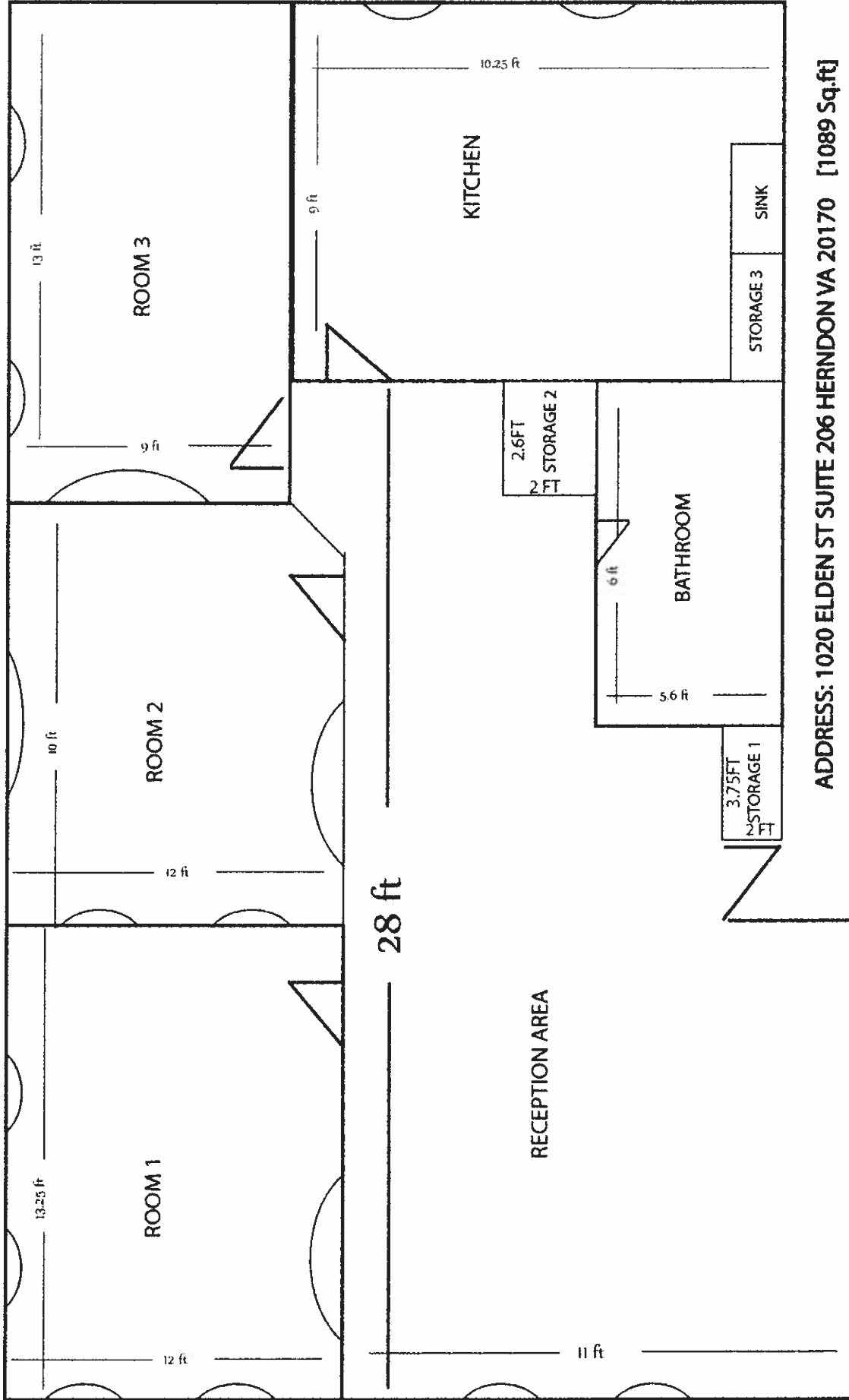
- Room 1: Phone and computer repair services
- Room 2: Graphic and Web design Services
- Room 3: Conference room to meet clients

In Addition we have one small room for receptionist, one small room with sink and toilet, one small room with fridge and sink. This will apply for property at 1020 Elden Street Suite 206, Herndon VA 20170

Signature  _____

Name _____ Yonatan Mekonnen _____

Owner



ADDRESS: 1020 ELDEN ST SUITE 206 HERNDON VA 20170 [1089 Sq.ft]



STAFF REPORT

Town Council
October 17, 2023

Title:

Ordinance to amend and reenact Chapter 54 (PERSONNEL), Article I (In General), Article II (Pay)

Staff Contact:

Tanya J. Kendrick, Director of Human Resources
(phone) 703-435-6800, x2050
(e-mail) tanya.kendrick@herndon-va.gov

Description:

Article II of Chapter 54 of the Town Code details the holiday worked payment provisions for town employees. Due to modern demands on the workforce, a nationwide staffing crisis, and in furtherance of the desire to reward our employees for their time spent working on a town holiday, the town is recommending an increase in the Holiday Worked Pay formula to 1.5 times regular rate of hourly pay. This is an increase from the current 1.0 time regular hourly pay.

Staff is also taking this opportunity to make consistent Holiday Worked related terminology throughout the Town Code, to ensure consistency.

Additionally, Article I, Section 54.3 Definitions is being revised to delete duplicative definitions.

Fiscal Impact:

Approximately \$50,000 increase, which will be covered by vacancy savings for Fiscal Year 2024.

Staff Recommendation:

Approval of the proposed ordinance as presented.

Attachments:

1. Proposed Ordinance

Staff:

Tanya Kendrick

Tanya J. Kendrick
Director of Human Resources

TOWN OF HERNDON, VIRGINIA

ORDINANCE

OCTOBER 24, 2023

Ordinance - to amend and reenact Chapter 54 (PERSONNEL), Article I (In General), Article II (Pay)

BE IT ORDAINED by the Town Council of the Town of Herndon, Virginia, that:

1. The following sections or provision of the Herndon Town Code (2000), as amended, are amended and re-ordained as follows:

CHAPTER 54 (PERSONNEL)

Article I. In General

Sec. 54-3. – Definitions

~~*Classified employee* means any employee of the town, other than a temporary employee, who holds a position in the employment service of the town, the base salary of which is regulated by a pay plan adopted by the town council.~~

Part-time employee means an individual who is assigned regular working hours of a minimum of ~~20~~ **25** hours but less than 40 hours per workweek.

Article II. Pay

Sec. 54-26. – Holiday pay

All **regular status** personnel, required to work on town holidays, shall receive their regular hourly rate of pay as holiday **leave** pay for that day plus **holiday worked** pay at **time and a half** their regular **hourly** rate for all hours worked on the holiday. **Part-time flexible and temporary status employees working on town holidays shall receive pay at time and a half their regular hourly rate for all hours worked on the holiday.**

2. This ordinance shall be effective on and after the date of its adoption.



STAFF REPORT

Town Council
October 17, 2023

Title:

Resolution to adopt the Community Cultural Festivals Policy Statement.

Staff Contact:

Kirstyn Barr Jovanovich, Town Clerk
Telephone: (703) 435-6804
E-mail: Kirstyn.Jovanovich@herndon-va.gov

Description:

During the September 5, 2023 work session, the Town Council discussed a draft policy statement regarding the donation process for “mini-festivals” funding included in the FY2024 Adopted Budget. The policy statement was drafted in response to Town Council’s previous direction to staff to outline a process by which Town Council could consider applications from the community for town funding in support of mini-festivals.

Based on the September 5, 2023 discussion, the draft policy was revised and discussed at the October 3, 2023 Town Council work session. In addition, as requested by Town Council, information on the events that the Town of Herndon currently organizes or supports was provided in the October 3, 2023 agenda materials.

This is a request to adopt the Community Cultural Festivals Policy Statement. Once adopted, staff will work to develop the administrative procedures through which requests under this program will be processed and launch the program.

Fiscal Impact:

The FY 2024 Adopted Budget includes \$70,000 in available mini-festivals funding.

Staff Recommendation:

Staff recommends approval of the Community Cultural Festivals policy statement.

Attachments:

1. Resolution
2. Policy Statement - Community Cultural Festivals

Staff:

A handwritten signature in black ink that reads "Kirstyn Jovanovich". The signature is written in a cursive style and is positioned above a horizontal line.

Kirstyn Barr Jovanovich
Town Clerk

TOWN OF HERNDON, VIRGINIA

RESOLUTION

OCTOBER 24, 2023

Resolution- to adopt the Community Cultural Festivals Policy Statement.

BE IT RESOLVED by the Town Council of the Town of Herndon, Virginia that:

1. The “Community Cultural Festivals Policy Statement” is adopted as presented.
2. The Town Manager is directed to develop and implement the administrative process to enact the policy.

Town of Herndon Community Cultural Festivals Policy Statement

Background

Town Council has expressed support in providing funding to encourage the development and hosting of Community Cultural Festivals within the Town of Herndon. Often referred to in discussions with Town Council as “mini-festivals,” the desire is to complement the town’s already robust community event opportunities, with focus placed on celebrating and sharing the cultures represented in the community.

This policy statement sets the foundation supporting donations for Community Cultural Festivals within the Town of Herndon. This policy framework will guide the staff’s development of necessary processes and procedures to fulfill the Town Council’s policy objectives as directed through this policy statement.

The objectives of this policy are to:

1. support a variety of events each year that celebrate and share the cultures represented in the community, are open and welcoming to all, and bridge parts of the Herndon community to meet and together build understanding and community;
2. serve as an economic driver to bring visitors to Herndon and support the local business community, in the downtown and in commercial centers throughout the Town; and
3. support and activate the Town of Herndon brand.

Available Funding

The Town Council may allocate funding for Community Cultural Festivals through the annual budgeting process. Funding availability and award of funds are subject to Town Council action.

Monetary Donations in Support of Community Cultural Festivals

The Town Council’s intention is to provide a monetary contribution, with limited provision of in-kind town services, in support of the establishment of Community Cultural Festivals within the town’s corporate limits. In-kind town services in support of Community Cultural Festivals are not guaranteed and are based on availability of staffing and resources.

The disbursement of funds included in the adopted budget in support of Community Cultural Festivals within the Town of Herndon are considered donations and require Town Council action.

For the purposes of this policy statement, *Community Cultural Festivals* are community-oriented events that are free and open to the public, may be held on public or private property, and celebrate and share the cultures represented in the Herndon community. For the purposes of this policy statement, Community Cultural Festivals shall not directly benefit any business or individual.

Program Qualifications and Guidelines

- Non-profit and not-for-profit organizations in good legal standing hosting or co-hosting a Community Cultural Festival may be eligible for a donation through this program. Individuals and businesses are not eligible for funding through this program; monies shall not be remitted to individuals, business entities, or announced candidates for political office. The Town does not promote or advocate political or religious events.
- To make a funding request, qualified applicants must complete an application process and provide an event description and detailed event cost estimate, and submit to the Town within the procedures' stated time frame applicable to the planned event size. Funding requests shall not exceed event cost estimates.
- Community Cultural Festival donation requests will be brought to the Town Council for consideration and action on the donation request. Community Cultural Festival donation applications will be reviewed administratively by Town staff to ensure all event requirements are met prior to Council consideration of the donation request. Approved disbursements for Community Cultural Festivals will be remitted to the non-profit or not-for-profit event host/co-host. The Town will not contract with or disburse funds directly to event vendors or contractors.
- Requests for funding for Community Cultural Festivals are open throughout the fiscal year (July 1 – June 30), subject to funding availability, and on a first come, first served basis. Once the fiscal year's allocated funding is appropriated, no additional donation requests will be considered for the fiscal year. Applications may be submitted up to one year before the event date.
- The application process is administered and maintained by the Town Manager's Office, and the Town Manager has the authority to administratively update and revise the process and set applicable administrative fees, as appropriate.

Logo Use

- Approved Community Cultural Festivals receiving funding from the Town of Herndon may use the town logo on event marketing as a donating organization.
- The Town may provide cross-marketing support for Community Cultural Festivals receiving monetary support from the Town through this program.



STAFF REPORT

Town Council
October 17, 2023

Title:

Resolution to identify holidays to be included in the Town Calendar and to remove the Thursday Farmers Market listing from the Town Calendar.

Staff Contact:

Anne Papa Curtis, Chief Communications Officer
Email: anne.curtis@herndon-va.gov

Lesa J. Yeatts, Town Attorney
E-mail: Lesa.Yeatts@herndon-va.gov

Description:

During the October 3, 2023 work session, Town Council discussed what holidays to include in the Town Calendar and directed staff to include local, State, and Federal holidays, and the standard holidays recognized by Fairfax County Public Schools. These holidays are in addition to the inclusion of important Town and community information and events.

In addition, the Town Council discussed the Town's interest in establishing a weekend farmers market and staff was directed to remove the Thursday Farmers Market listing from the calendar.

These changes will be reflected in the 2024 calendar.

Fiscal Impact:

None.

Staff Recommendation:

Recommend adoption of the attached resolution, as presented.

Attachments:

1. Resolution

Staff:

Anne Papa Curtis
Anne Papa Curtis
Chief Communications Officer

Lesa J. Yeatts
Lesa J. Yeatts
Town Attorney

TOWN OF HERNDON, VIRGINIA

RESOLUTION

OCTOBER 24, 2023

Resolution- to identify holidays to be included in the Town Calendar and to remove the Thursday Farmers Market listing from the Town Calendar.

The Town Calendar serves to communicate important annual Town and community information and events to Herndon residents and businesses.

THEREFORE, BE IT RESOLVED by the Town Council of the Town of Herndon, Virginia, that:

1. The Town Calendar will include - in addition to important Town information and events - local, State, and Federal holidays, and the standard holidays recognized by Fairfax County Public Schools.
2. The Thursday Farmers Market listing will be removed from the calendar, as the Town seeks opportunities to establish a weekend market.

MEMORANDUM

To: Mayor Olem & Members of the Herndon Town Council

From: Bryce A. Perry, Deputy Director of Community Development

Date: October 17, 2023

Subject: Updates on Bike/Ped Projects

This memo serves as a report to summarize the status of public improvement projects associated with bicycle, pedestrian, and other active transportation levels of service. The attached table lists all projects that have been recently completed, are active in some form, are formally planned, or are under evaluation.

The projects included within this list originate from the adopted Pedestrian Safety Action Plan, the adopted Bicycle Network Master Plan, the CIP, and the Traffic Engineering Improvements Committee (TEIC), which evaluates projects based on specific traffic and transportation concerns expressed by the public.

Notable highlights to ascertain from the table include the total number of projects completed or under/nearing construction, which is 20 (32%), the total number of projects with substantial Americans with Disabilities Act (ADA) compliance components, which is 15 (24%), and the total number projects that would infill a missing pedestrian connection, which is 25 (40%). This table is used internally by staff as a consolidated means to track, assess, program, and prioritize the various bike/ped projects. It is frequently updated as new bike/ped project priorities emerge and projects are completed. Currently, it does not include the ongoing and frequent milling and paving, repair, and maintenance projects that often include updates to existing handicap curb ramps and other bike/ped facilities.

Of these projects, 11 are part of a larger street improvement project such as East Spring Street or East Elden Street and 10 rely on private development or work on private property. Funding for many of the projects depends on federal, state, and other local jurisdictional funding. Of the smaller projects, many will be addressed through the Trails, Sidewalks, and Bicycle Facilities project sheet of the CIP. Staff has established an annual evaluation process to determine which of the smaller unfunded projects are appropriate for each year's available funds in that CIP item. Staff are assisted in this process by technical engineering consultants who provide in-depth data and analysis of schedules, costs, and design specifics.

In addition to the transportation infrastructure projects covered in the attached table, staff are pursuing other plans and policy documents that are strictly intended to further improve active transportation safety, walkability, and bike-ability town-wide. These efforts include the renewal of the ADA Transition Plan, revision to the Town Streetscape Manual, an updated Traffic Calming Guide, and a draft Complete Street Policy.

Active Transportation (Bike/Ped) Project Updates

last updated:10.10.23

#	Name	Location	Facility	Category	Status	Expected		Source	Priority	CIP	Notes
						Construction	Timing				
1	Improve sidewalk	Elden (Ferndale-Center)	s/w	ADA, Safety	30% design completed; funding pending	2027	long-term	Ped Plan			TAP funding request submitted
2	Add s/w missing link	Spring (Nash-Van Buren)	s/w	ADA, Safety, Connectivity	30% design completed; funding pending	2027	long-term	Ped Plan			
3	Add crosswalk	Elden (Herndon Centre west entrance)	c/w	Safety, Connectivity	design completed; funded	2027	long-term	Ped Plan			
4	Add stop signs	Crestview (at W&OD)	signage	Safety, Traffic Control	analysis underway	TBD		Ped Plan			
5	Add flex ped signs	Van Buren (at W&OD)	signage	Safety, Traffic Control	analysis required	TBD		Ped Plan			
6	Add s/w missing link	Monroe (Jefferson-Monroe Hill)	s/w	ADA, Safety, Connectivity	design not begun, unfunded	TBD		Ped Plan			to be completed concurrent with east Elden project, includes new signal traffoc queing to be evaluated
7	Add crosswalk	Center (at Lynn)	c/w	Safety, Connectivity	cost estimate pending	2024	mid-term	Ped Plan			
8	Add crosswalk	HMC Parking (at Center)	c/w	Safety, Connectivity	completed			Ped Plan			
9	Reduce Ped Signal Activation	Van Buren (at W&OD)	signal	Traffic Control	analysis underway	TBD		Ped Plan			
10	Add crosswalk	west approach (Locust-Spring)	c/w	Safety, Connectivity	cost estimate pending	2024	mid-term	Ped Plan			
11	Add crosswalk	H. Pkwy (Runnymede entrance)	c/w	Safety, Connectivity	analysis underway		mid-term	Ped Plan			evaluating best location and possible means of traffic control
12	Add s/w missing link	Elden (Herndon Centre east entrance)	s/w	Connectivity	design completed; funded	2025	long-term	Ped Plan			to be completed concurrent with east Elden project
13	Improve crosswalk	Post (at Safeway entrance)	c/w	Safety	completed			Ped Plan			
14	Add s/w missing link	Spring (Sunset Business-FFXCo Pkwy)	s/w	Safety, Connectivity	under construction	2023		Ped Plan			part of East Spring Street project
15	Improve crosswalks	all approaches (Spring-H.Pkwy)	c/w	ADA, Safety	under construction	2023		Ped Plan			part of East Spring Street project
16	Add s/w missing link	Springpark Place - W&OD	s/w	Connectivity	partially completed	2023		Ped Plan			pending further coordination with NOVA parks
17	Add s/w	Center - Virginia	s/w	Connectivity	requires easements/design; unfunded	TBD	long-term	Ped Plan			currently on private property, dirt path exists today
18	Add APS	all approaches (Van Buren - Alabama)	signal	Safety, Traffic Control	completed			Ped Plan			part of Van Buren complete streets project
19	Add crosswalk	north approach (Van Buren-Worldgate)	c/w	Safety, Connectivity	completed			Ped Plan			part of Trails to Metrorail project
20	Add crosswalk	west approach (H. Pkwy - Chandon Park)	c/w	Safety, Connectivity	analysis underway	TBD		Ped Plan			evaluating best location and possible means of traffic control
21	Improve crosswalks	all approaches (Worldgate-Wiltshire)	c/w	Safety	completed			Ped Plan			
22	Add crosswalk	Centreville-Dulles Toll Road Ramp	c/w	Safety, Connectivity	completed			Ped Plan			work done by Fairfax County
23	Add crosswalk/APS	Elden (at Dulles Park Center entrance)	c/w	ADA, Safety, Connectivity	30% design completed; partially funded	2028	long-term	Ped Plan			to be included in south Elden project
24	Add crosswalk	east approach (Park-Ferndale)	c/w	Safety, Connectivity	completed			Ped Plan			
25	Add s/w missing links	Locust (Elden-Spring)	s/w	ADA, Safety, Connectivity	30% design completed; funding pending	2027	long term	Ped Plan			revenue sharing funding request submitted
26	Improve crosswalks	all approaches (Sterling-Elden)	c/w	ADA, Safety	concept design completed; partially funded	2028	long term	Ped Plan			to be included in south Elden project
27	Improve crosswalks	Locust (leading to Middle School)	c/w	ADA, Safety	30% design completed; funding pending	2027	long term	Ped Plan			revenue sharing funding request submitted
28	Add s/w missing link	Center (Elden-Vine)	s/w	ADA, Safety, Connectivity	design completed; funded	2024	mid-term	Ped Plan			part of downtown redevelopment, to be built by Comstock
29	Add crosswalks/APS	all approaches (Center-Elden)	c/w	ADA, Safety, Connectivity	completed			Ped Plan			included as part of Center-Elden Intersection Improvements project
30	Relocate utility box	NW corner (Monroe-Elden)	s/w	ADA, Safety	completed			Ped Plan			included as part of Monroe-Elden Intersection Improvements project
31	Add APS	signal at Elden-Dulles Glen entrance	signal	ADA, Safety	unfunded	TDB		Ped Plan			
32	Add s/w missing link	Dranesville (NE of Madison)	s/w	ADA, Safety, Connectivity	requires easements/design; unfunded		long-term	Ped Plan			currently on private property with impacts anticipated
33	Add s/w missing link	Madison (Monroe - Quincy)	s/w	ADA, Safety, Connectivity	design not begun, partially funded	2026	long-term	Ped Plan			possible coordination with Monroe Street s/w project
34	Add bike lanes/cycle track	Elden (FFXCo Pkwy-Monroe)	b/l; c/t	Safety, Connectivity	design completed; funded	2025	long-term	Bike Plan			part of East Elden Street project
35	Add trail	Chandon Park- Worldgate Trail	trail	Connectivity	completed			Bike Plan			
36	Add cycle track	H.Pkwy (W&OD-Van Buren)	c/t	Safety, Connectivity	partially designed; partially completed	2024*	long-term	Bike Plan			to be completed by both private development and East Spring project
37	Add bike lanes/cycle track	Van Buren (Spring-H.Pkwy)	b/l; c/t	Safety, Connectivity	completed			Bike Plan			
38	Add cycle track	Van Buren (H.Pkwy-Monroe Bridge)	c/t	Safety, Connectivity	design not begun, unfunded	TBD		Bike Plan			dependent on private development and coordniation with FFX Co
40	Add trail	Sterling (Elden-H.Pkwy)	trail	Safety, Connectivity	concept design completed; partially funded	2028	long-term	Bike Plan			pending additional funding, include s/w, c/w, ADA improvements
41	Add trail	Worlgate-Van Buren intersection to Metro	trail	Connectivity	completed			Bike Plan			
42	Add trail missing links	Folly Lick (mutiple links)	trail	Connectivity	design not begun, unfunded	TBD		Bike Plan			analysis required, may require significant aquisition
43	Add sharrows	Station/Spring (Park-Van Buren)	sharrows	Safety, Connectivity	partially completed	2024	short-term	Bike Plan			sharrows partially painted; signage pending
44	Add trail missing link	Worlgate trail (Chandon Park-Elden)	trail	Connectivity	30% design completed, funded	2025	mid-term	Bike Plan			to be completed by private development
45	Add cycle track	H.Pkwy (Elden-Four Seasons)	c/t	Safety, Connectivity	partial design and funding	2023	long-term	Bike Plan			to be completed mostly by private development
46	Add trail missing links	Sugarland Run	sharrows, s/w	Connectivity	partial design and funding	2024	long-term	Bike Plan			to be completed by private development
47	Add sharrows	Locust (Elden-Spring)	sharrows	Safety, Connectivity	30% design completed; funding pending	2027		Bike Plan			revenue sharing funding request submitted
48	Add sharrows	Alabama (Van Buren-Magnolia)	sharrows	Safety, Connectivity	priority evaluation pending	TBD		Bike Plan			

49 Add sharrows	Center (Station-Alabama)	sharrows	Safety, Connectivity	priority evaluation pending	TBD		Bike Plan	
50 Add sharrows	Madison (Van Buren-dead end)	sharrows	Safety, Connectivity	priority evaluation pending	TBD		Bike Plan	
51 Add Sharrows	Van Buren (Elden-Park)	sharrows	Safety, Connectivity	priority evaluation pending	TBD		Bike Plan	
52 Add Sharrows	Summerfield (H.Pkwy-dead end)	sharrows	Safety, Connectivity	priority evaluation pending	TBD		Bike Plan	
53 Add bicycle facility	Crestview (Sterling-Ferris)	TBD	Safety, Connectivity	design not begun, unfunded	TBD		Bike Plan	
54 Add bicycle facility	Van Buren (Spring-Elden)	TBD	Safety, Connectivity	design not begun, unfunded	TBD		Bike Plan	
55 Add bicycle facility	Ferndale (Elden-Vine)	TBD	Safety, Connectivity	design not begun, unfunded	TBD		Bike Plan	
56 Traffic calming	Spring (Locust-Van Buren)	signage	Safety	completed			TEIC	Stop sign, and speed counter added
57 Improve crosswalk	Park-Monroe intersection	c/w, s/w	Safety	design completed; funded	2024	mid-term	TEIC	intersection re-design to improve safety
58 Add crosswalk	Ferndale (at Elder or Trevino)	c/w	Connectivity	design begun; unfunded	2024	mid-term	TEIC	part of a larger project to modify on-street parking
59 Add crosswalk	Spring (at Nash)	c/w	Safety, Connectivity	30% design completed; funding pending	2027	long-term	TEIC	revenue sharing funding request submitted
60 Add crosswalk	Monroe (at Monroe Hill)	c/w	Safety, Connectivity	analysis required	TDB		TEIC	possible coordination with larger Monroe sidewalk project
61 Add crosswalk	Park (at Branch)	c/w	Safety, Connectivity	analysis underway	TDB		TEIC	
62 Replace ped bridge	Hunters Creek	bridge	Safety	design begun, funded	2024	short-term	CIP	part of stream restoration project (north)
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To: William H. Ashton II, Town Manager

From: Kirstyn Barr Jovanovich, Town Clerk

A handwritten signature in black ink, appearing to be "KJ", written over the name Kirstyn Barr Jovanovich.

Date: September 29, 2023

Subject: Town of Herndon Community Events

During the September 5, 2023 work session, the Town Council requested a list of community events that the Town currently produces or supports as part of the discussion on the Draft Community Cultural Festivals Policy Statement. Since then, the request for the Town's community event data was discussed over the next several Town Council meetings, as well as prioritized as an initiative during the September 18, 2023 Council Initiatives meeting under the topic of Town Branding.

Working with Parks and Recreation, Public Works, the Police Department, Finance, Community Development, and other related departments, we have compiled a list of community events that currently occur within the Town of Herndon. There are several things to note while reviewing this information:

1. **This is not an all-inclusive list of events hosted within the Town.** This event list includes events that are community-oriented; have a significant size and scope in terms of people, financial impact, and logistical requirements; are hosted by the Town; or are hosted by a non-profit organization with some support from the Town, regardless of the event scope.
2. **These are estimated figures.** While some data is based on previous year actuals, the amounts are a representative figure for the average people and financial impacts per event. This information varies from year to year. This is a snapshot to illustrate the people and financial impacts on the Town for hosting and supporting community events.
3. **This information does not include event planning impact estimates.** These estimates represent logistical support like set up, working the event, breakdown, and material and rental costs. It does not include the hours that go into planning the events like planning meetings, vendor agreement development, request for bids, volunteer coordination, and other planning and logistical work that occurs in the months and weeks leading up to the event.
4. **The financial impact estimate includes the event budget.** The event budget is the approved amount within the adopted budget and represents materials, contractor, rentals, and logistical costs for the event. The total financial impact estimates include the estimated personnel costs and the approved event budget.
5. **The financial impact estimates do not take into account the cost of employee benefits,** which is roughly 30 percent.
6. **This information does not include Town equipment and maintenance costs.** The financial impact figures do not reflect the financial impact of using existing town equipment for events, which ultimately affects the life and maintenance life of equipment.

Herndon Community Events By the Numbers



- **Largest Event in size and scope:** Herndon Festival - 4-day festival, 409 employee shifts, 3,297 employee labor hours; materials and labor cost impact estimated at \$412,400, plus equipment/operations impact estimated in-kind value of around \$35,000.
- There is at least **one event held each month** from April to December each year.
- On average, **39 events are held from May to August** each year, an average of 9.75 events per month.
- **Impact on employees supporting events outside of normal business** hours like holidays and weekends, including coverage challenges and burn-out. **Impact on other Town service delivery** due to staffing demand to support events during peak periods.

Herndon Community Events*

All figures are estimates, based on previous year actuals and estimates; figures will vary from year to year, and event to event.

	Event	Number of Events Annually	Event Location	People Impact (Per Event)	Financial Impact (Annual)	Lead Organization	Supporting Organization(s)
1	Herndon Festival	1	Northwest Federal Credit Union	409	\$412,400	Town of Herndon (P&R)	Town of Herndon (DPW/HPD)
2	July 4 th Celebration	1	Bready Park	66	\$62,771	Town of Herndon (P&R)	Town of Herndon (DPW/HPD)
3	Friday Night Live	16	Town Green	12	\$53,261	Chamber of Commerce	Town of Herndon (DPW/HPD)
4	WinterMrkt	1	Lynn Street	52	\$21,602	Chamber of Commerce	Town of Herndon (HPD, P&R, DPW)
5	Homecoming Parade	1	Elden Street	55	\$16,066	Town of Herndon (P&R)	Town of Herndon (DPW, HPD)

Event		Number of Events Annually	Event Location	People Impact (Per Event)	Financial Impact (Annual)	Lead Organization	Supporting Organization(s)
6	Turkey Trot 5K	1	Golf Course, Bready Park	22	\$14,307	Town of Herndon (P&R)	Town of Herndon (DPW, Golf)
7	Holiday Tree Lighting	1	Town Square	4	\$12,427	Chamber of Commerce	Town of Herndon (DPW, P&R)
8	Farmers Market	27	Lynn Street	1	\$10,480	Fairfax County	Town of Herndon (CD)
9	Kids Tri	1	Bready Park	24	\$10,294	Town of Herndon (P&R)	Town of Herndon (DPW)
10	Holiday Arts and Crafts Show	1	Community Center	6	\$8,617	Town of Herndon (P&R)	
11	Farmers Market Fun Days	8	Town Green	1	\$8,402	Town of Herndon (P&R)	
12	Big Truck Day	1	DPW Shop	24	\$6,330	Town of Herndon (DPW)	
13	NatureFest	1	Runnymede Park	15	\$6,318	Town of Herndon (P&R)	Friends of Runnymede
14	National Night Out	1	Various Locations	34	\$4,782	Town of Herndon (HPD)	
15	Hoppy Egg Hunt	1	Bready Park	10	\$4,117	Town of Herndon (P&R)	Town of Herndon (DPW)
16	Fishing Derby	1	Runnymede Park	9	\$3,436	Town of Herndon (P&R)	Town of Herndon (DPW)
17	Juneteenth	1	Arts Herndon	0	\$3,300		Arts Herndon
18	Bike-to-Work Day	1	Caboose	11	\$2,789	Town of Herndon (P&R)	Town of Herndon (DPW)
19	Wreaths Across America	1	Cemetery	4	\$1,400	Herndon Women's Club	Town of Herndon (Cemetery)
20	Veteran's Day	1	Town Green	3	\$1,316	American Legion	Town of Herndon (DPW)
21	Memorial Day Ceremony	1	Cemetery	3	\$700	American Legion	Town of Herndon (Cemetery)
22	Avenue of Flags	1	Cemetery	1	\$70	American Legion	Town of Herndon (Cemetery)

Event		Number of Events Annually	Event Location	People Impact (Per Event)	Financial Impact (Annual)	Lead Organization	Supporting Organization(s)
23	Holiday Homes Tour	1	Various	0	\$0	Volunteers	
24	Herndon Holiday Model Train Display	1	Herndon Depot/Arts Herndon	0	\$0	Herndon Historical Society	
Totals		72		766	\$665,185		

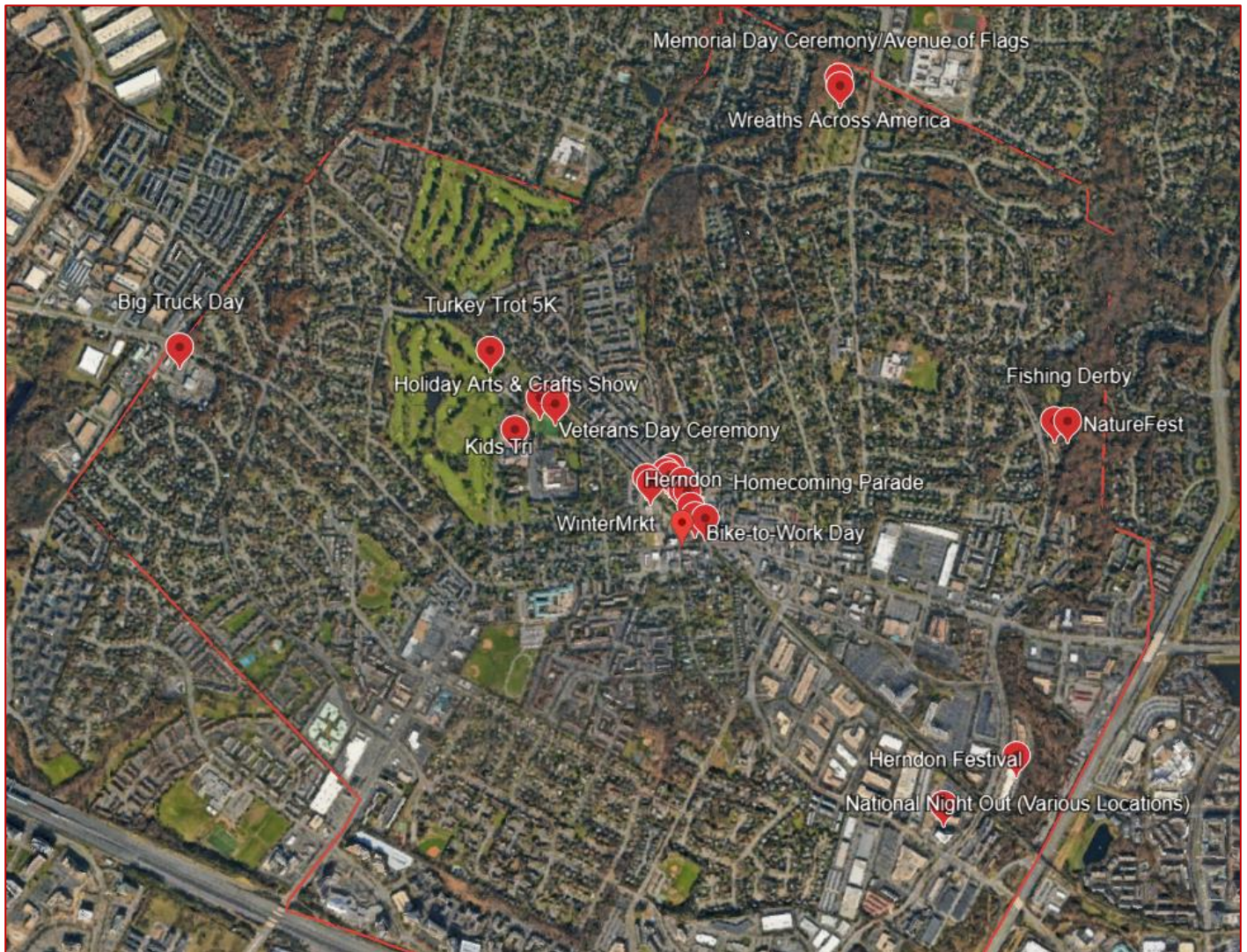
*Only includes labor costs for day of event, set up and break down; does not include preplanning efforts.

*Does not include employee benefit costs, which is approximately 30% on top of labor rates

*Does not include equipment-operations impacts, maintenance costs over life of equipment

Events Map

Below is a map that shows the general location of where the events listed in the chart above occur within the Town of Herndon.



Other Events

As noted earlier, the list above is not all inclusive. The Town hosts and supports a variety of other events within the Town that require some level of staff logistical support and financial resources. A few of these include:

- Events at the Community Center: Puzzle Palooza, Hobby Exchange, VIP Dance, trivia nights
- Events at the Community Center Pool: Aqua Egg Hunt, Pumpkin Plunge, Herndon Olympics Swim Meet, Harvest Moon Swim Meet
- Volunteer Appreciation Reception
- Spring and Fall Clean Ups
- Arbor Day Tree Planting
- Golf Tournaments
- Park and Stream Clean Ups
- Business Ribbon Cutting Events
- Events through the Special Event Facility Rental process or Temporary Use Permit process
- Other events



Work Session Recommendation for Town Council Consideration

Number: 23-KL-0005

Date: October 17, 2023

Strategic Level: Strategic

Recommendation: Establish a short-term Small-business community committee to focus on recommendations to address potential business events (a Business survey finding of immediate impact).

Concern: In the 2023 Business Survey, one of the immediate priority and impactful findings was that respondents would like the Town to have more business focused events. While the Dulles Chamber of Commerce holds some events for its members, many of our small businesses are not Chamber members. While events can support businesses of all types and sizes, it is presumably most helpful to small and micro/solo businesses.

Town Function: Economic Development

Vision Alignment: Regional Growth We Took Charge!

**Supporting Data/
Detail of Concern:** 2023 Economic Development Department conducted a business survey which returned some potential areas for action which correlated priority and impact. One item of most immediate impact and priority is for the Town to establish events. These events are not to be confused with town cultural or other festivals, but rather business focused events such as networking, promotional, or informational sessions.

The Town Council (TC) previously had a Business focused advisory committee which has gone defunct and had issues with participation since it was comprised of large and small businesses, with 1 representative in different focal business categories, The TC has discussed different approaches that would make this more meaningful and impactful while engaging the community.

The Town's Economic Development lead has submitted resignation and is most familiar with the businesses. We should capitalize on his awareness by initiating process of identifying potential members prior to his departure.

**Recommendation
Description:** Stand up a single-purpose advisory group comprised of small and micro-business representatives from registered Town businesses that will last for 6 months after creation and start. The focus should be creation and start. The group shall provide prioritized recommendations with details and analysis of cost/approach specific to events the town can provide or support in collaboration with other groups (e.g., GMU SBDC, Chamber of



Work Session Recommendation for Town Council Consideration

commerce, Committee for Dulles, etc). This group shall be comprised of 6-8 members and facilitated by the Town's Economic Development Manager and 1 Town Council member. The group shall be disbanded after recommendations are provided or time period has elapsed.

In parallel, we gather lessons learned on how to approach these single-focused advisory committees and plan the next series of potential ones and their makeup and purpose (e.g., a second and third purpose could be attracting new/diverse businesses and HDRB/permit/planning education).

Key Actionable Steps:	1. Create 6 month charter of Small Business Focus Group for Town Events 2. Identify TC committee member 3. Identify and capture potential committee members; vet and select 4. Establish and conduct meetings with intent to present prioritized recommendation list by end of 6 months with key actionable details and impact statements of each
Budget/Estimated Cost:	Cost of town staff to facilitate (already included in Economic Development Manager salary). Cost impacts of recommendations to be included in impact summary of each to be consider for future budget inclusion by TC
Legislative/Policy Impact:	No impact expected.
Environmental Impact:	No impact expected.
Staff Impact:	The immediate impact is to Economic Development and Marketing/Communications.
Communications Impact:	Immediate in advertising need and work committee will do; secondary is event planning and comms but impact to be assessed by this initial chartered group deliverable.
Measures of Success:	# and expected ROI of recommended events