

## **SOUTH ELDEN AREA PLAN - VISION AND GOALS FOR A MULTIMODAL TRANSIT CORRIDOR**

The South Elden Area Plan stretches slightly more than a half of a mile from the Sterling Road and Elden Street intersection south to the town boundary on the west side of Elden Street and the northern boundary of the Planned Development-Worldgate (PD-W) zoning district on the east side of Elden Street. The external edge of the plan area is comprised of established single-family detached and attached neighborhoods, the Herndon Middle School, Alabama Drive Park and Chandon Park. A portion of the north edge of the plan area abuts the Herndon Heritage District.

Consisting of approximately 76 acres, the plan area is comprised of 29 parcels. Parcel size ranges from a tenth of an acre to almost nine acres. Two parcels consist of multiple office units under condominium ownership. Along Elden Street five of the parcels have a depth of less than 175 feet. Joint ownership or control of more than one parcel is very limited within the plan area.

Abutting Elden Street, development reflects a 20<sup>th</sup> Century suburban commercial corridor form and automobile-centric site design dominates. Land uses consist of aging but viable and active retail centers, various classes of office, auto-related service uses, restaurants and multifamily rental properties. The uses serve town residents, commuters, residents of the greater Herndon area and employees of businesses within the plan area.

Commuter traffic, as well as other car dependent trips, define the corridor. An extensive number of curb cuts, unrestricted left turn movements, expansive parking lots and shopping centers, well removed from the public right-of-way, detract from the pedestrian environment. Despite these factors, the corridor experiences active pedestrian use due to residential development within and adjacent to the plan area, retail destinations and bus stops. During the early 2000s, the southernmost portion of the plan area underwent streetscape and roadway improvements. At that time pedestrian crossings and sidewalk conditions were improved along the southern most block of the plan area. Pedestrian signals at each of the three intersections within the plan area promote and protect pedestrian activity.

Traffic analysis of the corridor shows that its three intersections will see declining Levels of Service (LOS) in coming years due to background growth. Much of the growth will be external to Herndon. The study identified the most highly impacted intersection as the Sterling Road and Elden Street intersection located at the northern edge of the study area. The Alabama Drive and Elden Street intersection lies approximately midpoint in the plan area, and the Herndon Parkway and Elden Street intersection is located near its south end.

The southern portion of the plan area lies within one mile of two future Metrorail stations. No portion of the plan area is more than a mile and a quarter from the future stations. Currently, there are several heavily used bus routes within the corridor. The

presence of these existing routes adds to today's pedestrian activity. Plans have been established to ensure that future bus routes within the plan area provide convenient service to and from the Metrorail stations. A system of pedestrian trails connecting the plan area to the stations is under development.

The multifamily rental developments within the area of the Plan Amendment, as well as some of the adjacent single family detached and attached development are modestly priced compared to newer development in western Fairfax County and eastern Loudoun County. With the advent of Metrorail it is anticipated that housing costs will rise in the area of the Plan Amendment. The town has an interest in ensuring that a diversity of housing types and costs are retained within the Plan area as well as throughout town.

The Plan area is designated as shown on Map B, which is the plan for future land use. Land use policies are guided by the underlying designation of Adaptive Area along with the vision, goals and objectives described below. Land use policy is about transforming from a predominantly automobile style route, to a street that is an integral part of a mixed-use transit enhanced neighborhood with office, retail, services and residential properties. Residents will benefit from walkable destinations, convenient local bus service and readily available rail service to the greater region. Six subareas or tiers comprise the South Elden Area Plan. The corresponding land use policies are described below.

**Vision:** *The Elden Street area south of Sterling Road is a vibrant mixed-use area that has a diversity of housing choices as well as attractive commercial uses serving nearby residential areas. It is pedestrian and bicycle friendly with ample shade. Offices blend in and contribute to the vitality of the area. Non-neighborhood automobile traffic does not detract from the functioning of the neighborhood and the pedestrian-friendly built environment. Residents and businesses benefit from proximity to Metrorail and a variety of multimodal options for access to and from the Metro.*

### **Goals:**

Preserve and protect stable residential neighborhoods in and around the corridor.

Diminish impacts of background growth on roadways to the extent possible.

Encourage multimodal use of the corridor; improve pedestrian and cycling facilities and environment.

Retain and strengthen high quality bus transit service; enhance Metrorail connections.

Provide and protect a diversity of housing types and costs.

Preserve or enhance non-residential tax base.

Increase the number of residential units within the plan area to provide a walkable customer base for the corridor's retail, service, other non-residential uses.

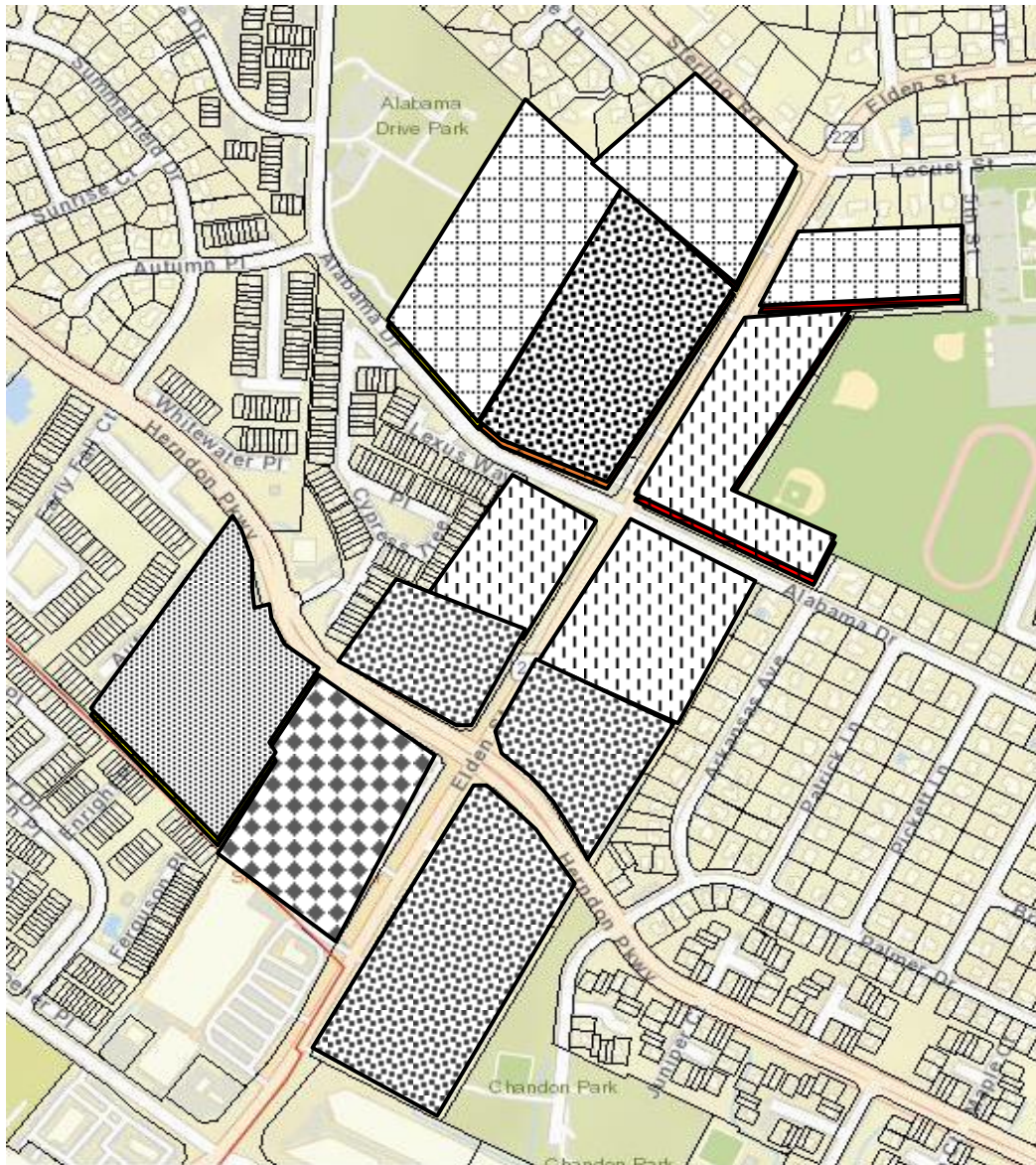
Incorporate sustainable design; reduce heat islands and mitigate development impacts consistent with Chapter IV of the 2030 Comprehensive Plan

Scale development to avoid overwhelming the water and sewer infrastructure

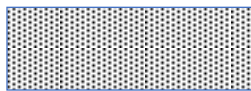
With redevelopment, establish a sense of place and positive image to include additional streetscape landscaping, sidewalk and cyclist facilities, transit amenities, micro-parks in strategic locations and an improved streetwall through reduction of setbacks.

With South Elden Street roadway and pedestrian improvements, funded by the Virginia Department of Transportation, decrease uncontrolled left turns by vehicles; improve sidewalks and Elden Street crossing points; improve safety for cyclists.

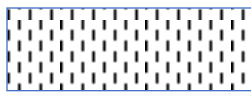
**Density Tiers:** This plan provides for five subareas or tiers that are established to guide and facilitate redevelopment. The geography of the tiers was developed based on a variety of factors such as existing parcel size, depth, street access, the character of abutting uses and adjacency to existing residential uses. Additional density described within the tier descriptions is dependent upon the approval of a zoning map amendment. The tiers are shown on the map below [map appears on the next page]:



**Tier 1**



**Tier 2**



**Tier 3**



**Tier 4**



**Tier 5**

### **Tier 1 – North End Transitional**

Tier 1 is comprised of those parcels closest to the Sterling Road intersection and the Heritage Preservation District. This tier also includes the Berkdale Garden Apartments property adjacent to Alabama Drive Park (Tax Map #16-1-002-11B). This tier is heavily impacted by the operation of the Sterling Road and Elden Street intersection and its proximity to existing residential and contributing structures within the Heritage District.

Allowed future uses: No change – current zoning, Commercial Office, Commercial Services and Residential Multifamily.

### **Tier 2 – Transitional Urban Residential**

Tier 2 includes those parcels in the plan area that do not abut Elden Street and contain 7 or more acres. Existing uses include under-utilized office.

Allowed future uses: Townhouses and 2 over 2s.

Density: Future densities greater than current single-family attached zoning districts provide transition from existing and future Elden Street corridor development. Anticipated densities range from 18 to 20 units per acre for townhouse and 2 over 2 development. To be eligible for density in excess of the parcel's current zoning, redevelopment of the entire site is required to ensure cohesive form and adherence to Plan vision and goals.

Design: Transitions to adjacent development and potential development, open space, streetscape and other Tier 2 design guidelines provide core guidance.

(Editorial note: “2 over 2s” refers to stacked townhouses which include a total of 4 levels in 2 townhouse units with 2 levels each, with the access to the upper unit enclosed in the structure.)

### **Tier 3 – South Elden Commercial**

Tier 3 extends from the southern property line of the Verizon site and Amphora site to Alabama Drive on the west side of Elden Street and approximately 720 feet north of Alabama Drive on the east side of Elden Street. Through a mix of reuse and redevelopment, these sites can provide commercial uses for future residents of the new mixed-use development as well as the existing residential development within and surrounding the plan area.

Future allowed uses: Commercial.

Density: Future densities of .3 FAR for properties zoned Commercial Service (CS) at the time of adoption of this plan amendment and .5 for properties zoned Commercial Office (CO) at the time of adoption of this plan amendment when redevelopment or updated development demonstrates adherence to plan vision and goals.

Design: Transitions, consolidation of properties, open space, streetscape and other Tier 3 design guidelines provide core guidance.

#### **Tier 4 – South Elden Neighborhood Mixed-Use**

Tier 4 properties extend from the southern border of the Plan area to approximately 375 feet north of the Herndon Parkway on the east side of Elden Street and from the Herndon Parkway north for approximately 350 feet on the west side of the Elden Street. Tier 4 also includes parcels located north of Alabama Drive for a distance of approximately 850 feet on the west side of Elden Street.

Future allowed uses: Vertical or horizontal mixed-use.

Density: Future densities provide for retention of commercial square footage and the inclusion of multifamily units. Anticipated is a future density of 24 units per acre inclusive of any bonus density when the property abuts existing single family attached or detached development or property zoned Planned Development Residential (PD-R) at the time of adoption of this plan amendment. For properties abutting commercial development or multifamily development anticipated density is up to 30 dwellings per acre. To be eligible for uses or density in excess of the parcel's current zoning, full or partial redevelopment of the site is required to ensure cohesive form and adherence to Comprehensive Plan vision and goals.

Design: Transitions to adjacent development and redevelopment, open space, streetscape, structured parking and other Tier 4 design guidelines provide core guidance.

#### **Tier 5 – South Elden Gateway**

Tier 5 is located south of Herndon Parkway and forms the gateway to the town on the west side of Elden Street. Parcels in excess of 7 acres with access on multiple streets are appropriate for vertical mixed use.

Future allowed uses: Vertical mixed-use, with some horizontal mixed-use for transition purposes.

Density: Future densities provide for retention of commercial square footage and the inclusion of multifamily units. Appropriate densities of up to 45 multifamily units per acre, inclusive of any bonus density, provide high quality mixed-use development for sites not abutting property zoned Planned Development – Residential (PD-R). To be eligible for density in excess of the parcel's current zoning, redevelopment of the entire site is required to ensure cohesive form and adherence to Plan vision and goals.

Design: Transitions, open space, streetscape, structured parking and other Tier 5 design guidelines provide core guidance.

