

Focus Area 3: Environmental and Economic Sustainability

Herndon is a sustainable environmental and economic regional leader.

Guiding Principle: Herndon is a business destination that promotes a balanced, integrated, and sustainable environmental and economic ecosystem that embraces and encourages entrepreneurship, innovation, and growth with a commitment to climate management and responsiveness. Herndon’s business community is diverse, inclusive, and robust. There is a sustainable and vigorous mix of residential and commercial uses strategically located within the community. Small businesses are supported and flourish, and the distinctive character of the historic district and the historic downtown distinguish Herndon from surrounding communities and attract visitors that contribute to the tax base.

Goal 1

Implement policies, practices, and regulations that encourage or incentivize energy efficiency and the use of renewable energy in public and private investments.

Objectives

1.1 Set example through exemplary efficiency, energy, and climate-awareness practices in town policies, practices, and facilities.

1.2 Develop processes and policies that require energy efficiency and water conservation in new development and redevelopment, and encourage sustainable practices for existing residential and commercial properties.

Strategies

1. Enhance energy efficiency in town-owned buildings.

2. Increase opportunities for electric vehicle (EV) charging station installations within the town.

3. Encourage sustainable building practices and energy efficiency among town residents and businesses.

Success Measures

1. Energy Star ratings in major town-owned facilities.

2. Measurable growth in the number of EV charging stations located within the town.

3. Measurable increase of sustainable development practices in new development.

4. Increase in building permits issued to support improved environmental sustainability practices on private property.

Focus Area 3: Environmental and Economic Sustainability

Herndon is a sustainable environmental and economic regional leader.

Goal 2

Implement policies and practices that encourage preservation of historic resources, while ensuring public spaces reflect the stories and culture of the current community.

Objectives

2.1 Establish and support policies and programs that incentivize property owners to maintain their historic properties.

2.2 Engage the public, particularly historically disadvantaged neighborhoods, when developing open space design, design guidelines, and amenities in proximity to their homes.

Strategies

1. Support and encourage State legislation that enables localities to provide incentives in support of maintaining historic properties.

2. Update the Historic Resource Survey every five years, per preservation best practice.

3. Evaluate and revise the Historic District Review Board (HDRB) application process to improve efficiencies and access.

4. Engage the public in the 2050 Comprehensive Plan update.

Success Measures

1. Increased customer satisfaction with HDRB application process, as measured in survey specific to Historic District property owners.

2. Policies and procedures developed for owners of historic structures to receive tax credits for restoration and sustainment of contributing structures.

3. Increased knowledge and interest in the Historic District.

4. The 2050 Comprehensive Plan will categorize the use and characteristics of public and private open spaces within Historic District neighborhoods.



Focus Area 3: Environmental and Economic Sustainability

Herndon is a sustainable environmental and economic regional leader.

Goal 3

Foster an environment in which businesses of all types grow and flourish, from entrepreneurially-owned to corporate high-tech to home-based and more, while establishing a commercial identity and reputation that is uniquely “Herndon.”

Objectives

- 3.1** Review existing and implement new policies and practices that support small and large businesses and that recognize and reward bold, creative, and innovative development in the town’s commercial sector.
- 3.2** Review existing and implement new policies and practices that establish a distinctive town brand and atmosphere.
- 3.3** Enhance economic development strategies that capitalize on resources available to town businesses and promote Herndon as an optimal place in which to locate, in alignment with the town’s brand.

Strategies

- 1.** Identify strategies to ensure creative architectural and landscape design solutions, with emphasis on ground floor designs that attract retail.
- 2.** Reestablish and refresh Historic District branding effort to promote awareness of the Historic District, in alignment with the town brand.
- 3.** Develop and implement an Economic Development Strategic Plan to support business attraction, retention, and expansion within the town’s diverse economic sectors.

Success Measures

- 1.** Built and successfully leased retail spaces of varying sizes with a range of retail, entertainment, and restaurant experiences.
- 2.** Signage is installed that identifies the Historic District and additional historic markers are designed when topics of historical significance are recognized.



Focus Area 3: Environmental and Economic Sustainability

Herndon is a sustainable environmental and economic regional leader.

Goal 4

Improve and streamline town processes required of new and existing businesses.

Objectives

- 4.1 Institute policies and practices that improve the permitting process for new businesses.
- 4.2 Enhance businesses' access to town services and processes.

Strategies

- 1. Leverage technology to promote efficient and timely processing of business licenses and permits.
- 2. Develop and implement a streamlined cross-departmental business licensing and permitting process to support business retention, expansion, and recruitment.

Success Measures

- 1. Improved customer service satisfaction when starting a new business within the town, as measured in biennial survey.
- 2. Increased business retention and expansion within the Town of Herndon.



Focus Area 3: Environmental and Economic Sustainability

Herndon is a sustainable environmental and economic regional leader.

Goal 5

Foster and expand policies and partnerships with Fairfax County to ensure diversification of housing stock.

Objectives

5.1 Partner with Fairfax County Housing Authority to seek out opportunities to establish affordable housing investments in the town.

Strategies

1. Develop plan with Fairfax County to increase dedicated affordable housing stock within the town.

Success Measures

1. Successful establishment and rental of affordable housing units in Herndon.



Focus Area 3: Environmental and Economic Sustainability

Herndon is a sustainable environmental and economic regional leader.

Goal 6

Implement policies, practices, and regulations that protect and enhance the town's natural resources and preserve the environment.

Objectives

- 6.1 Attain stormwater resiliency.
- 6.2 Develop carbon sensitive policies that encourage the repurposing of materials such as sawn trees, and the remodeling and expansion of buildings in lieu of demolition.
- 6.3 Institute policies that retain and expand tree canopy cover and green space, particularly in historically disadvantaged communities.

Strategies

- 1. Develop master maintenance plan for stormwater Best Management Practices (BMPs) within the town.
- 2. Develop a standardized program to facilitate the reuse of sawn trees from private and public property.
- 3. Develop and implement a program to combat invasive species on public property.
- 4. Develop a program to ensure additional tree canopy, particularly in historically disadvantaged neighborhoods, utilizing Tree Equity Score and the Town Tree Survey.

Success Measures

- 1. Improved Tree Equity Scores for neighborhoods designated as historically disadvantaged communities.
- 2. Increased tree canopy percentage.
- 3. Reduced invasive species on town-owned property; increased native plants, supporting local wildlife habitats.

