

2035: A Vision for the



In the year 2035, Herndon is an innovative town where history and heritage are respected and where people and their involvement matter. Herndon's inclusiveness and sense of community foster empowerment in each resident. Its unique character and charm attract and nurture a wide variety of people and businesses. Herndon is the heart of an expanded community where arts and entertainment enrich the quality of life and bring people together. Our environmental stewardship assures Herndon's future as a healthy and sustainable town.

HERNDON THRIVES IN 2035 BY:

HONORING PEOPLE

Residents and visitors are welcomed and enthralled by the diversity and inclusivity found in the Town of Herndon. Herndon's organizations and civic groups provide leadership and volunteer opportunities, building strong communities that serve everyone. The citizen-elected government is keenly aware of its responsibility to all residents and how its actions impact their daily lives. Resident input is encouraged and serves as a catalyst for action. Herndon's residents and visitors expect and consistently receive programs and services of exceptional quality. Town employees are empowered to provide customer service that exceeds expectations. Respect and civility among council members and the public create a cooperative atmosphere where government is open, responsive and transparent.

CELEBRATING COMMUNITY SPIRIT

Council and staff members proactively work together to create attractive, comfortable, and pleasant public spaces and private amenities. People are enlivened by beautiful locales, signature events, and shared traditions. These attributes – all distinctly Herndon – establish the Town as a desirable destination throughout the region. Herndon is a town comprised of healthy, safe, distinctive neighborhoods and well-received, successful businesses. Neighborhoods provide a wide variety of homes that promote lifestyles reflective of our historic, diverse, and transit-oriented community. Residents walk, cycle, drive, or use public transit to their jobs, restaurants, and cultural events. The synergy created by these elements fosters a community that residents are proud to call their hometown.

ENRICHING LIVES THROUGH ARTS AND ENTERTAINMENT

The cultural experience throughout the town and within the vibrant arts district provides a variety of entertainment choices that inspire, motivate and unite us in an engaging environment. Public spaces offer a place for outdoor concerts, festivals and other unique community activities. Herndon's restaurants offer an array of dining options to complement its diverse entertainment venues. Through dance, theater, public art, galleries and music, Herndon values the arts as a critical element of social life and economic prosperity.

CHAMPIONING BUSINESS AND TECHNOLOGY

Herndon has leveraged technology to improve and serve the community. Innovative businesses have found our town a welcoming environment in which to grow and operate. As the gateway to the technology corridor, Herndon is a natural fit for living and working in modern ways. Small businesses, creative in both traditional and innovative sectors, find distinct advantages in calling Herndon home. With global access available at Washington Dulles International Airport and direct access to Washington, D.C. by way of Metro and other public transportation, Herndon provides businesses with an ideal business-friendly environment within a town setting.

CULTIVATING A SUSTAINABLE ENVIRONMENT

As an environmentally focused leader in the region, Herndon chooses its own destiny as a sustainable small town – an oasis in the midst of urban Northern Virginia. Through thoughtful planning, the town has a network of sidewalks, trails, streets and connections to public transportation that provides residents the opportunity for one-car or no-car living. The town's extensive recreational facilities, including its public golf course, community center, nature center and numerous neighborhood parks enable residents to enjoy a high quality of life. As Herndon grows, its stewardship and environmental best practices assure high quality, sustainable development that is characterized by enduring and attractive structures and green space. Our residents and businesses embrace a cleaner, greener lifestyle.