SILVER LINE CPAM STUDY UPDATE

Board of Supervisors
January 21, 2016
PURPOSE

• Review Previous Efforts

• Present Consultant Recommended Scenario

• Discuss Recommendations and Next Steps
PROJECT BACKGROUND

Project History

- **2013**: Board Initiates CPAM
- **2014**: ULI Presents Findings
- **2015**: Board Directs Market and Scenario Studies
- **2016**: Scenario Study Complete
CPAM GOALS

Desirable Land Use Patterns

Employment Opportunities

Potential Tax Revenue

Managing Impacts on the Transportation System
MARKET ANALYSIS AND BEST PRACTICES STUDY
MARKET ANALYSIS AND BEST PRACTICES

Airport Compatibility Studies

- Frankfurt Airport
- Minneapolis-Saint Paul
- Kuala Lumpur
- Dallas-Fort Worth
- Singapore
- Denver International
MARKET ANALYSIS AND BEST PRACTICES

Anchors and Catalytic Projects

CONVENTION CENTER

RETAIL/ENTERTAINMENT

RESEARCH CENTER

TECH INCUBATOR

INDOOR SPORTS

SPORTS STADIUM
Final Recommendations

#1. Maintain current Plan Policy and Zoning at the Loudoun Gateway Station Area to promote job-generating, airport-compatible uses.

#2. Consider a catalytic anchor use at the Loudoun Gateway Station Area, if the office market remains stagnant.

#3. Work with MWAA to encourage airport-compatible development at the Loudoun Gateway Station Area.

#4. Continue to pursue commercial development at the Ashburn Station Area.

#5. Consider interim uses at the Station Areas to activate them, provide income for property owners, and generate tax revenues.
SCENARIO PLANNING STUDY
PUBLIC OUTREACH

I think the study area should have one or more walkable, mixed-use centers, similar to Reston or One Loudoun.

- A. Strongly Agree
- B. Somewhat Agree
- C. Neutral
- D. Somewhat Disagree
- E. Strongly Disagree
Guiding Principles

#1. Become a Complete Community
#2. Ensure Long-Term Economic Well-Being
#3. Support Urban Development Patterns
#4. Protect Dulles International Airport
#5. Concentrate Development at Metrorail Stations
#6. Move People Throughout the Study Area
#7. Embrace the Technology Industry
#8. Phase Long-Term Development Goals
CONSULTANT RECOMMENDATION

Map 3 — Consultant Recommended Growth Concept Map

Note:
The growth concept map is for illustrative purposes only, and created solely for depicting development types, locations, patterns and intensities recommended by the consultant for the Loudoun County Land Use Scenario Planning Study. It is not something officially supported by the Loudoun County Board of Supervisors or any county department participating in the scenario planning study beyond the purpose stated above.
Map 5 — Priority Growth Areas

Tier 2 – Mixed-Use Community
A high priority growth area for programming future year infrastructure projects that support walkable, mixed-use urban development principles.

Tier 1A – Ashburn Metrorail Station Area Buffer
A high priority growth area for programming future year infrastructure projects that support walkable, mixed-use urban development principles.

Tier 2 – Mixed-Use Community
A high priority growth area for programming future year infrastructure projects that support walkable, mixed-use urban development principles.

Tier 3 – Non-Residential, Mixed-Use Activity Areas
Non-residential, mixed-use activity areas should be a lower priority for programming future year infrastructure projects with public funding.

Tier 4 – Supporting Suburban Development
These areas should be a low priority for programming future year infrastructure projects with the exception of new or expanded streets that connect activity centers in Tiers 1A/B or 2.

Tier 1B – Loudoun Gateway Metrorail Station Area Buffer
A high priority growth area for programming future year infrastructure projects that support walkable, urban development principles.
Additional Consultant Recommendations

Provide abundant green space

Use green infrastructure as an open space amenity

Identify sites for schools and facilities
Additional Consultant Recommendations

Incorporate circulator bus service

Promote walkability and active living

Encourage development patterns favored by young professionals
SCENARIO PLANNING STUDY

Additional Consultant Recommendations

Allow data centers in strategic areas

Non-residential in areas affected by airport noise contours

Consider special activity uses
Additional Consultant Recommendations

- Allow phased development
- Discourage single family uses
STAFF EVALUATION

CTP inconsistencies

Significant new densities

Specific land use designations

Fiscal Impacts
• Additional Review in TLUC
• Prepare Small Area Plan
• Boundary

• Process

• Schedule

• Potential Outcomes
Questions and Feedback?
STAFF RECOMMENDATION

Small Area Plan – Preliminary Boundary