How Did We Get Here?
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
Having more travel options (walk, bike, transit) in the study area would be important to me.

A. Strongly Agree
B. Somewhat Agree
C. Neutral
D. Somewhat Disagree
E. Strongly Disagree
1) Pedestrian only areas around rail. What consideration has been given to high density? Tolls not preferred.

2) Multi-modal transportation network (rail, bus, road, bike/ped).

3) Bike path network to metro (on/along Loudoun Co. Pkwy in particular) and connections to W+OD Trail.

4) Carpool carpool from/to metro stations. Plan parking spaces based on carsharing/ carpooling goals.

5) No new 4-lane divided collectors; need pedestrian friendly collectors that support grid street network in mixed use projects.

6) Trolley that loops around the two metro stations. Hop on - hop off service - geared towards mixed use development.

7) Pedestrian/bike path - connecting Ashburn Farm/ Ashburn Village & Broadlands.

8) More transportation options - buses lack frequency. Need feeder buses to metro.

9) Local bus service for residents (fixed route).

Overview of Alternative Development Scenarios
Our role is to empower others to make more informed decisions about their future.
Scenario planning offers an overall process, analysis tools, and partnering strategy to share information and make more-informed decisions about the future.

Participants will be asked to contemplate their vision of the most livable study area, and the project team will measure their impacts and evaluate the trade-offs associated with competing scenarios. The scenarios themselves are fictitious stories about the future. They are not forecasts or predictions, but possible futures that could come to pass based on what already exists, emerging trends, or the community’s desires to change course for the future. The essential requirement of any growth scenario is that it be plausible, within the realm of what exists or what could be.

Information from the scenario planning process will be shared with key decision-makers and project implementers to develop a shared vision, preferred growth-scamario map, and supporting recommendations for the forthcoming Loven County Comprehensive Plan Amendment.

01 Where are we now?
- Community assessments
- Participant values and preferences
- Key decision criteria/Performance measures for evaluating choices
- Past trends
- Previous commitments
- Market realities

02 How do we make decisions?
- Scenario testing software
- Anticipated growth scenarios
- Statistical models
- Forecasting tools

03 Where are we going?
- Evaluate conditions at build-out of this study area based on currently adopted plans

04 Where do we want to be?
- Vision statements
- Evaluate alternative futures
- Growth Scenarios: Report cards (trade-offs)
- Preferred growth scenario

05 How do we get there?
- Goals, strategies, and actions
- Agendas and priorities
- Documentation
Alternative Development Scenarios

- Trend Development
- Compact Centers (Medium to High Mixed Use Intensity)
- Housing Choices
- Big Ideas (In-Reach / Out-Reach)
Development scenarios are fictitious stories about the future. They are not forecasts or predictions, but possible futures that could come to pass based on what already exists, emerging trends, or community desires to change course for the future. The essential requirement for any growth scenario is that it be plausible, within the realm of what exists or what could be.
We Need to Keep in Mind…

Street Network Concept Maps

The street network concepts for all three development scenarios are for illustrative purposes only, and were created solely for testing different development types, patterns and intensities in the Loudoun County Land Use Scenario Planning Study.

An actual future roadway network for the study area, or specific road alignments in the study area, will vary from the concept map and depend on the future land use plan and any appropriate revisions to the Countywide Transportation Plan.

Growth Concept Maps

The growth concept maps for all three development scenarios are for illustrative purposes only, and created solely for testing different development types, patterns and intensities in the Loudoun County Land Use Scenario Planning Study.

It is not intended to be 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.
STUDY AREA AND DOCUMENTS

STUDY AREA MAP

Click on image above to view larger map (PDF)

COMMUNITY WORKSHOP #1 MATERIALS (MAY 28, 2015)

Scenario Planning Work Session 1 – Flyer

Community Workshop #1 Opening Presentation

GET EMAIL UPDATES

Enter Email Address

SUBSCRIBE

UPCOMING EVENTS

PUBLIC WORKSHOP
August 26 @ 6:30 pm - 8:30 pm

STAKEHOLDER DISCUSSIONS
August 27 @ 9:00 am - 5:00 pm

DRAFT RECOMMENDATIONS MEETING
September 16 @ 3:00 pm - 5:00 pm

View All Events

SEND US A COMMENT

Your Name

Email Address
Trend Development Scenario
Suburban Office Towers w/ Parking Decks

Stand-Alone Data Centers

Mid-Rise Office Buildings w/ Surface Parking

Natural Areas Provide Space for Greenways
Development Program:

Dwelling Units or Hotel Rooms at Full Build-Out
- Full Build-Out Potential (494)
- Existing Development

<table>
<thead>
<tr>
<th></th>
<th>SFD</th>
<th>SFA</th>
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<th>MFAS</th>
<th>UMFA</th>
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<td>124</td>
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Square Feet at Full Build-Out
- Full Build-Out Potential (658,985)
- Existing Development

<table>
<thead>
<tr>
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<th>DATA</th>
<th>IND</th>
<th>OTR</th>
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<tbody>
<tr>
<td>FULL BUILD-OUT</td>
<td>658,985</td>
<td>8,613,488</td>
<td>3,948,042</td>
<td>427,000</td>
<td>235,216</td>
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<tr>
<td>EXISTING DEVELOPMENT</td>
<td>118,685</td>
<td>1,843,586</td>
<td>108,336</td>
<td>0</td>
<td>52,216</td>
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</table>

### Table 1: Development Program Summary

<table>
<thead>
<tr>
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<th>IND</th>
<th>OTR</th>
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<tr>
<td>FULL BUILD-OUT</td>
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<td>235,216</td>
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<td>118,685</td>
<td>1,843,586</td>
<td>108,336</td>
<td>0</td>
<td>52,216</td>
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</table>
Compact Development Scenario
Mid-Rise Mixed Use Buildings Surround Main Street in Designated Activity Centers

Parks & Public Plazas in Between Buildings

Tall Mixed-Use Buildings in Each Designated Activity Center (Main Street)

Abundance of Greenspace Throughout
Dwelling Units or Hotel Rooms at Full Build-Out

<table>
<thead>
<tr>
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<th>MFAS</th>
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Full Build-Out Potential (257)
Existing Development

Square Feet at Full Build-Out

<table>
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<td>887,864</td>
<td>2,301,936</td>
<td>9,615,202</td>
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Full Build-Out Potential (887,864)
Existing Development

BYT (2015) 0 0 257 124 0 271

HYT (2040) 0 0 257 124 8.671 271

118,685 1,843,586 108,336 0 52,216

504,164 3,600,817 1,173,436 0 52,216
Housing Choices Development Scenario
Suburban Multifamily Communities

Stand-Alone Data Centers

Suburban Single Family Neighborhoods

Mid-Rise Office Buildings w/ Surface Parking
Development Program:

<table>
<thead>
<tr>
<th>SFD</th>
<th>SFA</th>
<th>MFA</th>
<th>MFAS</th>
<th>UMFA</th>
<th>HTL</th>
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</thead>
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<td>91</td>
<td>2,109</td>
<td>5,879</td>
<td>124</td>
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- Full Build-Out Potential (91)
- Existing Development

<table>
<thead>
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<th>Dwelling Units or Hotel Rooms at Full Build-Out</th>
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<td>Full Build-Out Potential (91)</td>
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<tr>
<td>Existing Development</td>
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</table>

<table>
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<th>Square Feet at Full Build-Out</th>
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</thead>
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<tr>
<td>Full Build-Out Potential (427,464)</td>
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<td>Existing Development</td>
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</table>

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<th>BYT (2015)</th>
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<th>0</th>
<th>0</th>
<th>124</th>
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<th>118,685</th>
<th>1,843,586</th>
<th>108,336</th>
<th>0</th>
<th>52,216</th>
</tr>
</thead>
<tbody>
<tr>
<td>HYT (2040)</td>
<td>91</td>
<td>2,109</td>
<td>5,879</td>
<td>124</td>
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<td>577</td>
<td>233,564</td>
<td>2,374,211</td>
<td>1,180,236</td>
<td>0</td>
<td>52,216</td>
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Ten Performance Measures...

1 – Cost of Facilities & Services
2 – Potential Tax Revenue
3 – Trip Generation & Vehicle Miles Travel (VMT)
4 – Accessibility to Transit
5 – Transit Feasibility & Efficiency
6 – Walkable & Active Street Frontage
7 – Number of Students
8 – Type & Number of Jobs
9 – Jobs to Households Ratio
10 – Housing Affordability (Choices)
11 – Total Dwelling Units
12 – Average Residential Density
13 – Dwelling Units in LDN 60
14 – Potential Metro Tax District Revenue
15 – Acres of Open Space
## Potential Revenue & Expenditures (2040)

<table>
<thead>
<tr>
<th></th>
<th>BY</th>
<th>TD</th>
<th>CD</th>
<th>HC</th>
<th>BI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential Tax Revenue</td>
<td>$19.4 M</td>
<td>$37.0 M</td>
<td>$91.1 M</td>
<td>$78.4 M</td>
<td></td>
</tr>
<tr>
<td>Cost of Facilities &amp; Services</td>
<td>$6.1 M</td>
<td>$8.6 M</td>
<td>$46.4 M</td>
<td>$58.4 M</td>
<td></td>
</tr>
<tr>
<td>Net Revenue Potential</td>
<td>$13.3 M</td>
<td>$28.4 M</td>
<td>$44.7 M</td>
<td>$20.0 M</td>
<td></td>
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<tr>
<td>Metro Tax District Revenue</td>
<td>$0.8 M</td>
<td>$1.6 M</td>
<td>$7.2 M</td>
<td>$6.4 M</td>
<td></td>
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</tbody>
</table>

BY = Base Year (2015)  
TD = Trend Development Scenario  
CD = Compact Development Scenario  
HC = Housing Choices Development Scenario  
BI = Big Ideas Development Scenario
## Transportation System (2040)

<table>
<thead>
<tr>
<th>Category</th>
<th>BY</th>
<th>TD</th>
<th>CD</th>
<th>HC</th>
<th>BI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Trip Generation (new daily trips)</td>
<td>8,000</td>
<td>16,000</td>
<td>46,000</td>
<td>41,000</td>
<td></td>
</tr>
<tr>
<td>Vehicle Miles Traveled (% net increase, 2010 to 2040)</td>
<td>N/A</td>
<td>94%</td>
<td>97%</td>
<td>96%</td>
<td></td>
</tr>
<tr>
<td>Accessibility to Transit (# of res within ¼-mile of bus)</td>
<td>X</td>
<td>1,200</td>
<td>16,300</td>
<td>17,100</td>
<td></td>
</tr>
<tr>
<td>Transit Efficiency (service frequency &amp; cost per boarding)</td>
<td>Very Low</td>
<td>Low</td>
<td>High</td>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>Walkable / Active Street Frontage</td>
<td>0 mi.</td>
<td>0 mi.</td>
<td>5.6 mi</td>
<td>0 mi.</td>
<td></td>
</tr>
</tbody>
</table>

**BY** = Base Year (2015)  
**TD** = Trend Development Scenario  
**CD** = Compact Development Scenario  
**HC** = Housing Choices Development Scenario  
**BI** = Big Ideas Development Scenario
## Desirable Land Use Patterns (2040)

<table>
<thead>
<tr>
<th></th>
<th>BY</th>
<th>TD</th>
<th>CD</th>
<th>HC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Dwelling Units</td>
<td>124</td>
<td>618</td>
<td>9,052</td>
<td>8,203</td>
</tr>
<tr>
<td>Avg. Residential Density</td>
<td>19.4 du/ac</td>
<td>17.8 du/ac</td>
<td>56.7 du/ac</td>
<td>18.7 du/ac</td>
</tr>
<tr>
<td>Dwelling Units in LDN 60</td>
<td>0</td>
<td>0</td>
<td>3,141</td>
<td>5,445</td>
</tr>
<tr>
<td>Housing Affordability</td>
<td>Limited</td>
<td>Limited</td>
<td>Choices</td>
<td>Choices</td>
</tr>
<tr>
<td>Acres of Open Space</td>
<td>419 ac</td>
<td>419 ac</td>
<td>694 ac</td>
<td>518 ac</td>
</tr>
<tr>
<td>Number of Students</td>
<td>29</td>
<td>142</td>
<td>2,082</td>
<td>1,411</td>
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</tbody>
</table>
# Employment Opportunities (2040)

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Number of Jobs</th>
<th>Mix of New Jobs</th>
<th>Jobs-to-Housing Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Year (2015)</td>
<td>9,638</td>
<td>OFF / DATA</td>
<td>77.7 j/hh</td>
</tr>
<tr>
<td>Trend Development</td>
<td>14,084</td>
<td>OFF / DATA</td>
<td>22.8 j/hh</td>
</tr>
<tr>
<td>Compact Development</td>
<td>18,208</td>
<td>RET / OFF / DATA</td>
<td>2.0 j/hh</td>
</tr>
<tr>
<td>Housing Choices</td>
<td>13,915</td>
<td>RET / OFF / DATA</td>
<td>1.7 j/hh</td>
</tr>
</tbody>
</table>

**BY** = Base Year (2015)  
**TD** = Trend Development Scenario  
**CD** = Compact Development Scenario  
**HC** = Housing Choices Development Scenario  
**BI** = Big Ideas Development Scenario
CommunityViz Software

Virtual Scenario Planning Activity
Tonight’s Activity…

Groups will have approximately 1.5 hours to create their preferred vision for growth and development in the study area.

It is important to note that existing and future land ownership or land development factors may prohibit some elements of a table’s vision from becoming reality. However, for the purposes of this exercise, participants should decide where and how areas should develop (or not develop) assuming an unconstrained condition.

The project team will consider all information available when looking for ideas to include in the fourth development scenario for the land use scenario planning study. We will especially look for areas of agreement or disagreement among all the tables.
Table Resources

- Table Facilitator
- Sign-In Sheet
- Annotated Agenda
- Copy of Opening Slide Presentation
- Growth Concept Maps (3)
- Growth Scenario Summary Sheets (3)
- Street Network Concept Maps (3)
- Land Use & Building Scale Reference Sheet
- Various Reference Maps – Study Area, Major Roads & Environmental Features
- Roving Workshop Facilitator
CommunityViz Software
General Schedule

- Table Introductions / General Questions 5 minutes
- Select a Starting Street Network Concept 15 minutes
- Paint Preferred Land Use Types 40 minutes
- Identify Preferred Building Scale by Block 30 minutes
- Document Your Participation 5 minutes
- Closing Remarks 5 minutes