envision LOUDOUN
our county • our future
Stakeholder Committee Meeting

April 3, 2017 | Loudoun County Comprehensive Plan
Agenda

1. Welcome / Sign-in / Dinner
2. Administrative Items
3. Discussion of Housing Needs Assessment
4. Small Groups Work (Draft Objectives)
5. Reporting Out and Discussion with Full Committee (Draft Objectives)
6. Development Typologies Approach
7. Break and Review Maps
8. Next Steps
9. Adjourn
Administrative Items
The Process
Envision Loudoun will last through the spring of 2018.

2016
PHASE 1
Foundation
What do we know?

2017
PHASE 2
Vision
What do we achieve?

PHASE 3
Explore
Where do we go?

PHASE 4
Plan
Putting it together.

PHASE 5
Review & Adopt
Finishing the work.

2018

ROUND 1
LISTENING & LEARNING WORKSHOPS
Public Engagement

ROUND 2
ENVISION THE FUTURE WORKSHOPS

ROUND 3
PLAN REVIEW WORKSHOPS

NOVEMBER 2016
JANUARY 2018
Housing Needs Assessment Discussion
Small Groups Work (Draft Objectives)
Progress Since Last Meeting

• Reviewed SCs key challenges to achieving goals

• Synthesized information shared to date to develop objective topics

• Drafted objectives using input from public and Stakeholder input
What Your Small Group Will Achieve Tonight

Identify:

1. Objectives with consensus
2. Objectives with alternative solutions/positions
3. Missing objectives
4. Key issues for discussion by full committee
Plan Framework Progression

- **Vision** (drafted)
- **Goals** (drafted)
- **Objectives** (drafted based on recent Small Group work)
- **Action** (to be drafted in future phase of work)
Plan Framework

Definitions of Plan Framework Components

Vision (drafted)

The vision statement is the highest level expression of a community’s future. The vision reflects the community’s values, especially as values relate to physical and quality of life conditions. The vision sets the tone for more specific recommendations.

Goal (drafted)

A goal describes a desired community outcome expressed in simple terms.

Objective (drafts available here for discussion at April 3 meeting)

An objective describes a more specific indication of the outcome (goal) and is used to organize more detailed recommendations (actions).

Action (to be drafted in future phase of Envision Loudoun)

An action specifies a particular implementation item (programs, initiatives, projects, investments, etc.)
Clarification on Objectives

An objective is/does not...

• Answer the question “how” – that comes later in the form of actions

• Answer the question “how much” – those are metrics to be determined later

• A policy statement synonymous with current policies. Those will be addressed as part of development typologies.
Reporting Out / Discussion (Draft Objectives)
Development Typologies Approach
Current Policy Areas Model

Policy Areas
- Rural
- Transition
- Suburban
- Town
- Joint Land Management Area (JLMA)
Current Planned Land Use Model

Land Use Pattern and Design Policies

1. The County’s vision for the Suburban Policy Area is self-sustaining communities that offer a mix of residential, commercial, and employment uses; a full complement of public services and facilities; amenities that support a high quality of life; and a design that conforms to the County’s Green Infrastructure and incorporates Conservation Design.

2. Suburban Policy Area communities will be developed as efficient, compact, mixed-use and pedestrian-oriented communities with a range of residential lot sizes, in accordance with the community design policies of this Plan, will provide a measurable standard open space (active, passive, and natural) as specified in the land use matrix, and will fully integrate the County’s Green Infrastructure.

3. The County, in collaboration with other governmental agencies and the private sector, will ensure through a variety of measures that all public spaces in residential and commercial areas are pedestrian friendly. These measures may include the construction, improvement, and maintenance of public squares, parks, and pedestrian malls, and the attention to street design details such as landscaping, lighting, and provision of attractive street furniture.

4. The County adopted three Small Area Plans encompassing the suburban communities and the three Silver Line Metro Stations within the County. These plans, which may be refined in the future, will provide for the development of the Suburban Policy Area. The communities are Sterling, Potomac, Dulles, and Ashburn, as shown on the Suburban Community Boundaries Map.

5. All new development proposals in the Suburban Policy Area will be designed using the “conservation design” approach as detailed in the Revised General Plan.

6. The development phase plan for a mixed-use project will establish a balanced relationship between the residential and non-residential components of the project that is consistent with the County’s goals for the project area.

7. Alterations to approved land uses will conform to the land use and design goals and policies of the Revised General Plan.
Historically successful approaches
Public Input on Physical Environment

- Interest in high quality, unique, distinct, and aesthetically pleasing places
- Importance of re-planning transition area
- Give attention to aging underutilized places for redevelopment potential
- Respect natural environment
- Preserve character of western Loudoun

- Support active lifestyles
- Coordinate land use and transportation policies and practices
- Build environment for better biking and pedestrian movement
- Create gathering places and spaces
- Make more vibrancy
Considerations for New Approach

• Address character and quality of place, not just land use
• Guide consistent interaction of built environment and transportation network within different contexts
• Provide guidance for infill / redevelopment contexts
• Capture current land use patterns and development types, while providing flexibility for evolution over time
• Introduce new development types to meet evolving preferences of households and employers
Development Typologies

Community Type (inner wheel)
- Institutional Campus
- Suburban Office Park
- Town Center
- Mixed Use
- Regional Commercial
- Community Commercial
- Flex / Light Industrial
- Heavy Industrial
- Employment Mixed Use
- Natural Resource Extraction
- Airport
- Rural
- Historic Village
- Countryside Living
- Planned Village
- Transition
- Neighborhood
- Neighborhood 1
- Neighborhood 2
- Neighborhood 3

Place Type (outer wheel)
Community Types

- Describe general character types in Loudoun County
- Highest level of framework for guiding land planning decisions
Place Types

• Provide options under Community Types for different types of character areas

• Provide more detail on the built form and land uses, and describe a variety of characteristics
Example: One Loudoun

General Description:
Town Center Mixed Use areas consist of a mix of uses arranged in a pedestrian-friendly urban form. Streets in this category are typically interconnected and multi-modal.

Predominant Uses:
- Retail
- Office
- Mixed-density residential

Complementary Uses:
- Institutional
- Single family residential
- Open space

Form and Character:
- High Rise
- Res. Density
- Rivers, Waterway
- Res. / Nonres.
- Core Focus
- Building Height
- Setback
- Black Length
- Parking
- Civic & Recreation
- Open Space
Break and Review Maps:
Target Areas for Consideration
Target Areas for Consideration

- Areas for Consideration
  - Uncommitted and developable (residential and non-residential)
  - Underdeveloped
  - Redevelopment Opportunity Areas
Next Steps
Stakeholder Committee Work Schedule

- **March 20** – first draft of goals and vision for BOS review; CTP approach; challenges and objectives - Completed

- **April 3** – review objectives; identify key issues; preliminary place types

- **April 17** – deep dive on key objectives; transportation exercise

- **May 1** – deep dive on key objectives, draft plan framework

- **May 15** – finalize objectives and plan framework for public meetings

*Culmination of Work:*
Sharing Draft Plan Components at June Public Outreach Meetings