envisio
LOUDOUN
our county • our future
Stakeholder Committee Meeting

March 6, 2017 | Loudoun County Comprehensive Plan
Agenda

1. Welcome / Sign-in / Dinner
2. Administrative Items
3. Status Update
4. Goals Refinement
5. Vision Discussion
6. Plan Organization and Design
7. Adjourn
Administrative Items
The Process

Envision Loudoun will last through the spring of 2018.

2016

PHASE 1
Foundation
What do we know?

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.

2017

ROUND 1
LISTENING & LEARNING WORKSHOPS
November 2016

ROUND 2
ENVISION THE FUTURE WORKSHOPS

ROUND 3
PLAN REVIEW WORKSHOPS
January 2018

Public Engagement
Upcoming Schedule

• March 6 – goals and vision work
• March 20 – finish goals and vision (send to BOS), start work on objectives (see the “blue box” challenges in the Foundation Report)
• April 3 – continue objectives work, introduce future land use place types
• April 17 – continue objectives work
• May 1 - finish objectives, introduce draft land use framework
• May 15 (tentative) – draft land use plan, assessment of how land use plan achieves objectives
• June TBD – second round of outreach meetings
Vision and Goals
Set-up

Jamie Greene, planning NEXT
Preparation for Vision and Goals

*Focus: drafting initial goals*

1. Proposed Policy Hierarchy

2. Small Group Work
   - Round 1: Goals Refinement
     - Report
   - Round 2: Vision Development
     - Report
Policy Hierarchy

Proposed structure for the new Comprehensive Plan

Overall Vision
    Simple statement and elaboration

Topic 1 (Chapter)
    Goal statement
    1. Objective 1 (Organizers)
        1. Action 1 (recommendations: policies, programs, projects)
        2. Action 2 (recommendations: policies, programs, projects)
    2. Objective 2 (Organizers)
        1. Etc....

Topic 2 (Chapter)
    Etc.
Small Group Work

Two Rounds
Round 1: Goal Refinement

Proposed structure for the new Comprehensive Plan

1. Review your refined goal
2. Review the other four goals (+/-)
3. IF you have time, think about potential objectives
Round 2: Vision Discussion

Proposed structure for the new Comprehensive Plan

1. Review two examples
2. Reflect on draft goals
3. Consider form and substance
4. Provide comments
Goals Refinement

Small Group: Round 1
Reporting
What is a Vision Statement?

Definition

The highest level—and therefore most general—expression of a community’s future

Reflects the community’s values, especially with the physical and quality of life conditions.

Sets the tone for more specific recommendations
The Current Vision

As stated in the current Comprehensive Plan

“At the start of this new millennium, we, the Loudoun County Board of Supervisors (BOS), envision Loudoun County as a prominent, sustainable community; as the global crossroads of the information technology industry and with a vibrant rural economy; preserving our historic and environmental heritage and the character of our towns and neighborhoods; fostering a strong sense of community, with robust economic, educational and recreational activity, recognized as a superb place for families and individuals to live, learn, work, worship, invest and visit.”
Potential Statement 1

Direct, simple

Loudoun County, where we:

• celebrate the convergence of east and west;
• embrace and invite the diversity of people, housing, employment, and place; and
• demand a healthy, stimulating, prosperous, and innovative world-class community.
Potential Statement 2

Direct, simple

Loudoun County will be a complete community…

…with a well-deserved reputation for great places (natural and built, historic and new, rural, suburban and urban), for economic opportunity and innovation, and for an ethic of environmental sustainability and fiscal strength.
Break

GO TO BREAK-OUT LOCATIONS
How will the plan be organized and what will it look like?
Topics for Discussion

- Evolution of comprehensive plans
- Structure – elements vs. themes
- Level of detail
- Communicating future land use
- Format and style
The Job of the Comprehensive Plan

- Tell the story of Loudoun and its desired future
- Inspire citizens about the future
- Guide development decision making
- Guide infrastructure and public facility decisions
- Serve as the policy basis of land use regulations
- Set a course for action
Plans: From Older to Newer Models

Newer plans are generally written for a wider audience, and planning concepts and policy direction are presented using concise methods.
Plans: From Older to Newer Models

Newer plans are more future focused and don’t include extensive inventories and stats that will be quickly outdated.
## Comparison: Older and Newer Plans

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Older Plans</th>
<th>Newer Plans</th>
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</thead>
<tbody>
<tr>
<td>Structure</td>
<td>Traditional elements in “silos”</td>
<td>Organized around key themes</td>
</tr>
<tr>
<td>Policy Direction</td>
<td>Lengthy narrative</td>
<td>Streamlined policy guidance</td>
</tr>
<tr>
<td>Graphics</td>
<td>Limited</td>
<td>Provided throughout</td>
</tr>
<tr>
<td>Future Land Use</td>
<td>Focus solely on land use</td>
<td>Character based and coordinated with transportation</td>
</tr>
</tbody>
</table>
Structure

Older Model

<table>
<thead>
<tr>
<th>Plan Elements</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
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<tr>
<td>Housing</td>
<td>2</td>
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<tr>
<td>Mobility</td>
<td>4</td>
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<td>Economy</td>
<td>6</td>
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<tr>
<td>Recreation &amp; Parks</td>
<td>7</td>
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<tr>
<td>Community Facilities</td>
<td>8</td>
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<tr>
<td>Utilities</td>
<td>10</td>
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<tr>
<td>Environmental Quality</td>
<td>11</td>
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<tr>
<td>Community Character</td>
<td>14</td>
</tr>
<tr>
<td>Urban Form &amp; Land Use</td>
<td>15</td>
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</tbody>
</table>

Newer Model

1. Building Great Places
2. Enhancing Mobility
3. Maintaining Fiscal Responsibility
4. Growing the Economic Hub
5. Creating Complete Neighborhoods
6. Fostering a Resilient City
7. Growing a Healthy City
8. Growing Together

http://www.greenvillenc.gov/government/community-development/planning-division
Level of Detail

Plan By the Numbers

• 309 pages
• 11 traditional elements
• 1,000+ policies

1. Introduction
2. Planning Approach
3. Fiscal Planning & Public Facilities
4. Economic Development
5. The Green Infrastructure
6. Suburban Policy Area
7. Rural Policy Area
8. Transition Policy Area
9. Towns
10. Existing Villages
11. Implementation

Chapter 2: Planning Approach

Guiding Principles Policies

1. The County seeks to promote housing options for all people who live and/or work in Loudoun.
2. The County policies and programs will focus on the unmet housing needs of households earning up to 100% of the Washington Metropolitan Area Median Income (AMI) that being the area of greatest need.
3. The County will regularly examine and estimate unmet housing needs, and housing programs will be evaluated for their effectiveness in addressing these needs.
4. Housing that is developed to fulfill unmet housing needs should generally be located near existing or planned employment opportunities, schools, communities, transit routes, and other amenities.
5. The County is committed to bring all existing affordable housing in need of indoor plumbing, operational septics and water systems, and major system repair (new roofs, heating and cooling systems) up to safe and livable conditions.
6. The County encourages a variety of housing types, sizes and innovative designs to be developed to assist in fulfilling unmet housing needs throughout the County.
7. The County will require a mix of housing options appropriately located in communities to support a balanced development program.
8. The County will encourage the development of housing for special needs populations (as defined in the Glossary) integrated within existing and planned residential communities, particularly in areas within walking distance of convenience shopping and employment opportunities, transit, and other amenities.
9. The County will promote the provision of an affordable range of housing types throughout the County.
10. The County will promote the formation of public and private partnerships and facilitate the utilization of state and federal housing programs to assist in fulfilling unmet housing needs.
11. The County supports the development of housing and of communities that apply universal design principles.
12. The County encourages development that utilizes energy efficient design and construction principles, promotes high performance and sustainable buildings, and minimizes construction waste and other negative environmental impacts.
13. The use of planned and/or planned non-residential land to address unmet housing needs is not supported unless the proposed use provides a mix of residential, commercial and offices uses and addresses the full range of current housing needs.
14. In addition to the requirements of the ADU Ordinance, the County encourages such development.

Housing Supply Policies

1. The County will develop options for addressing unmet housing needs not covered by the ADU zoning ordinance and work toward an implementation plan.
2. The County will encourage preservation by adaptive reuse of existing unused, or underutilized structures throughout the County, for the development of affordable housing units, as defined in the Zoning Ordinance and in accordance with the policies in the Revised General Plan.

Cooperation Policies

1. The County will encourage a regional cooperative effort with neighboring jurisdictions to establish a dialogue and programs to address the provision of a healthy balance of jobs and housing in each jurisdiction.
2. The County will provide technical planning expertise and financial support to the Towns to assist them in establishing programs that provide affordable housing. Such programs might include a revitalization tax credit program, housing rehabilitation, the development of regulations that allow for a broad range of housing types and sizes in accessory building units over basements, etc.
3. The County will work in partnership with nonprofit, public and private entities committed to the provision of a wide range of housing opportunities by offering technical and financial assistance.

Funding Policies

1. To the extent consistent with County Proffer Policies and Proffer Guidelines as set forth in Chapters 3 and 11, developers of residential and non-residential projects are encouraged to include funding commitments and proffers to fulfill unmet housing needs in their development proposals.
2. The County may maintain a dedicated revenue stream to fund the housing trust fund to address unmet housing needs. The fund will be evaluated annually to determine its effectiveness and efficiency.

Programs and Incentives Policies

2. The County may provide incentives to stimulate the development of new housing projects when the applicant demonstrates the capacity to produce economic efficiencies in producing and sustaining affordable rents or sale prices over time.
3. The County may adopt or develop and implement an employee-assisted housing program to help meet workers’ housing needs.
4. The County may develop and implement revitalization tax credit programs and/or loan programs for housing rehabilitation to conserve existing affordable housing.
THE VISION & GUIDING PRINCIPLES

Throughout the first phase of the planning process, the planning team worked with local stakeholders and completed research to identify the critical themes that will influence and shape the way our city looks and functions in the future. This section is organized to highlight the themes or guiding principles identified through this work and provide insight into the conditions and data that relate to these themes. A compendium of the input from stakeholders gathered at the June 24-26 Public Workshops is available in a separate document for reference.

Vision Statement
The City of Columbia will embrace the opportunities afforded by the coming decades of growth to become a destination for people and businesses. We will focus our efforts on reinvesting in our existing neighborhoods and business districts and growing where there is opportunity to increase housing choices. Our southern spirit will be embodied in a built environment that embraces sustainable and unique design while providing a rich and dynamic environment for our people and businesses to thrive.

Guiding Principles

1. High-quality design of the built environment—public and private architecture, streetscape, corridors, gateways, and edges—that distinguishes the City.
2. Strong neighborhoods with distinct identities and amenities within walkable distances.
3. A connected greenway system that links waterways and environmental corridors as well as reaches into neighborhoods.
4. A range of housing choices—age, price, and location—that serves a diverse population.
5. A strong city center with increased vitality, mix of uses, and vibrant active public realm.
6. Better utilization of existing structures and land—through revitalization and reinvestment—that is well-served by infrastructure and adjacent to developed land.
7. Greater intensity of development at strategic locations that creates a mix of uses and a critical mass required for a vibrant community.
8. A connected community with ease of mobility that better balances the needs of pedestrians, motorists, bicyclists, and transit users.

https://www.columbiasc.net/planning-preservation/city-plans/tcp2018
Evolving Land Use Plans

Older Model
Evolving Land Use Plans

Newer Model

MIXED USE BUSINESS

GUIDELINES & STRATEGIES

COMMUNITY CHARACTER
Community character guidelines & strategies define the parameters for the layers of the district, area, and buildings within a Mixed Use Business area in a manner consistent with the primary character.

DISTRICT
1. Discourage single-building developments.
2. Encourage a walkable village/town center development form for retail, commercial, and office uses.
3. Encourage larger, multi-story buildings, village-like developments configured as a manner that breaks the site into a series of smaller "blocks" formed by on-street parking, which access large parking lots and open spaces, pedestrian walkways, or other circulation routes.

SITE
4. Require buildings to be set close to interior streets.
5. Require all commercial signs to be nonilluminated with materials coordinated with the primary structure.
6. Limit the number of signs for a development or that signs are clustered on individual pads of a single sign to discourage individual movement signs.
7. Require landscaping materials as a means to soften the appearance of parking areas and reduce the automobile dominance of small commercial sites.

BUILDING
8. Require a consistent architectural theme for buildings within a commercial/retail development, including freestanding and multi-story structures. Consistency should be achieved for the character, materials, ornament, color, window detail, and building elevation. Foundation elements, retail signs, and other facade elements should be selected from their standard architectural model to be consistent with specific architectural character. Signage and lighting should be consistent with subsequent adopted signage standards.

9. Require the use and scale of retail/commercial buildings, including large retail areas, to be visually...
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 streetscape 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 Metrorail Stations within the County. These plans, which may be redefined in the future, will provide for the development of the Suburban Policy Area. The communities are Sterling, Poolesville, Falls Church, 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 phasing plan for a mixed-use project will establish a buildout relationship between the residential and non-residential components of the project that is consistent with the County’s goals for the project area.

7. Allocations to approved land use projects will conform to the land use and design goals and policies of the Revised General Plan.

8. For properties up to 50 acres outside of Keynote Employment designations, the land use mix attributed to the various land uses may not be achievable due to the small size of the parcel. In such cases, an applicant for rezoning may vary from the land use mix specified in the Plan by showing that an alternative is more appropriate to the specific site. This can be accomplished by providing the County with a survey of land uses within a 1,500-foot radius of the site.

9. The map on the right illustrates the principles for mixed-use, mixed-density, and walkable community design.

10. Through the legislative and site planning process will conform to the rules. The design guidelines will be implemented as a part of the regional plan and incorporated into regulatory guidance, Facilities Standards Manual (FSM), and Land Subdivision and Essential Services applications.

11. Cultural and character importance of the historically significant areas will work with the local communities towards the designation of historical districts. Other historically significant areas within the plan include those that are protected/enhanced. Pedestrian access to and from existing and
**2035 Suffolk Comprehensive Plan**

**Traditional Neighborhood Centers**

**Context & Scale**
Traditional Neighborhood Centers are located in the Core Support, Inner Ring, and Suburban Use Districts. These moderate density areas are pedestrian-oriented. They may be as small as a few storefronts or an intersection or a multiple blocks-long neighborhood Main Street.

Traditional Neighborhood Centers accommodate neighborhood-serving retail, such as small grocers, dry cleaners, and coffee shops as well as civic or institutional users including churches and schools. These Centers are accessible by all modes of transportation. Their size is limited and walkable. They are the heart of their Traditional Neighborhood.

**Street & Block Pattern**
Traditional Neighborhood Centers are designed within the Neighborhood’s interconnected, walkable, network of streets and small blocks (typically in a grid pattern). They have multiple street connections with their Neighborhood. A secondary network of alleys should provide access to the rear of the buildings and through the block. Their streets are designed for slow-moving, multi-modal traffic.

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**Site & Lot Configurations**
All lots have street frontage. Typically multiple lots sit along a block-face with a continuous street frontage. Buildings are placed toward the front of the lot and have a rear lot setback from the adjacent residences that is generally used for service and parking. Individual building placement (relative to the sidewalk) is consistent for the entire block-face.

**Buildings**
Buildings in Traditional Neighborhood Centers are street-oriented. The buildings work together to define the street and a pedestrian realm.

Typically two to three stories, buildings have storefronts and one or more functioning entrances on the street. The scale of the Traditional Neighborhood Center buildings should be in proportion to their surrounding neighborhood.

The architecture is typically “main street” in character with pedestrian-focused details, such as vertically proportioned windows and sidewalk-oriented signage.

In evolving neighborhoods, single-family houses immediately adjacent to an existing Neighborhood Center are often converted for commercial uses.
Public Spaces & Streetscapes
Traditional Neighborhood Centers should include a public open space in addition to their streets and sidewalks. Streets have on-street parking and sidewalks are shaded by street trees. The streetscapes will generally have an active edge due to the storefronts. Lighting and signage is scaled to the pedestrian.

Parking
In addition to on-street parking, Traditional Neighborhood Centers provide parking at the rear of the lot. Parking lots should be coordinated, shared and sized for neighborhood-serving, not destination, retail and commerce. Consider lower minimum parking requirements when the Neighborhood Center has a transit stop.

TRADITIONAL NEIGHBORHOOD CENTERS: IMPLEMENTATION GUIDELINES

Street & Block Pattern
- Maintain and enhance the existing street and block pattern.
- Encourage new streets to subdivide overlapping large blocks.
- New Traditional Neighborhood Centers should contribute to an interconnected network of streets and small blocks: an average block perimeter of less than 1,300 feet is best for walkability.
- Maximize intersections/block corners.
- Alleys should provide parking and through access behind all Traditional Neighborhood Center buildings.
- Traffic geometry should be designed for slow moving multi-modal traffic.
- All streets should have on street parallel parking.

Site & Lot Configurations
- All lots should have frontage onto a street and/or other public space (square, green, or plaza).
- Block faces should be subdivided into multiple lots.
- Encourage zero lot line buildings in Traditional Neighborhood Centers.
- Allow complete lot coverage, as long as there is a public open space within a short walking distance.
- Traditional Neighborhood Center site and lot configurations are scaled to neighborhood-serving retail.
- Non builds should be built to a general facade alignment for each block. For infill sites this should be consistent with existing, contributing buildings.
- Traditional Neighborhood Center lots should have good neighborhood manners with side and rear lot setbacks to provide breathing room for adjacent residential neighbors.

Buildings
- Buildings should be oriented to the street, with working primary entrances along their facades.
- Buildings in Traditional Neighborhood Centers should be of limited size to preserve a relative human scale.
- Encourage stoop fronts.
- Building functions should be retail and/or commercial at the ground floor. Upper floors may be commercial or residential (including bed and breakfast) use.
- Ground floor facades should have between 60 and 90 percent transparency, with upper floors having 30 to 70 percent transparency and an active streetscape.
- Do not allow blank or mirrored building facades. They decry the street and damage adjacent properties.
- Encourage overhangs & awnings.
- Promote development at the highest intensity possible in new Traditional Neighborhood Centers.

Public Spaces & Streetscapes
- All Neighborhood Center streets should have wide sidewalks.
- Encourage a square or green in Traditional Neighborhood Centers.
- Encourage special community buildings and/ or monuments, especially fronting the square or green.
- Signage and lighting should be scaled for the pedestrian rather than fast moving automobile traffic.

Parking
- Promote a park once environment in Traditional Neighborhood Centers.
- Promote on-street parallel parking for all streets in Traditional Neighborhood Centers.
- Parking lots should be located away from the street and placed within the block interior.
- Encourage centrally located, shared parking lots.
- Consider minimum and maximum parking requirements scaled to neighborhood serving retail.
Evolution of Graphics

Older Model

Newer Model

Thoughts and reactions?