

Dulles Community Outreach Project Final Report



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Acronyms

ADU	Affordable Dwelling Unit
AMI	Area Median Income
BOS	Board of Supervisors
CIP	Capital Improvement Program
CTP	2010 Countywide Transportation Plan
DED	Department of Economic Development
DFS	Department of Family Services
DPZ	Department of Planning and Zoning
DSA	Dulles South Alliance
DSMP	Dulles South Multipurpose Center
DTCI	Department of Transportation and Capital Infrastructure
ESRI	Environmental Systems Research Institute
HOA	Homeowners Association
IAD	Washington Dulles International Airport
LCPS	Loudoun County Public Schools
LEX	Loudoun Express Request
LIHTC	Low Income Housing Tax Credits
MILL	Makers in Loudoun Libraries
NOVA	Northern Virginia Community College
NVRPA	Northern Virginia Regional Parks Authority
OMAGI	Office of Mapping and Geographic Information
PAC	Loudoun County Public Affairs and Communication
PPEA	Request for Partnership Proposal
PRCS	Department of Parks, Recreation and Community Services
RGP	2001 Loudoun County Revised General Plan
TDP	Transit Development Plan
VHDA	Virginia Housing Development Authority
VDOT	Virginia Department of Transportation
W & OD	Washington and Old Dominion Trail

Acknowledgements

The Loudoun County Department of Planning and Zoning (DPZ) wishes to acknowledge the following organizations for their assistance and efforts in the production of this, and other reports completed as part of the Dulles Community Outreach Project, in particular: Loudoun County Departments of Building and Development (B&D); Economic Development (DED); Family Services (DFS); Fire and Rescue (F&R); Health Department (HD); Library Services (DLS); Loudoun County Public Schools (LCPS); Loudoun County Sheriff's Office (LCSO); Office of Mapping and Geographic Information (OMAGI); Parks, Recreation and Community Services (PRCS); Public Affairs and Communication (PAC); and Transportation and Capital Infrastructure (DTCI); and the following organizations: The Brambleton Group; Dulles South Alliance; Interfaith Bridges; Loudoun Valley Estates I, II, and III; South Riding Proprietary Inc.; Stone Ridge.

Special thanks to the following individuals who contributed to the Dulles Community Final Report: Roy Barnett, Van Metre Companies; Ben Brown, HCA Virginia Health System; Wayde Byard, LCPS; Lou Canonico, NAIOP; William Cooper, Metro Washington Airports Authority; Susan Crosby, Loudoun Water; Packie Crown, Bowman Consulting Group; Kevin Days, PARCC; John Duellman; LCPS; Farhanahz Ellis, ADAMS Center; Beth Erickson, Visit Loudoun; Brian Fauls, Loudoun County Chamber of Commerce; Bill Fissell, Northern Virginia Building Industry Association; Douglas Fulton, LCPS; John Gabriel, LCPS; Joe Gadalski, LCPS; Rust Gestl, Buchanan Partners; Rippy Gill, Loudoun Valley Estates; Ed Gorski, Piedmont Environmental Council; Nancy Hiteshue, Northern Virginia Transportation Alliance; Ed Hoy, Chantilly Crushed Stone; Mitchell Jacobson; Northern Virginia Baha'i Center; William Lebegern, Dulles Airport Real Estate Office; Denise Kloeppel, Dulles Community Resident; Kelly Greg Mathe, Dominion Virginia Power; Keith Meurlin, Washington Airports Task Force; DPZ; Sara Howard-O'Brien, LCPS; Scott Plein, Equinox Investments, LLC; Ed Podboy, Miller and Smith; Jeff Salmon, Loudoun County Planning Commission Chairman; Tobin Seven, ReMax; Edit Sherry, Stone Ridge; Sher Singh; Tony Stafford, Ford's Fish Shack; Raj Khalsa Gurdwara Sikh Temple; Carol Stirner, Providence Ridge; Rick Stone, Brambleton Community Association; Wendy Taylor, South Riding; Carol Teigen, Stone Ridge; Sunil Toari, VDOT; Patrick Walters, Inova Hospital; Val Walters, Dulles South Alliance; Tracey White, HCA Virginia Health System; Becky Williams, Loudoun Valley Estates III.



The Dulles Community Outreach Project Team would like to thank everyone who provided guidance and support throughout the effort.

Executive Summary

In accordance with the Loudoun County Board of Supervisors’ Strategic Plan, the Board of Supervisors initiated a community outreach project for the Dulles Community to identify resident opinions, concerns, and aspirations as a first step toward future community planning efforts. The 2001 Loudoun County Revised General Plan (RGP) calls for the development of Community Plans to guide the growth of the plan-defined Suburban Communities, including the Dulles Community.

The Dulles Community Outreach Project Team (outreach project team) established an interdepartmental steering committee and a business leadership group to help guide the effort and organized a multi-layered outreach methodology which combined surveys, focus groups, electronic outreach, and community work sessions to solicit a broad and representative sample of community viewpoints. The Dulles Community responded with enthusiasm and expertise and provided a significant amount of input that was used to synthesize priority recommendations addressing the interests of stakeholders.

Project participants demonstrated pride in the Dulles Community and a sense of promise for its future, but they were also keenly aware of the needed improvements to help it reach its potential. Dulles community residents are well educated, diverse, and engaged. The community itself is aesthetically appealing, safe, and bolstered by highly performing schools and quality County facilities. Ample open space and key historic and cultural assets tie the community together and provide balance to the rapid residential growth of the past few decades. Finally, businesses are willing and eager to invest in the community.

The Dulles Community is maturing. Residents and other stakeholders are no longer content living in a “bedroom community” which requires them to leave the area for entertainment, shopping and employment. Project participants demonstrated a strong desire for a “Complete Community”, one which offers the full range of amenities and opportunities for a satisfying and sustainable life. They are concerned with the inadequate road, bicycle, and pedestrian networks. They want more and varied retail, cultural, and employment options. They worry about the expansion of residential uses without the appropriate supportive infrastructure, but also would like to see more affordable and age-restricted housing options for their friends, family, and employees. Ultimately, stakeholders envision Dulles as a community of choice, with an identity and appeal for residents and visitors. They define a Complete Community by five themes:



Introduction

The purpose of the Dulles Community Outreach Project was to conduct a dialogue with Dulles Community stakeholders to identify neighborhood and community-wide priorities and to develop strategies to aid in future planning and programmatic activities. The Loudoun County Department of Planning and Zoning (DPZ), in partnership with other County Departments and Dulles Community organizations, conducted the outreach effort over a period of seven months (see Figure 1). The project methodology was designed to be as comprehensive and inclusive as possible, with a consensus report provided to the Board of Supervisors in the third quarter of 2015.

The study area for the project was the Dulles Suburban Community, as defined by the RGP. The boundaries for the study area were as follows, Ryan Road in the north, Washington Dulles International Airport (IAD) and the Fairfax County line to the east, Braddock Road in the south, and Northstar Boulevard and the 500kV power line easement to the west (see Figure 1).

This document is the final report for the Dulles Community Outreach Project. The report captures all of the public comments received and identifies community priorities, based on common themes, and possible solutions for addressing them. Following a discussion of project methodology, Dulles Community assets, and the area’s cultural geography, this report outlines recommendations stemming from compiled community input. Following that, the Input Analysis section provides a comprehensive description of stakeholder feedback.

Additional information on the outreach project, including an electronic copy of the Dulles Community Existing Conditions Report, Residential and Business Survey Results, work session materials, and the Final Consensus Report can be located at the following website: www.loudoun.gov/dullescommunityoutreach.

Figure 1. Dulles Community Map

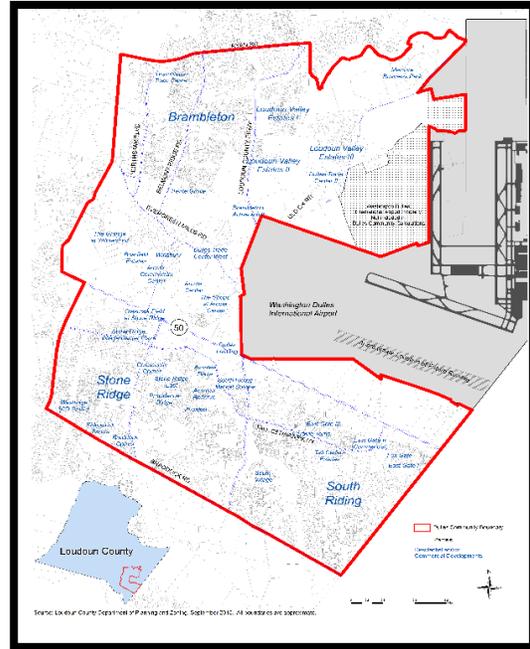


Figure 2. Project Timeline



Internal Team

DPZ conducted The Dulles Community Outreach Project from the fall of 2014 through the summer of 2015. However, the outreach project team solicited stakeholder feedback addressing a wide range of topics and impacting the operations of multiple County departments. To facilitate this comprehensive approach, the project manager established an interdepartmental team of stakeholders to provide insight to existing conditions in the Dulles Community, suggest engagement discussion questions, develop project methodology, support DPZ during information and work sessions, and contribute feedback during the development of community recommendations. The implementation of this report’s suggestions will necessitate a county-wide effort, as did the creation of them.

The internal team provided support throughout the outreach effort and convened twice as a group to direct its application. The team met initially on December 4, 2014 and again on April 14, 2015 (pictured below). The group consisted of representatives from the following County Departments and School Districts.

Figure 3. Internal Team

Transportation and Capital Infrastructure	County Administration
Loudoun County Public Schools	Health
Family Services	Economic Development
Parks, Recreation and Community Services	Fire, Rescue and Emergency Management
Library Services	Sheriff’s Office
Public Affairs and Communication	Zoning Administration



Summary of Outreach Efforts

The Loudoun County DPZ used a variety of outreach methods to solicit stakeholder feedback. Online surveys (resident and business), youth and senior focus groups, electronic outreach in the form of the mySidewalk web-based forum and crowdsourced mapping, and community work sessions provided Dulles stakeholders with numerous avenues through which they expressed their desires for the community. This multifaceted approach was designed to meet interested residents, business people, and employees where it was convenient for them. See Appendix A for a detailed description of outreach efforts.

Successful community engagement starts by establishing communication with and buy in from key stakeholders. The County built such a foundation for the Dulles Community Outreach Project in the fall of 2014 and early winter of 2015. During this time period, Staff attended Homeowners Association (HOA) and community organization meetings in Dulles to explain the project's purpose and to form contacts that would later be used to disseminate information about methods and events. The outreach project team also organized an interdepartmental Steering Committee and a Business Leadership Group that provided support and networking assistance throughout the course of the project. The outreach project team also created a project website and initiated a social media program. These efforts built excitement for the project and an expectation for a community-wide dialogue.

Surveys

On January 22, 2015, the project team activated the online surveys, mySidewalk portal, and the crowdsourced assets and needs map. That evening, Staff celebrated the beginning of the project with a kick-off event at the Dulles South Multipurpose Center (DSMP) (pictured right) at which close to 70 stakeholders attended. Over the course of the winter months, Staff promoted both the surveys and the electronic outreach portals by



presenting at community and HOA meetings in Dulles, describing the project at an information session in Brambleton, passing out flyers at area businesses, shopping centers, and the Gum Spring Library, recruiting Loudoun County Public Schools (LCPS) and affiliated Parent Teacher Organizations to spread word of the effort, posting on social media, emailing distribution lists, creating a YouTube video, and utilizing traditional print and internet advertising.

Focus Groups

Beginning in February, DPZ Staff, with assistance from LCPS and the Department of Parks, Recreation and Community Services (PRCS) Staff, organized and conducted a series of youth and senior focus groups. The focus groups were designed to capture the unique perspective of these Dulles Community stakeholders, whose voice can be easily drowned out by the larger swell of community input. At these meetings, participants discussed the strengths and needs of their neighborhoods and the larger community, what they believed it would look like in 20 years, and what they would add to the Dulles area if they could. The youth focus groups were held at the three High Schools serving the study area,

Freedom, John Champe, and Rock Ridge. The senior focus group was conducted at the DSMP. Staff also utilized these groups to help spread word of the effort throughout the youth and senior populations in Dulles.

Community Work Sessions

Following the closure of the survey window in mid-March, County staff conducted one information session and a series of four community work sessions to discuss the results of the outreach effort up to that point and to establish detailed stakeholder concerns and suggestions for their community. In response to a recommendation from the Business Leadership Group, Staff conducted a transportation information session at the Stone Ridge Clubhouse on March 12. This meeting addressed transportation, the most significant and often complicated concern of community stakeholders upfront, prior to the work sessions. With the assistance of the Dulles South Alliance and staff from the Department of Transportation and Capital Infrastructure (DTCI), the Virginia Department of Transportation, the Northern Virginia Transportation Alliance, and Van Metre Companies, more than 80 individuals learned about transportation planning, funding, and planned road and transit projects in the community. Following this information session, Staff conducted a series of four work sessions broken up into two rounds at Stone Hill and Mercer Middle Schools. In round one, attendees reviewed a presentation of survey, focus group, and electronic outreach results and responded in break out groups to discussion questions evolving from themes in the input. In these small groups, stakeholders also began designing the Dulles Community they wanted to see on large maps. During round two, attendees continued the work begun in round one and responded to a deeper Staff analysis of survey responses.



Electronic Outreach

County staff used electronic outreach portals throughout the four months of active outreach to continue the conversation online, all of which were accessible on the project web page, available through the County's website. The web-based forum Mind Mixer, which switched names to mySidewalk in the middle of the project, presented discussion questions designed to mimic focus group and work session talking points. With the assistance of the Office of Mapping and Geographic Information (OMAGI), the project team also established a crowdsourced map encouraging stakeholders to add points to a digital version of the study area. These points could be either an asset (deserving of preservation and

accentuation), or needs (deserving of remediation). The program also allowed users to upload associated images and make comments. Combined, the web-based forum and the crowdsourced mapping provided an easily accessible avenue for stakeholders to communicate their wishes for the Dulles Community directly to the project team: both verbally and spatially and from the comfort of their personal computer or hand held device.

Figure 4. Outreach Methods

Outreach Method	Engaged Stakeholders
Online Surveys	835
Focus Group Participants	
• Youth	23
• Senior	11
Information Session Attendees	118
Work Session Participants	48
Business Leadership Group	17
Social Media	
• Facebook Likes	179
• Twitter Followers	77
Crowdsourced Map Attributes	131
mySidewalk Participants	67
Email Distribution List	385
You Tube Video Views	748



Community Assets

Dulles is a community with considerable positive characteristics, or assets, and both residents and businesses in the community vocalized this during the outreach effort. The rapid expansion of the area’s population over the last 15 years demonstrates that it has significant pull factors. Stakeholders continually expressed a high quality of life and an appreciation of the community’s location. And, while still growing in concert with the local populace, private and public amenities serve the area well. Dulles is a community of new developments, which provides the opportunity to proactively design and implement the needs and desires of stakeholders. Perhaps most importantly, outreach participants demonstrated a profound sense of promise in Dulles and an optimism that with proper guidance and community support, the area will graduate to be a destination of choice.



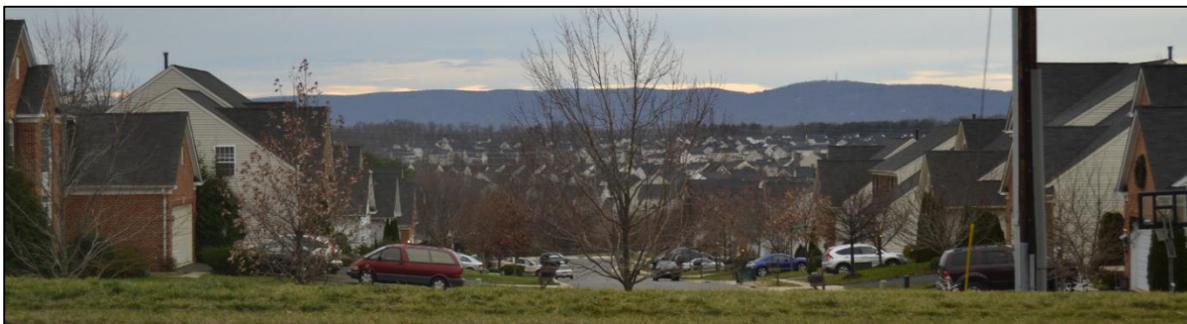
Demographics

Dulles is a growing, diverse, well educated, and affluent community. Between 2000 and 2014, the population grew from 6,740 individuals to 55,137, an increase of 718%. As a part of this increase there has been a significant influx of minority residents, which made up 48.3% of Dulles's population in 2010 according to the 2010 Decennial Census. Survey respondents, focus group participants, and mySidewalk commenters regularly noted diversity as one of the things they liked most about the community. Diversity facilitates vibrancy. In a community of highly educated residents, it makes sense that schools are the number one asset of the area. This was echoed by the Business Leadership Group, which described the highly educated and skilled residents of Dulles as a key plus. Dulles residents also have high incomes. The median household income of the Dulles Community in 2012 dollars was \$145,360 according to the 2012 American Community Survey, Five Year estimates. Businesses are attracted to communities with an educated and affluent population, thus increasing opportunities for economic development and local employment.



Quality of Life

As implied by the massive population growth over the last few decades, residents of Dulles have *chosen* to live there, and for good reason. Stakeholder feedback showcased a community with a high quality of life. Happy residents do not move away, and 72% of resident survey respondents indicated that they intend to remain in the community five years from now. Outreach participants emphasized the area's excellent public schools, sense of safety, premium new construction, landscaped buffers, open space, and family-oriented atmosphere as the primary assets of the community that promote a high quality of life. They painted a picture of a quiet, serene, aesthetically pleasing suburban life where neighbors enjoy friendly interactions and maintain their homes. A foundation such as this provides ample opportunity to develop the finer points, amenities, and design of a top class community. Dulles already meets the essential needs of its residents, and this is something that Loudoun County can build upon.



Proximity

One of the consistently mentioned assets for the Dulles Community was not something inside of its boundaries, but the location of the area itself. Dulles is within an hour of Washington, DC and all of the cultural and entertainment options it has to offer, Skyline Drive and its scenic beauty, and the myriad of rural amenities and sights in western Loudoun County. Closer to home, Dulles wraps around the western edge of perhaps the County's most significant asset, the facility after which the area has taken its name, Washington Dulles International Airport (IAD). As one of Loudoun's primary economic engines, the Dulles Community is primed to take advantage of economic development radiating from IAD. The study area also borders Fairfax County to the east and is only a short drive from Prince William County to the south, both of which, in addition to DC, provide nearby employment opportunities to Dulles residents and customers to area businesses.



Amenities

Even though the Dulles Community is relatively young, it still provides numerous amenities for residents to enjoy. First and foremost on this list are the new and cutting edge County facilities. The DSMP, located on Riding Center Drive, maintains extensive programs for children, seniors, and teens and is a centerpiece of community identity. The Dulles South Public Safety Center, located off of Loudoun County Parkway, holds both a Sheriff's Substation and a Fire and Rescue Facility. And the Gum Spring Library (pictured right), sitting at the corner of US Route 50 and Stone Springs Boulevard, is a facility of unmatched innovation providing both traditional and modern library services, including a new "Makers in Loudoun Libraries" (MILL) studio, which provides 3-D printing and advanced technological creative learning opportunities. Indicative of the value of each of these facilities is that the Dulles Community outreach project team either attended or conducted community meetings at all three of them during the course of the effort.



Stakeholders repeatedly indicated that the area's open space, parks, scenic views, and trail system were essential assets for the community. Participants frequent Dulles's parks and the youth focus groups noted that the area's walking trails, in combination with sidewalks, can take you far. Similarly, many respondents lauded the area's walkable schools. Both Legacy and Byrne's Ridge Parks were highlighted as key assets, and residents cannot wait for Hal and Berni Hanson Park to open in 2018. In addition to these man made facilities, Dulles boasts physical beauty and natural assets. The Broad Run traverses the area as a north/south artery and acts as a de facto greenway. Elegant, planned landscaping and buffers, along with scenic drives throughout the north, central, and south of the study area

accentuate the local aesthetic and pastoral feeling that draws so many residents to the community's neighborhoods.

Privately established attractions and organizations add vibrancy, activity, and awareness. Brambleton Town Center and its movie theater provide entertainment and retail options to residents and visitors in a town center atmosphere. Numerous grocery stores and a Dulles South seasonal farmers' market provide access to fresh food. A resident added comment on the crowdsourced map highlights South Riding Town Center as a "quaint, old, original district". Stakeholders also celebrated Dulles HOAs for their community development contribution. Finally, and perhaps the most vital organizational asset in the community, is the Dulles South Alliance (DSA). DSA describes itself as "providing a voice to the Dulles South region" through advocacy, community awareness, and promotion of enhancements and infrastructure. The residents of Dulles are engaged, informed, and active, the biggest asset of all.



Promise

Optimism pervaded the feedback received by DPZ. The area has the potential for truly innovative and forward thinking development. Imminent retail and mixed use development at projects such as Dulles Landing (pictured below), Avonlea, and Arcola Center will dramatically remake the look and feel of the community and attract investment, employment, and desired amenities. StoneSprings Hospital Center, set to open in December of 2015, will bring approximately 250 new jobs to Dulles and potentially spur health care industry growth in its proximity. Brambleton Town Center is set to expand over the next decade and a new County library will be a part of that growth.



Invigorating the area's past holds promise for its future as well. The Old Arcola School, located along Gum Spring Road in the heart of the study area, is an understandably valued treasure by the Dulles Community. Built in 1939 as part of the Public Works Administration, it is no longer in use and is currently owned by the County. PRCS recently issued a Request for Partnership Proposal

(PPEA) in an attempt to work with a private entity on the school's adaptive re-use. This building consistently came up in our team's discussions with stakeholders. Its central location, historic construction, and potential to be a community symbol and gathering spot combine to make this one of Dulles's greatest physical assets.

More than on-the-ground structures and location though, it is the idea of what Dulles can be that is the greatest asset for the community. US Route 50 can be the “Gateway to Loudoun”, a bio-medical industry can arise in the hospital area, the new road network planned in the County-wide Transportation Plan will improve connectivity, Loudoun County industry can be bolstered in the remaining industrial lands surrounding the airport, and as Dulles matures, the neighborhoods will join more closely together and form a true community of choice. These abundant assets-physical, social, and potential-should be used as the foundation for any community improvements.

Figure 5. Dulles Community Assets

Type of Asset	
Structural	Social
Gum Spring Library Dulles South Multipurpose Center Dulles South Public Safety Center New Housing and Retail Construction Brambleton Town Center	Homeowners Associations (HOAs) High Performing Schools Dulles South Alliance Aesthetically Pleasing Neighborhoods Safety Family-Oriented Farmers Market Population Educated Diverse Affluent Engaged
Recreational	Natural
Trail Network Parks (Active and Passive)	The Broad Run and Elklick Streams Plentiful Open Space Proximity to Rural Loudoun Scenic Beauty US Route 50 Landscaping Guidelines
Economic	Historic
Washington Dulles International Airport (IAD) StoneSprings Hospital Center Industrial Land Supply Engaged Developers New Development Growing Health Services Sector Technology Industry Business Investment	Slave Quarters Old Arcola School Hal and Berni Hanson House Settle Dean Cabin

North and South Dulles

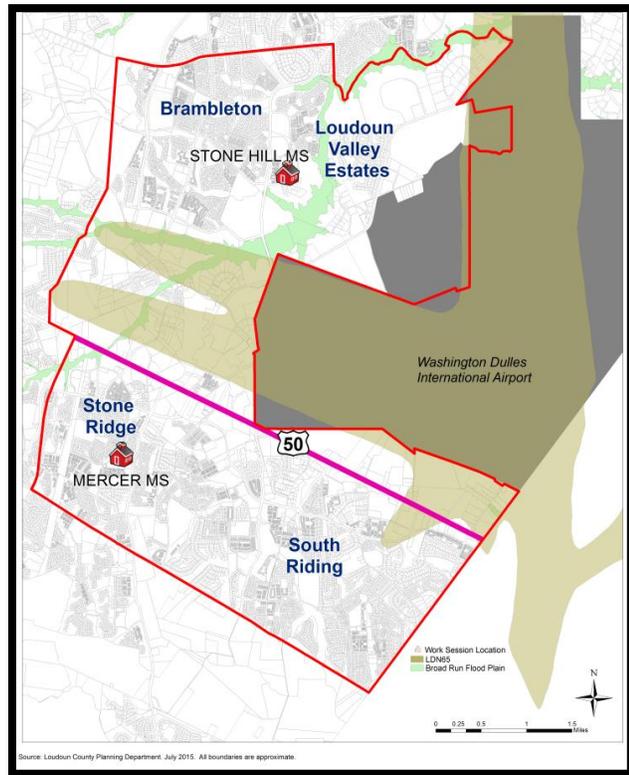
When the boundaries of the Dulles Suburban Community were drawn at the turn of the millennium, very little of what we now recognize as Dulles existed. The RGP distinguishes four Suburban Communities in Eastern Loudoun: Ashburn, Dulles, Potomac, and Sterling. It notes that they will be “separated from one another by associated Green Infrastructure Components (i.e. streams, forests, agricultural land, historic sites) and major roads”.

As the Dulles Community Outreach Project unfolded, Staff noticed a geographical and social separation between the northern and southern portions of the community that has developed over the past two decades. While not an official boundary, US Route 50 acts as a barrier to both physical and social connections between neighborhoods north and south of it. Stakeholders frequently mentioned that they did not like to cross US Route 50 to pursue shopping, recreational, or entertainment options. In addition to US Route 50, IAD and its effect on land use to its west also segment the Dulles Community. The air impact overlay zones protecting the airport, which project out of the airport’s western boundary, preclude significant residential development in that area. This puts another swath of less intensely developed land in between the neighborhoods of the north (i.e. Brambleton and Loudoun Valley Estates) and those to the south of US Route 50 (i.e. South Riding and Stone Ridge). Finally, the Broad Run and its floodplain present another physical barrier separating the two segments of Dulles (see Figure 6). Residents in the north often identify themselves more with Ashburn than with Dulles, and those in the south typically look east to Fairfax rather than Loudoun County for weekly needs and wants.

In response to this north/south distinction, Staff scheduled public meetings on both sides of Route 50 to accommodate evening travel distances and encourage attendance. The project team conducted the project kick-off event at the Dulles South Multipurpose Center (south of US Route 50) and a project information session a few weeks later at the Brambleton Corner Clubhouse (north of US Route 50). Round one work sessions were held at both Stone Hill Middle School (north) and Mercer Middle School (south) (see Figure 6). Round two work sessions were held at the same locations. This strategy could have potentially undermined the unity of the recommendations, but the outreach project team decided that promoting overall participation outweighed this concern.

Moving forward, County staff and elected officials should acknowledge this geographical and social barrier when deciding upon and pursuing strategies for community development in Dulles. See Appendix G-3 for maps demonstrating variation in some survey responses between residents north and south of US Route 50.

Figure 6. North and South Dulles Map



Complete Community

In analyzing the variety and depth of feedback received during the active outreach portion of the project, it became evident that Dulles stakeholders desire a “Complete Community”, here defined as one providing most if not all of the amenities, opportunities, and connections desired by its residents and other stakeholders. Complete communities are holistic. Be it retail options, efficient multi-modal transportation routes, a “downtown feel”, employment growth, or recreational opportunities, participants in the Dulles Community Outreach Project understood and expressed what the area requires to meet their wants and needs. As shown in the survey results, residents of Dulles leave the community frequently for work, entertainment, and shopping. While no community is so self-contained that its residents never leave, nor should one strive for this, there is potential for Dulles to integrate other land uses and initiate innovative programs to that will advance the vision stakeholders have for their community. Dulles began as a residential neighborhood and over the years has developed numerous assets. Residents believe it should maintain that essential character, but as it matures and becomes more self-sufficient, they recommend that the County maximize its already existing assets and address five themes:

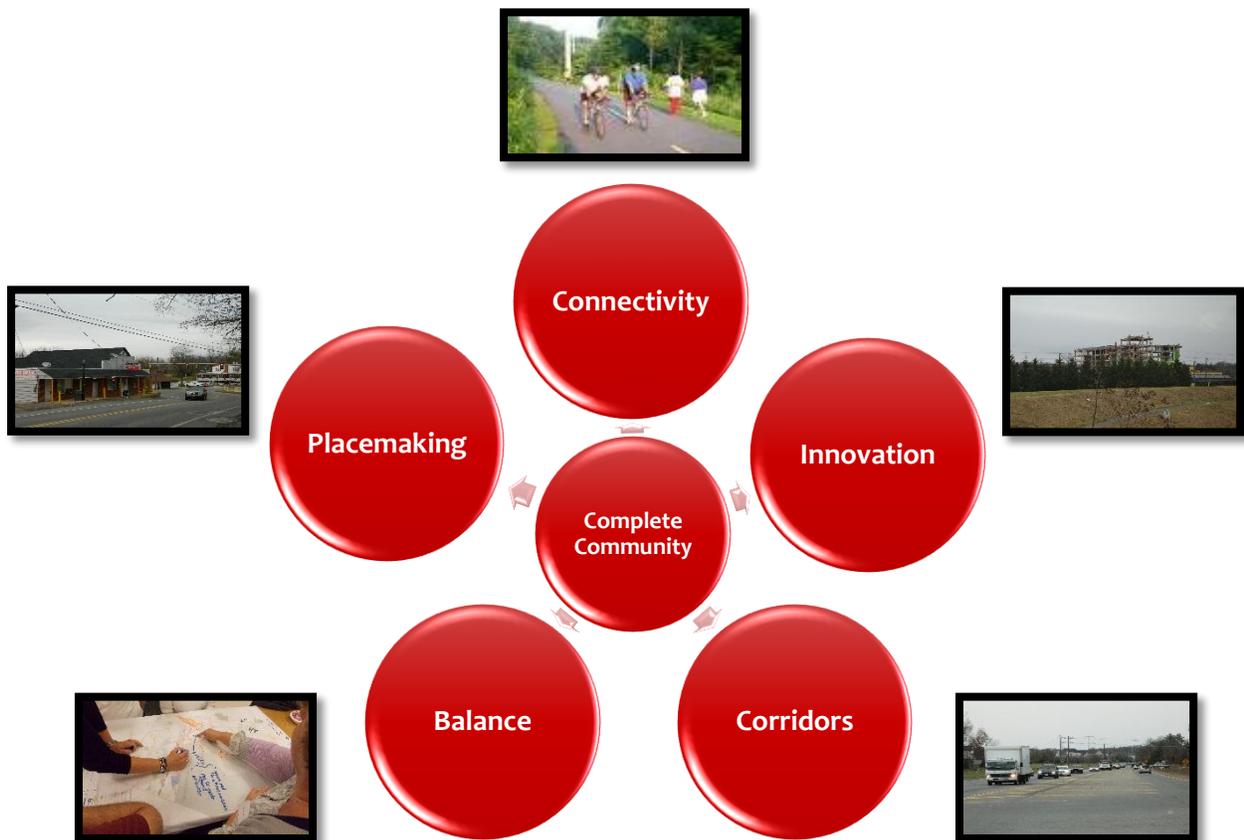
Connectivity: The physical and social interrelatedness of the larger community

Placemaking: Community amenities, locations, and attractions drawing residents and visitors

Corridors: Linear arteries providing more than the simple movement of goods and services

Innovation: Economic, employment, housing, and educational advancements

Balance: Varied land use and planned growth



Themes

A Complete Community’s constituent parts are closely interrelated and frequently overlap. This is also true of this report’s themes. A recommended improvement in one area can and usually does impact another, and some recommendations could just as easily be situated in one or another theme, or both. After compiling stakeholder feedback, the outreach project team assigned specific community suggestions and concerns to the individual themes described above. This categorization is outlined in Figure 7.

Figure 7. Themes

Theme	Type of Input
Connectivity	<ul style="list-style-type: none"> • <i>Road Network</i> • <i>Bicycle and Pedestrian Network</i> • <i>Public Transportation</i> • <i>Social Communication Systems</i> • <i>John Champe HS</i>
Placemaking	<ul style="list-style-type: none"> • <i>Destination Retail, Dining, and Entertainment</i> • <i>Town Centers</i> • <i>Cultural Activities</i> • <i>Community-centered Development</i> • <i>Mixed-use Development</i>
Corridors	<ul style="list-style-type: none"> • <i>US Route 50</i> • <i>Linear Parks</i> • <i>Regional Concerns</i>
Innovation	<ul style="list-style-type: none"> • <i>Affordable Housing</i> • <i>Employment/Job Growth</i> • <i>Education</i> • <i>Government Services</i>
Balance	<ul style="list-style-type: none"> • <i>Growth Management</i> • <i>Land Use</i> • <i>Recreation and Open Space</i> • <i>Historic Preservation</i> • <i>Aesthetics</i>

Recommendations

Following a summary of community concerns for each theme and a description of how the County is currently addressing some of them, Staff recommends the Board consider the following actions, ranked by priority, to assist in developing Dulles into a complete community. Rankings were established through the priority exercises outlined in the Input Analysis section below, and by tabulating the frequency with which a concern and its related suggestion(s) were expressed throughout all methods of feedback. Where needed, text boxes provide further explanation or suggestions. A recommendation that Loudoun County is already pursuing is followed with the text **“CURRENT COUNTY EFFORT”**. The outreach project team recommends that the County continue these efforts.

Connectivity

A fully-functioning community connects the different parts of itself, to nearby communities, to employment centers, and to other attractions in an efficient manner. Connectivity also reduces automobile trips, thus reducing strain on the road network. Dulles Community stakeholders repeatedly expressed discontent with their ability to effectively connect within Dulles and to the larger Washington, DC Metropolitan Area. This was the number one concern of project participants. The consensus was that the area’s road network is insufficient to meet the needs of the rapidly expanding residential population. Loudoun County Parkway, VA Route 606, Evergreen Mills Road, Gum Spring Road, Northstar Boulevard, and Ryan Road were the specific road network segments receiving the greatest amount of scrutiny. Improvements, both for pedestrian and vehicle safety, to key intersections in Dulles were also repeatedly requested (see Appendix D). In addition to roads, stakeholders expressed concern regarding the community’s disconnected bicycle and pedestrian network, the desire to connect the missing segments of developer-constructed trail networks being a common refrain. Participants wanted more public transportation options, specifically for the area’s youth and senior populations, and to enhance connections to the existing and future Metro stations in the region. Stakeholders would also like to have a safe and reliable bike route to the W & OD Trail. Stakeholders expressed an interest in greater social connections between the larger Dulles Community that extend beyond the membership of Homeowners Associations. Finally, additions to the project’s crowdsourced map drew close attention to transportation network needs near John Champe High School, including bicycle, pedestrian and vehicular improvements to enhance the safety of students and parents.



Concerns Being Addressed

Many of the connectivity concerns expressed by Dulles Community stakeholders are already being addressed through the [2010 County-wide Transportation Plan \(CTP\)](#) and funded through the Capital Improvement Program (CIP), which includes new or expanding private development road projects.

Loudoun County Parkway will provide a continuous route between Braddock Rd and VA Route 7 by 2017.

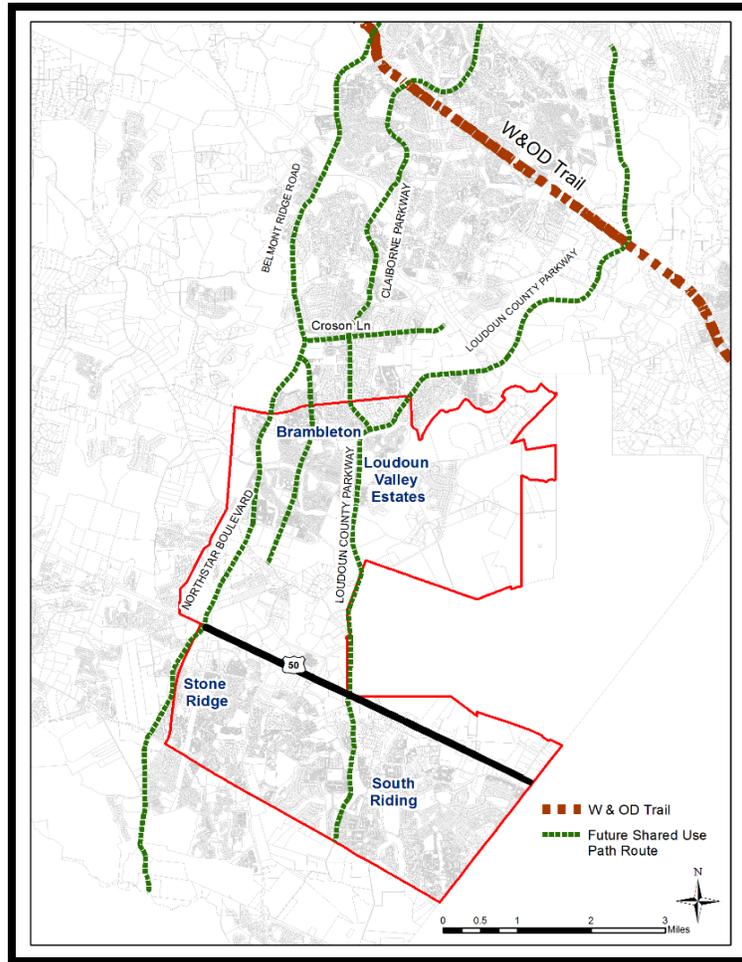
VA Route 606 (Loudoun County Parkway in this section) from Arcola Boulevard to US Route 50 will be expanded to four lanes by 2017.

Construction of Northstar Boulevard north of US Route 50 is expected to be completed in 2019, and south of US Route 50 by 2018.

Also, Arcola Boulevard has an anticipated opening date of 2019. Arcola Boulevard, along with the Northstar Boulevard and Loudoun County Parkway connections between US Route 50 and Creighton Road, is expected to alleviate the congestion at Evergreen Mills and Gum Spring Roads, so frequently cited by stakeholders. However, the current state of this intersection inspires particularly vitriolic complaints from those who live near it or traverse it regularly. Understanding these concerns, The Loudoun County Department of Transportation and Capital Infrastructure (DTCI) presented an Action Item to the Board of Supervisors in February of 2015 that outlined improvements to the intersection that could alleviate congestion. The Board considered adding the recommendations to the Capital Improvements Program (FY 2016-2021 CIP) during deliberation of the FY 2016 budget, but deferred the suggested improvements to a future budget discussion due to a lack of available funding. In addition, most of the intersections indicated as concerns by stakeholders have plans already in place to improve their vehicular and pedestrian safety features. See Appendix D for a detail of planned improvements.

According to project participants, as development quickly expands throughout the Dulles Community, the bicycle and pedestrian network, closely aligned with the road network, struggles to keep up with demand. However, significant enhancement work will be completed over the next few years as guided by CTP policy and funded through the CIP. For example, every six lane road listed in the CTP will have 10 foot shared use paths on both sides, and every four lane road will have a 10 foot shared use path on one side, with a six-foot sidewalk on the other side. This will provide some bike routes to the W & OD Trail (see Figure 8).

Figure 8. Bike Routes Map



- From the neighborhoods **North of US Route 50**, bike riders can take a shared use path along either Claiborne Parkway, or they can use Northstar Boulevard to Belmont Ridge Road or cross over to Claiborne Parkway using Croscon Lane.

- For those neighborhoods **South of US Route 50**, the route will be more difficult. Bike riders will need to find a safe passage to cross US Route 50, take a shared use path along Loudoun County Parkway to Claiborne Parkway and follow a shared use path to the W & OD Trail. It should be noted that these shared use paths are not suitable for high speed cycling, and a dedicated on-road bike lane may be the preferred network improvement for some cyclists.

DTCI is responsible for addressing transit needs in Loudoun County. In January of 2015, DTCI began operating the Dulles South Route 85 providing local bus service to activity centers in the community. The route connects to the Loudoun Station Park and Ride, where transit riders can access another bus to reach the Silver Line via the Wiehle-Reston East Metro Station. Unfortunately, this route currently has one of the lowest ridership numbers of any local service bus in the County. DTCI is also in the process of drafting an updated system-wide Transit Development Plan (TDP), which they expect to present to the Board of Supervisors in the winter of 2016.

Loudoun County’s Office of Public Affairs and Communication (PAC) communicates with and facilitates communication between County residents in a myriad of ways. The County website is powered by the CivicPlus Internet service, which provides numerous methods for enhancing information dissemination and gathering. PAC also uses the Alert Loudoun and Newsflash services to communicate vital information to those who register via email or text messages. The department readily uses social media in the form of Facebook and Twitter. You Tube videos convey important insights into County events and news, and the Loudoun Express Request (LEX) smart phone app provides citizens the opportunity to submit requests for service and to report concerns to the County Government. However, some CivicPlus services, such as *Community Voice*, which can establish a community forum, are not currently used by the County.



Loudoun County Public Schools is well aware of the pedestrian and vehicular safety concerns surrounding John Champe High School. In September of 2014, they hosted a well-attended community meeting addressing the issue in partnership with the Virginia Department of Transportation (VDOT) and DTCI. The concerns center on Northstar Boulevard, which serves as the north/south access road for the school. It is a major road with heavy traffic, which will only increase when it is expanded to a 6-lane arterial roadway between US Route 50 and Braddock Road. LCPS is installing crosswalks at the northern end of the school at the intersections of Northstar Boulevard and Sacred Mountain Street and Salmon River Place and Sacred Mountain Street and hopes they will be functional by the start of the 2015-16 school year. John Champe HS does not have property frontage on Northstar Boulevard, making it difficult to install school safety signage. However, they are currently working with VDOT to explore the possibilities of putting a traffic signal at the intersection of Northstar Boulevard and Conejo Way south of the school and implementing a reduced speed school zone on Northstar Boulevard near the high school. An elementary school is planned for the same site in 2019, making these safety concerns even more pressing.

Recommendations

1. Make finding and building the missing bicycle and pedestrian segments on CTP roads that serve the greatest amount of bicycle and foot traffic a priority
CURRENT COUNTY EFFORT
2. Connect bike routes from the Dulles Community to the W & OD Trail. Consider:
 - a. Bike lanes on major north/south roadways.
 - b. Along power line easements. (see Case Study #1)
 - c. Along stream valley corridors
3. Study the feasibility for another road or relocated connection between the VA Route 606 corridor and the Brambleton and Loudoun Valley Estates area over the Broad Run
4. Expedite the improvements to the Gum Spring Road and Evergreen Mills Road intersection recommended in the February 2015 Board of Supervisors Action Item
CURRENT COUNTY EFFORT
5. Encourage the Dulles South Alliance (DSA) to develop an association of Dulles Community HOAs and a Dulles Community website
6. Improve transit services in the Dulles Community
 - a. Explore how the County can better serve transit-dependent populations
 - b. Target high volume stops and consider rerouting opportunities for the Route 85 local bus in the Dulles Community
 - c. Expand local bus service to Metro
CURRENT COUNTY EFFORT
7. Investigate the use the *Community Voice* and Community Connection Internet services available through the County’s CivicPlus account to establish a Dulles Community Forum linked to the County website
8. Ensure safe and adequate pedestrian connections to Schools
CURRENT COUNTY EFFORT

5. Dulles South Alliance (DSA), Loudoun County’s biggest partner during the Dulles Community Outreach Project, would like to play a role in the implementation of the final recommendations. DSA’s close connections to the community and ability to maintain a community website make the organization the best candidate for improving the social connectivity of the Dulles Community.

7. The County already has access to these internet services through its subscription to CivicPlus. They could be accessed as a pilot program to continue the momentum of the outreach effort and provide a platform for stakeholder feedback. Many outreach participants are already familiar with this type of communication through their use of mySidewalk.

8. LCPS, in partnership with VDOT and the Loudoun County School Board, are actively pursuing a safer John Champe HS. This vital piece will help ensure that not only Sacred Mountain Street and Conejo Way provide safe access to the school, but the more active Northstar Boulevard as well

Case Study #1: Chesterfield County’s Comprehensive Bikeways & Trails Plan Partnership with Dominion Virginia Power¹

Chesterfield County, in Central Virginia, is currently undergoing a Comprehensive Plan amendment to add a new chapter on Bikeways and Trails to guide the development of future facilities. The final plan will provide the County’s Parks and Recreation Advisory Commission, The Board of Supervisors, and the Planning Commission with recommendations, potential implementation ordinances, and other needed tools. The Chesterfield County Planning Department has engaged in an extensive program of community outreach to inform the effort, including online surveys and public meetings.

As part of the project, a promising partnership has arisen between Chesterfield County and Dominion Virginia Power, focusing on the potential for collocating trails along the energy company’s utility corridors. Dominion operates a power plant in Chesterfield County, and the two organizations have developed a good working relationship. Chesterfield County has found it difficult to ensure bicycle connections in its developed areas, and has looked to transmission lines as a possible route alternatives, and Dominion agrees.

In the spring of 2015, Dominion representatives authored a letter of support for the County’s effort to develop trails along its utility corridors, and spoke in favor of the Bikeways and Trails Plan at a public meeting. In the letter, Dominion put forth the following for consideration of appropriate corridors for building trails.

1. All parties should be able to assess future transmission construction plans along potential routes
2. A route is appropriate for non-motorized use if it has no construction plans for the next five years
3. The surface of the path should consist of “crush and run” or similar material
4. “Dominion will maintain all rights and privileges assigned through the granting of easements”
5. Chesterfield must obtain approvals from landowners for all trails within Dominion easements
6. Open lines of communication should continue between Dominion and Chesterfield

The collocating process and the Bikeways & Trails Plan have a significant way to go before they are successfully implemented, but through this partnership the biking and walking connectivity of Chesterfield County has the potential for a major upgrade.

Placemaking

Residents of and visitors to a community are attracted to places that have character, varied attractions, events, and serve as community focal points. Placemaking attracts people and jobs, and creates a community residents are vested in. Dulles Community Outreach Project participants demonstrated their desire to make their community special or distinct in many ways. The most commonly mentioned request was for non-chain restaurants; ones not typically found in the more traditional retail centers that currently dominate the area. Community input also reflected an interest in boutique shopping options. Stakeholders want true town centers which they could visit and be compelled to explore for a while. Reston Town Center, One Loudoun, Leesburg, and Fairfax Corner were frequently cited as examples of the types of shopping experiences they would like to enjoy in Dulles. Many also indicated that Brambleton Town Center was a good start. However, as explained in the North and



¹ Source: Barrar, Heather, Chesterfield County Planning Department, Email August, 2015

South Dulles section, some residents south of US Route 50 do not look to Brambleton Town Center as a community destination, preferring to drive east to Fairfax County instead. The desire for more cultural activities and community gathering spots for events was also a common proposal, with an adaptive re-use of the Old Arcola School an exciting idea for many. The feeling, strongest in the youth focus groups but still evident across all forms of input, was that there just is not that much to do in Dulles, and therefore residents tend to leave the community on a regular basis, and few out of town visitors frequent it. Finally, connectivity supports placemaking. A well-integrated and more substantial bicycle and pedestrian network would support the viability and growth of town centers and other destination areas in the community.

Concerns Being Addressed

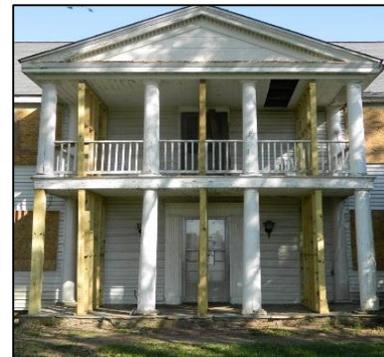
Placemaking is underway in the Dulles Community, although gradually. As mentioned above, the Brambleton Town Center is already a community attraction, and as it expands it will develop as an even greater draw to residents and visitors. Loudoun County Library Services recently announced plans to build a new library in Brambleton Town Center, thus addressing a significant desire of residents living in northern Dulles. Pending developments will also bring new land uses to the Dulles Community. Dulles Landing, with an array of retail options, opened Phase I in the summer of 2015. The Board of Supervisors recently approved Avonlea, south across US Route 50 from Dulles Landing, to include a movie theater and interior-oriented, walkable retail uses. The Arcola Center development, west of Dulles Landing, will have a pedestrian scale “main street” character with a mix of uses.

Job growth and economic development are coming to the Dulles Community. A little over a mile west of the above commercial developments on US Route 50, the StoneSprings Hospital Center is set to open in December of 2015 and provide an increased daytime area population that can help attract the kind of retail desired by many stakeholders. The Department of Economic Development (DED), with the assistance of consultants *StreetSense*, is currently undertaking a Retail, Entertainment, and Culture Cluster Study analyzing the potential locations and makeup of retail clusters in Loudoun, some of which may fall in the Dulles Community.

The Department of Parks, Recreation and Community Services (PRCS) is actively pursuing the adaptive re-use of the Old Arcola School (pictured right). The historic Hal and Berni Hanson House (pictured below) will also be preserved and renovated as part of the regional park of the same name.



In partnership with a developer, PRCS is also engaging in placemaking outside of the Dulles Community on the Moorefield Station Urban Park Project. While still in the planning phase, this pedestrian friendly park situated in close proximity to townhouses is likely to include berms accentuating a unique contour, an interactive play area for children, an auditorium overlooking a central common green, nearby picnic tables, and raised boxes for community gardening. All of these amenities will form a compact core for community residents and visitors, providing a variety of activities and appealing to a broad array of interests. This urban park model could be exported to other areas of Loudoun.



Recommendations

1. Encourage walkable mixed-use development in the Dulles Community that promotes local entertainment, dining, and retail destinations **CURRENT COUNTY EFFORT**
2. Encourage new development to provide community gathering space(s) with the needed infrastructure and size for simple events such as farmers markets and “street festivals”
3. Continue efforts to adaptively re-use the Old Arcola School for a community purpose
 - a. Examples of potential uses from stakeholder feedback
 - i. Satellite Government Offices
 - ii. Arts Center
 - iii. Small Business Incubator
 - iv. Multi-cultural Center
 - v. Community Facility with Meeting Rooms
4. Target an appropriate and centralized area in the Dulles Community for clustered retail, entertainment, and cultural development that could provide the community with a regional market distinction **CURRENT COUNTY EFFORT**
5. Engage local high school students to design and help construct a central public space in the community (see Case Study #2)

2. The infrastructure needed for an event space can be fairly simple and easily incorporated into commercial and residential projects.

5. The youth focus groups exhibited a very strong desire for central public space with amenities appealing to teens. This provides a great opportunity for innovative ideas and a partnership with LCPS in an experiential learning exercise

Case Study #2: Youthful Placemaking in Detroit, Michigan and Philadelphia, Pennsylvania

Too often, parks, plazas, and recreational spaces are designed for young children (playgrounds) and the adults who care for them (benches), with little consideration given to the interests of older youth who might wish to access the public space as well. This frequently leaves teenagers with little recourse for suitable gathering spots. Thus they will result to hanging out at shopping centers and be labeled as loiterers, further cementing popular stereotypes. However, when community leaders engage teenagers in planning for public spaces, the youth feel like they are a part of the community and can often provide some excellent insight. Two communities, Detroit, MI and Philadelphia, PA, have taken this approach and achieved impressive results.

Detroit, Michigan: The Alley Project



This project engaged more than 120 young people in community workshops partnering them with local artists to create artwork for neighborhood galleries, studios, an alley, and even a garden lot. The project helped develop a sense of community ownership in the youth who participated, and local residents noted that the levels of vandalism in the area also decreased. This project provided young people in Detroit the creative outlet to express themselves legally and in accordance with community wishes, and in the process they beautified their neighborhood, benefitting everyone.

Case Study #2: Youthful Placemaking in Detroit, Michigan and Philadelphia, Pennsylvania²

Philadelphia, Pennsylvania: Public Workshop

Public Workshop is an ongoing program for youth in Philadelphia that encourages them to engage with their communities by designing public spaces. The project has reached into local schools, universities, and Parks programs. In the process, it has involved hundreds of young people and their families in projects creating not only better public spaces, but also personal and communal growth and connectedness. Some products of the program are a “Build your own adventure playground” and a pop-up skate park. This is an example of an alternative curriculum that can strengthen educational outcomes, enhance civic engagement, and develop a sense of “Place”.



Corridors

Dulles Community stakeholders clarified the significance of corridors in the study area. Corridors may align with a major road or waterway, but their importance to the community transcends transportation and scenic views. Participants expressed their interest in utilizing these linear arteries for economic development, establishing community identity, and recreation. Input focused heavily on the identity and utility of the US Route 50 corridor. For example, both resident and business stakeholders in Dulles are excited about the potential of the new StoneSprings Hospital Center and would like to see a medical or bio-tech industry corridor develop, potentially one connected to other counties and the larger region. This corridor would be centered upon US Route 50, but could expand to include north/south arteries as well. Another compelling idea arising from the work sessions was the use of US Route 50 west of the new hospital as a gateway to the rural amenities and economy of western Loudoun. The Broad Run and Elklick stream valleys cut through the northern and southern portions respectively of the Dulles Community, and stakeholders indicated a strong desire to enhance their use by establishing multi-use paths along or near the banks.

Concerns Being Addressed

DED is responsible for attracting new businesses to and helping existing businesses expand in Loudoun County. To do this, DED focuses on targeted clusters that align with Loudoun County’s strengths, such as its workforce. Clusters are geographic concentrations of interconnected companies in the same or similar industries that arise because the grouping helps increase the overall competitiveness of the cluster itself against similar industries outside of it.

The components that make up a cluster are:

- An agglomeration of businesses encouraging innovation
- Available, capable, and locally based suppliers
- Skilled labor force
- Specialized infrastructure
- Educational institutions for employers to draw from³



² Source: Project for Public Spaces, Young People and Placemaking: Engaging Youth to Create Public Spaces, <http://www.pps.org/blog/tag/detroit/>

³ Source: Porter, Michael E., Harvard Business School, <http://www.isc.hbs.edu/competitiveness-economic-development/frameworks-and-key-concepts/Pages/clusters.aspx>

DED has an assigned business development manager who works with each of its priority clusters, including one who works toward attracting businesses in the personalized medicine and health information cluster. The Dulles Community has many existing and planned assets that are important to this industry cluster. They include:

- The opening of StoneSprings Hospital Center in December of 2015
- A growing population of residents who are going to need medical care
- US Route 50 is a major corridor that could facilitate accessibility to a potential cluster; especially once the widening project and ancillary CTP road improvements are completed over the next five years.
- Proximity to IAD could expand that supply network internationally.
- A significant amount of land zoned for industrial and office uses that could support the development of a medical services and medical device manufacturing industry.

The establishment of natural corridors is also underway in the community. PRCS has already begun developing stream valley trails along the Broad Run. Initiating their work for them, people walking alongside the stream over the years have trampled down simple dirt trails. PRCS is currently finalizing the easements required to complete the trail. Also, their intention is to connect this trail to the future Hal and Berni Hanson Regional Park, set to open in 2018. The form that the trail will ultimately take is still uncertain however, as the final determination of whether it will be accessible to off-road bikes has not been made. Because the trail is in the stream valley adjacent to the Broad Run, it cannot be fully paved and therefore will not be accessible to road bikes.

Recommendations

1. Develop targeted strategies attracting medical industry uses to the US Route 50 corridor **CURRENT COUNTY EFFORT**
2. Promote US Route 50 as one of Loudoun’s “Rural Gateways” (see Case Study #3)
3. Develop the Broad Run and Elklick stream valleys into trail corridors including transportation and recreational uses linking to Schools, public facilities, and major developments **CURRENT COUNTY EFFORT**
4. Include corridor planning and branding for US Route 50 and VA Route 606 as part of next update to the General Plan

1. This was the most vocalized opportunity to increase overall employment in the Dulles Community, promote economic development, and enhance the daytime population that many retailers and restaurateurs are looking for

2. Some potential implementation measures include:
- a. Enlist help of Loudoun’s Design Cabinet (See Case Study #3)
 - b. Include signage for rural amenities along US Route 50
 - c. Conduct a public art design competition for the gateway

Case Study #3: Loudoun's Design Cabinet, Leesburg Eastern Gateway⁴

In 2002, Loudoun County formed the Design Cabinet (Cabinet), an all-volunteer group of design professionals who work to encourage and develop ideas advocating for a quality physical environment in the County. In partnership with the Loudoun County Department of Economic Development, the Cabinet engages in three hour charrettes (brainstorming design meetings) in response to community desires or concerns. As of 2014, the Cabinet had conducted 26 charrettes.

In the spring of 2014, the Cabinet completed a charrette in partnership with Town of Leesburg Staff focused on visioning exercises for the Eastern Gateway to the Town, the corridor from the US Route 15 bypass eastward to the town limit. Leesburg Staff held a meeting prior to the charrette to develop key issues for the corridor, which were used as a starting point for the design work of the Cabinet. Some of the issues discussed included:

- Corridor as an opportunity for a distinctive Leesburg vision
- Land use and its relation to transportation, design, and a quality environment
- Downturn of the office market originally envisioned for the corridor
- Piecemeal rezoning leading to a lack of cohesion
- Dwindling area in the corridor left for planned development
- Possibility of residential rental units
- Future of VA Route 7 as a limited access highway
- Plans for the area were 25 years old
- Potential for a "green vision"



The charrette process included a review of the community's goals, the sketching of ideas in both large group and small group formats, and a final reporting out of small group ideas. Following a review of the issues outlined above, a large group discussion provided input and guidance for the small group sessions. The comments focused on transportation issues in the corridor, massing (size of buildings), land use, economic development opportunities, and agricultural, social, and market space uses. As part of the discussion, charrette participants looked at examples of similar successful design in other communities, including Hampton, Virginia, Portland, Oregon, and the Netherlands.

In three small groups facilitated by Leesburg Town Staff, the Cabinet built upon the larger discussion and designed visions for the corridor both verbally and visually on maps. The suggestions arising from these small groups addressed a myriad of possibilities for Leesburg's Eastern gateway, including:

- Using the bridges over VA Route 7 as physical gateways to Leesburg, with special cladding or gateposts
- Mixed-use development including potential redevelopment of the Giant grocery store shopping center
- Road network improvements to Edwards Ferry Rd, Russel Branch Parkway, and Lawson Rd
- Telescoping setback lines to encourage drivers to slow down as they enter Leesburg
- Replacing traditional office uses as planned with startup, product development research, and/or office incubator uses. Perhaps in the form of a "Tech Village"
- Using the corridor's topography to better incorporate massing
- Maximizing the area's water resources for recreation, small commerce, and transportation
- Building upon Leesburg's historic resources
- Regional storm water management
- Incorporated green space and/or river walk

The small group designs and ideas were incorporated into a final summary report that will assist Leesburg Staff in developing an Eastern gateway Plan that will enhance a vital entrance into the Town and provide a point of pride for Loudoun residents and a sense of excitement for visitors.

⁴ Source: The Loudoun Design Cabinet, Town of Leesburg Eastern Gateway Kick-Off, July 2014

Innovation

The Dulles Community is the newest and most rapidly growing area in Loudoun County. With this expansion comes the opportunity for innovation in terms of economic development, increased employment, improved housing variety, and educational advancements. Throughout the engagement process, Dulles stakeholders expressed their desire to mold the area in which they live and work into a 21st century community. The lack of affordable and workforce housing arose as a concern in both the resident and business surveys, the youth focus groups, the Business Leadership Group, and the work sessions. Youth in the community do not think they can afford to move back after college, and business leaders decried that high housing costs limit the appeal of the Dulles Community as a place to do business because their employees have no nearby place to live. Exacerbating this is the lack of rental units in the community. The same business leaders noted that a desired medical industry corridor would be very difficult to develop without an increased stock of affordable workforce housing. Stakeholders also expressed concern over the lack of employment opportunities and the commuting stress it places on the transportation network. An insufficient daytime employee population detracts from the area's appeal to retailers and restaurateurs. Another idea that gained a significant amount of momentum over the course of the work sessions and online dialogue was an interest in satellite government offices in Dulles. Residents indicated the trip to Leesburg for basic government functions such as applying for permits and paying taxes was an undue burden. Finally, stakeholders indicated that the community needs an educational institution or technical center, potentially one providing training for the medical industry.



Concerns Being Addressed

The lack of affordable housing remains a persistent issue throughout Loudoun County, and the Department of Family Services (DFS) is tasked with addressing it. The primary method with which they do so is the Affordable Dwelling Unit (ADU) Program, which is codified in Article 7 of the County's Zoning Ordinance. The program provides homes at a price significantly lower than comparable market rate units. They are available for purchase by households with incomes ranging from 30% to 70% of the median income for the Washington DC area and for rental by households with incomes ranging from 30% to 50% of the same median income. As of early 2015, 984 ADUs were located within the Dulles Community with another 229 units approved. However, this program alone may be insufficient on to meet the affordable housing demand of an area that has 8,938 units approved through major residential projects of 20 or more units that remain to be permitted as of January 1, 2014. In addition, those outside of the income range cannot access the benefits of the ADU program. In January of 2015, the Board of Supervisors approved the County's Housing Stakeholders Group's recommendation to have Staff conduct a build out analysis of the County and to hire a consultant to perform a housing needs assessment. As part of these two studies the County will determine if the ADU program in its current form can sustainably meet the affordable housing needs of the County's growing population.

The County contains examples of workforce housing development outside of the Dulles Community. The Janelia Farm Research Campus in Ashburn includes transient workforce housing. Under zoning designation PD-RDP, Janelia Farm is permitted to have a "facility used for business or professional

conferences, seminars, and training programs. There may be accommodations for sleeping, eating, and recreation.” These stays are limited to 30 days, past which they are considered dwellings, not permitted under PD-RDP. The Brambleton Group, in partnership with the T.M. Associates, has recently developed another example of workforce housing in the County using Virginia Housing Development Authority (VHDA) Low Income Housing Tax Credits (LIHTC) to fund below market rate rental units off of Ryan Rd (see Case Study #4).

There is precedent for Loudoun County initiating satellite government offices as well. Currently the County leases 29,140 square feet of office space at the Ridgetop facility and 17,691 square feet of office space at the Research Place facility, both in the Sterling Community, that accommodate specific departmental service delivery needs. The FY 2009-FY 2018 Capital Needs Assessment, adopted by the Board of Supervisors, intended to create satellite government service centers in strategic geographic locations throughout the County. However, by 2011, this plan was eliminated. At that time the cost was too high and could not be accommodated in the County budget. Loudoun County currently has two educational institutions that provide higher level instruction in the medical field, The George Washington (GW) Virginia Science and Technology Campus in Ashburn and the Northern Virginia Community College (NOVA) in Sterling (pictured right). GW offers classes in exercise and nutrition sciences, engineering and applied science, nursing, health sciences, and integrated information, science, and technology. NOVA offers classes in health, biotechnology, engineering, physics, and chemistry. There is currently no such educational institution in the Dulles Community.



Recommendations

1. Develop alternatives for increasing the stock of affordable housing in Dulles (see Case Study #4)
CURRENT COUNTY EFFORT
2. Adapt County housing programs where appropriate to enhance affordability
3. Continue to work with DED to develop targeted strategies to attract medical industry companies to the Dulles Community **CURRENT COUNTY EFFORT**

1. Potential Strategies

- a. Expand transient occupancy housing to other non-residential PD zoning districts as a special exception and for greater than 30 days
- b. Encourage developments near major employment centers in the Dulles Community to address unmet housing needs (See Case Study #4)
- c. Inventory remaining areas suitable for Multi-Family residential development

Note: A lack of affordable and/or workforce housing is a persistent and very complicated issue that many jurisdictions face. A successful effort to enhance the stock of such housing in Loudoun County will require diligence, long term thinking, community and business partnerships, and creative problem solving. No one solution will solve the problem, but rather a well- coordinated blend of initiatives.

4. Determine the best method for delivering localized, basic government services to the Dulles Community
5. Target an educational/technical center to the Dulles Community that will support workforce development in emerging employment sectors

4. Potential Methods

- a. Satellite Government Office
- b. Discuss decentralizing government services during the next CNA update as part of the general government support facilities standard

Case Study #4: Brambleton’s Workforce Housing⁵

In partnership with the Windy Hill Foundation and T.M. Associates, the Brambleton Community has developed affordable workforce housing units in two projects, Shreveport Ridge and The Woods at Brambleton. Accessing the Virginia Housing Development Authority’s (VHDA) Low-Income Housing Tax Credits (LIHTC), provided through the United States Treasury Department, these two developments provide 300 critically needed affordable rental units in the Dulles Community. The demand for these units is extremely high: evidenced by a 100% leasing of Shreveport Ridge units, and an 88% leasing of the The Woods at Brambleton units, which have only recently gone on the market. To the outside observer, these rental communities are indistinguishable from market rate ones. The construction is of comparable quality and the amenities include swimming pools, workout areas, and central gathering community rooms (see pictures below). It is also important to note that the tax credits that make these projects possible go to the developers and not the tenants, which allow the developer to offer below market rents.

Ranging in size from one to four bedrooms, the Brambleton rental units are available at significantly reduced cost to households earning 60% or less of the Area Median Income (AMI), which in Loudoun’s case is around \$40,000 to \$60,000 per year, although households with an income lower than \$40,000 are still eligible. All projects funded through the LIHTC program remain affordable (40-60% AMI) for a minimum of 30 years. To make this financially feasible, Brambleton proffered lots/units in Shreveport Ridge at 50% of the market rate and contributed \$5,050,000 of land and \$5,000,000 in cash for the success of The Woods at Brambleton.

According to the Brambleton Group, the opportunity exists for even greater collaboration between affordable housing developers and the County. Some incentives other municipalities have used to assist interested developers are:

- Support letters for LIHTC applications
- Density bonuses for the provision of affordable housing
- Waivers or reductions in building permit fees
- Waivers or reductions in water and sewer tap fees
- Pilots or reductions in real estate taxes
- Reduced or forgiveness of Capital Facility fees on projects that serve tenants below 50% of AMI
- Modifying ADU dispersion requirements
- Provision of Housing Trust Funds
- Provision of County land



⁵ Source: Leonard, Jarrett, VHDA Affordable Housing Program Summary, Email August, 2014

Balance

The Dulles Community is rapidly changing, and with that change stakeholder concern over growth and development has increased. Between 2000 and 2014, the population of the Dulles Community grew from 6,740 to an estimated 55,137, an increase of 718%. This is the result of the County's Revised General Plan (RGP) policies which target the Suburban Policy Area, of which Dulles is the southernmost community, for residential growth. This rapid growth will continue, as there remained at least 8,983 approved residential units to be permitted as of January 1, 2014. Trumped only by concerns over traffic congestion and the road network, stakeholders expressed a desire to halt or slow residential development as their next most significant suggestion for Dulles. This concern was echoed by some distaste for dense residential development in the community. Many residents moved to the Dulles Community seeking its quiet suburban neighborhoods just east of Loudoun's rural landscape, and fear that continued residential growth will undermine this character. They also indicated worry over the loss of trees, appealing landscaping, and open space in the community as new developments are constructed.



In contrast to the concern over residential growth, stakeholders would like to see more retail options in the Dulles Community, noting repeatedly that they have to leave the area to access their shopping needs. Essentially they want fewer houses and more stores, establishing a balance of land uses. The survey results and work session discussions also demonstrated a strong interest in more passive parks: places where residents and visitors can go and experience nature and have a relaxing picnic. Other frequently mentioned suggestions promoting balance were the need for more gas stations, age-restricted housing, and preservation of the Dulles Community's historic resources, such as the Old Arcola School, Hal and Berni Hanson House, and slave quarters. Tying together these stakeholder recommendations was the refrain that Dulles needs proactive planning to address transportation, infrastructure, and other community needs associated with growth. Finally, although the need for distinction between the northern and southern portions of Dulles was rarely stated directly by residents, some living south of US Route 50 indicated that their interests differed, and perhaps sometimes conflicted, with those living in northerly neighborhoods such as Brambleton and vice versa.

Concerns Being Addressed

The RGP, although frequently amended, was most recently updated in 2001. It guides growth and the mix of land uses in Loudoun County. As mentioned above, it targets Dulles, one of four suburban communities in the County, for substantial residential, commercial, office, and industrial growth, and does so with a desired mix of land uses in an effort to improve quality of life, ensure sufficient infrastructure, enhance amenities, develop a strong local economy, and limit daily automobile trips. While it is not assured, it is expected by many within and outside of County government that Staff will undertake the significant task of updating the RGP_sometime in the next few years. As Loudoun's suburban communities steadily move towards planned build-out based on current RGP policies and projections, the question facing residents and staff during this update effort will be where and how to channel future growth and land uses in the County over the next 15-20 years. Projections to 2040 foresee a more slowly, but still growing County.

New and pending retail developments in the Dulles Community will help satisfy resident demand for shopping options closer to home, including the recently opened Dulles Landing and future Avonlea and Arcola Center projects.

The desire for a balanced community includes the need to preserve a reasonable amount of natural open space. Typically such space can be used for passive parks with limited activity and few if any facilities. PRCS is in charge of establishing passive parks in the Dulles Community, and they have loosely defined plans to do so. The PRCS Open Space Board is currently creating a plan for its execution. One thing that PRCS is targeting is the need for a regional park serving the Dulles population south of US Route 50. A regional park in this location could function as Hal and Berni Hanson Park will for the Dulles Community north of US Route 50. PRCS has also expressed the potential for passive uses at Conklin Park (pictured right) and exploring similar opportunities at County owned neighborhood parks in the Dulles Community. Finally, developers have provided several minor floodplain open space parcels along Tall Cedars Parkway that could be used for passive park space.



The Dulles Community is underserved by age-restricted housing, as it currently contains no age-restricted communities. The Board of Supervisors has approved three such communities in Dulles: Brambleton Active Adult for 1,502 independent units, Brambleton Brandt for 75 assisted living units, and south of US Route 50, the Waltonwood at South Riding age-restricted development will contain 147 independent living units and 84 assisted living units. Together, these three developments will total 1,808 age-restricted units and will be built out well before 2040. However, these may not be enough to meet the current and future demand, particularly south of US Route 50. North of Dulles, the Ashburn community currently has 3,444 total age-restricted units, which is 9.5% of all the housing units in that community. This product type in Ashburn is fulfilling the demand of a nationally aging baby-boom population, whereas it is not in Dulles. A comparison of the total number of approved age-restricted units to the total number of overall units in each community is shown below. Figure 9 demonstrates both the current and 2040 percentages of age-restricted housing in both the Dulles and Ashburn communities. The age-restricted developments listed above are a good start, but if more are not approved in Dulles, it will be more underserved by 2040.

Figure 9. Age-Restricted Units

Existing, 2015

	Age-Restricted Units	Total Housing Units	Percentage
Ashburn	3,444	36,336	9.5%
Dulles	0	19,305	0%

Future, 2040

	Age-Restricted Units	Total Housing Units	Percentage
Ashburn	5,717	52,291	10.9%
Dulles	1,808	33,337	5.4%

Recommendations

1. Ensure any residential development is adequately balanced by retail and employment uses
CURRENT COUNTY EFFORT
2. Target specific areas, such as commercial centers in the Dulles Community for greater residential density to establish mixed-use centers, increase housing affordability, and enhance placemaking efforts
CURRENT COUNTY EFFORT
3. Preserve open space and expand passive park space (See Case Study #5)
CURRENT COUNTY EFFORT
4. Analyze the suburban community boundaries for the Dulles Community with the next General Plan Update (see North and South Dulles section above)
5. Maintain landscaping requirements and buffers on US Route 50 and consider expanding similar requirements to other major corridors in the Dulles Community
6. Increase the stock of age-restricted housing, particularly south of US Route 50 in locations with convenient access to amenities and services
CURRENT COUNTY EFFORT

2. Although some stakeholders expressed concern over dense residential development in Dulles, there was a general acceptance of density in a town center or mixed-use setting. This targeted approach to focused nodal development will concentrate density where it is most appropriate and reinforce recommendations advocating for enhanced placemaking, passive park and open space, diverse retail options, improved connectivity, and a better integrated bicycle and pedestrian network

3. Potential Strategies

- a. Inventory the remaining open space within the Dulles Community to determine the practicality of allowing public access to those spaces, particularly near natural features such as forests and bodies of water
- b. Explore opportunities for passive park growth at the neighborhood level (.5-30 acres)
- c. Study a possible location for a regional park south of US Route 50 to include significant passive uses
- d. Preserve land for a regional park south of Braddock (200 acres required)

Case Study #5: Meadowlark Botanical Gardens⁶

During the community work sessions, many participants highlighted the Meadowlark Botanical Gardens, in Fairfax County, as an example of a passive park space that they would like to see replicated in the Dulles Community. Located in Vienna, the Gardens are actually managed by the Northern Virginia Regional Parks Authority (NVRPA).

Covering 82 acres of the park's total of 95, the gardens combine landscaping, a trail network, water resources, and community programming to provide a natural setting for visitors. The landscaping includes species focused gardens, such as one dedicated to lilacs, and thematic gardens, such as one for seasonal plantings. Trails circumventing the park allow visitors the opportunity for leisurely strolls, but also educate with information about historic and native Virginian trees. Three ponds and a wetland area provide aesthetic beauty and reinforce the importance of water resources to biodiversity. Throughout the year, tours such as the holiday *Winter Walk of Lights* and educational programming allow for the public to engage directly with the park's amenities.

NVRPA currently manages 11 parks in Loudoun County, including Brambleton Golf Course, directly northwest of the study area of the Dulles Community Outreach Project.



Summary of Staff Recommendations

The Dulles Community Outreach Project generated a significant amount of stakeholder input and discussion on a broad range of issues. This report has summarized the feedback into common themes and priority recommendations. However, these recommendations do not cover the full range of concerns and suggestions put forth by the community. The Input Analysis section and its accompanying appendices present the comprehensive views of project participants.

The Complete Community of Dulles will require an integrated and holistic approach to development accompanied by supportive programs and communication, and this report's recommendations work best together. An improved bicycle and pedestrian network will support placemaking, mixed-use retail centers will provide a balance of land uses, affordable housing will make the area more attractive to potential employers, targeted and localized residential density will reduce automobile trips and road congestion, and corridor branding could facilitate the construction of a technical education center. The issues raised during the Dulles Community Outreach Project are not new. County and community efforts to improve the road network, increase park space, enhance employment opportunities, develop a US Route 50 Gateway, and draw visitors to area attractions have been and will continue to move forward. This report provides a framework to capitalize on the Dulles Community's abundant assets and harness the determination of engaged residents to make their aspirations a reality.

⁶ Source: Northern Virginia Regional Parks Authority, Meadowlark Botanical Gardens, http://www.nvrpa.org/park/meadowlark_botanical_gardens/

Recommendations Matrix

County staff’s final recommendations for consideration arising from the Dulles Community Outreach Project are compiled in the matrix below. For the purposes of formatting and ease of use, the sub-examples and explanations outlined above have been removed. Following each recommendation, the matrix indicates any County policy that is supportive of the recommendation, potential implementing agencies and implementation needs, and any community assets that may be used as building blocks for implementing the recommendation. A full description of each supportive County policy can be found in Appendix E.

Sub Theme	Recommendation	Supportive County Policy	Implementing Agency(ies)	Implementation Needs	Supportive Community Asset(s)
Connectivity	1. Make finding and building the missing bicycle and pedestrian segments on CTP roads that serve the greatest amount of bicycle and foot traffic a priority CURRENT COUNTY EFFORT	CTP, Transportation Strategy, III.1.b RGP, Chapter 6, A.1	DTCI	Identify the priority missing segments and establish a plan and funding options for construction	<ul style="list-style-type: none"> Trail Network Engaged Populace
	2. Connect bicycle routes from the Dulles Community to the W & OD Trail	Bike/Ped Mobility Plan, Chap. 5.C	DTCI PRCS	Identify preferred route(s) and funding options	<ul style="list-style-type: none"> Transition Policy Area Border Powerline Easement Broad Run Stream Valley
	3. Study the feasibility for another road or relocated connection between the VA Route 606 corridor and the Brambleton and Loudoun Valley Estates area over the Broad Run	CTP, Transportation Strategy, III.2.b	DTCI	Complete a traffic assessment of alternative alignments	
	4. Expedite the improvements to the Gum Spring Rd and Evergreen Mills Rd intersection recommended in the February 2015 Board of Supervisors Action Item CURRENT COUNTY EFFORT	CTP, Transportation Strategy, III.2.d	DTCI	CIP funding	

Recommendation	Supportive County Policy	Implementing Agency(ies)	Implementation Needs	Supportive Community Asset(s)
5. Encourage the Dulles South Alliance (DSA) to develop an association of Dulles Community HOAs and a Dulles Community website	PAC Mission	PAC DPZ DSA	Encourage DSA effort	<ul style="list-style-type: none"> • The Dulles South Alliance • Community HOAs
6. Improve transit services in the Dulles Community CURRENT COUNTY EFFORT	CTP, Transportation Strategy, III.1.b	DTCI	Include in TDP, which is currently being developed	<ul style="list-style-type: none"> • Dulles South Multipurpose Senior Center • Dulles Area Loudoun County Public Schools
7. Investigate using the <i>Community Voice</i> and Community Connection Internet services available through the County’s CivicPlus account to establish a Dulles Community Forum linked to the County website.	PAC Mission	DPZ DSA	Allocate staff resources	<ul style="list-style-type: none"> • The Dulles South Alliance • Community HOAs
8. Ensure safe and adequate pedestrian connections to Schools CURRENT COUNTY EFFORT	Loudoun County Public Schools, Policies and Regulations, transportation, 6-21.2	LCPS PRCS DTCI	Incorporate concerns about Northstar Blvd into current LCPS safety projects	<ul style="list-style-type: none"> • Engaged Populace • Excellent Schools

Sub Theme	Recommendation	Supportive County Policy	Implementing Agency(ies)	Implementation Needs	Supportive Community Asset(s)
Placemaking	1. Encourage walkable mixed-use development in the Dulles Community that promotes local entertainment, dining, and retail destinations CURRENT COUNTY EFFORT	RGP, Chapter 6, Suburban Policy Area, General Residential Policies, 3.1	DPZ DED	Update land use and design policies as part of a Dulles Community planning process or through a General Plan update	<ul style="list-style-type: none"> • Brambleton Town Center • New Retail Developments along US Route 50
	2. Encourage new development to provide central community gathering space(s) with the needed infrastructure and size for simple events such as farmers markets and “street festivals”	PRCS Strategic Plan, Goal 1. Strategy 1.1	DPZ PRCS	Update PRCS service plan to include urban park concept. Adjust the CNA/CIP for funding	<ul style="list-style-type: none"> • New Development
	3. Continue efforts on adaptively reusing the Old Arcola School for a community purpose CURRENT COUNTY EFFORT	RGP Chap. 6, Suburban Policy Area, Village of Arcola and Village Perimeter Transition Area General Policies, 2.B	PRCS	PPEA has been solicited	<ul style="list-style-type: none"> • The Old Arcola School
	4. Target an appropriate and centralized area in the Dulles Community for clustered retail, entertainment, and cultural development that could provide the community with a regional market distinction CURRENT COUNTY EFFORT	County-wide Retail Policy Plan, Corridor-Based Retail policies, III.B.1	DED	Update land use and design policies as part of a Dulles Community planning process or through a General Plan update	<ul style="list-style-type: none"> • IAD • StoneSprings HC • Growing Population
	5. Engage local high school students to design and help construct a central public space in the community	RGP, Chapter 11, Implementation, Implementation Strategy	PRCS LCPS	Collaboration between LCPS and PRCS	<ul style="list-style-type: none"> • LCPS • Engaged Population

Sub Theme	Recommendation	Supportive County Policy	Implementing Agency(ies)	Implementation Needs	Supportive Community Asset(s)
Corridors	1. Develop targeted strategies attracting medical industry uses to the US Route 50 corridor CURRENT COUNTY EFFORT	RGP, Chapter 4, Economic Development, Introduction	DED DPZ	Examine whether existing corridor zoning supports the development of medical industry. Promote and leverage medical industry assets in Rt 50 corridor to medical/personalized medicine prospects	<ul style="list-style-type: none"> • IAD • StoneSprings HC • Industrial Land Supply
	2. Promote US Route 50 as one of Loudoun’s “Rural Gateways”	RGP, Chapter 4, Economic Development, Tourism Policies, 2 RGP, Chapter 4, Economic development, Tourism Policies, 8	DED DPZ Loudoun Convention and Visitors Association (Visit Loudoun)	Resource allocation for things such as: <ul style="list-style-type: none"> • Signage • Brochures in business • Storefront/ Office Space 	<ul style="list-style-type: none"> • Proximity to Rural Loudoun • US Route 50 Landscaping Guidelines • New Developments • StoneSprings HC
	3. Develop the Broad Run and Elklick stream valleys into trail corridors including transportation and recreational uses linking to LCPS Schools, public facilities, and major developments CURRENT COUNTY EFFORT	PRCS Strategic Plan, Goal 1. Strategy 1.2	PRCS DPZ	PRCS determination for crush and run trails and securement of needed easements	<ul style="list-style-type: none"> • The Broad Run and Elklick Stream Valleys
	4. Include corridor planning and branding for US Route 50 and VA Route 606 as part of next update to the General Plan	RGP, Chapter 6, Suburban Policy Area, Arcola Area/US Route 50 Corridor Plan, Economic Development Policies, 1	DED DPZ	Examine branding options for the Dulles Community corridors during a General Plan update	<ul style="list-style-type: none"> • US Route 50 Task Force Guidelines • StoneSprings HC • New Retail Developments

Sub Theme	Recommendation	Supportive County Policy	Implementing Agency(ies)	Implementation Needs	Supportive Community Asset(s)
Innovation	1. Develop alternatives for increasing the stock of affordable housing in Dulles CURRENT COUNTY EFFORT	RGP, Chapter 2, Planning Approach, General Plan Strategy, Housing RGP, Chapter 2, Planning Approach, General Plan Strategy, Housing, Housing Affordability	DPZ DFS	Modify Zoning Ordinance to allow for more flexibility in supporting workforce housing Support developers seeking LIHTC incentives	<ul style="list-style-type: none"> Area Industries and Developers New Developments
	2. Adapt County housing programs where appropriate	RGP, Chapter 6, Suburban Policy Area, Unmet Housing Needs, 2	DFS	Modify Section 7 of Zoning Ordinance	
	3. Continue to work with DED to develop targeted strategies to attract medical industry companies to the Dulles Community CURRENT COUNTY EFFORT	RGP, Chapter 4, Economic Development, Economic Development Policies, 1	DED	Promote and leverage medical industry assets in Rt. 50 corridor to medical/personalized medicine prospects	<ul style="list-style-type: none"> IAD StoneSprings HC Industrial Land Supply
	4. Determine the best method for delivering localized, basic government services to the Dulles Community	RGP, Chapter 6, Suburban policy Area, Land Use Pattern and Design Policies, 1	DTCI General Services	Discuss decentralizing government services during the next CNA update as part of the general government support facilities standard	<ul style="list-style-type: none"> Old Arcola School The Dulles South Alliance
	5. Target an educational/technical center to the Dulles Community that will support workforce development in emerging employment sectors	RGP, Chapter 4, Economic Development, Economic Development Policies, 2	DED	Examine need/viability of educational/technical center in Dulles Community. Engage existing workforce partners and stakeholders.	<ul style="list-style-type: none"> StoneSprings HC Educated Population

Sub Theme	Recommendation	Supportive County Policy	Implementing Agency(ies)	Implementation Needs	Supportive Community Asset(s)	
Balance	1. Ensure any residential development is adequately balanced by retail and employment uses CURRENT COUNTY EFFORT	RGP, Chapter 6, Suburban Policy area, Land Use Pattern and Design Policies, 1	DPZ	Follow the applicable land use mix as outlined in the RGP as a guideline when reviewing development applications	<ul style="list-style-type: none"> • New Development 	
	2. Target specific areas, such as commercial centers in the Dulles Community for greater residential density to establish mixed-use centers, increase housing affordability, and enhance placemaking efforts CURRENT COUNTY EFFORT	RGP, Chapter 6, Suburban Policy Area, transit Node Policies	DPZ	Update land use and design policies as part of a Dulles Community planning process or through a General Plan update	<ul style="list-style-type: none"> • Town Centers • New Development 	
	3. Preserve open space and expand passive park space CURRENT COUNTY EFFORT	PRCS Strategic Plan, Goal 1. Strategy 1.4	PRCS	Adjust PRCS Strategic Plan and inventory remaining Dulles open space	<ul style="list-style-type: none"> • Plentiful Remaining Open Space • Existing Parks • Floodplain open space along Tall Cedars Pkwy 	
	4. Analyze the suburban community boundaries for the Dulles Community with the next General Plan Update			DPZ	General Plan Update	
	5. Maintain landscaping requirements and buffers on US Route 50 and consider expanding similar requirements throughout other major corridors in the Dulles Community	RGP, Chapter 4, Economic Development, Economic Development Policies, 1	DPZ	Analyze the suitability of expanding US Route 50 requirements to VA Route 606	<ul style="list-style-type: none"> • US Route 50 Landscaping Guidelines • Scenic Beauty 	
	6. Increase the stock of age-restricted housing, particularly south of US Route 50 in locations with convenient access to amenities and services CURRENT COUNTY EFFORT	RGP, Chapter 2, Planning Approach, General Retirement Housing Policies, 1	DPZ DFS	Consider the need for age-restricted housing in Dulles when reviewing development applications	<ul style="list-style-type: none"> • Dulles South Multipurpose Senior Center • New Developments 	

Input Analysis

DPZ initiated the Dulles Community Outreach Project to discern what County stakeholders would like to see in terms of short and long term planning and programmatic initiatives in Dulles. As the previous pages highlight, the area has a lot benefitting it, but the County continually strives for improvement. The distinct and varied methods the project team used during the project were designed to capture both a large scale overview of concerns in the community and the detailed steps needed to make concrete changes for the better on the ground. What the project team discovered was a well-engaged community eager to make its opinion heard.

The depth of input received often transcended the scope of this outreach effort or included suggestions that the County is already addressing. However, this report aims to present the feedback received in full, as this will preserve the ideas of those members of the Dulles Community who participated and expressed their interests. Also, someone might come across these ideas years from now and find a way to make them a reality or to improve upon them. This section summarizes the comments made by stakeholders across the spectrum of collection methods.



Surveys

The County launched two surveys on January 22, 2015 to begin gathering data from the community to serve as input at the later work sessions. The first survey was geared towards residents of the community and the second was designed for business owners and operators in the Dulles Community. The outreach project team advertised the surveys through local media, both in print and online, the Loudoun County website, Facebook and Twitter, and flyers distributed throughout the community. The project team also highlighted the surveys at the project kick-off meeting and a Brambleton information session. Information about the surveys was sent home with students at several schools which serve the community and was also promoted via a listserv. Both surveys closed on March 18, 2015. The County received 776 residential surveys and 49 business surveys.

Survey Respondents

Residential Surveys: More women than men responded to the resident survey – 56% to 40%, respectively, with the remaining 4% choosing not to indicate a gender. The most well represented age group in the survey respondents was between the ages of 35 and 44. An overwhelming majority of the respondents indicated that they lived in the community and owned their own home (94%), while only a few indicated that they rented within the community. Non-residents of the community were also encouraged to take the survey, although they were vastly outnumbered by residents of the area. Most of the respondents have lived in the community longer than five years and the median number of children attending Loudoun County

Public Schools was two. Most respondents were employed full time with household incomes of greater than \$125,000. The neighborhoods (pictured below) most frequently represented in the survey results were:

- *Brambleton*
- *South Riding*
- *Stone Ridge*
- *Loudoun Valley Estates*
(includes all sections)
- *Kirkpatrick Farms*

Business Surveys: The most common business industries represented among the survey respondents were Retail (20%) and Health Care/Life Science (14%). The majority of those that responded identified themselves as the business owner. Half indicated that they own their space, while 46% lease. Many of the respondents operate smaller businesses of less than five employees, and about 26% indicated their business is home-based. Nearly half of the responses indicated that the business occupied less than 5,000 square feet of space.

Survey Results

The survey results are based on the number of responses received for each question. It is important to note that respondents were not required to answer every question of the survey and many respondents chose to skip at least one question. Any answered question was counted in the results. A detailed listing of questions and responses is contained in Appendix F: Residential Survey Results, Business Survey Results, and Geocoded Survey Responses. The surveys also included write-in comments that are summarized in the report and are available for review at the Department of Planning and Zoning.

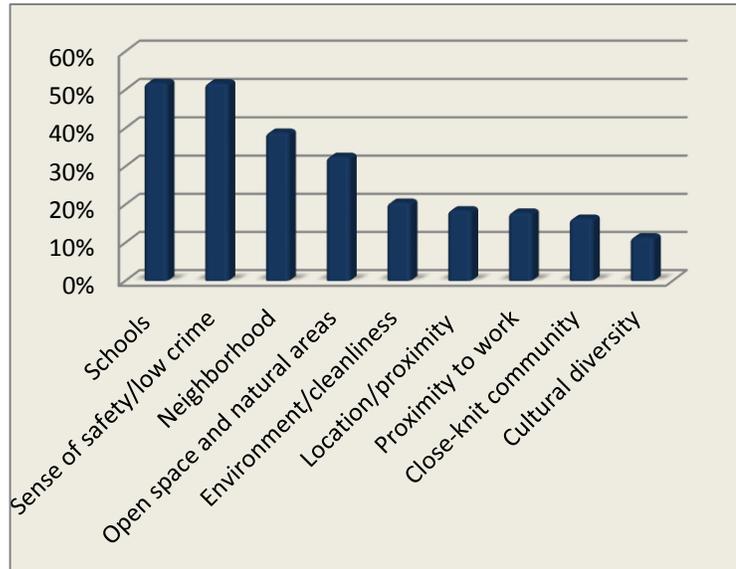
Based on the responses received, the following summary report is organized according to topic of the residential survey: quality of life, transportation, bicycle and pedestrian connectivity, housing, and county facilities; and business activity, which summarizes the business survey results. Within the report, selected quotes from the write-in comments are also provided.



Quality of Life

Survey responses indicated general satisfaction with many different facets of life as a resident of the Dulles Community. The quality of the schools, the sense of safety/low crime in the community, and the overall design of neighborhoods were among the things that residents liked most. When asked about their chances of living in the community five years from now, 73% of the survey respondents selected “good” or “excellent,” citing the quality of the community, schools, and family considerations as reasons for remaining. . For those who were considering relocation, traffic congestion and the cost of living factored largely into that decision. Traffic congestion was a pervasive concern throughout the survey and was also noted, with less regularity, in the business survey responses.

Figure 10. What Residents Like Most about the Dulles Community.

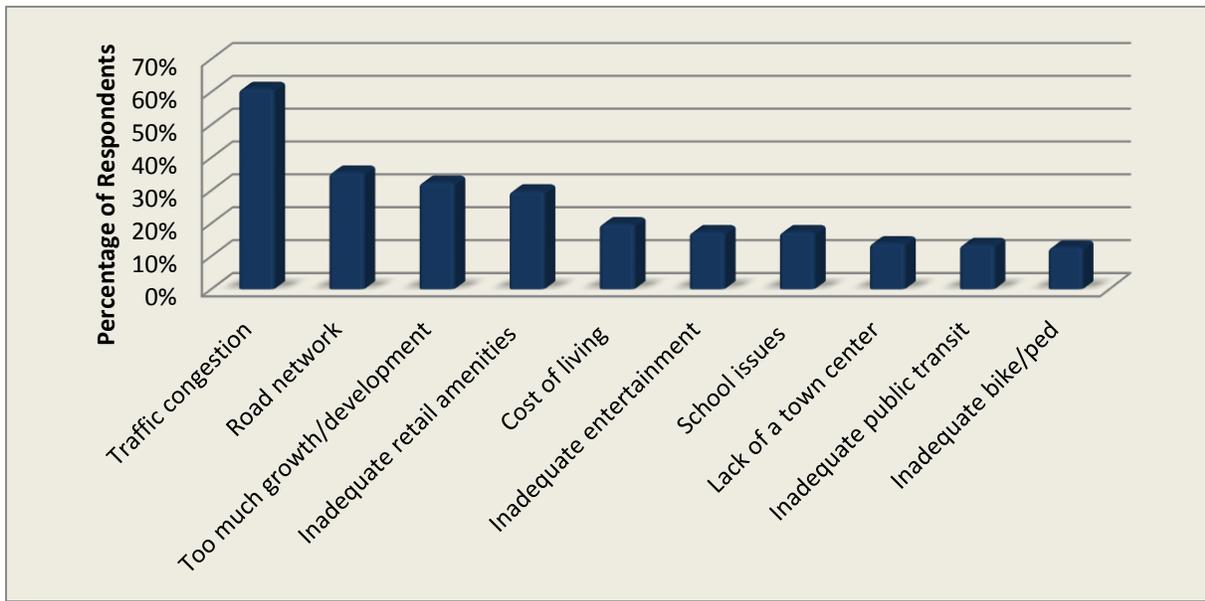


Overall, most respondents were “satisfied” or “very satisfied” with:

- *Community events and activities*
- *Medical facilities and health care*
- *Cultural diversity*
- *Parks and recreation*
- *Natural environment and open space*
- *Quality of the schools*
- *Neighborhood design*
- *Public safety*
- *Low crime rate*

Almost half of the survey respondents indicated they were dissatisfied or very dissatisfied with the quality and condition of roads (49%) and the retail opportunities (45%) in the community. Additionally, housing affordability and taxes saw a slightly higher number of “dissatisfied” or “very dissatisfied” responses, suggesting that the cost of living in the Dulles Community is of growing concern.

Figure 11. Resident Concerns about the Future of Dulles.



In addition to asking residents what they liked about living in the community, the survey also sought to identify concerns about the future of the community. Increasing traffic congestion/commute times was the most common response, with 61% of survey respondents selecting this as one of their top concerns for Dulles’ future. While a large number of respondents were satisfied or very satisfied with the current quality of schools, school issues (such as overcrowding and construction) were among the top concerns for the community’s future.

What survey takers had to say:

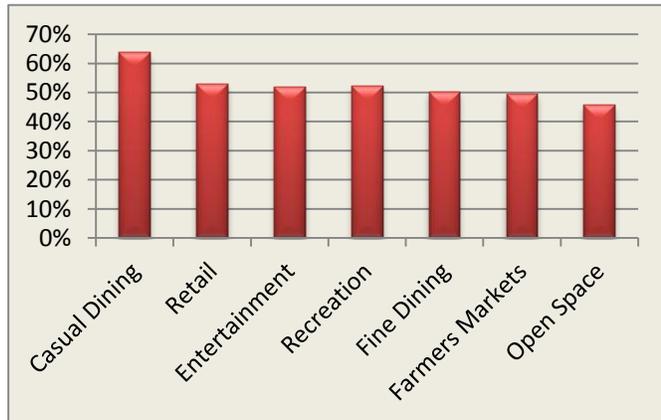
“Improv[e] road capacity, not just their condition. There are way too many bottleneck intersections and mergers.”

“Encouraging developers to provide a variety of types of housing (nice, small single family homes) “

“Place a Moratorium on housing growth! (Highest priority)”

“Need a larger commercial tax base - far behind Fairfax comparatively.”

Figure 12. Resident Desires within the Community.



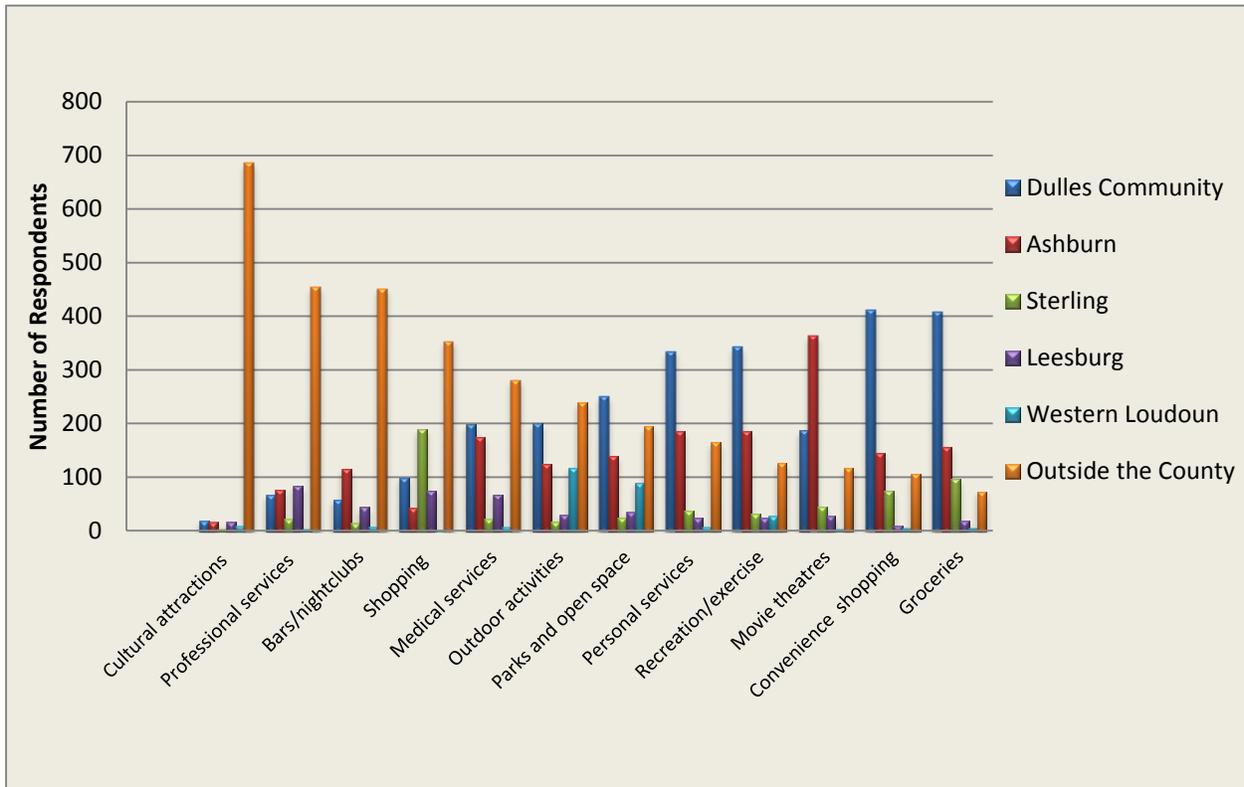
Several questions offered the opportunity for residents to write-in their own responses. The write-in comments received reflected themes seen throughout the rest of the survey, including traffic congestion and the need for additional roads, the cost of utilizing the Dulles Greenway/Toll Road, the rapid growth of the area, and the need for additional economic development.

When asked where the Board of Supervisors should focus their resources, respondents most commonly indicated improving roads/condition of roads (60%), improving schools (47%), and providing access to

alternative transportation like bus or rail (27%) as the most important areas. Limiting or slowing growth in the area featured prominently in the write in responses as well

When asked what they would like to see more of in the community, more than half of the respondents selected casual dining restaurants, retail establishments, recreation facilities (parks, swimming pools, skate parks, etc), entertainment and cultural establishments (museums, theatres, etc), and fine dining restaurants. Nearly half of the respondents selected farmers markets/community gardens, and open space/natural areas also ranked prominently as something residents would like to see more of. Write-in responses for the same questions heavily favored local restaurants/retail establishments over national chains, and several respondents called for community-wide events and interactions outside of the limits of the individual Home Owners Associations (HOAs).

Figure 13. Where Residents Travel for Services and Attractions



While most respondents indicated that they do their daily errands and shopping within the Community (convenience shopping, exercise, personal services, and groceries) a large number also noted that they leave Dulles, and often Loudoun County, for entertainment and cultural attractions, further cementing the desire for these types of activities within the community. See Figure 13 above.

Transportation

After asking residents about their general perceptions of the quality of life in the Dulles Community, the residential survey then turned the focus to transportation. Questions in this section were intended to provide residents with the opportunity to express specific transportation and traffic-related concerns, which were the most prominent concerns throughout the entire survey. As indicated above, almost half of the survey respondents said they were “dissatisfied” or “very dissatisfied” with the quality and condition of roads. And traffic congestion was the most common concern for the community’s future. Similarly, only 19% of respondents indicated their satisfaction with the overall road network in the community, while 61% expressed dissatisfaction.

Figure 14. Satisfaction with the Road Network

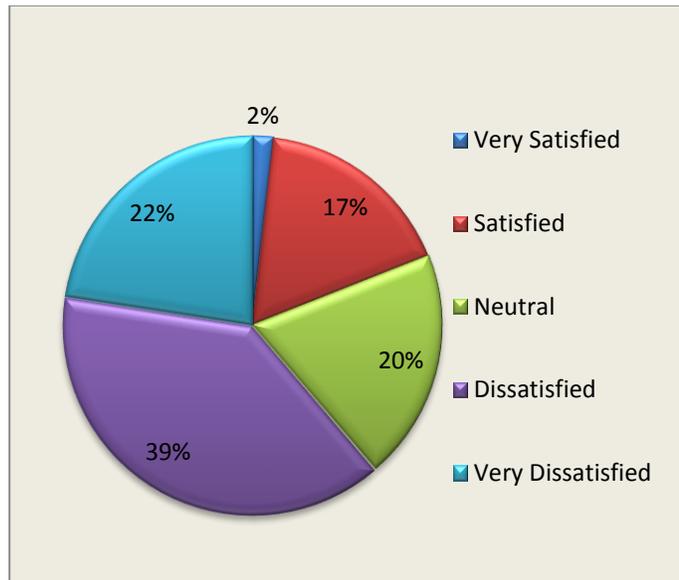
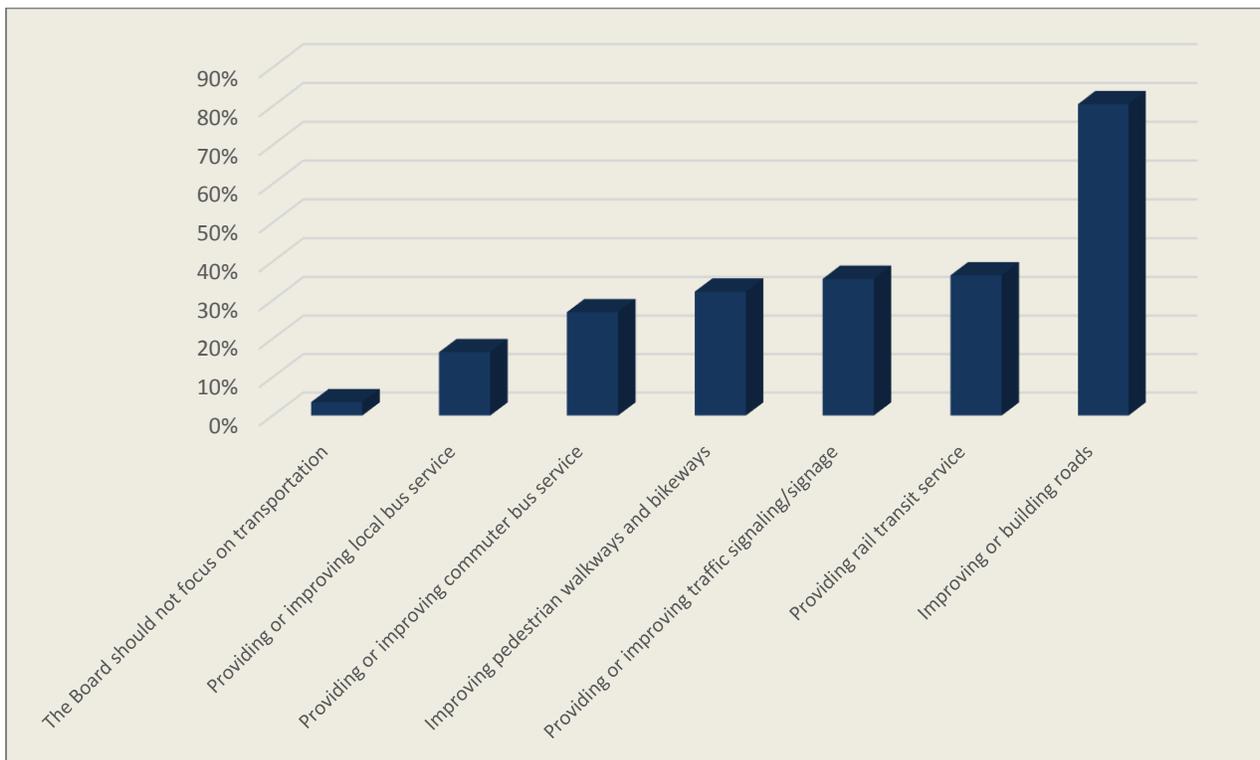


Figure 15. Needed Transportation Priorities of the Board of Supervisors



In addition to concerns about traffic, 80% of respondents indicated their desire for the Board of Supervisors to focus transportation resources on improving or building roads. Only 3.5% of the respondents felt that the Board should not focus resources on transportation at all. The desire for rail, which 36% felt the Board should focus resources on, was also reiterated with the majority of respondents indicating that they would use public transportation (such as bus or rail), if available, to get to work in the future.

When asked specifically which intersections or corridors were in most need of improvement, several major roads within the County were continually discussed with the majority of comments focusing on the traffic congestion. The most commonly mentioned roadways in need of improvement were:

- *Belmont Ridge Road*
- *Evergreen Mills Road*
- *Gum Spring Road*
- *Loudoun County Parkway*
- *US Route 50*
- *Wax Pool Road*

Traffic congestion concerns reflect the large number of people commuting to work from the Dulles Community: nearly 39% indicated that they work in Fairfax County while only 10% indicated that they worked within the Dulles Community. However, very few respondents used alternative means of transportation (such as walking, biking, bus or carpooling) and nearly 74% of the respondents indicated that they travel to work by personal car. Many respondents expressed interest in commute by bus or rail.

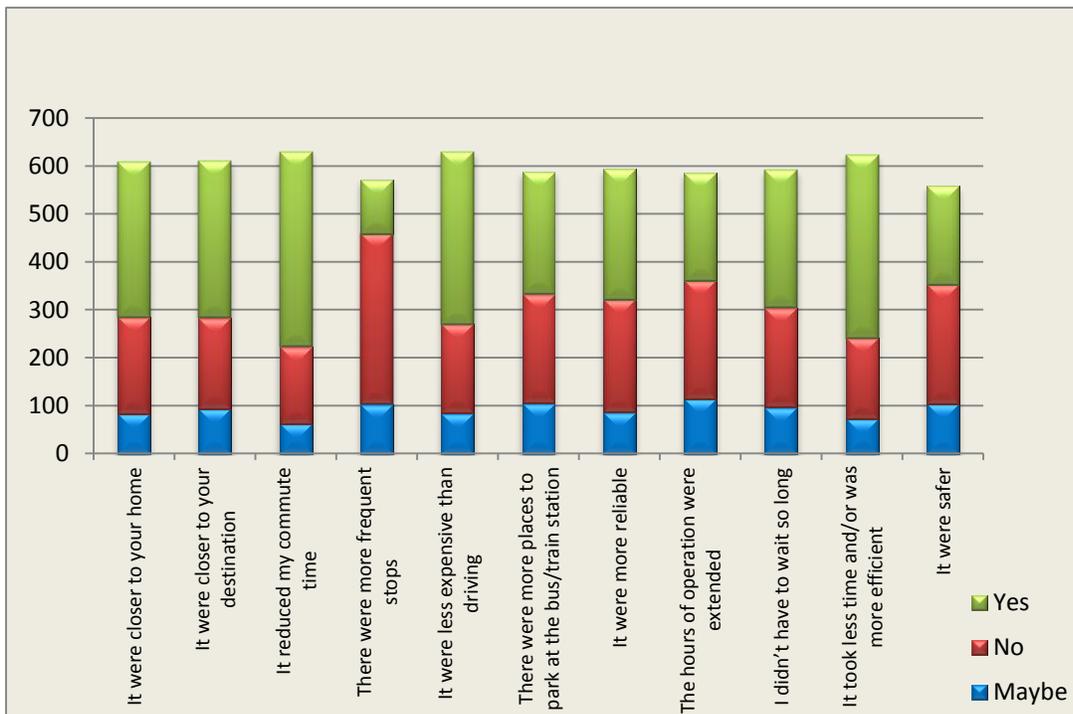
What Survey Takers Had to Say:

“There is good bus service from my home to work via the new 85 line. However the transfer time to the Wiehle Station is too long.”

“I work in Springfield and my commute by car is about 90 minutes each way... public transportation could take 3 hours each way. It is not a good, viable option for me... I would prefer that investment be made in road conditions and access, instead.”

“I am not interested in public transportation to work (in Chantilly) but would appreciate more options to get to DC on weekends.”

Figure 16. Likelihood of Utilizing Bus and/or Rail



Bicycle & Pedestrian Connectivity

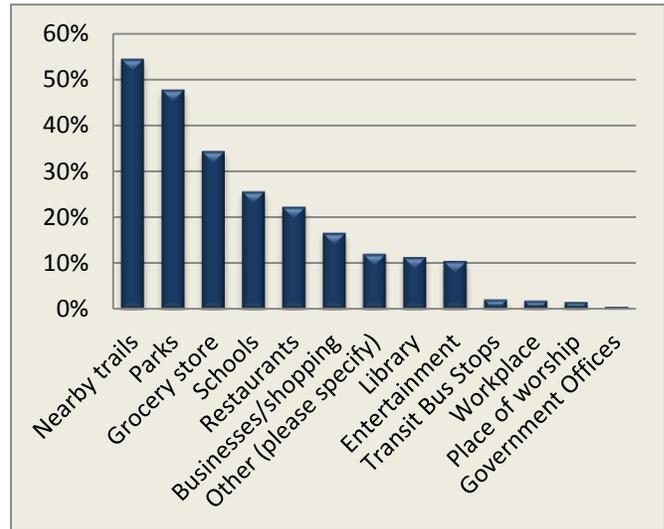
In addition to soliciting input on the road network in the Dulles Community, the residential survey also gathered data on bicycle and pedestrian activity. More than half of respondents indicated that the current conditions for walking in the Dulles Community were “good” or “excellent,” while the conditions for biking were identified most often as “fair” or “good⁷.” The most common destinations to access by bike or foot were:

- *Nearby trails*
- *Parks*
- *Grocery stores*

Nearly 80% of the respondents indicated that they walk or bike for fitness or recreation. Walking and biking with children and pets was also common.

Several factors discourage people from walking or biking (see Figure 18 below). Respondents indicated that a lack of safe crossings and poor neighborhood connectivity were the most common deterrents for walking, whereas the lack of bicycle lanes was the most common restraint for bicyclists. Traffic safety (such as speed and motorist behavior) and a lack of paved trails and sidewalks also featured prominently as factors which negatively affect the walkability of the community. Bicyclists cited crossing busy roads, high speed automobile traffic, and traffic volume as other top concerns. Write in responses highlighted the fact that many neighborhoods are bisected by busy roads and the lack of connectivity between major neighborhoods as factors which make pedestrian and bicycle travel difficult. The following graph shows a comparison of similar factors that restrict pedestrian and bicycle activity in the community.

Figure 17. Destinations Accessed by Bicycle or Foot



What Survey Takers Had to Say:

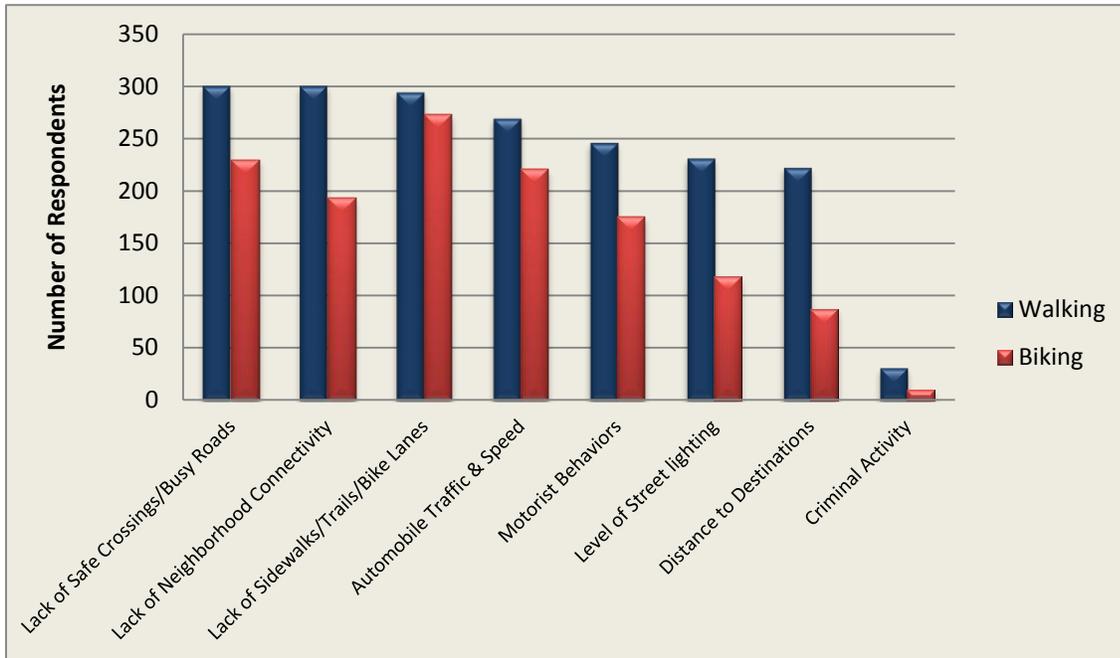
“Brambleton did this sooo right!!! I absolutely love our walking paths and access to the town center and Farmer’s market. A truly livable community.”

“The networks of trails and sidewalks are not good. I would walk and bike more but too many neighborhoods about “major roads” that are unsafe to cross.”

“Other than recreation, walking doesn’t seem to serve much of a clear, consistent purpose that makes it worth the effort. While I like our more open spaces, we don’t have a lot of pedestrian-designed shopping spaces, for example. I also would love something like Fairfax County’s Meadowlark Botanical gardens as a peaceful and contained walking space. There should also be restroom facilities close to walking areas.”

⁷ 151 respondents indicated that they do not bike at all while only 22 respondents indicated that they do not walk within the Community.

Figure 18. Common Factors that Discourage Walking or Biking



Housing

An overwhelming majority of survey respondents (94%) indicated that they were home owners living in the Dulles Community, while only 19 respondents indicated that they lived in the community but rented their home. The estimated mix of housing in the community for 2014⁸ was:

- ◇ 47% single-family detached
- ◇ 45% single-family attached (townhouses)
- ◇ 8% multi-family units (apartments and condos)

By comparison, 61% of the survey respondents indicated that they owned or rented single-family detached houses, versus 29% indicating that they resided in townhouses. Only 3% resided in apartments or condos. More than half of the survey respondents have lived in the community more than five years with the bulk residing in the community between five and ten years. This trend reflects the relatively recent establishment of the Dulles Community, where approximately 85% of the housing units have been built since 2000⁹.

What Survey Takers Had to Say:

“Community growth has boomed, and I am ready for it to stop. At the same time, as a single professional, it is frustrating to not be able to afford a detached home, instead having to tolerate (still expensive) condo living, with lots of stairs, safety risks, noise, lack of space, etc. that comes with close neighbors- for example, some of my apartment living experiences have meant that my home has been part of a building fire; sometimes flooded, all because neighbors have been negligent. I have similar concerns as I have seen more of the condos surrounding mine convert to investment rentals that are overpopulated and/or where renters behave inappropriately (domestic fights or yelling, kids screaming, etc.) I very much would like to see more affordable yet nice, detached homes under the \$500K range.”

Most of the survey responses indicate a general satisfaction with the current variety of housing available in the Community and the condition in which people keep their homes. The single most common trend among

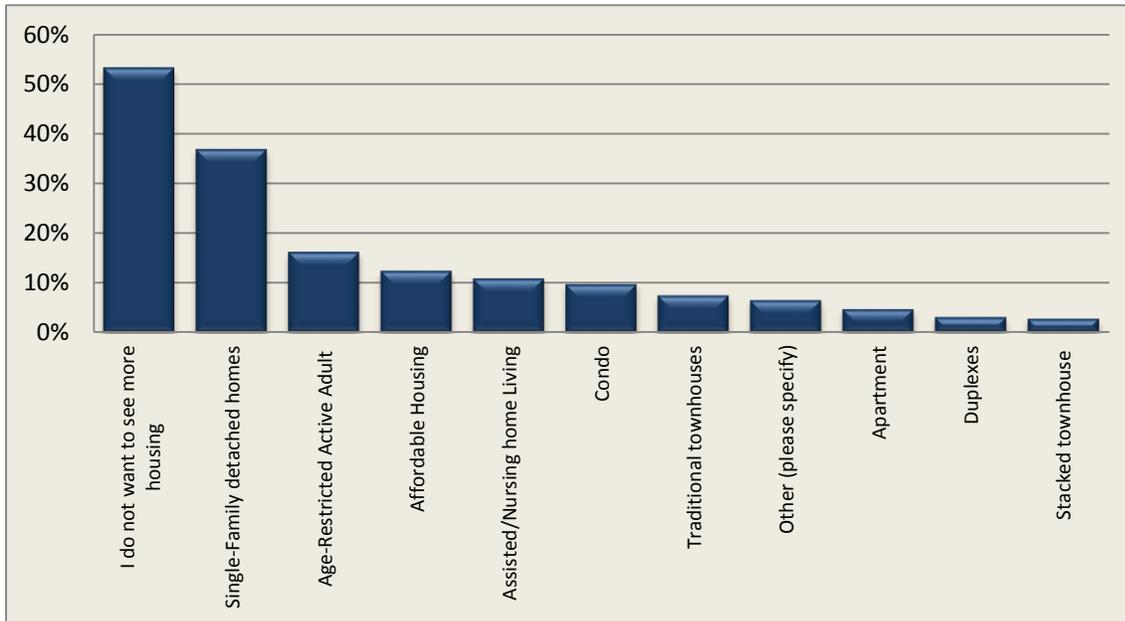
⁸ Source: Dulles Community Existing Conditions Report, January 2015

⁹ Source: Dulles Community Existing Conditions Report, January 2015

responses to the housing questions, which was also reflected throughout the rest of the survey, was a desire to slow or stop residential development in the Dulles Community.

When asked what types of housing they would like to see more of in the next 10 years, the most common response was “none of the above” followed by “single-family detached homes.” The desire to reduce new home development was reiterated in the majority of the write-in responses for this question. Write-in responses reflected a desire to build infrastructure and focus on providing retail establishments before adding housing units to the area.

Figure 19. Types of Housing Desired in the Dulles Community



County Facilities

The last major section of the residential survey focused on County facilities in the Dulles area. The most frequented facilities were the library and parks (both passive and active). The majority of respondents were “satisfied” or “very satisfied” with the available County facilities in the community, and only a few respondents indicated that they were “dissatisfied” or “very dissatisfied” with any of the facilities. Many of the write-in responses reflected a high level of satisfaction with the library specifically. Suggestions and concerns from the write-in responses included:

- *The desire for better maintained and/or additional sports fields and sports facilities (such as pools and tennis courts).*
- *The desire for larger and/or additional community events facilities.*
- *Support for the expansion of the Dulles South Multipurpose Center.*
- *The desire for sidewalks and bicycle lanes to access the County facilities.*

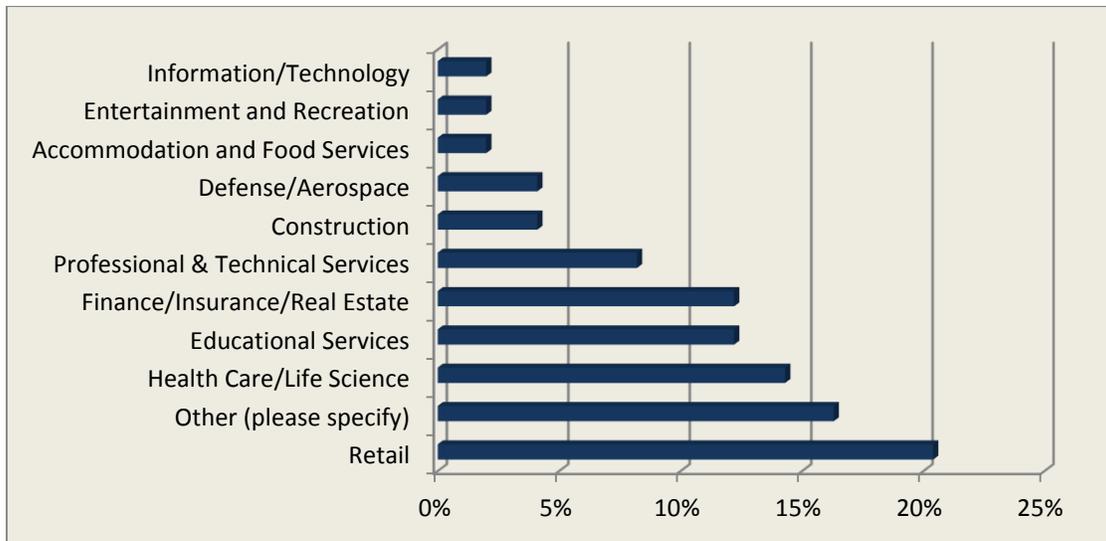
When the survey asked residents which County facilities they would like to see more of in the Dulles Community, the most common response was passive parks (such as nature preserves or hiking trails), followed by recreation center and then active parks (such as athletic fields). The desire for additional swimming pools and dog parks were frequently mentioned in the write-in responses as well.

Business Activity

To capture input from the more than 1,700 businesses located within the Dulles Community, a business survey was also developed for owners, operators and employees, for which there were 49 respondents. The business survey launched at the same time as the resident survey. The outreach project team distributed flyers advertising the survey to businesses throughout the Community as well as through the Dulles South Alliance and the Loudoun County Chamber of Commerce.

Of the responses to the business survey, most respondents identified themselves as the business owner (versus employees or managers) and were representatives from the retail, health care/life sciences, educational services, and financial/insurance/real estate industries¹⁰. The manufacturing, mining/quarrying, utilities, warehousing, and wholesale industries were not represented by the survey respondents. Most of the business respondents were relatively new to the Dulles Community, with an equal number in operation for 1-5 years and 6-10 years.

Figure 20. Business Industries Represented on the Survey



The majority of respondents identified their businesses as having less than 20 employees, and operating in less than 5,000 square feet. Half of the respondents noted that they own their business space and 27% indicated that their business was located in their home (which may account for the large percentage of owner-occupied business. It is possible that these respondents also completed the resident survey).

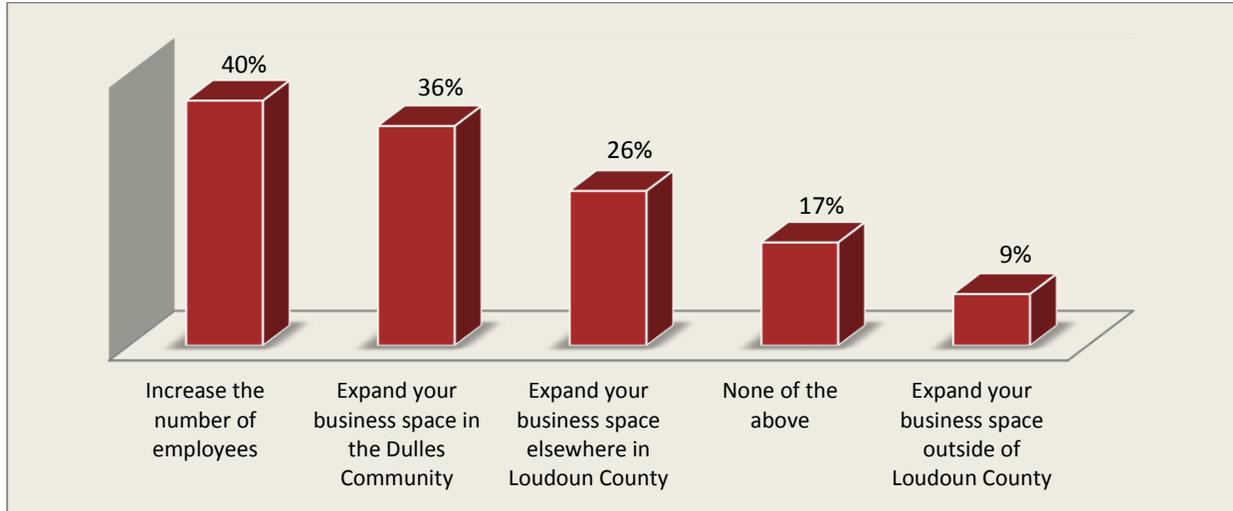
When asked about their satisfaction with the Dulles Community, most of the business respondents indicated that the Community was a “good” or “excellent” place to do business. A few respondents highlighted the traffic concerns as their reason for ranking the Community as a “poor” or “very poor” place to do business. More than half of the respondents said they would be “very likely” to open a business in the Dulles Community if they were opening a business today.

Many respondents indicated that their businesses are moderately growing or remaining steady and that they are planning to increase their number of employees within the next five years. Slightly more than 61% said they were planning to expand their business either within the Community or within Loudoun County during

¹⁰ Although 12% identified themselves as “other” on the survey the “other” responses included retail establishments, the Washington Dulles International Airport, and other industries which were available from the selection. The only write-in response not elsewhere represented was a home owners association.

the same time span. None of the respondents indicated that they were planning to decrease their employees. This, coupled with a generally high level of satisfaction with the Dulles Community, suggests a significant degree of confidence in the economic future of the community.

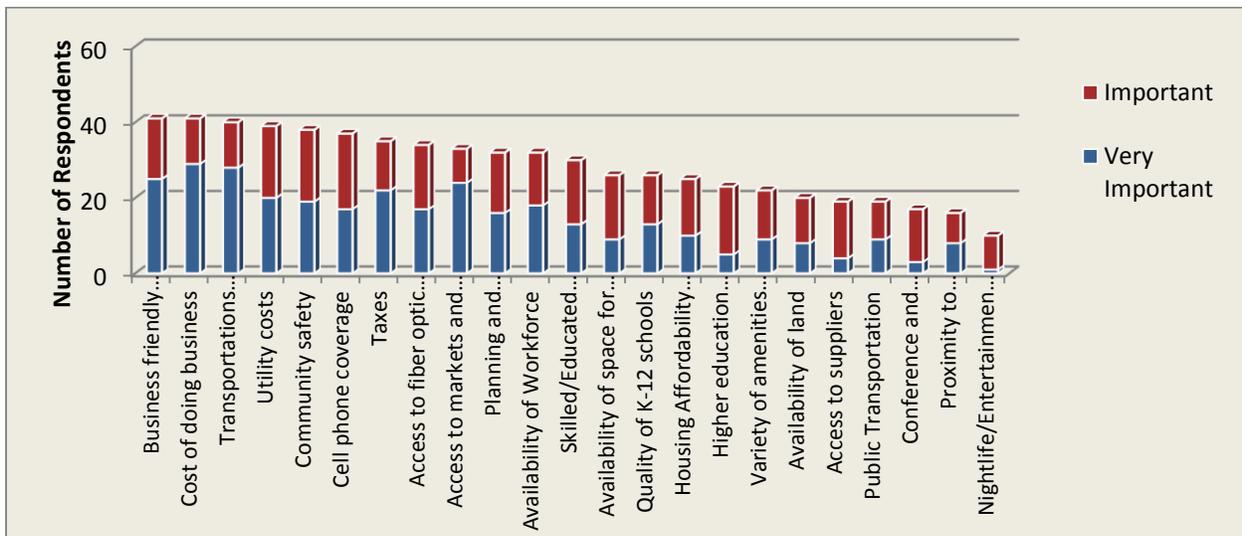
Figure 21. Projected Business Growth in the Next Five Years



When asked to identify those factors that are very important to the success of their business in the Dulles Community, some of the most important factors were:

- *Access to markets and customers*
- *Business-friendly environment*
- *Cost of Doing Business (including taxes)*
- *Quality of life for employees and quality of schools*
- *Transportation system*

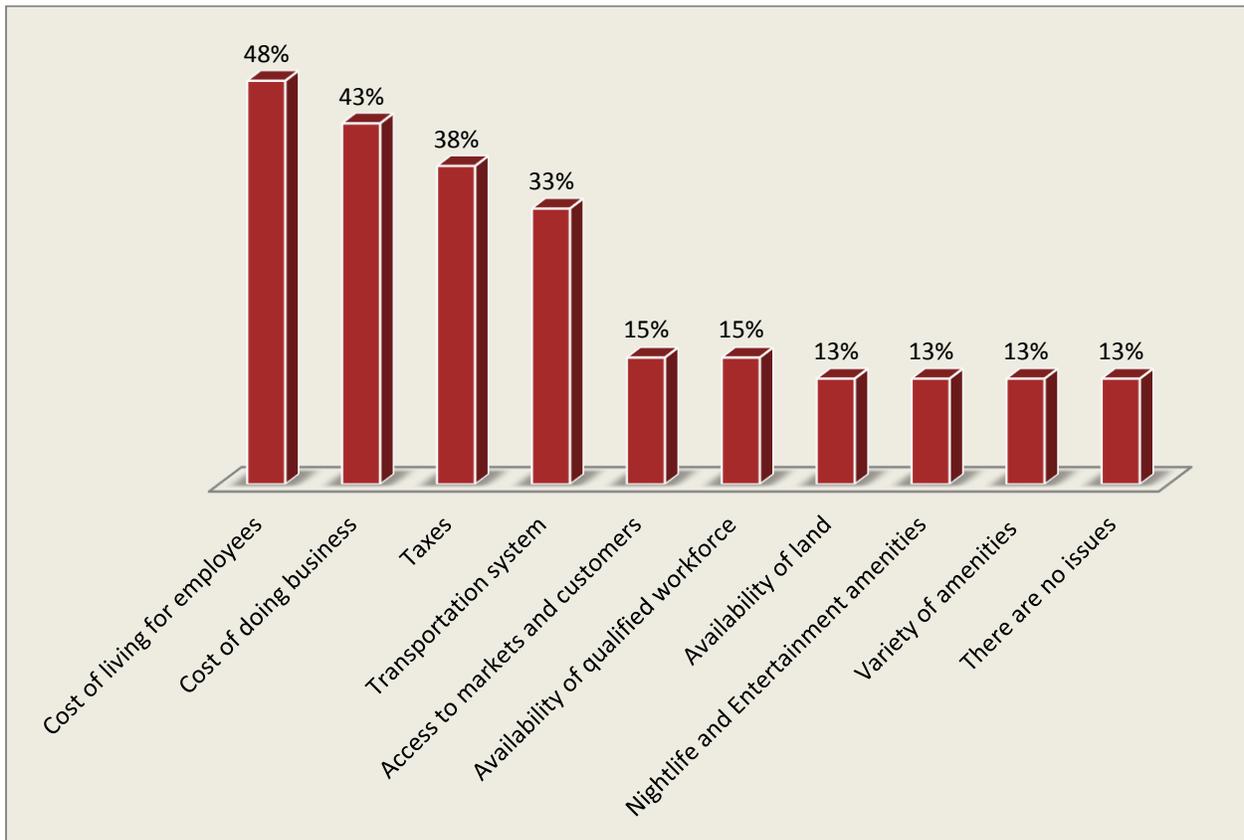
Figure 22. Factors Important to the Success of Businesses in the Community



More than half of the respondents said that affordability of housing for employees was important or very important – mirroring concerns in the resident survey about the high cost of housing in the community, but potentially in conflict with resident survey respondents’ desire to curtail residential development in the area. Business respondents indicated that high housing costs make it more difficult for businesses to recruit and retain qualified employees who live in the Dulles Community. Doing so may require employers to pay higher wages or salaries. The alternative is to pay less in compensation to employees, increasing the likelihood that such workers must then travel further and adding to roadway congestion.

When asked to rate their Dulles Community location, respondents identified the access to major roads (67%), the accessibility by car (53%), and the proximity to nearby communities like Leesburg and Sterling (49%) as the most positive elements. Conversely, traffic congestion (53%), real estate costs for lease or purchase (35%), and customer accessibility (25%) were the top three locational concerns about the Dulles Community. Most of the respondents indicated that the cost of doing business, the cost of living for employees, the taxes and the transportation system were all concerns that made the community less attractive to employers (see Figure 23). These concerns mirror many of the concerns cited in the residential survey.

Figure 23. Factors which Make the Dulles Community Location Less Attractive to Employers

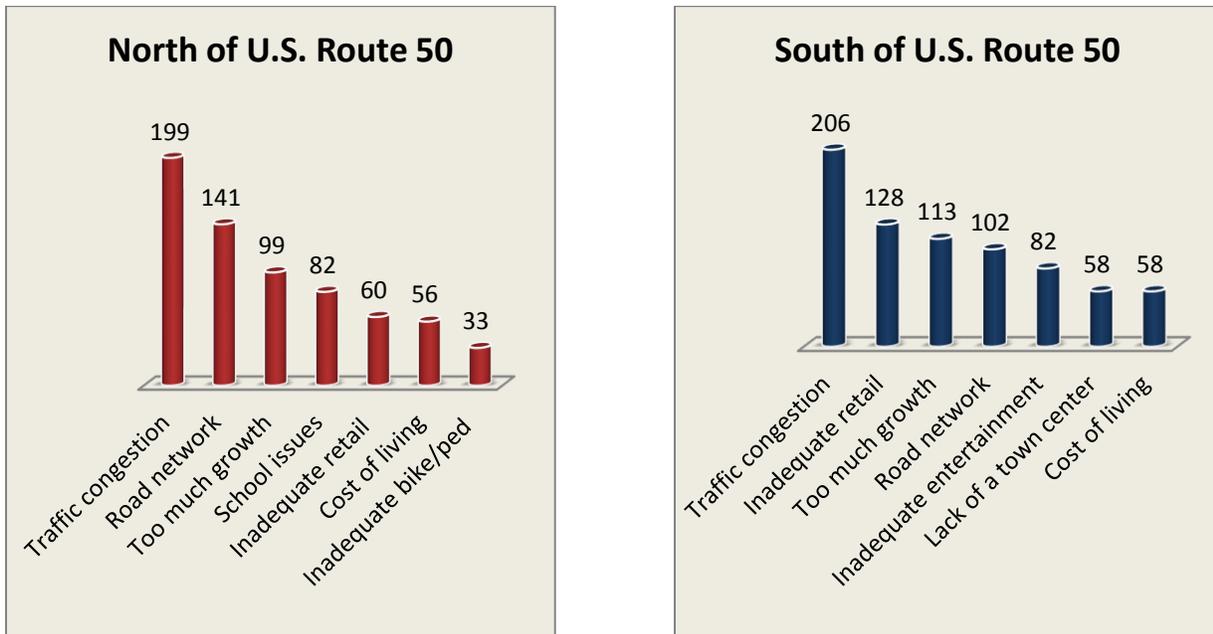


As with the resident survey, business respondents felt that the Board of Supervisors should focus the bulk of its resources on improving the transportation system. Lowering business fees and improving the planning and permitting process also ranked high on the list. Transportation concerns specifically regarding congestion were mentioned among the few write-in responses.

Differences by Neighborhood

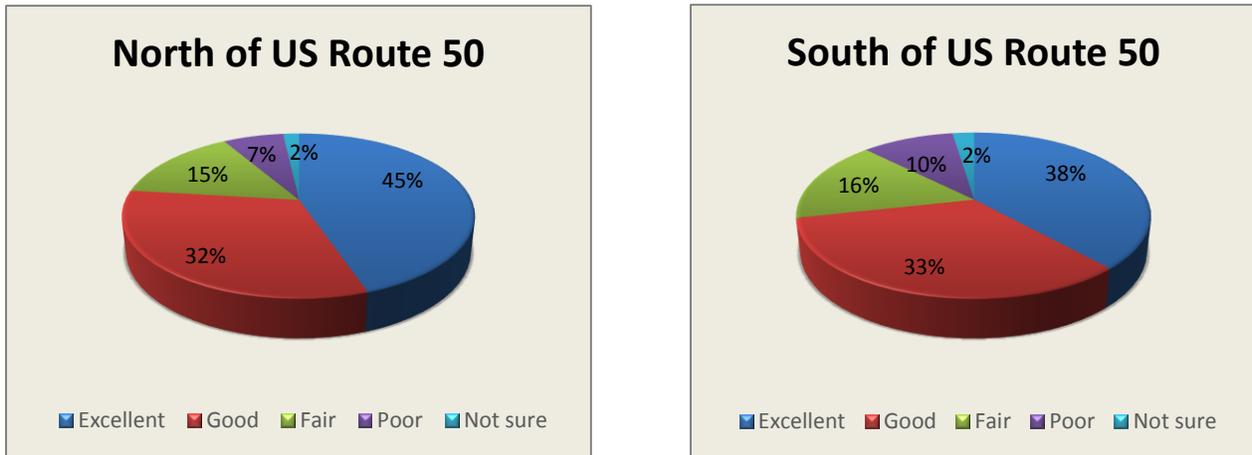
The survey asked respondents to identify the neighborhoods in which they lived for the purpose of analysis, and residents living north and south of US Route 50 demonstrated distinct differences in their survey responses. While traffic congestion was the top concern and “too much growth” was the third highest concern by residents both north and south of US Route 50, those south of US Route 50 were more likely to cite inadequate neighborhood amenities than were those respondents living north of US Route 50. Inadequate retail was the second highest concern for respondents living south of US Route 50, and inadequate entertainment was the fifth-highest concern listed. Those living north of US Route 50, in contrast, listed inadequate retail offerings as the fifth highest concern and inadequate entertainment as the eighth-highest concern and highlighted school issues as their fourth highest concern (see Figure 24).

Figure 24. Concerns by Location



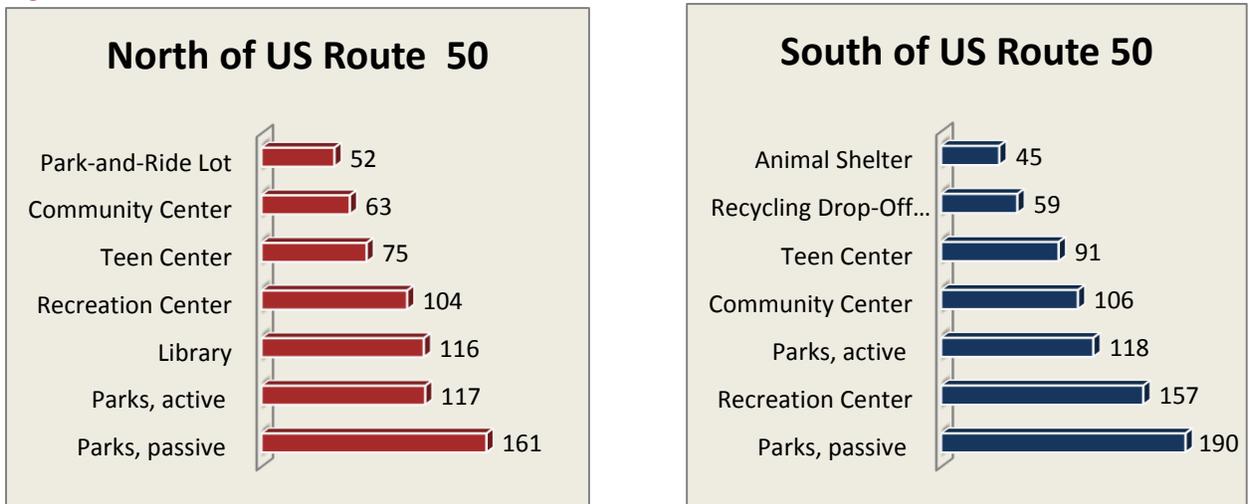
In general, residents living north of US Route 50 are slightly more satisfied with the Dulles Community than residents living south of US Route 50. Measured by the chances of living in the community five years from now, 45% of those living north of US Route 50 reported that the chances were excellent that they would do so, while the chances of doing so were 38% for those living south of US Route 50. This pattern was reflected in those who indicated that the chances were fair or poor that they would remain in the Dulles Community in five years, which was 22% of those living north of US Route 50 and 26% of those living south of US Route 50 (see Figure 25).

Figure 25. Chances of Living in the Dulles Community Five Years from Now by Location



Residents in the neighborhoods north and south of US Route 50 also display differences in which County facilities that they would like to see added to the Dulles Community, a reflection of the location of existing facilities. While both those south and north of US Route 50 would like more passive parks and other recreational facilities, those north of US Route 50 expressed a stronger desire to have a new library in the community. Respondents living south of US Route 50 did not list a library among their top seven choices for facility placement. Those south of US Route 50, however, identified a recreation center as the second-highest choice of facility for placement in the Dulles Community; those living north of US Route 50 expressed less desire for a recreation center, ranking it below that for a library. (See Figure 26).

Figure 26. South and North of U.S. Route 50

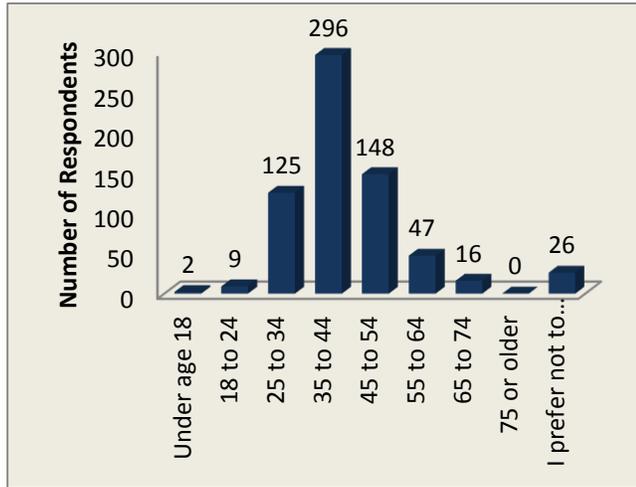


Those living north and south of US Route 50 also exhibited a difference in the mode of travel to work. Respondents living north of US Route 50 reported that 69% commuted to work using personal vehicles. In contrast, 78% of those living south of US Route 50 reported that they used personal vehicles to get to and from work. Buses and car/van pools each were used by 6% of respondents living north of US Route 50, double the percentages of those living south of US Route 50 who reported using such modes (3% for each mode).

Differences by Age

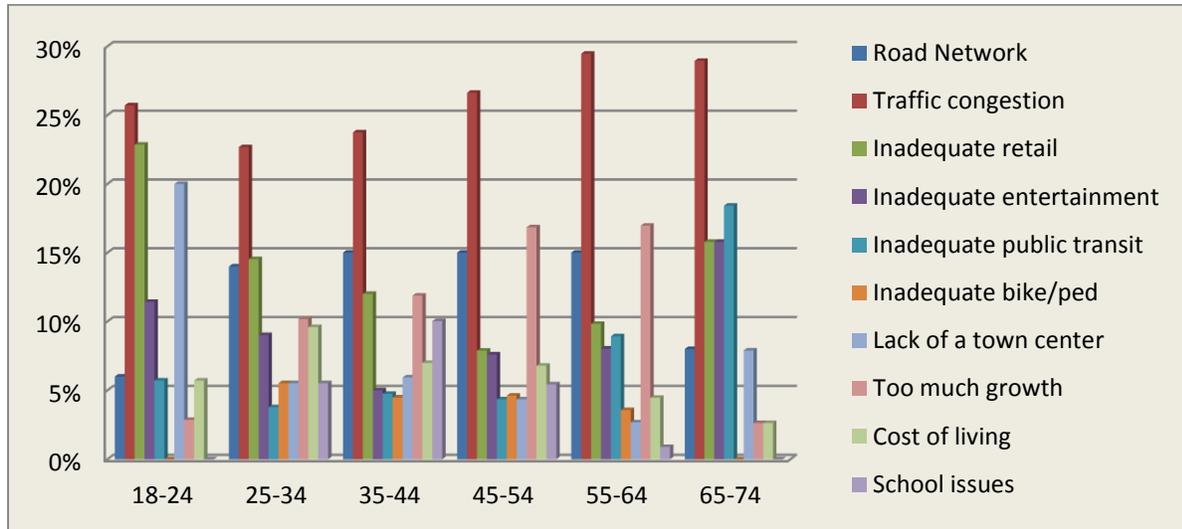
The survey also measured differences between respondents based on age. Of the 776 resident surveys collected, 669 respondents answered the demographic question “What is your age?” Of those 669, 26 indicated that they preferred not to answer that question. Figure 27 highlights the number of respondents in each age category.

Figure 27. Respondents by Age



The top concern across all age groups was traffic congestion, listed by approximately 25% of respondents in each age group. There was greater variation, however, in the next highest concern depending upon respondents’ age. For those respondents under the age of 35, the second highest concern was inadequate retail offerings, listed by 23% of those in the 18-24 age group, and listed by 15% of those in the 25-34 age group. Those in the 35-44 age group listed the road network as the second highest concern. For those from ages 45-64, too much growth was cited as the second highest concern, and those aged 65-74 listed inadequate public transit as the second highest concern.

Figure 28. Highest Concerns by Age



Community Desires by Age

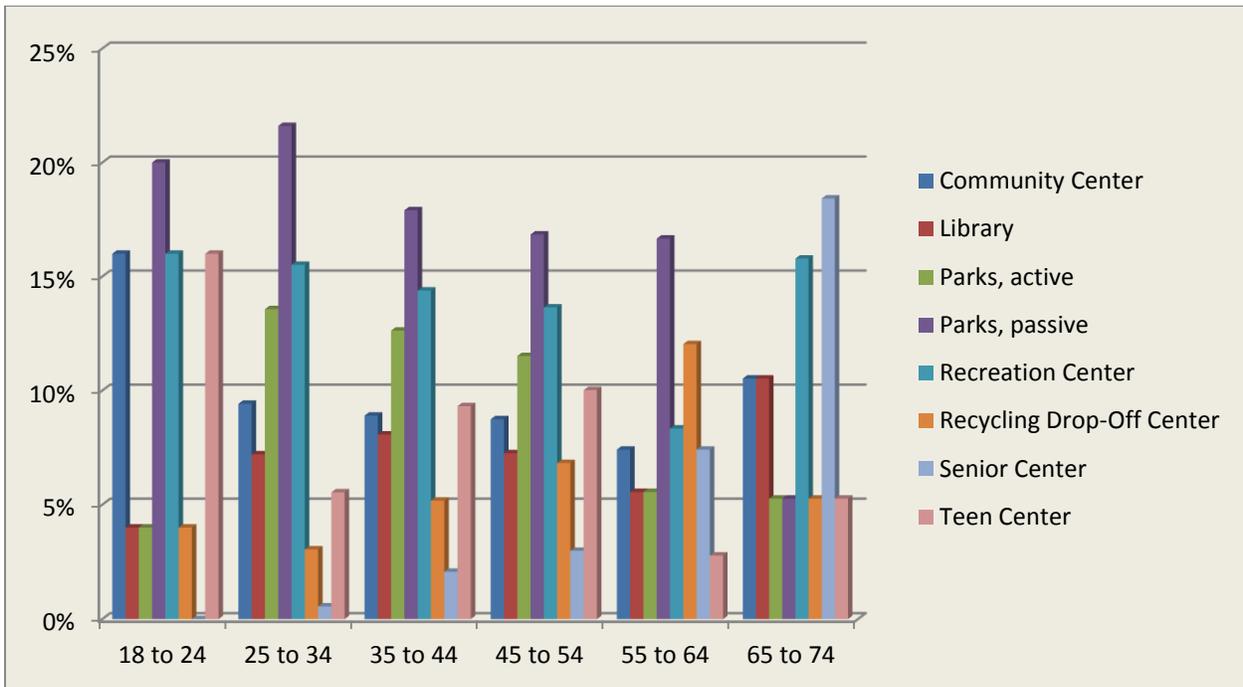
Survey responses also indicated differences between age groups regarding what they would like to more of in the Dulles Community. Those in the 18 to 24 age group expressed a strong desire for more entertainment and cultural establishments and ranked casual dining establishments and farmers markets or gardens as the second highest need. Those in the next three older age groups covering ages 25-54, and the 65 to 74 age group, ranked casual dining restaurants as the highest need (the 65-74 age group also ranked retail establishments as a top need); respondents age 55 to 64 ranked farmers markets or gardens as the highest ranked need in the community.

Figure 29. Highest Rated Community Needs by Age Group

Age Group	Highest Rated Community Needs
18-24	Entertainment and cultural establishments Farmers markets, community gardens
25-34	Casual dining restaurants Fine dining restaurants
35-44	Casual dining restaurants Retail establishments
45-54	Casual dining restaurants Recreation facilities
55-64	Farmers markets, community gardens Entertainment and cultural establishments
65-74	Casual dining restaurants Retail establishments

Demonstrating a shared desire of most age groups, all with the exception of the 65 to 74 age group ranked passive parks as the most desired County facility they would like to see more of in the Dulles Community. Those in the 65 to 74 age group listed senior centers as the facility most desired. The second-ranked facility by all age groups except those in the 55 to 64 age group was recreation centers; respondents aged 55 to 64 ranked recycling drop-off centers as their second-ranked county facility they wished to see in the community. Respondents aged 18-24 also listed teen centers and community centers in a tie for second-ranked facilities that they would like to have more of.

Figure 30. Community Facilities Desired by Age



Respondents report being generally satisfied with the Dulles Community with little difference by age group. Those between the ages of 25 and 64 especially report similar levels of satisfaction regarding

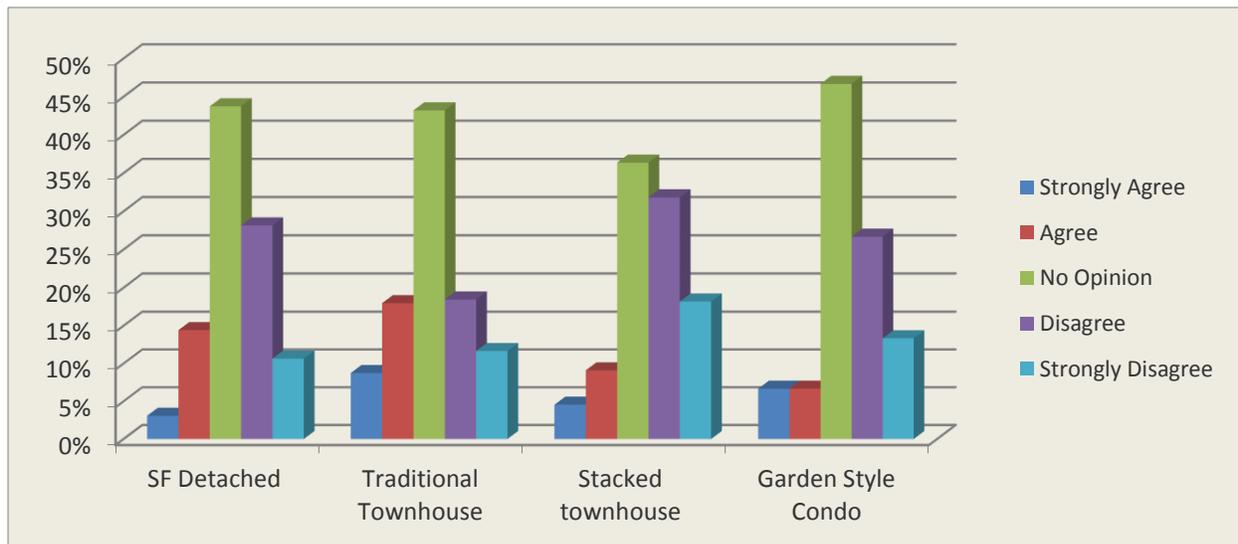
different quality of life issues and attitudes about area infrastructure and services. Those respondents between the ages of 18 to 24 and 65 to 74 often report different attitudes than those up to age 64. While the greatest percentages of those between the ages of 25 and 64 often report “satisfied”, those lower or older in age often respond with “very satisfied” or “neutral” to report their level of satisfaction with the community. In addition, those aged 18-24 and 65-74 frequently report similar or the same level of satisfaction regarding the cost of living, crime rate, proximity to work, quality of schools, and shopping and retail opportunities. All age groups report the same average level of satisfaction with cultural diversity (satisfied), natural environment (satisfied), parks and recreation (satisfied), and taxes (neutral). Those 18 to 24 were dissatisfied with employment opportunities, neutral on public safety (other age groups were satisfied or very satisfied), satisfied with the quality of roads (all other age groups were dissatisfied), and very satisfied with community events and activities (other age groups reported being satisfied or neutral).

Affordable Housing by Type of Housing

Many residential and business survey respondents cited the costs of living and doing business in the Dulles Community as being a concern. Among these costs is the price of housing, and there is sentiment to provide affordable housing. However, there appears to be less support for the County itself to have programs that help residents purchase, rent, or rehabilitate homes.

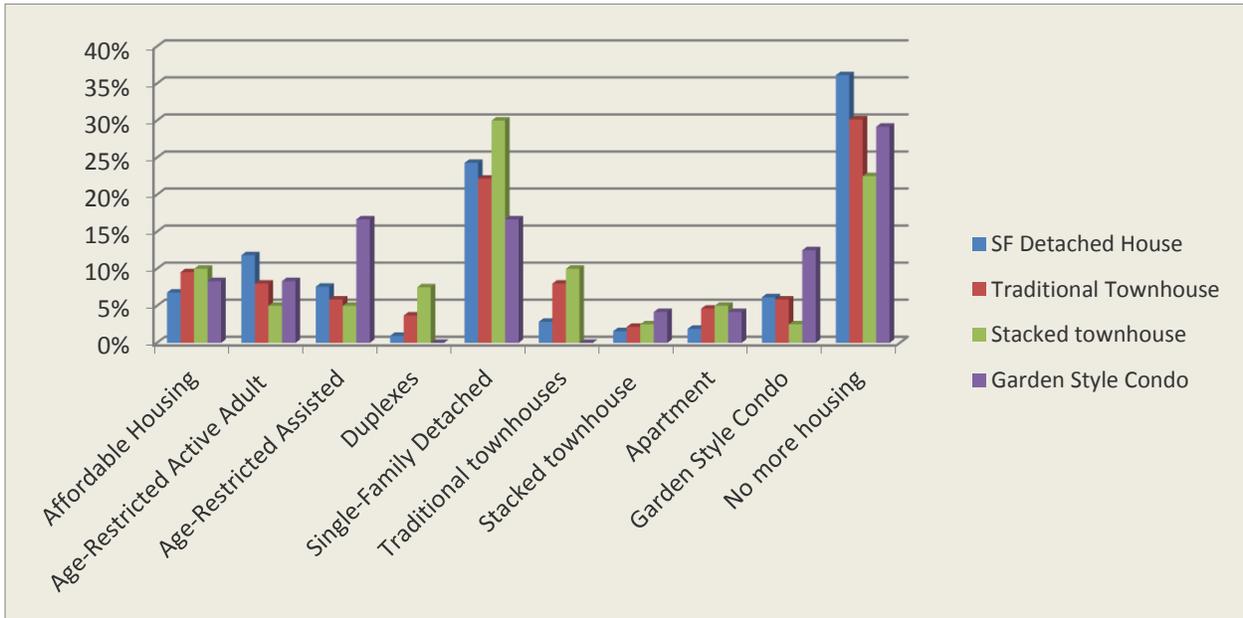
Overall, respondents living in different types of homes exhibit little difference as to whether they support or oppose County programs to help residents purchase, rent, or rehabilitate homes in the Dulles Community. The greatest proportion of respondents’ report “no opinion” about the County having such programs, however, the second-highest number of respondents disagree that the County should have housing programs (see Figure 31).

Figure 31. Support of County Housing Programs by Respondent’s Type of Housing



Regardless of the type of home inhabited, the greatest number of respondents in the Dulles Community expressed a desire for no more housing to be built in the area, and listed single-family detached homes as the preferred choice of home style if more housing is to be added. Figure 32 shows type of housing development desired by the type of home occupied by the respondent.

Figure 32. Type of Housing Desired by Type of Housing of Respondent



Correlation between Resident and Business Surveys

The results of the resident and business surveys shared some common themes, indicating the opportunity for mutually beneficial development. Both highlighted significant concern with the transportation network in the Dulles Community and would like to see the Board of Supervisors focus its resources on its improvement over the next few years. Although more of a concern of the business community, the lack of affordable housing was also a shared concern in both surveys. Finally, while the business surveys highlighted an optimism in and expectation of business growth and increased employment in the near future, the resident surveys demonstrated an interest in increasing retail, dining, and employment in the Dulles Community. Figure 33 below summarizes these correlations.

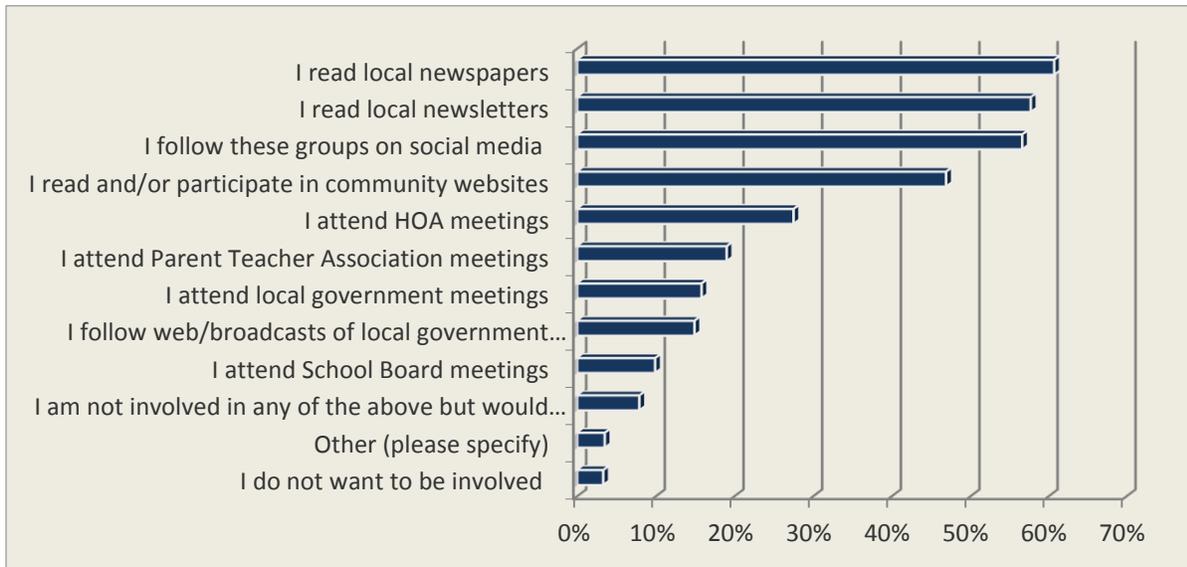
Figure 33. Summary of Correlations

Issue/Concern	Resident Surveys	Business Surveys
Transportation	<ul style="list-style-type: none"> Top two concerns <ol style="list-style-type: none"> Traffic Congestion Road Network 	<ul style="list-style-type: none"> Top two concerns <ol style="list-style-type: none"> Traffic Congestion Real Estate Costs
Affordable Housing	<ul style="list-style-type: none"> Type of Housing Desired <ol style="list-style-type: none"> Affordable Housing (12.4%) Fourth highest percentage following no more housing, single-family, age-restricted 	<ul style="list-style-type: none"> Issues Making Dulles Community Less Attractive to Businesses <ol style="list-style-type: none"> Cost of Living for Employees (47.5%) Number one response
Community Amenities	<ul style="list-style-type: none"> Would Like to See More of <ol style="list-style-type: none"> Casual Dining Restaurants (63.8%) Retail Establishments (52.8%) 	<ul style="list-style-type: none"> Expectations in Next five Years <ol style="list-style-type: none"> Increase Number of Employees (40.4%) Expand Business Space in Dulles (36.2%)

Keeping Informed

The resident survey respondents tended to be active in local civic or government affairs. A majority of respondents, who could select all that apply, indicated that they stayed informed by reading local newspapers (61%) and newsletters (58%), and by following local affairs on social media (57%). Other popular ways that residents stayed informed were through local community websites or blogs, attending HOA meetings, and attending Parent Teacher Association meetings.

Figure 34. How Residents Keep Informed



The survey also asked respondents to identify, in an open-response format, the best methods in which Loudoun could keep residents informed of initiatives. Of the 776 surveys completed, 248 provided thoughts about preferred communication methods. Respondents could list multiple methods of communication, and more than one method was frequently listed. The one mentioned the most, on 103 surveys, was e-mail communications. The second highest preferred method was through the use of social media, including Facebook and Twitter. Respondents listed social media on 81 surveys. The use of newsletters to provide information was listed on 40 surveys. Websites providing information was preferred on 26 surveys, and Home Owner Association (HOA) communications and newspaper articles or advertisements were listed on 18 surveys each.

From the foregoing, electronic communications in the form of e-mail, social media, and other internet-based sources are clearly favored by most respondents. The interest in HOA communications, which are also often electronic, reinforces this preference for electronic-based communications. Within individual preferences (e-mail, online, social media, newsletters, etc.), finer distinctions emerge among respondents concerning the source of messaging. For instance, although many respondents list e-mail generally as their preferred method of being kept up-to-date, some surveys indicate they would like to receive e-mail from their district Supervisor or HOA.

It should be noted that the survey question was addressing communications about community and county-wide issues and initiatives, and some communication methods may be better suited than others for disseminating such information. For instance, newsletters, which typically contain information about several different subjects or issues, are generally distributed at discrete intervals, perhaps monthly or quarterly. E-mail and text messages, on the other hand, are sent often and can be received and read

almost immediately, and may be better suited for informing the public about shorter-term events. Social media and other online information occupy a middle ground.

Focus Groups

Focus groups provide an opportunity to delve deeply into an issue or topic of discussion in a conversational setting. Beyond simply answering a question or responding to a prompt, participants can explain why they think like they do and how they would like to see their concerns or interests addressed. These groups also establish a platform through which specific demographic groups can voice their own particular opinions. The Dulles Community Outreach Project team conducted a series of youth and senior focus groups for just this reason. These age groups composed a minority of survey respondents and work session participants, but their unique community development needs and interests should not be overshadowed because of their smaller numbers.

With the support of LCPS and the PRCS, the project team conducted three focus groups of high school students in Dulles and one for seniors at the DSMP. At these groups, County staff listened and recorded notes as participants explained what they liked and did not like about their community, how they envisioned its development, and what they would like to see added to improve Dulles. The outreach team organized discussion topics into opening, follow up, and conclusion categories (see appendix for detailed questions and responses). The following input contributes information ensuring the final recommendations will represent the interests of the entire community.

Youth Focus Groups

The County is building new schools in Dulles at a blistering pace to keep up with the rapidly expanding youth population. This age group has a unique perspective and interests regarding the growth and amenities in their community. Proper planning provides for every segment of a population, but also supports the development of a community that will entice its youngest members to remain and contribute into their adult years. With this in mind the project team designed a series of questions seeking to obtain both the immediate and long term concerns of teenagers in Dulles.



Opening Questions

Youth focus group participants described their community in mostly a positive light. They painted a picture of quiet and safe neighborhoods with young diverse families, rapidly multiplying residential units, and aesthetic beauty. However, they also characterized Dulles as overly uniform in design, disproportionately family-oriented, crowded, and disconnected between neighborhoods, especially those that are new and those that are better established. Echoing the complaint of teenagers throughout history, participants indicated that there is not enough to do in the area. They are relegated to entertain themselves at the Brambleton Town Center, local chain restaurants, and the Gum Spring Library. Often they leave the County for amenities in Fairfax County. Participants were also involved in their communities, but expressed the desire to pursue avenues for enhanced engagement. Most of their

involvement initiated in the schools and in youth sports. They highlighted a need for digital access to information about community events.

Follow Up Questions



Gum Spring Library

The follow up questions began with a discussion of community assets, outlined in the previous section, but also solicited the concerns and wishes of the participants. The youth stakeholders repeatedly indicated that Dulles needed better pedestrian and bike connections to amenities in the community. They discussed a “donut-hole” effect on 12-15 year olds. Up to age 11, children can entertain themselves within their immediate neighborhoods. Age 16 and above they can drive to locations both within and outside of the Dulles Community. However, from 12-15 years old, youth are no longer content with the entertainment options in their neighborhood, cannot yet drive, and have difficulty walking or biking to amenities due to the insufficient bike and pedestrian network. Participants also frequently mentioned their desire for a mixed-use “town center feel” similar to Reston. They were split over the desire for more urban style growth and the preservation of a more suburban feel. One

thing every participant shared was an interest in more retail and dining amenities. In addition, Dulles Community youth stakeholders mirrored the concerns of their parents by expressing a desire for more passive parks, maintaining a focus on safety, developing affordable housing, and making road network improvements.

Conclusion Questions

With the conclusion questions, Staff asked the participants to look into the future of Dulles. Responding to a question about what they imagined the community would look like in 20 years, they envisioned an area significantly more urban with diminishing natural areas. They were concerned that with rapid residential growth, neighborhoods would become even more isolated from one another and that the rural areas to the west of Dulles would end up looking more like the community of today. But they also expressed the optimistic view that the retail and other amenities they currently desired would be readily available. Ultimately this might not be enough to convince them to move back to Dulles after completing college. Many participants do not want to deal with the extended commutes of their parents and said that the area needs more local employment opportunities. They would like the Metro Silver line to eventually extend into Dulles and desire more neighborhood interconnectivity, both physically and socially. Quite a few youth listed other cities they wanted to live in following college, and highlighted their “sense of culture” and “vibe”, things that according to them are lacking in Dulles. As a practical matter, many indicated that they could not move back even if they wanted to, because young adults can rarely afford housing in the community. They are looking for an area in which they can live, work, and play in the same place.

Senior Focus Group

The Dulles Community is young and family-oriented. In 2010, individuals 50 years and older composed only 8.5% of the area’s total population. However, as Dulles matures, the age pyramid will shift to more closely reflect the overall pattern of the larger County and the nation as a whole. Even more so than youth, seniors require specific community amenities that support their daily lifestyles and needs.

Just as proper planning will encourage youth to remain in a community, it will convince retirees to do the same. With this in mind the project team designed a series of questions addressing the immediate and long term interests of Dulles's senior stakeholders.

Opening Questions

Senior focus group participants painted a picture of Dulles using warm colors. They described it as clean, well maintained, safe, and similar to a family. The phrase “communities within communities” was used to explain a layered neighborhood structure that unfortunately sometimes diminishes the sense of a larger community. Those in attendance indicated that they frequent churches and the Dulles South Multipurpose Center (DSMP), which maintains senior programming. Unfortunately, there is an insufficient supply of permanent churches in the community and the DSMP has yet to build its fully separate senior facility. Seniors in Dulles are very active, volunteering at the DSMP and helping other seniors complete their taxes through the American Association of Retired People (AARP). They indicated that they could possibly do more if there were better transportation options available, and said the “donut-hole” effect described above applied to them as well.



Follow Up Questions

The senior participants focused their concerns on the dissolution of community open space, transportation network improvements, and problematic intersections. Their suggestions centered on amenities promoting an active and accessible lifestyle. Unlike younger stakeholders, senior focus group members reserved their most specific comments on dangerous rather than congestive traffic conditions. Not surprisingly, the participants favored more age-restricted housing in the community, but also suggested that this housing be limited to individuals 65 years and older as opposed to 55 years and older and be more strictly enforced. They thought the community needs more churches, outdoor events that begin earlier, smaller and cozier libraries, natural amenities encouraging hiking, parks to include a regional one south of US Route 50, and local government offices providing Department of Motor Vehicle and postal services. Specifically, the group members passionately expressed their desire to save the Old Arcola School and re-use it for community-centered purposes.

Conclusion Questions

The meeting concluded with a general discussion of how senior stakeholders can ensure that Loudoun County listens and responds to their wishes. The participants were concerned that during budget debates over dividing the tax dollar, schools always win out. One individual lamented that seniors do not compete well against school aged families. Seniors also have difficulty attending night meetings at the Government Center in Leesburg to express their opinions. They are very happy with E-Comment, which allows them to communicate to County elected officials digitally, but explained that it is not advertised well enough. The group came to the general conclusion that the interests of seniors in Dulles can best be advanced with greater access and organization.

Business Leadership Group

Dulles Community stakeholders are not limited to residents. Those companies, organizations, and business people conducting operations in the study area have a significant interest in the development of Dulles as well. For this reason, the outreach project team reached out to such stakeholders and formed a Business Leadership Group that supported the effort by spreading information about events and outreach methods, providing guidance on project implementation strategies, and offering their own suggestions for planning and programmatic needs in the community. In consultation with experienced County staff in DPZ and other departments, a list of key business stakeholders representing a wide spectrum of industries and interests was established, and the project manager contacted them and requested their support. Representatives from the following organizations participated in the leadership group.

Figure 35. List of Representatives

Company/Organization Name (Alphabetical Order)	Industry/Specialty
Bowman Consulting	Development, Planning, Engineering Consulting
Buchanan Partners	Real Estate Development
Christopher Consultants	Civil Engineering, Land Planning, Surveying, Landscape Architecture
Dominion Virginia Power	Electricity and Natural Gas
Dulles South Alliance	Dulles Community Awareness Non-Profit
Equinox Investments	Real Estate Investment, Development, and Management
Ford’s Fish Shack	Restaurant Service
HCA/StoneSprings Hospital Center	Health Care
Inova Loudoun Hospital	Health Care
Loudoun Chamber Lead Share	Assisting Participants in Expanding Business Networks
Loudoun County Chamber of Commerce	Business Networking and Advocacy
Loudoun Water	Water
Metropolitan Washington Airports Authority	Aviation Services in National Capital Area
Miller and Smith	Residential Construction
NAIOP (Commercial Real Estate Development Association)	Commercial Real Estate Development
Sittler Development Associates	Real Estate Development and Advisory Services
Van Metre Companies	Real Estate Development
Walsh Colucci	Commercial Real Estate/ Development Law

These representatives provided guidance and networking support throughout the course of the outreach effort, from the planning phase to the active outreach portion. Most significantly they participated in two work sessions, one at the beginning of the active outreach phase in January of 2015 at the Gum Spring Library, and one near the end of the same phase in May of 2015 at Ford’s Fish Shack Restaurant in South Riding.

January Work Session

The outreach project team used the first formal meeting of the Business Leadership Group (pictured below) to communicate the purpose of the project, review the existing conditions of the Dulles Community, and solicit feedback on study area strengths and needs. Participants also provided suggestions for conducting the engagement process. Throughout the meeting, those in attendance demonstrated their profound knowledge of and interest in the development of Dulles.

The meeting participants expressed their optimism for economic and business development in the community (see Community Assets), but also verbalized specific deficits. As with residents, business leaders in the community indicated that transportation needs are the area’s greatest threat, specifically noting a lack of north/south roads and east/west roads parallel to US Route 50. While supportive of enhancing the aesthetic appeal of the US Route 50 “Gateway”, they also cited a lack of business frontage on that major corridor as a barrier to business development. The discussion also addressed the need for more mixed-use development, retail options, and even restaurants serving breakfast. Participants highlighted the community’s insufficient employment opportunities, leading to a lack of the daytime population needed to support a concentration of businesses such as restaurants and retail stores. The retail and food service industry that does exist in the community has a hard time filling their lower-income positions because the 18 -25 year old population that typically works these jobs has difficulty affording the area’s high housing costs. Therefore, it has to seek out staffing solutions in other counties. This concern was supported in the feedback from the youth focus groups. Participants also mentioned that IAD and the proximate industrial land, while significant assets for the community, also face compatibility issues with nearby residential uses and other businesses. Finally, they suggested that the area adopt a new brand to enhance its visibility in both the community and the business world.



Following a very productive meeting, the group settled on the following four key takeaways:

- 1. Education:** The project (and any other outreach project) needs to involve two-way education. If the outreach project team expects to gather valuable and informed feedback from stakeholders in the area, it must understand what is already in the pipeline and the intricacies of planning and transportation processes.
- 2. Potential:** With the existing and projected rapid growth in the Dulles Area, potential is inevitable. The area has the potential for truly innovative and forward thinking development, but it also has the potential for conflict, especially if education is not addressed adequately.
- 3. Regional Considerations:** While this project was bound by geographical constraints when defining the study area, any recommendations or community-wide priorities discussed during the outreach project or advocated for in the final report must account for regional implications.
- 4. Transportation:** The number one issue facing the community. Can be both a limiting factor or the driver of truly transformative change in Dulles.

May Work Session

In early May, the outreach project team met once more with the Business Leadership Group to discuss the results of both the resident and business surveys and the recently completed community work sessions. Following a short presentation on this stakeholder feedback, the participants broke up into three smaller groups and responded to discussion questions (see Appendix H-3) while also working with large work shop maps, on which they could write down ideas and make suggestions spatially. The map suggestions are incorporated into the final work shop map in the next section, but some key suggestions made by the Business Leadership Group were:

Road Network

- *More roads around IAD*
- *Western gateway to IAD*
- *Greater regional road connectivity*
- *Preserve direct access to Stone Springs Boulevard from US Route 50 when it converts to a limited access highway*
- *Provide relief to the intersection at Gum Spring Rd and Evergreen Mills Rd*
- *Develop a map showing the ultimate condition of roads with completion dates and phasing*
- *Keep growing access to Route 28*

Economic Development

- *Develop a Bio-Med Corridor comprising StoneSprings Hospital Center and IAD that extends into other counties*
- *Undertake a study to determine how to attract non-retail businesses to the area*
- *Capitalize on health care changes due to Affordable Care Act*
- *Promote Dulles as future tech incubator that builds off of growth of health industry*
- *Promote an educational center or university in the southeast corner of the study area*
- *Reserve area near the airport for heavy industrial uses*

Supporting Small Businesses

- Build a road connection over the Broad Run connecting 606 and Loudoun County Parkway
- Promote small business retail to support a burgeoning medical cluster
- Support the development of more office land uses
- Mixed-use and Town Center development

Addressing Unaffordability of Dulles

- Expand public transportation, needed for area workforce
- Develop workforce housing
- Reconsider IAD noise contours because they preclude development of workforce housing near the airport
- Consider Gum Spring Rd as a potential spot for redevelopment and affordable housing (near the new hospital)

General Suggestions

- Planning Districts need to be redrawn
- Support the idea of County Government satellite offices in Dulles
- Where will we continue to put Data Centers?
- Engage major employers in community-building and volunteerism (e.g. United)

The project team asked the breakout groups to compile their top three priorities for the Dulles Community and they are outlined below.

Figure 36. Business Leadership Group - Top Three Priorities

Priority	#1	#2	#3
Group 1	Better regional connectivity <ul style="list-style-type: none"> • North/south • East/west over Broad Run 	Leverage unique opportunities from new hospital <ul style="list-style-type: none"> • Supportive industries 	More outreach needed to flex industrial/ commercial real estate brokers <ul style="list-style-type: none"> • Big industry in community that was underrepresented in the survey
2	Connect a new Bio-Med corridor with IAD <ul style="list-style-type: none"> • Synergy with hospital • Technical center • GMU • Framework for additional IAD traffic 	Complete and preserve key transportation access points <ul style="list-style-type: none"> • Outlines in work shop map • Develop new attitude for redevelopment 	Planning the “Pockets” <ul style="list-style-type: none"> • Be mindful of existing planning while being strategic and not taking away from existing plans for the corridor <ul style="list-style-type: none"> - e.g. Rt. 50 landscaping design guidelines (identity of community) • Put things where they make sense
3	Medical Technology should be target market for Dulles employment <ul style="list-style-type: none"> • Next “science city” for region • GMU and Prince William • Could make area distinctive and draw north and south of community together 	Affordable housing <ul style="list-style-type: none"> • Multi-Family • Housing for employees in service sectors • Young people trying to move back into community • Noise contours examined to accommodate this 	Western access to the airport <ul style="list-style-type: none"> • Not just as a cargo road • Open up to the Dulles Community • Work opportunities • Enterprise Zone (Tax Credits)

Community Work Sessions

Round One: Stone Hill Middle School (March 26), Mercer Middle School (April 9)

Following the closure of the survey window, Staff conducted a series of four community work sessions at Stone Hill and Mercer Middle Schools in Dulles. As described above, the Dulles Community has a geographic distinction between north and south and the work sessions were scheduled to accommodate this. The meetings at the two middle schools mirrored each other, with Stone Hill initiating work in the northern portion of the community, and Mercer doing the same for the southern portion. Designed to delve into the details of the how, where, and why that the big picture digital surveys could not address, the work sessions developed the fine grained level of detail required to formulate recommendations representing the desires of the community. At the sessions, County staff presented the results of the resident and business surveys, focus groups, and electronic outreach to set the foundation for discussion and to spur dialogue between participants. The outreach project team also used audience polling devices (“clickers”) to gather and display shared and diverging concerns between participants during the presentation at each work session.

In response to trends in the outreach results, work session attendees addressed discussion questions and expressed their concerns and interests for the community using large maps of Dulles. Survey results demonstrated that transportation was the biggest concern for stakeholders, and Staff solicited specifics during round one. DTCI Staff provided insight into planned road improvements and answered participant questions. Concerns centered on the need for new roads, problematic and missing bicycle network segments, needed pedestrian facilities, traffic calming, the interest in more public transportation, and the desire for a bicycle-friendly connection to the W & OD trail. Participants expressed an interest in walkable schools, a persistent theme throughout the work sessions, by indicating a need for crosswalks at Cardinal Ridge Elementary School and J. Michael Lunsford Middle School on Braddock Rd, and Stone Hill Middle School near Loudoun County Parkway.



Stakeholders demonstrated a strong interest in developing a “community center” or “downtown feel” in Dulles. In this vein, participants focused on the portion of the community immediately north of US Route 50 and immediately west of IAD, in the general area of Arcola. Looking at a map, this is the geographical center of the Dulles community as outlined in this project and the location for the new Dulles Landing and Arcola Center developments. Just across US Route 50 to the south is the location for the Avonlea development. Attendees wanted attractions that could entice out-of-town visitors and that they could show off to guests, such as big box and high end retail, outdoor dining, farmers markets, a central event center that could host various outdoor activities and entertainment options, hotels, and mixed-use developments to house them all.



Round one feedback also highlighted the importance of specific types of housing development. While many stakeholders are concerned with the rapid pace of residential growth in Dulles and its potential effect on the transition policy area, they *would* like to see more affordable and age-restricted housing, with a few expressing interest in elderly parents enjoying their retirement years in the community. Participants promoted the idea of affordable units in the general area of the new retail developments near the community center described in the previous paragraph,

highlighting that the retail workforce for these new developments could then live closer to their jobs. They also advanced the idea of more age-restricted housing near StoneSprings Hospital Center and in the East Gate Neighborhood.

Session attendees saw the need for more County facilities in Dulles. They expressed a desire for a library in the northern portion of the study area and more natural recreational amenities, including passive parks and unpaved walking trails. Specifically, they promoted the idea of trails along the Broad Run and Elklick Run stream valley corridors that could provide recreational and fitness opportunities, but also serve as north/south routes for both pedestrians and off-road bicyclists. In addition, an idea that gained momentum throughout the spring months of outreach, satellite County government offices located in the community, was originally formulated during the round one work sessions. Stakeholders indicated that the trip to Leesburg to access the services at the central government center is too burdensome, especially with the lack of north/south roads, and they would really appreciate the opportunity to conduct common interactions with Loudoun County closer to home.

Finally, Round one work sessions elevated the concept of Dulles as a maturing community needing better social integration and more of the necessities of a well-rounded life. Specifically, participants articulated their wish for more and varied employment options in the community. This, they said, would help alleviate traffic congestion and enhance quality of life and economic development. One community member put forth the idea of an educational institution in the center of Dulles, perhaps concentrated on preparing enrollees for the health care industry that many hope will take off in the years following the completion of StoneSprings Hospital Center. Ultimately, stakeholders indicated that Dulles should feel more like a whole community as opposed to a geographic collection of disparate neighborhoods, and suggested the creation of an area newspaper or website that could advertise events, job opportunities, and information specific to Dulles.

Round Two: Stone Hill Middle School (April 23), Mercer Middle School (April 30)

Outreach planning Staff organized a second round of work sessions to build upon the input generated in round one, which were held in the same locations. In addition to a continuation of the work started in round one, Staff presented recent programmatic and development updates in the study area and a deeper analysis of survey results including cross tabulations (by age, location, and type of housing) (see Survey Input Analysis and Appendix G-3). Also, breakout group discussion questions were formulated to incorporate guidance provided by the interdepartmental support group, which met in between rounds one and two to evaluate project progress and plan for the final work sessions. These discussion questions requested stakeholders clarify their desired features for passive parks, County facilities suitable for collocation, preferred methods for promoting affordable housing, public school concerns, needed area amenities and attractions, and community programming for children.

The resident survey results demonstrated a strong desire for more passive parks, but people might have very different definitions of what constitutes a “passive” use. Facilitators at the round two work sessions asked participants to clarify. Overwhelmingly, stakeholders responded that they wanted verdant parks that maintained open space and trees, essentially areas in which residents and visitors could access the natural environment. Key desired amenities included trails, ponds, picnic areas, benches, the absence of concrete or asphalt, and landscaping. Participants also indicated that they would like to see the County take a more proactive approach to developing parks, as opposed to accepting what they termed “leftover spots” provided by developers. Though many expressed satisfaction with HOA open spaces, they considered these insufficient for the larger community and wanted more centralized, expansive parks accessible to everyone. During the discussion surrounding passive parks, attendees also demonstrated an interest in a network of parks that connected to each other and to neighborhoods and schools, playgrounds for children, the adaption of the abandoned Brambleton golf course, maintaining areas for wildlife, and dog parks.



As the Dulles Community continues to develop, available land is becoming scarce. With this in mind, facilitators asked participants what kinds of County facilities were suitable for collocation. Far and away the most popular response was schools (especially high schools) and parks. They also indicated that government offices should be collocated with each other or with parks, specifically pointing out their desire for an adaptive re-use of the Old Arcola School. And, although outside of the study area, stakeholders directed Staff south of Braddock Road for potential land to house collocated facilities.



The resident and business surveys aligned in their advocacy of increased affordable housing in the Dulles Community. But as with passive parks, affordable housing has many different definitions. Staff asked work session participants what affordable housing meant to them and how the County could promote it. They responded with the word “variety”: variety in form (single-family and multi-family) and variety in size. Stakeholders also connected affordable housing to location and

transportation networks, suggesting it would be best situated near the new hospital, in the northeast corner of the study area in the general proximity of the future Metro stops, and along existing or eventual bus routes. A restaurant owner in attendance said that most of his employees live in Fairfax, but that he would like to see them closer. Attendees equated affordable housing in the community with an economic development issue the County should address if it wants to continue attracting businesses to the area, using the term “workforce housing”. The discussion also addressed the County’s Affordable Dwelling Unit (ADU) program, and the opinions varied. Some believed that the income range for the program needed to be expanded to capture the broader spectrum of households seeking reasonable

housing in Dulles. Others simply said the County needed more ADUs, while a few suggested the program needed a serious re-evaluation to determine effectiveness and that it required more stringent enforcement of its provisions.

During round one of the work sessions, the outreach project team did not hear much about school issues. However, the survey results indicated that this was a community concern. So facilitators asked the question directly in round two. Attendees explained that school facilities should be more accessible to the public, noting the inability of the community to use school fields when they are not in use by scholastic athletic programs. They also suggested that playgrounds be placed in front of schools and that parking lots be closer to sports fields. Participants were concerned that school planning was not transparent enough and recommended that new schools should be larger and more spaced apart. There was also a significant concern with school walkability and pedestrian safeguards for students coming to and from their classes. Work session stakeholders supported full school funding and full-day kindergarten, two issues echoed in the surveys. Regarding school programming, there was strong interest in more technical education options. A few individuals also said it would make sense if school busses could drop students off at local libraries.



Survey results showed that, except for daily convenience shopping and recreation, the majority of residents leave the community and often Loudoun County for amenities such as specialty shopping, professional services, and outdoor and cultural activities. Facilitators asked participants what Dulles needed to keep them closer to home. They provided the following suggestions:

- *Enhanced retail options*
- *Higher end restaurants*
- *Science centers*
- *Mixed-Use entertainment options*
- *Fine and performing arts*
- *A stadium or entertainment venue*
- *Gas stations*
- *Arcola Center when it is constructed*
- *A facility that could hold large events like proms*
- *A post office*
- *County Government service*

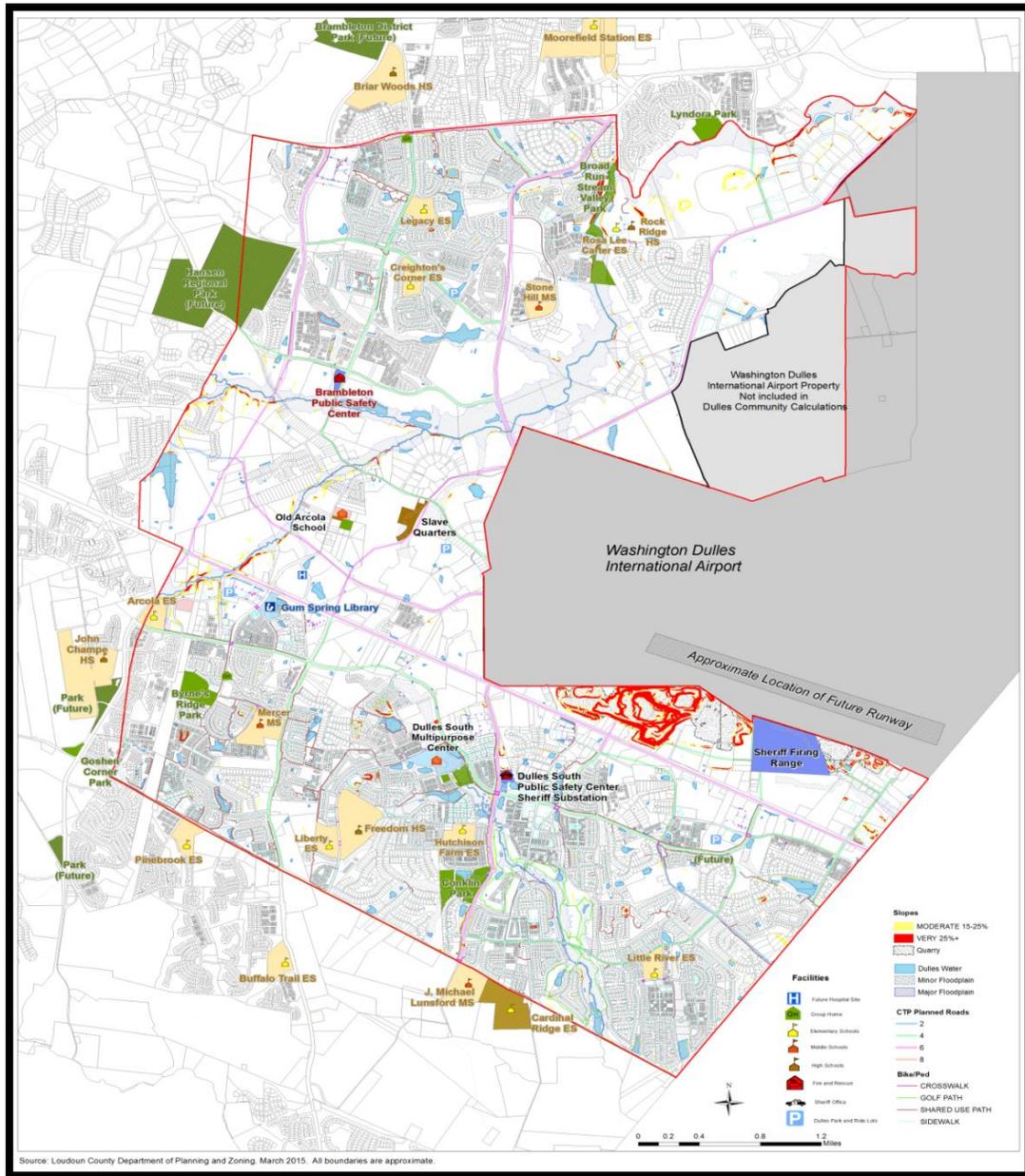


During the April 14 Interdepartmental Support Team meeting, members from the Departments of Family Services and Parks, Recreation and Community Services requested that outreach project Staff ask work session participants if they would like to see more programming for children in Dulles. Overall, respondents demonstrated their satisfaction with such services, but did suggest more programs for children at Claude Moore Park and the need for a “tween center” in the community that could provide activities for 12-15 year olds.

Work Shop Map

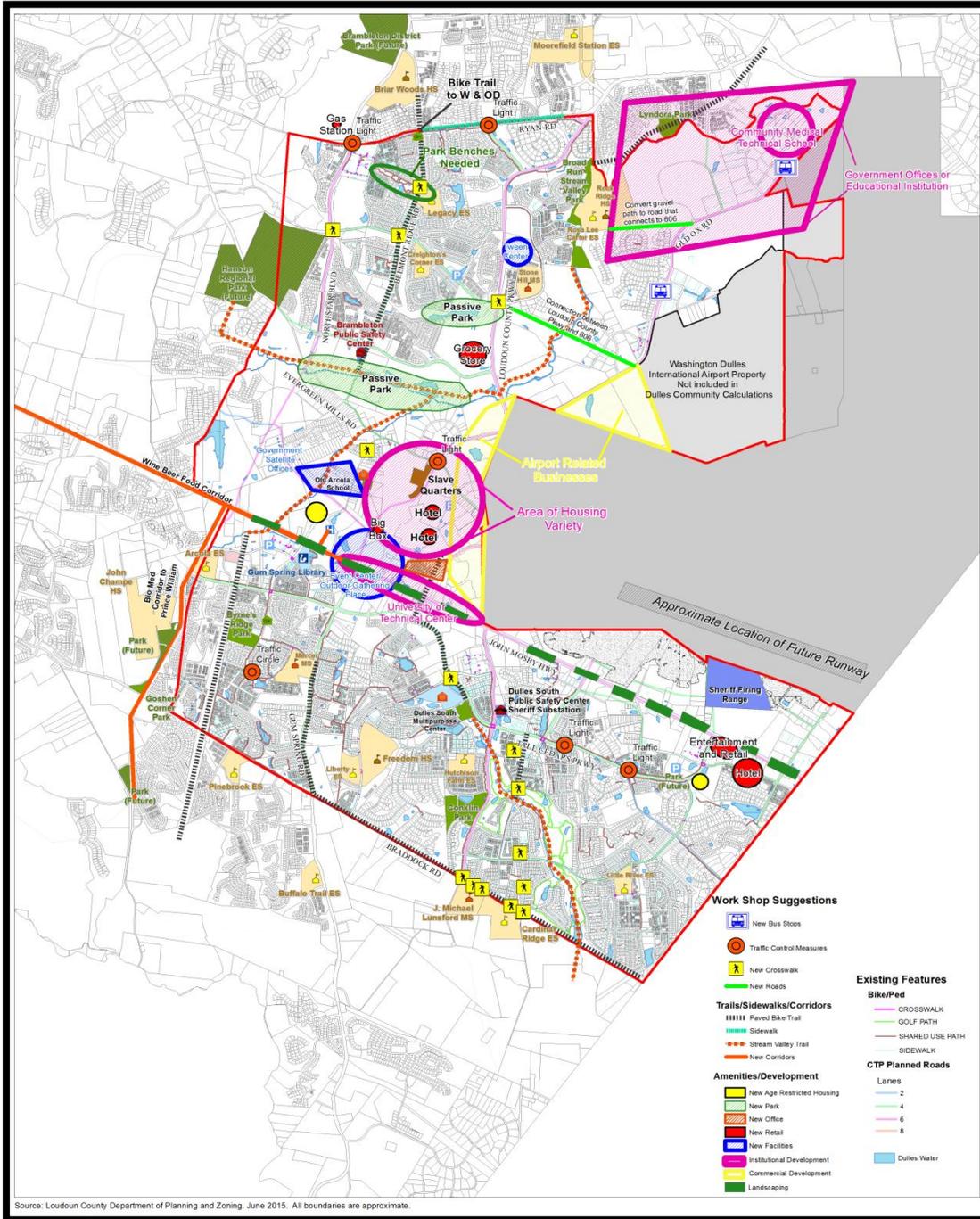
A significant portion of every work session allowed participant breakout groups to express their concerns and suggestions spatially on a large map of the Dulles Community. When someone made a recommendation, facilitators would ask them to “put it on the map”. This process furnished Staff with a level of detail lacking from survey and discussion question responses. For stakeholder reference, the base maps (see Figure 37 below) showed the location of schools and other County facilities, County-wide Transportation Plan Roads, bicycle and pedestrian connections, and environmental constraints and is displayed below.

Figure 37. Dulles Community Workshop Map (Blank Original)



Following the first Round of work sessions, Staff compiled community recommendations into one map, which in turn was used as the base map for the round two work sessions. Following round two and the second Business Leadership Group meeting, Staff compiled recommendations from all the work sessions into the final compiled map (shown below).

Figure 38. Dulles Community Compiled Suggestion Map



A full scale version of this map is available for review on the project website: www.loudoun.gov/dullescommunityoutreach

The map contains immediately discernible patterns. The viewer is drawn to the center of the Dulles Community, around the Arcola area. Map contributors focused many of their suggestions here, including affordable housing, a community event center, hotels, adaptive re-use of the Old Arcola School, and additional retail and other commercial uses. The repeated symbols for new crosswalks, especially around Loudoun County Public Schools, and intersection improvements, demonstrate a concern for walkability and safety. Both paved and unpaved trails significantly expand upon the area’s bicycle network. The map also demonstrates the public’s desire for more passive parks around area waterways. The northeast corner of the map is another target area for planning, with a focus on enhanced connections between Loudoun County Parkway and VA Route 606 and institutional development in proximity to the future Metro stops outside of Dulles. Finally, economic development and cultural corridors, commencing at US Route 50, traverse the community and expand beyond its borders.

Crowdsourced Mapping

Community-based mapping was not limited to work sessions. Stakeholders also expressed their concerns spatially through the project’s website. In partnership with OMAGI, the outreach project team established a crowdsourced “Assets and Needs” map accessible from the date of the kick-off event, January 22, 2015, through the end of May 2015. Using the County’s ArcGIS Online account to store and display the mapped features, the project team developed a simple-to-use tool for the public using a custom web service with a short pick list of assets or needs and a GeoForm (see image to the right) through which the public could provide input. Following a link on the project website or by using the free Environmental Systems Research Institute (ESRI) app on their handheld device, stakeholders could indicate an attribute on the study area map, write a short description of why they selected it, and upload a picture. By harnessing the technology of mobile devices and home computers, the project team accessed information that it could not have gathered on its own.

The map proved very popular with Dulles Community stakeholders, as they added 131 attributes during the four-and-a-half months it was open, of which 38 were assets and 93 were needs. Assets are described earlier in this report. The resulting mapped needs assisted the project team in identifying clusters of concern, therefore indicating potential target areas for community recommendations. The project team encouraged all stakeholders to participate, so a few added attributes are located outside of the study area.

See Appendix D for a larger map and a complete table of assets and needs.

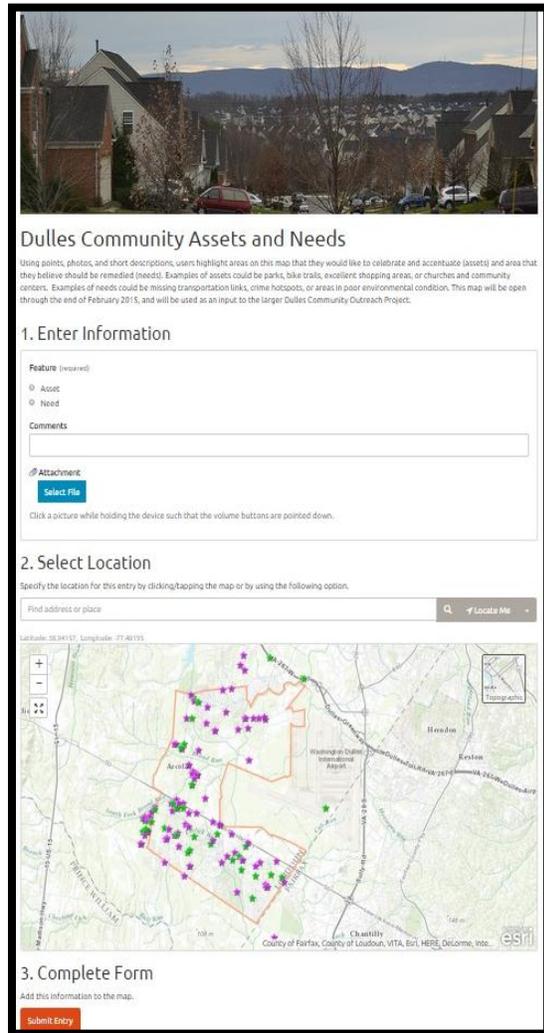
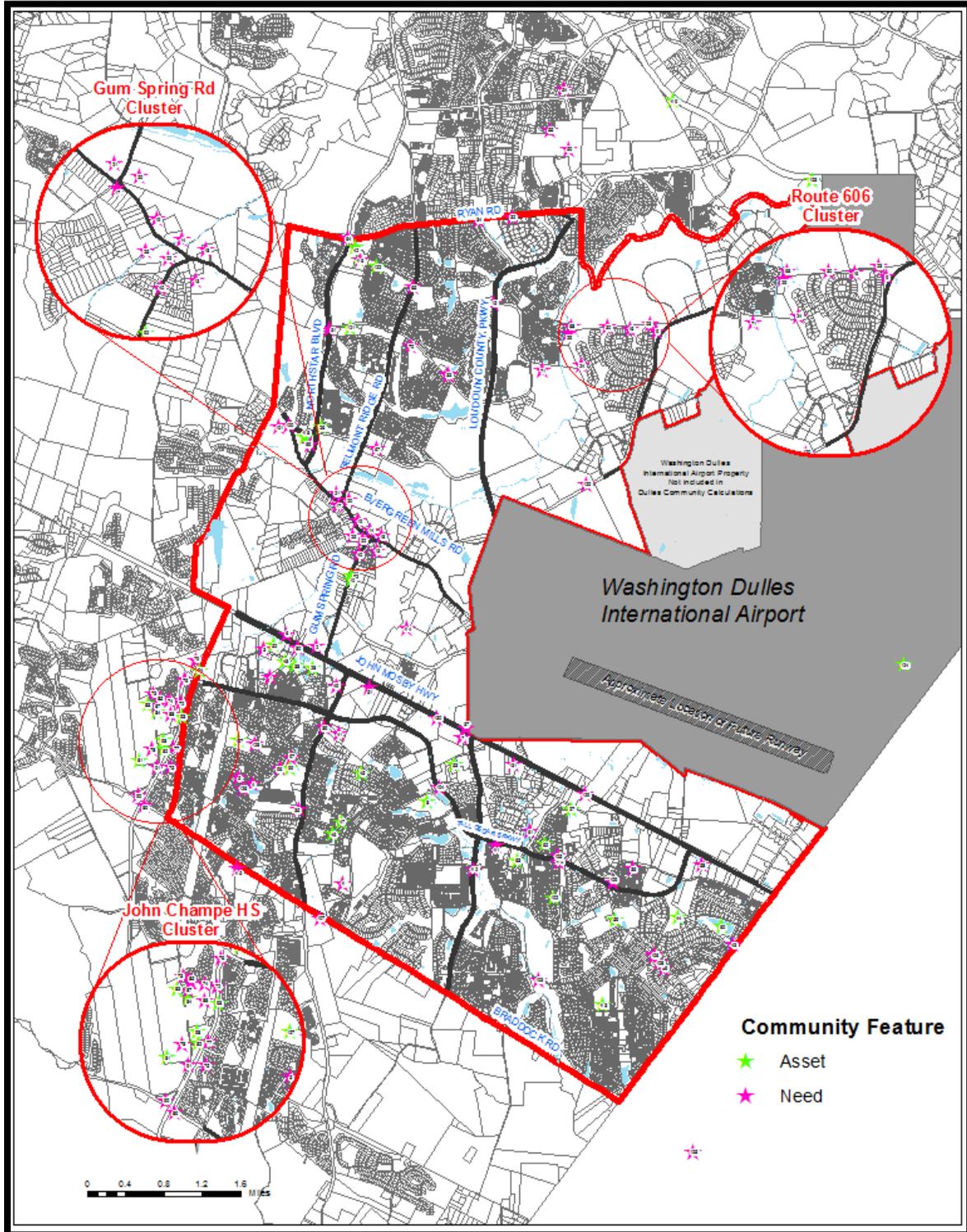


Figure 39. Dulles Community Assets and Needs



A full scale version of this map is available for review on the project website: www.loudoun.gov/dullescommunityoutreach

Compiled Needs by Category

The 93 needs added by stakeholders address the following concerns. The suggestions demonstrate a strong community-wide desire for transportation and bicycle and pedestrian network improvements.

Figure 40. Compiled Crowdsourced Needs by Category

Concern/Suggestion	Mentions
Road Network and General Intersection Improvements	33
Bike and Pedestrian Improvements	30
Traffic Calming Measures	7
Public Transportation Improvements	5
Enhanced Retail and Entertainment Options	4
Preserved/Enhanced US Route 50 Landscaping and Buffer Requirements	3
Economic Development	2
Open Space and Park Improvements	2
Enhanced Street Lighting	1
Building Renovation	1
Recreation Opportunities	1
School Improvements	1
Town Center Enhancements	1
Other	2

Clusters

Beyond total counts, the final map also reveals clusters, or areas with consistent thematic concerns and a geographic concentration. The three primary clusters, which are singled out in the map above, are the *Gum Spring Road Cluster*, *VA Route 606 Cluster*, and *John Champe High School Cluster*.

Gum Spring Road Cluster

This cluster contains nine needs that concentrate around the intersection of Gum Spring and Evergreen Mills Roads. Stakeholders repeatedly highlighted this as a highly problematic intersection that backs up traffic in three directions for upwards of 30 minutes during peak hours. There is also significant dissatisfaction with the paving condition of Evergreen Mills Road in this general area.

VA Route 606 Cluster

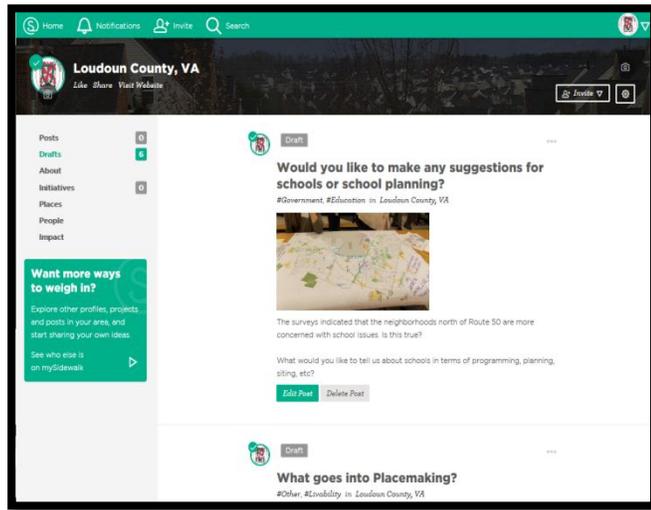
This cluster contains eight needs that focus on enhanced road connections to VA Route 606 and the desired completion of the VA Route 606 widening project. Residents in this area indicated that these road improvements will better connect them to Ashburn. This cluster also contains suggestions to improve the local connections to the area schools by extending Loudoun Reserve Drive to VA Route 606 and therefore adding another entrance.

John Champe High School Cluster

This cluster is the largest one, containing 13 needs consisting almost exclusively of suggested pedestrian and road improvements. While John Champe High School and all of the associated needs are officially outside of the project study area, the majority of students attending John Champe High School reside within the Dulles Community, making connectivity and safety improvements at the school a key concern for parent stakeholders.

Mind Mixer/mySidewalk

In addition to online mapping, the outreach project team established a community web-based forum using the mySidewalk (formerly known as Mind Mixer) platform. Interested stakeholders created accounts on the site, which was accessible through a link on the project website. Using mySidewalk, Staff posed questions and discussion topics designed to solicit feedback from site users on a range of topics applicable to the project's purpose. This allowed the project team to continue the dialogue online and reach stakeholders who might not have the flexibility to attend community work sessions or focus groups. Posted topics could request open ended responses or be formatted as a poll. During the four and a half month active outreach phase, the forum developed alongside the other forms of engagement, evolving from the more general to the more specific, mimicking the form of a work session. Initial questions asked stakeholders to describe their community and the overall vision they had for it. Follow up questions explored the details of their concerns and priorities. As the project moved into the spring months, Staff used mySidewalk questions to both disseminate information and dig deeper into community interests.



Users posted their own ideas, which other participants could respond to. Trends arising out of survey results and the work sessions were presented as discussion topics on the forum, providing the outreach project team more depth, detail, and follow up. As with the crowdsourced mapping, mySidewalk proved to be very popular, with a total of 67 participants. See Appendix H-5 for a detailed list of topics and responses.

Topic Development

Staff posted the following questions and discussion topics on mySidewalk in the order below from January 22 through early May of 2015.

Opening Questions/Topics

1. *Describe the Dulles Community*
2. *Why do you live in the Dulles Community?*
3. *What do you like most about the Dulles Community?*
4. *What is your vision for the Dulles Community?*
5. *How can we make Dulles a 21st Century community?*
6. *How do you plan on participating in the Dulles Community Outreach Project?*

Community Concern Questions (Follow Up)

7. *How can our neighborhoods work together to improve the Dulles Community?*
8. *What is the biggest obstacle to improving quality of life in the Dulles Community?*
9. *What transportation options do you think our community needs more of?*

10. *The Dulles Community is diverse. How can we make sure our economy is diverse as well, so that no family is left behind?*
11. *How will Dulles Change, or how would you like to see it change, as it matures?*
12. *If you had an imaginary \$1,000 to spend on transportation improvements in Dulles, how would you allocate it?*
13. *What are some other communities doing that you would like to see replicated here in Dulles?*

Final Round Questions

14. *Would you like to make any suggestions for schools or school planning?*
15. *What goes into placemaking?*
16. *What does affordable housing mean to you and should and/or how can it be promoted in Dulles?*
17. *How can we better connect the neighborhoods of Dulles?*
18. *How would the Old Arcola School best be adaptively re-used?*

Input

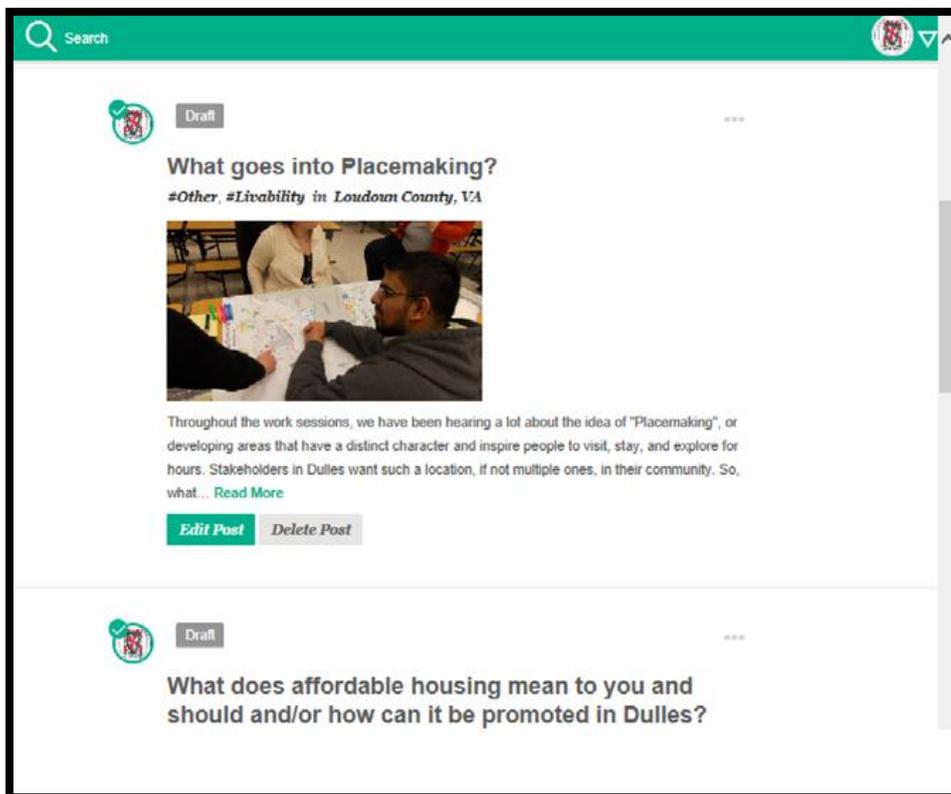
mySidewalk users described Dulles positively, but also with room to grow and improve. In response to the opening questions, they focused on the area's vibrancy, diversity, location, and aesthetic beauty. A few commenters mentioned IAD as a key element of the community's identity. Looking forward, participants centered their recommendations on transportation and pedestrian improvements, planned growth, and community development.

The following suggestions are representative of those that arose out of the early forum discussions.

- *The area's transportation needs to be improved, perhaps better shuttle and bus service will help*
- *Develop for the future, but preserve what attracted so many people to the area*
- *Preserve and re-use the Old Arcola School*
- *Create a network of wayfinding signs to guide residents and visitors traversing the area.*
- *Need for more open spaces and areas where people can congregate*
- *More frequent updating of the comprehensive plan to keep up with rapid growth*
- *With such a high concentration of data centers, why not extend free WiFi to all of Loudoun*
- *Eliminate the "my clubhouse, my neighborhood" mentality*
- *Improved bike and pedestrian trails to allow for "eco-friendly" commutes*

The follow up questions solicited more specifics from participants and built upon the themes established in the opening questions. mySidewalk users expressed a desire to better connected neighborhoods through networks of walking and cycling paths and by bringing the multitude of HOA resources together to "identify and facilitate those things needed to create a true 'community'". Addressing the need for economic development in Dulles, respondents advocated for mixed-use projects allowing for employment and commercial growth supportive of residential expansion. Another respondent explained a vision of a diverse economy providing medical, federal, manufacturing, transportation, and even agricultural jobs that are strengthened by an advanced multi-modal transportation system and improved educational system. During this phase of questioning, a concern over the consequences of rapid residential growth and strained infrastructure also arose. Some specific comments were:

- *We need more highways available in Loudoun, more fly overs, and closer retail to lessen traffic congestion*
- *Use County funding to connect existing community roads, trails, and walking paths built by developers to each other*
- *Work with VDOT to put bike lanes on all new and existing roadways*
- *Develop a weekly farmers market and local talent event*
- *Create a direct bicycle connection to W & OD Trail*
- *Place a moratorium on building homes*
- *We need to have roads, schools, and retail in place before we add more residential development*
- *Adaptively re-use the Old Arcola School site as a location that could unify north and south Dulles*
- *Certified dog parks*
- *Build a community Aquatic and Fitness Center*
- *Bring retail similar to Fairfax Corner and One Loudoun to Dulles*



The outreach project team designed the final round of questions to provide clarity on themes arising from the focus groups, surveys, and the work sessions. The surveys highlighted a concern over schools, but Staff did not hear much about schools during the work sessions. The idea of “placemaking” in Dulles was a hot topic in the round one work sessions, but the outreach project team wanted to know how stakeholders envisioned the concept. The youth focus groups and both the resident and business surveys demonstrated a community desire for more “affordable housing”, but that could mean very different things to different people. Wanting even more detail about neighborhood connectivity, Staff posted another question asking how the County and community could facilitate a larger and more

intertwined social network. Finally, stakeholders throughout the active outreach process expressed a strong desire to preserve and re-use the Old Arcola School, but what specifically should this new use look like? The following comments provided the outreach project team with greater insight.

Schools

- *Full-day kindergarten is a must for a County so dependent on knowledge workers*
- *Serious innovations to K-12 education to help “flip” the classroom*

Placemaking

- *Requires a variety of things to do (dining, entertainment, recreation, exercising)*
- *Accessibility by all forms of transport*

Affordable Housing

- *Everyone should have access to affordable housing, but over-building detracts from quality of life*
- *I consider “affordable” rent to be no more than 30% of my take-home pay*
- *When I began renting in Loudoun County, the rent was reasonable as compared to Fairfax. The prices have since increased*
- *The term affordable housing is an oxymoron*
- *The only way to make housing affordable is to give subsidies to developers to increase the attractiveness of building affordable units*

Better Connected Dulles Neighborhoods

- *Area needs a central community forum or website to advertise events*
- *Community events should be clearly marked as for the entire Dulles Community or just the neighborhood that is sponsoring them*
- *Each neighborhood should take turns hosting an event for the larger community*
- *We need to better define areas/ neighborhoods in the Dulles Community*
- *More and better bike paths between communities*
- *Better road network between north and south of US Route 50*
- *Need a common place where people can meet in large numbers*

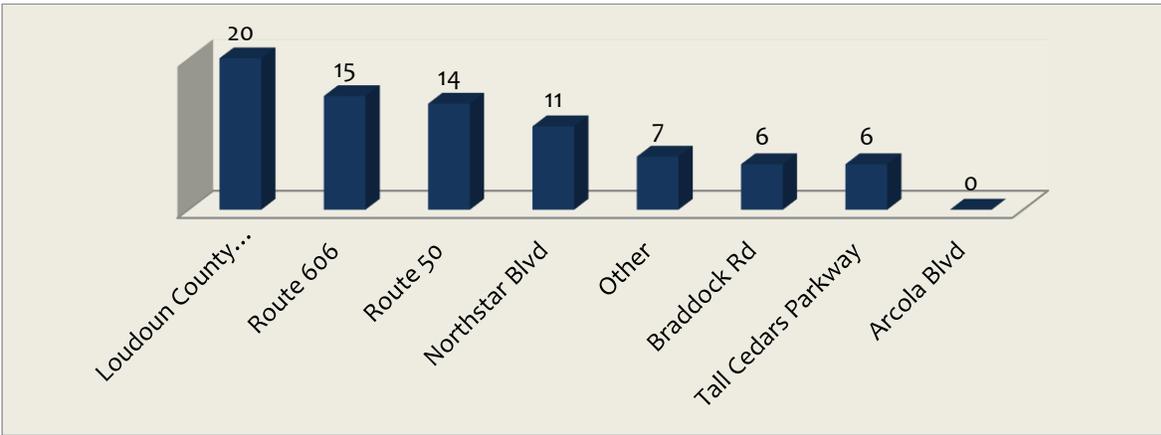
Adaptive Re-use of the Old Arcola School

- *Something similar to Frying Pan Park in Fairfax*
- *Center for the arts inside, park, sports, and recreation area outside*
- *Small business incubator*
- *Multi-cultural center*
- *Community facility with available meeting rooms*
Satellite government center

Prioritization

Understanding that the final report could not recommend every stakeholder concern, towards the end of the active outreach phase of the project Staff asked stakeholders to prioritize those suggestions most important to them. This prioritization assisted the outreach project team when formulating final recommendations. Staff accomplished this in multiple ways. First, participants prioritized road improvements located in Dulles and already included in the CTP using mySidewalk. They were asked to pick their top three road projects of concern. Figure 41 demonstrates their responses.

Figure 41. Prioritized CTP Improvements



Next, prior to the second round of work sessions, Staff compiled a representative sample of stakeholder recommendations gathered through the surveys, focus groups, crowdsourced mapping, mySidewalk forum, and round one work sessions into two lists. The first list included only non-CTP transportation recommendations, while the second list included non-transportation oriented community improvements. The outreach project team separated the two because, up to that point, stakeholder feedback indicated that transportation was the most pressing community concern by a significant margin, and if all recommendations were prioritized against one another, transportation concerns would overwhelm all others. During the round two work sessions, attendees completed each prioritization worksheet by ranking what they considered the most important improvements on each worksheet. To gather more input following the work sessions, Staff used the email distribution list developed over the course of the project to disseminate the prioritization worksheets to a larger audience. Overall, participants completed 30 transportation priority worksheets and 25 community improvement priority worksheets. Figures 42 and 43 show the averaged rankings and cumulative priority of each, respectively.

Figure 42. Non-CTP Transportation Improvement

	Average Ranking (out of 12)	Priority
Connection between Loudoun County Pkwy and Old Ox Rd	2.7	1
Link between Northstar Boulevard and Evergreen Mills Road	5.1	2
Traffic light at intersection of Ryan Road and Northstar Boulevard	5.7	3
Repaving Evergreen Mills Road before and after Gum Spring Road intersection	6.4	4
Build the missing gap to Claiborne Pkwy	6.5	5
Improve the Belmont Ridge Road and Croson Road intersection	6.9	6
Traffic circle at the intersection of Poland Road and Tall Cedars Parkway	7.7	7
Connection between Loudoun Reserve Drive and VA Route 606	7.8	8
Improve the Braddock Road and Northstar Boulevard intersection	8.0	9
Improve the Elk Lick Road and Tall Cedars Parkway intersection	9.1	10
Improve the Braddock Road and Pleasant Valley Road intersection	9.2	11
Traffic circle at intersection of Pleasant Valley Road and Northstar Boulevard	9.9	12

A connection between Loudoun County Parkway and Old Ox Road (VA Route 606) is clearly a big priority for respondents, as its average ranking was lower (meaning higher in priority) than the second priority by 2.4 points. Other prioritized road improvements focus on Northstar Boulevard, Ryan Road, and Evergreen Mills Road.

Figure 43. Community Improvement Priorities

	Average Ranking (out of 13)	Priority
Promote the development of higher education, technical center along US Route 50 corridor near the new Hospital Center	5.0	1
Satellite Loudoun County Government Offices in northeastern portion of study area	5.7	2
Multipurpose Event Center off of US Route 50 just east of Gum Spring Library	6.1	3
New crosswalks at locations indicated on work shop map	6.3	4
Pedestrian Bridge for residents south of US Route 50 to walk/bike to Dulles Landing	6.3	5
Paved bike lane/path to the W & OD	6.7	6
Age restricted housing in the proximity of the new StoneSprings Hospital Center	7.1	7
Stream Valley trail along the Broad Run	7.4	8
Develop airport supportive/related businesses in the area west of IAD	7.8	9
Adaptive re-use of the Old Arcola School	7.9	10
Paved bike trail heading south into Prince William County along power line easement	8.0	11
Aesthetic enhancements on US Route 50	8.9	12
Park benches in Legacy Park	9.5	13

The community improvements were more closely bunched according to priority, with a difference of only 4.5 points between all choices. However, community priorities trended towards development along US Route 50, satellite government offices, and pedestrian and bicycle improvements.

Appendices

Dulles Community Outreach Project



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Appendix A: Detailed Outreach Efforts Description

The Dulles Community Outreach Project team conducted community engagement over a six month period from November 2014 through May of 2015, of which there were two distinct phases, pre-engagement and active engagement. The details and activities of each phase are outlined below.

Pre-Engagement

Successful outreach efforts are prefaced by pre-engagement, which spreads word about the pending project, establishes partnerships with key community stakeholders, and lays a foundation for successful marketing. From October 2014 through mid-January 2015, the Dulles Community Outreach Project team conducted the following activities to set the stage for active outreach.

October 2014

- Project team called every known Homeowners Association and/or respective property management company in the Dulles Community to discuss the project and ways to market it to residents. Some invited our project team to meetings, while most of them agreed to advertise the project in their community newsletters and/or websites
- Key Stakeholder Meetings
 - Dulles District Planning Commissioner: 10/9
 - Aide to Supervisor Matthew Letourneau: 10/16
 - Aide to Supervisor Janet Clarke: October
- Leesburg Today Article on the Project: 10/31

November 2014

- Public Presentations
 - Brambleton Land Use Applications Community Meeting: 11/1
 - Brambleton Land Use Applications Community Meeting: 11/17
 - Cedar Hunt HOA Meeting: 11/12
 - Tall Cedars Estates HOA Meeting: 11/20
- Key Stakeholder Meetings
 - Executive Director of the Dulles South Alliance: 11/14
- Website Launched: 11/20

December 2014

- Public Presentations
 - Stone Ridge HOA Meeting: 12/2
 - Briarfield Estates HOA Meeting: 12/8
 - Dulles South Alliance Board Meeting: 12/9
 - South Riding HOA Meeting: 12/11
 - Providence Glen HOA Meeting: 12/11
- Internal Stakeholder Meeting #1: 12/4

- Electronic Outreach
 - Social Media Accounts Launched
 - Facebook: 12/19
 - Twitter: 12/19

January 2015

- Public Presentations
 - Interfaith Bridges Meeting: 1/8
 - Sully District Governmental Center Meeting
- YouTube Video Taping: 1/16
- Instagram Account Launched: 1/22
- Flyers for January 22 Kick-Off Meeting and Surveys Posted
 - Dulles Community Parks and Recreational Facilities
 - Dulles Community Park-and-Ride Shelters
 - Gum Spring Library
 - Participating Non-Profits
 - County Workforce Development Centers

Active Engagement

The Dulles Community Outreach Project Team initiated the active portion of the outreach effort in January of 2015. The team spent the following four and a half months seeking stakeholder feedback using a variety of media and methods to hear from the largest portion of the Dulles Community as possible. These methods were designed to provide accessible opportunities for feedback, so even if a concerned resident could not attend a work session, she could participate online or complete a survey. Project marketing did not end in January either, as flyers, press releases, and media ads continued to promote engagement and participation at every level. The project team also updated the project website, social media accounts, and mySidewalk forum regularly and sent out weekly email updates to the stakeholders who provided their email addresses either at community meetings or through the electronic surveys. From January through May 2015, the Dulles Community Outreach Project team used the following to access stakeholder feedback.

January 2015

- Project Kick-Off Event (Dulles South Multipurpose Center): 1/22
 - Presentations
 - Existing Conditions Map Gallery
 - Electronic Outreach Demonstration
 - Guest Speaker (Dulles District Supervisor Matthew Letourneau)
 - Keynote Speaker (Kevin Days, Associate Director for Operations at the Partnership for Assessment of Readiness for College and Careers)
 - Active Outreach Timeline and Methods Presentation
- Resident and Business Electronic Surveys Launched: 1/22
- Electronic Outreach Portals (mySidewalk and ArcGIS Crowdsourced Mapping) Launched: 1/22
- Business Leadership Group Meeting #1 (Gum Spring Library): 1/28

February 2015

- Survey flyers with explanatory letter mailed to all PTA/PTO leaders in LCPS schools serving the Dulles Community: First Week of February
- Dulles Community Existing Conditions Report Posted to project website: 2/6
- Washington Post Article on the Project: 2/8
- You Tube Video Uploaded and Available on Project Website: 2/9
- Brambleton Information Session (Brambleton Corner Clubhouse): 2/10
 - Existing Conditions Map Gallery
 - Electronic Outreach Demonstration
 - Guest Speaker (Blue Ridge District Supervisor Janet Clarke)
 - Active Outreach Timeline and Methods Presentation
- Freedom High School Youth Focus Group: 2/11
- Loudoun County Chamber of Commerce Breakfast: 2/12
- Survey Flyer Dissemination
 - Community Businesses South of US Route 50: 2/13
 - Community Businesses in Brambelton Town Center: 2/20
 - Gum Spring Library: 2/24
 - South Riding Marketplace Giant Grocery Store: 2/24
 - Community Daycares and Private Schools: 2/27
- Presentation at Quarterly Dulles South Sheriff's Office Community Meeting: 2/23

March 2015

- John Champe High School Youth Focus Group: 3/4
- Dulles Chamber Lead Share Meeting Presentation: 3/6
- Canvassing Loudoun Valley Estates Neighborhoods with Survey Door Hangers: Week of 3/9
- NAIOP Meeting Project Presentation: 3/11
- Transportation Information Session in Partnership with Dulles South Alliance (Stone Ridge Clubhouse): 3/12
 - Presentations by:
 - The Virginia Department of Transportation
 - Loudoun County Department of Transportation and Capital Infrastructure
 - Northern Virginia Transportation Alliance
 - Van Metre Companies
- Work Session flyers with explanatory letter mailed to all PTA/PTO leaders in LCPS schools serving the Dulles Community: Second Week of March
- Flyers for Community Work Sessions Posted
 - Dulles Community Parks and Recreational Facilities
 - Dulles Community Park-and-Ride Shelters
 - Gum Spring Library
 - Participating Non-Profits
 - County Workforce Development Centers
- Rock Ridge High School Youth Focus Group: 3/18
- Survey Window Closed: 3/18

- Community Work Session Facilitator Prep Meeting: 3/25
- Leesburg Today Article on the Project: 3/26
- Community Work Session #1 (Stone Hill Middle School): 3/26

April 2015

- Leesburg Today Article on the Project: 4/3
- Dulles South Alliance Board Meeting Presentation: 4/7
- Community Work Session Facilitator Prep Meeting: 4/8
- Community Work Session #2 (Mercer Middle School): 4/9
- Internal Stakeholder Group Meeting #2: 4/14
- Community Work Session Facilitator Prep Meeting: 4/22
- WTOP Article and Radio Interview on the Project: 4/23
- Community Work Session #3 (Stone Hill Middle School): 4/23
- Senior Focus Group (Dulles South Multipurpose Center): 4/29
- Leesburg Today Article on the Project: 4/29
- Community Work Session #4 (Mercer Middle School): 4/30

May 2015

- Business Leadership Group Meeting #2 (Ford's Fish Shack): 5/6
- Electronic Outreach Portals Closed: 5/29

Media Advertisements (2015)

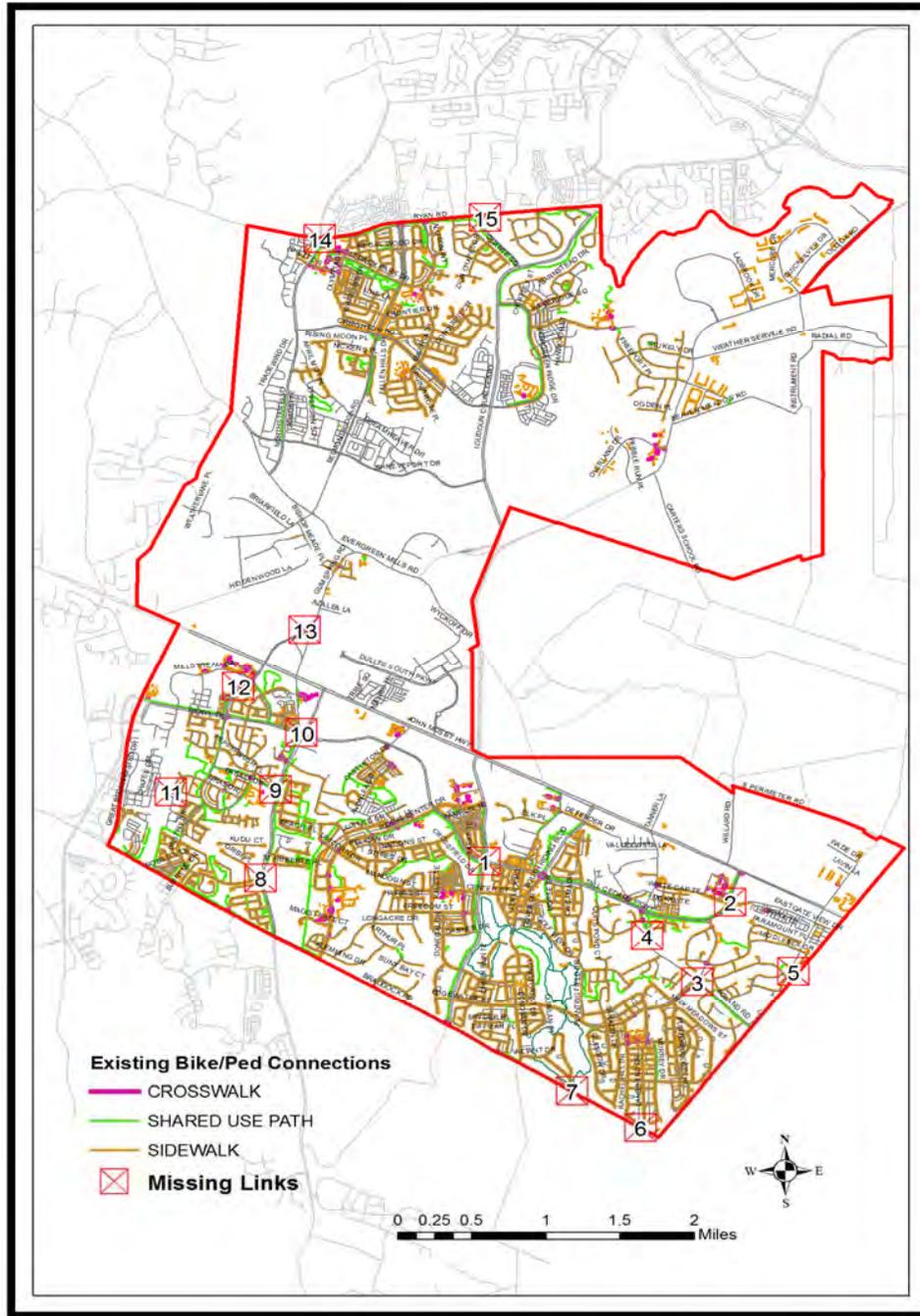
Description	Newspaper	Date Published
Kick-off Meeting		
Print Ad	Loudoun Times Mirror	1/7 & 1/21
Web Ad	Loudoun Times Mirror	1/11 through 1/28
Surveys		
Print Ad	Loudoun Times Mirror	2/11, 2/18 & 2/25
Web Ad	Loudoun Times Mirror	Mid-February
Print Ad	Leesburg Today	2/26 & 3/5
Work Sessions		
Print Ad - Stone Hill MS (March 26th)	Loudoun Times Mirror	3/18 & 3/25.
Web Ad - Stone Hill MS (March 26th)	Loudoun Times Mirror	3/16 through 3/26
Print Ad - Mercer MS (April 9th)	Loudoun Times Mirror	4/1 & 4/8
Web Ad - Mercer MS (April 9th)	Loudoun Times Mirror	3/31 through 4/9
Print Ads - Stone Hill MS (April 23rd) & Mercer MS (April 30th)	Loudoun Times Mirror	4/15 & 4/22
Web Ads - Stone Hill MS (April 23rd) & Mercer MS (April 30th)	Loudoun Times Mirror	4/15 through 4/30
Print Ad - Mercer MS (April 30th)	Loudoun Times Mirror	4/29
Print Ad - Stone Hill MS (March 26th)	Leesburg Today	3/19 & 3/26.
Web Ad - Stone Hill MS, (March 26th)	Leesburg Today	3/16 through 3/26
Print Ad - Mercer MS (April 9th)	Leesburg Today	4/2 & 4/9
Web Ad - Mercer MS (March 26th)	Leesburg Today	3/31 through 4/9
Print Ads - Stone Hill MS (April 23rd) & Mercer MS (April 30th)	Leesburg Today	4/16 & 4/23
Web Ads - Stone Hill MS (April 23rd) & Mercer MS (April 30th)	Leesburg Today	4/15 through 4/30
Print Ad - Mercer MS (April 30th)	Leesburg Today	4/30

Press Releases (2015)

Title of Press Release	Date
Loudoun to Kick Off Dulles Community Outreach Project January 22	1/8
Reminder: Loudoun Kicks Off Dulles Community Outreach Project January 22	1/20
Dulles Community Surveys, Social Media, Mind Mixer Site Now Available Online	1/26
Dulles Community Outreach Project Hosts Brambleton Meeting February 10	2/5
Dulles Community 'Existing Conditions Report' is Online	2/6
Loudoun County Presents Dulles Community Outreach Video	2/18
Dulles Community Outreach Project Highlights Transportation at March 12 Meeting	3/6
Dulles Community Outreach Project Work Session Scheduled for March 26	3/19
Reminder: Dulles Community Outreach Project Work Session Set for March 26	3/25
Dulles Community Outreach Project Hosts Work Session April 9	3/31
Dulles Community Outreach Project Schedules Second Round of Work Sessions	4/14
Second Round of Dulles Community Outreach Work Sessions Begins Tonight	4/23
Dulles Community Outreach Project Hosts Final Community Work Session April 30	4/27

Appendix B: Missing Bicycle and Pedestrian Segments

Combining stakeholder input from the surveys, community work sessions, and a follow up email in the spring of 2015, the outreach project team established a preliminary list of (see below) missing bicycle and pedestrian segments in the Dulles Community. On July 31, the outreach project team and two community volunteers surveyed the Community using this preliminary list, a map, and a camera. This inventory of missing segments is not intended to be comprehensive. Rather, it can serve a baseline for any further research into improving the bicycle and pedestrian network in the Dulles Community.



Map Number	Intersection/Road Segment	Description	Photograph
1	Tall Cedars Pkwy and Loudoun County Pkwy	The stoplight does not trigger for bikes. There is only a sidewalk, no shared use path. Sidewalk ends on north side of Tall Cedars Pkwy	
2	Tall Cedars Pkwy and Edgewater St	Getting to the north side of Tall Cedars Pkwy from Edgewater is very difficult	
3	Poland Rd and Edgewater St	The sidewalk ends on both sides of Edgewater. It is hard to get through the roundabout on a bike or on foot. Heading north on Edgewater, the sidewalk does not pick up again after the roundabout for another 1,000 ft	
4	Poland Rd and Tall Cedars Pkwy	South side Poland Rd shared use path ends abruptly just east of Tall Cedars Pkwy	
5	Blue Spring Dr just before Fairfax County Line	This is the safest and most commonly used bike route (road pictured here) into Fairfax County and it is narrow, twisted, and poorly paved	
6	Braddock Rd and Lands End Dr	No bike/ped link on either side of Braddock Rd	

7	Braddock Rd and Donovan Dr	Shared use path on Braddock Rd stops at Donovan	
8	Gum Spring Rd and Destiny Dr	There is a beaten down natural path on which people walk along Gum Spring Rd. The path on the west side of Gum Spring ends at Destiny Dr	 
9	Myers Glen Pl and Gum Spring Rd	Traveling south on Gum Spring, the shared use path ends after Myers Ridge Pl	
10	Gum Spring Rd and Tall Cedars Pkwy	Shared use path missing on south bound Gum Spring Rd between Tall Cedars Pkwy and US Route 50	
11	Diabase Sq at power line easement	The easement splits the Stone Ridge Community in two with no path across	

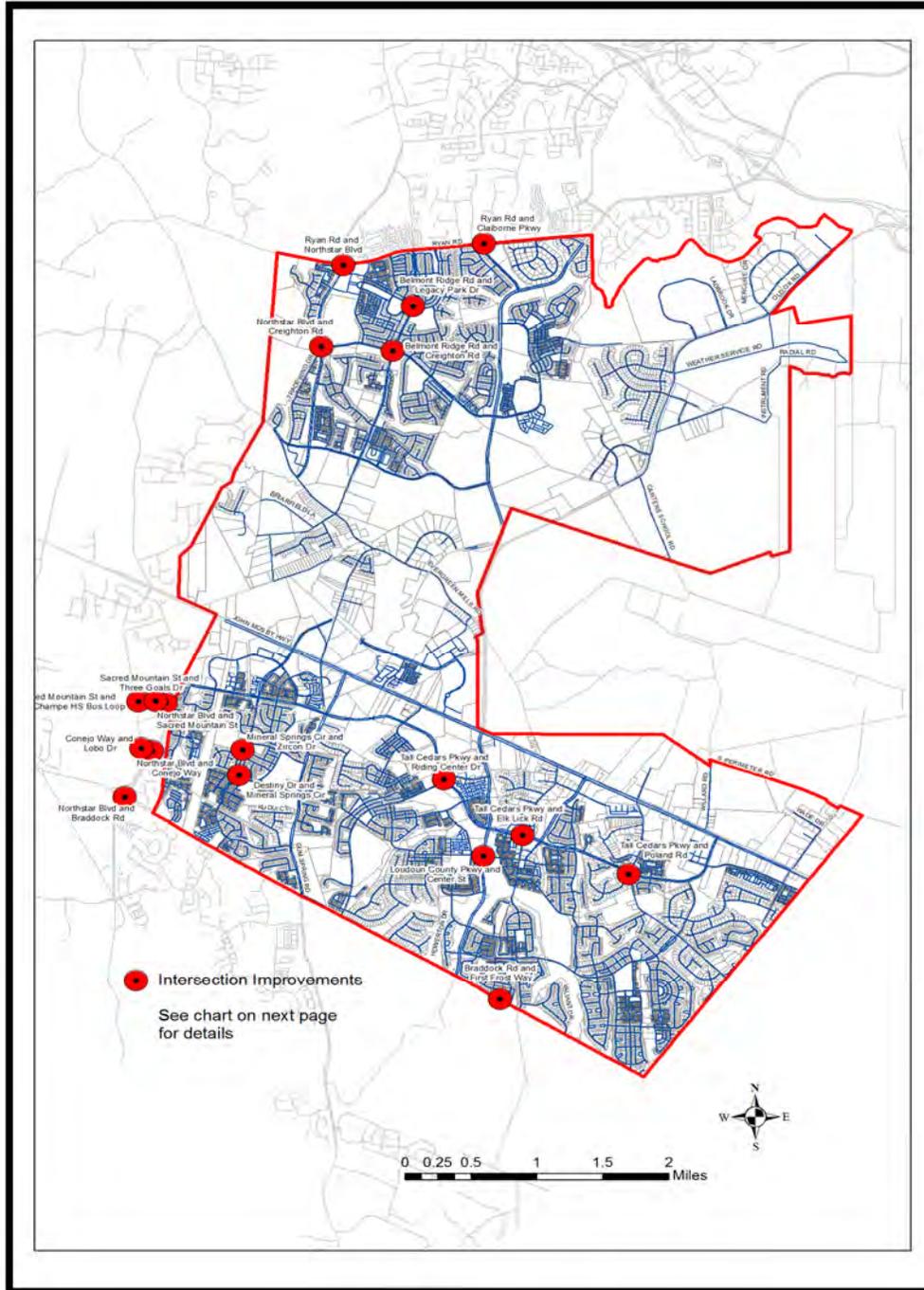
12	South bound Stone Springs Blvd near Stone Ridge Village Center Plaza	Worn path along road on which nearby residents use to walk to the Plaza	
13	Gum Spring Rd north of US Route 50	The shared use path ends on the curve around the new StoneSprings Hospital on the way to Winsbury Neighborhood	
14	Northstar Blvd and Ryan Rd	Curb cut and sidewalk are separated by grass	
15	Ryan Rd east of Claiborne Pkwy	Sidewalk ends and no shared use path	

Our extremely knowledgeable and helpful community volunteers, Hans Punia and Catherine Murphie Hall. The Dulles Outreach Project Team thanks you both for your insight and effort!



Appendix C: Intersection Improvements

Staff compiled the following map and list of recommended Dulles Community intersection improvements over the course of the outreach effort. The map displays the location for each intersection, while the table on the following page highlights the stakeholder recommendation and the current and/or future status of each intersection.



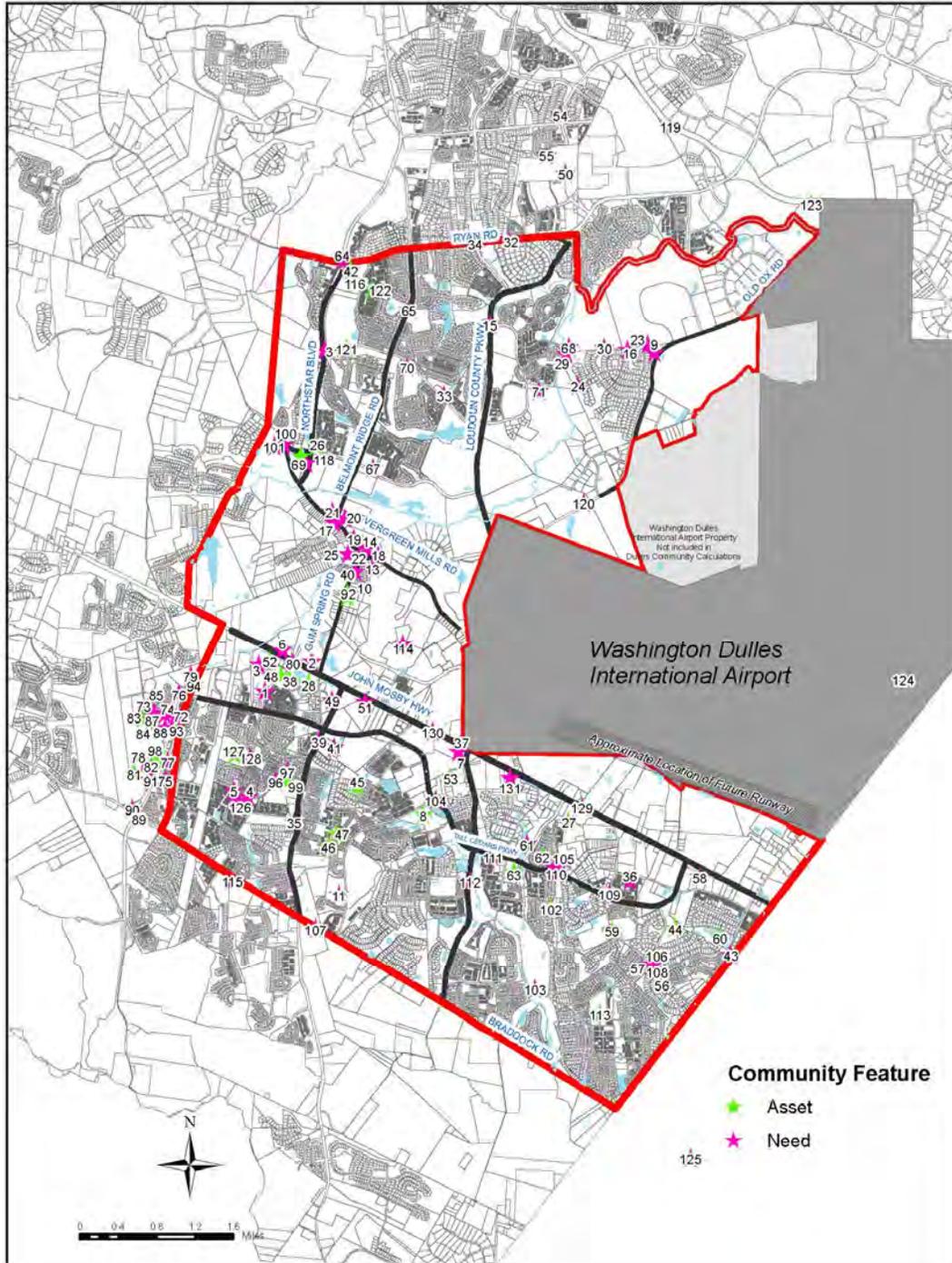
Recommended Intersections for Improvements

Intersection	Stakeholder Suggestion	Signalized	Responsible Organization	Status
Ryan Rd and Northstar Blvd	Traffic Signal	Construction will start this year and be completed by Spring/Summer 2016	Loudoun County	Working with Brambleton and the NOVA Parks to secure easements
Ryan Rd and Claiborne Pkwy	Traffic Signal	Will be signalized in conjunction with extension of Claiborne Parkway between Ryan Road and Croson Lane	Loudoun County (http://va-loudouncounty.civicplu s.com/DocumentCenter /View/104341)	With completion of Claiborne
Loudoun County Pkwy and Center St	Crosswalk	No, current temporary channelized intersection and channelization will be made permanent with no light or crosswalk	Loudoun County	Not ruled out indefinitely. Long term plans could possibly include a foot bridge or tunnel (potential grade separated crossing)
Northstar Blvd and Creighton Rd	Crosswalk	No-Will be signalized by Brambleton when warranted and crosswalks will be installed at that time	Brambleton	Planned but no set date
Belmont Ridge Rd and Legacy Park Dr	Crosswalk	No plans to signalize as of now, Belmont Ridge is too busy for crosswalk without a signal. Near Legacy ES, likely will be signalized eventually	No plans, too early to say	Potential for signalization when Northstar Blvd and Loudoun County Pkwy are completed
Belmont Ridge Rd and Creighton Rd	Crosswalk	Yes, crosswalks installed at north, west, and east entrances to intersection in 2014	County	Sidewalk could be installed along southern leg of intersection

Intersection	Stakeholder Suggestion	Signalized	Responsible Organization	Status
Tall Cedars Pkwy and Riding Center Dr	Crosswalk and Roundabout	No	Toll Brothers/South Riding	Proffered and bonded. VDOT conducted study and did not find signal to be warranted. May re-evaluate.
Tall Cedars Pkwy and Poland Rd	Traffic Signal	Yes-Construction will start this calendar year	County	Planned and Imminent, solidifying easements
Tall Cedars Pkwy and Elk Lick Rd	Light or Roundabout	No, County and VDOT are observing this intersection currently	County	Board Member Initiative to remove stop signs on Tall Cedars
Braddock and First Frost Way	Crosswalk	No		No plans, would probably require flashing lights
Destiny Dr. and Mineral Springs CIR Mineral Springs CIR and Zircon Dr	General Traffic Calming	No, Stone Ridge HOA is studying traffic calming in community and will fund it.	Stone Ridge	All-way and a speed study. Stone Ridge wants an all-way stop but VDOT will have to approve that according to the results of the survey. Proposed all-way stop at Destiny/Mineral Springs
John Champe HS <ul style="list-style-type: none"> Sacred Mountain and John Champe HS Bus Loop Northstar and Conejo Way Northstar and Sacred Mountain Conejo Way and Lobo Dr. Sacred Mountain and Three Goals Dr 	<ul style="list-style-type: none"> Crosswalk Crosswalk and Light Crosswalk Crosswalk Crosswalk 	<ul style="list-style-type: none"> No No No No No 	LCPS, PRCS, BOS, DTCl, Public Schools Transportation Department, VDOT	<ul style="list-style-type: none"> No plans Exploring options with VDOT Crosswalk in Fall 2015 No plans No plans
Northstar Blvd and Braddock Rd	Traffic Signal	Yes-Going in when warranted	Kirkpatrick West	Planned

Note: *Crosswalks go in automatically when an intersection is signalized.*

Appendix D: Assets and Needs Crowdsourced Map



*Some of the numbers have been slightly moved to prevent overlapping. The stars have not been moved.

A full scale version of this map is available for review on the project website: www.loudoun.gov/dullescommunityoutreach

Community Features

Number	Feature	Comments
1	Need	Sidewalk end, have to walk in the street to go to the business center
2	Need	We need a Wegmans not a Walmart. Walmart has the worst food.
3	Need	Bus to Weihle/Reston Metro. More AM buses. Need a GIS app for buses to show location
4	Need	Need a speed bump on Destiny and a cross walk. Cars speed and run the stop sign
5	Need	Basemap needs updated with Building footprints and most wetlands and streams are developed over
6	Need	More restaurants and a movie theater
7	Need	The obvious need is that 606 was not widened to accommodate traffic between 50 and Dulles Toll Rd
8	Asset	Dulles south multipurpose center
9	Need	Loudoun Reserve Dr needs to be connected to rt606 to allow easier access to the two schools there.
10	Asset	Save the Old Arcola School
11	Asset	Vine & Branches Lutheran Church wishes to support those both inside and outside the community.
12	Need	Vine & Branches Lutheran Church continues to need qualified child care providers for Sunday AMs
13	Need	renovated intersection at gum springs and evergreen road.
14	Need	Repave Evergreen Mills Rd before and after the Gum Spring Rd intersection.
15	Need	Connect the two separate Loudoun County Parkways
16	Need	Complete road to 606 so you can flow traffic to the North Transit area parking
17	Need	Avoid traffic congestion and up keep of roads, it takes 20-30 minutes during peak hours to cross.
18	Need	Right of way at traffic light and traffic lights timing to ease congestion
19	Need	Up keep of roads on this stretch
20	Need	This intersection is bad. Only way to get south from Brambleton to South Riding. Can take 45 mins.
21	Need	need lane widening and better timing of the signal at belmont ridge road and evergreen mills
22	Need	need lane widening and better timing of the signal at evergreen mills and gum spring road
23	Need	Road connecting to the schools from LVE III. Only 1 road is dangerous for kids.
24	Need	Better connection to Ashburn
25	Need	General need. Connecting bike/walking paths between Bramleton, Broadland, StoneRidge & South Riding
26	Asset	Brambleton Corner Clubhouse
27	Asset	A GREAT DESTINATION RESTAURANT
28	Asset	StoneSprings Hospital Center - opening in December 2015
29	Need	A connection from Stuckley Dr. to Loudoun Reserve Dr. or the extension or Loudoun Reserve Dr to 606

Number	Feature	Comments
30	Need	Another entrance to the schools!!
31	Need	Connect the two trails
32	Need	Add sidewalk/trails along Ryan Road for future Metro station
33	Need	Direct bus service to Wiehle Avenue Metro Station
34	Need	Build missing gap to Claiborne Parkway
35	Need	Path needed connecting communities along Gum Spring Road.
36	Need	Gym, Movie theater
37	Need	Pedestrian bridge for residents south of Rt50 to walk/bike across Rt50 to reach Dulles Landing
38	Asset	Gum Spring Library
39	Need	Pedestrian crossings on Gum Spring Road to connect communities to South Riding neighborhoods
40	Need	Better road. Safe cross walk for school children on Gum Spring Road.
41	Need	Connect Tall Cedars between Stone Ridge and South Riding
42	Asset	Better Shops-Breakfast Place, Chipotle, Updated Retail, etc.
43	Need	Primary bicycle transportation link on east side requires remediation
44	Asset	Valuable paved multi-use trail
45	Asset	Inter-neighborhood connection point
46	Asset	Inter-neighborhood multi-use trail connection point
47	Asset	Fitness trail
48	Asset	Dulles South Farmers Market (seasonal)
49	Need	Entry point from Gum Spring into the Village Center
50	Need	Complete Mooreview Parkway
51	Need	Bike lanes along Rt 50 through Dulles South to east of Rt 28
52	Asset	Great, accessible groceries in our own back yard
53	Asset	Convenient fast casual food in our own back yard
54	Need	Need well lit sidewalk to connect the Croson Ln communities to Broadlands Marketplace
55	Need	Need lighting in this part of the neighborhood next to stormpond used by school kids Moorfield Stn.
56	Need	Connect trails with crosswalk between blue spring farm and Ridings of blue spring communities
57	Need	Connect trail between blue spring farm and south riding communities
58	Need	Overhaul/revitalize abandoned delapidated buildings
59	Asset	Pretty two lane road with mountain views on one side and estate on the other
60	Asset	Nice views
61	Need	Community park canoe or boating dock
62	Asset	Quaint "old" or "original" South Riding district
63	Asset	Reinvigorate south riding town center to reinforce "village" appeal (brick walks, traditional signs)
64	Need	Need light at Northstar blvd and Ryan road intersection
65	Need	Need pedestrian lighted crosswalk or underpass to Legacy park and Brambleton town center.
66	Need	Expansion of the park and ride for long haul commuter buses

Number	Feature	Comments
67	Need	Park and ride for carpoolers and vanpools
68	Need	Connection to 606
69	Need	North Star to 50
70	Need	Do something for the community with this unused space. Well it to Brambleton or picnic tables
71	Need	Park similar to Clemyjontri in Fairfax
72	Need	Need CROSSWALK for pedestrian access across NORTHSTAR Blvd at SACRED MOUNTAIN Street near JCHS
73	Need	Need CROSSWALK for pedestrian access across SACRED MOUNTAIN St near JCHS bus loop / Great Smokey Dr
74	Need	Need X-WALK for BUS-STOP access across SACRED MOUNTAIN St near JCHS FBO Mercer M/S and Arcola E/S
75	Need	Need X-WALK for pedestrian access to JCHS across NORTHSTAR Blvd at CONEJO Way (JCHS Main Entrance)
76	Need	Map Shows Southbound Pavement section of NORTHSTAR Blvd yet this is UNBUILT at present (ID as NEED)
77	Need	Need TRAFFIC LIGHT at Conejo Way to support JCHS enrollment / events, new PARK, and new E/S
78	Need	Need CROSSWALK across LOBO Dr on campus of John Champe HS (LCPS action)
79	Need	Planned but yet UNBUILT section of NORTHSTAR Blvd to connect Rte 50 to southern Northstar section.
80	Need	Need TWO LANE markings to ALLOW Northbnd Straight Thru traffic at NEW Stone Springs Dr INTERSECTION.
81	Asset	Planned E/S-28 - 2020 potential opening per LCPS (next to John Champe HS using SAME roadway access)
82	Asset	NEW Park proffered by developer (Woodlawn / CD Smith) opening Spring/Summer 2015
83	Asset	Rec Ballfields (PRCS use) - bermuda grass on campus of JCHS (parking not proximate)
84	Asset	John Champe HS - growing enrollment and excellent staff/facilities for regional NOVA events
85	Need	Missing Sidewalk section (East Side Great Smokey Dr) -- from lane to Sacred Mountain St corner.
86	Need	Local bike paths connecting to the Washington and Old Dominion Trail
87	Need	Need ADEQUATE Parking for bus drivers and substitute teachers during school-week, field-users on w/e
88	Need	Need "controllable" automated gates to restrict public traffic on this service road. Safety issue!
89	Need	Need a Traffic Light at Intersection of NORTHSTAR and BRADDOCK Road. Photo view SOUTH
90	Need	Need Traffic Light/Signal from BRADDOCK to NORTHSTAR. Photo viewing EAST
91	Need	Need to abandon southern portion of Goshen Road, now that NORTHSTAR/CONEJO are in place.
92	Asset	Formerly ARCOLA Elementary School and built as WPA project, #LoudounHistory
93	Asset	Wide paved trail compatible for Walkers, Cyclists, and Joggers (East Side of Northstar)

Number	Feature	Comments
94	Asset	New ARCOLA Elementary School - Excellent neighborhood school with great staff!
95	Need	Needs traffic circle to slow traffic and cut through to potomac falls hs, dangerous intersection
96	Need	Need high-viz "Continental" CrossWalk for students to cross from Mercer to residential neighborhood.
97	Need	Double yellow line should be moved over 6 ft from Ctr of Greenstone to allow TWO lanes Eastbound
98	Asset	Paved Trail around pond in new proffered park near JCHS near Conejo/Northstar
99	Asset	MERCER Middle School - VIRGINIA School to Watch! Great public school with excellent teachers.
100	Need	Only one direction (from Shreveport to Evergreen NW) is complete. All 4 need to be finished soon.
101	Need	More landscaping is needed to block the substation from the street
102	Asset	Wide streets encourage speeding. A skinny street program should be adopted in places like South Ridi
103	Need	South Riding is lucky to have streets wide enough to be allow for conversion to on-street bike lanes
104	Need	Roundabout in lieu of a 4 way stop
105	Need	Roundabout in lieu of 4 way stop
106	Need	Permanent roundabout
107	Need	Connected walking / biking trails
108	Need	Pedestrian and bicycle crossings
109	Need	4 way stop is dangerous should be roundabout
110	Need	Stop sign heading north/south is dangerous
111	Need	Scale of Tall Cedars should be reduced to allow for safer bike and pedestrian use
112	Need	Loud Cnty Pkway is too wide. Scale of street restricts pedestrian access to schools & pools
113	Asset	Walkable school! Walkability is rare for Loudoun, but promotes healthier behavior and reduces budget
114	Need	Need Economic development
115	Need	bike lanes on Braddock and throughout the dulles south area
116	Asset	Town center is a great central place for Events, shopping, and activities
117	Need	maintain and enhance vibrancy of town center. Prefer to have locally owned businesses where possibl
118	Asset	Future Hanson Park
119	Asset	Future Metro rail station
120	Need	Plan ahead for reliable, bus service to the metro rail station to manage congestion
121	Asset	Brambleton' bike trail network
122	Asset	Legacy Park
123	Asset	Future metro rail station
124	Asset	The success of Dulles as an economic engine is an important asset for Eastern Loudoun County
125	Need	Road improvement is needed to improve traffic for Dulles South

Number	Feature	Comments
		residents
126	Need	Need responsible adults who don't let their children play in the middle of the street.
127	Asset	If kids won't walk 1/4 mile here, why do we think they will go to a newly built park 4 miles away?
128	Need	Crossing guard or flashing lights to control traffic for Mercer students
129	Need	Maintain existing architecture guidelines along Rt. 50
130	Need	Maintain existing setbacks for new developments on Rt. 50
131	Need	Limit any infrastructure improvements that would negatively impact existing or future businesses on

Appendix E: Supportive County Policy (Recommendations)

Sub Theme	Recommendation	Supportive County Policy
Connectivity	1. Make finding and building the missing bicycle and pedestrian segments on CTP roads that serve the greatest amount of bicycle and foot traffic a priority	<p>CTP Transportation Strategies, III.1.b <i>Complete a multi-modal system to include rail, express buses, feeder buses, bicycle and pedestrian-friendly communities and ensure that all new projects or major reconstruction projects shall accommodate travel by vehicles, pedestrians, bicyclists and transit riders as integral elements of the County’s transportation system</i></p> <p>RGP Chapter 6.A: Four Distinct Communities Policy.1 <i>As part of the Community Plan process, the County will plan and implement a pedestrian and bikeway network to link the residential, employment, and transit station areas of the four Suburban Policy Area communities, and so far as possible, connect the system to those of adjoining jurisdictions</i></p>
	2. Connect bicycle routes from the Dulles Community to the W & OD Trail	<p>Bike/Ped Mobility Plan, Chap. 5.C <i>Improved access to the W&OD Trail, the C&O Canal Townpath in Maryland, the Appalachian trail and the scenic western Loudoun countryside are important connectivity objectives</i></p>
	3. Study the feasibility for another road or relocated connection between the VA Route 606 corridor and the Brambleton and Loudoun Valley Estates area over the Broad Run	<p>CTP, Transportation Strategies, III.2.b <i>Locate improvements and facilities to complete gaps in the Suburban Policy Area transportation system and reduce trip lengths, travel times and automobile dependence</i></p>
	4. Expedite the improvements to the Gum Spring Road and Evergreen Mills Road intersection recommended in the February 2015 Board of Supervisors Action Item	<p>CTP Transportation Strategy III.1.d <i>Identify priorities that will provide the greatest benefit</i></p>
	5. Encourage the Dulles South Alliance (DSA) to develop an association of Dulles Community HOAs and a Dulles Community website	<p>Part of the PAC Mission Statement <i>Communications integration and engagement activities achieve the goal of educated, informed, and engaged County residents and communities that understand the operations of their government and how to obtain information on its operations and services. This is achieved through the execution of strategic communications plans, training, community outreach and engagement, media relations, online communications, broadcast communications, and constituent and accessibility services.</i></p>
	6. Improve transit services in the Dulles Community	<p>Same as Number 1 Above</p>
	7. Investigate the use of the Community Voice and Community Connection Internet services available through the County’s Civics Plus account to establish a Dulles Community Forum linked to the County website	<p>Same as Number 5 Above</p>
	8. Ensure safe and adequate pedestrian connections to schools.	<p>Loudoun County Public Schools County, Policies and Regulations, Transportation, 6-21.2 <i>Designated school walk-zones: The school division shall maximize the establishment of school walk-zones to encourage healthier students, a more cost effective school system, and a cleaner environment. The school division shall establish school walk-zones that are:</i></p> <p><i>A. Reasonably Safe: Established with due consideration given to traffic patterns, geographic or man-made features, and/or any other factor that could enhance or restrict the reasonable ability of students to walk safely to and from school</i></p>

Sub Theme	Recommendation	Supportive County Policy
Placemaking	1. Encourage walkable mixed-use development in the Dulles Community that promotes local entertainment, dining, and retail destinations	RGP Chapter 6.3.1, Town Center Policies <i>A Town center functions as the “downtown” of the local community with a mix of residential and business uses in a compact setting. The communities west of Route 28 or south of VA Route 606 may have Town Centers. The locations of Town centers should be determined through a community planning process or established during the consideration of a land development proposal that includes an outreach and input process</i>
	2. Encourage new development to provide central community gathering space(s) with the needed infrastructure and size for simple events such as farmers markets and “street festivals”	PRCS Strategic Plan, Goal 1.Strategy 1.1 <i>Forge partnerships with public and private sectors to enhance existing and secure new facilities and parkland</i>
	3. Continue efforts to adaptively re-use the Old Arcola School for a community purpose	RGP, Suburban Policy Area, Village of Arcola and Village Perimeter Transition Area General Policies, 2.B <i>Preservation and adaptive re-use of existing buildings where such buildings contribute to the historic character of the community</i>
	4. Target an appropriate and centralized area in the Dulles Community for clustered retail, entertainment, and cultural development that could provide the community with a regional market distinction	County-wide Retail Policy Plan, Corridor-Based Retail Policies, III.B.1 <i>Destination Retail uses should be clustered to achieve a pattern of coordinated and complementary retail areas offering a wide range of retail services</i>
	5. Engage local high school students to design and help construct a central public space in the community	RGP Chapter 11, Implementation, Implementation Strategy <i>Design and adoption of a program for public participation in the area plan an implementation process</i>

Sub Theme	Recommendation	Supportive County Policy
Corridors	1. Develop targeted strategies attracting medical industry uses to the US Route 50 corridor	<p>RGP, Chapter 4, Economic Development, Introduction <i>In order to ensure an increasing quality of life, the County will endeavor to maintain certain economic development corridors where synergies of location, transportation and communication infrastructure will promote business concentration</i></p>
	2. Promote US Route 50 as one of Loudoun’s “Rural Gateways”	<p>RGP, Chapter 4, Economic Development, Tourism Policies, 2 <i>The County will protect, expand, and enhance Loudoun’s historic, cultural and natural resource-based tourism industry</i></p> <p>RGP, Chapter 4, Economic Development, Tourism Policies, 8 <i>The County will improve the gateways into Loudoun County, in coordination with the Towns, specifically focusing on the aesthetics of entrances into Loudoun County on Routes 15, 7, 50, 28, 9, 267, 606</i></p>
	3. Develop the Broad Run and Elklick stream valleys into trail corridors including transportation and recreational uses linking to LCPS Schools, public facilities, and major developments	<p>PRCS Strategic Plan, Goal 1. Strategy 1.2 <i>Establish parkland or easements along stream valley corridors to link regional and national trails.</i></p>
	4. Include corridor planning and branding for US Route 50 and VA Route 606 as part of next update to the General Plan	<p>RGP, Chapter 6, Suburban Policy Area, Arcola Area/US Route 50 Corridor Plan, Economic Development Policies, 1 <i>The County encourages an economic development focus within the US Route 50 corridor to include office, light industrial, industrial, retail and other tourism-related opportunities (such as restaurants and hotel accommodations</i></p>

Sub Theme	Recommendation	Supportive County Policy
Innovation	1. Develop alternatives for increasing the stock of affordable housing in Dulles	<p>RGP, Chapter 2, Planning Approach, General Plan Strategy, Housing <i>The County’s primary housing objective is to assure that existing and future County residents and the workforce are served by a range of housing opportunities</i></p> <p>RGP Chapter 2, Planning Approach, General Plan Strategy, Housing, Housing Affordability <i>While the County is providing a significant share of the region’s housing, prices and rents are at a level that is too costly for many of Loudoun’s workforce</i></p>
	2. Adapt County housing programs where appropriate	<p>RGP, Chapter 6, Suburban Policy Area, Unmet Housing Needs, 2 <i>The County will identify options for unmet housing needs not covered by the ADU zoning ordinance and work toward an implementation plan</i></p>
	3. Continue to work with DED to develop targeted strategies to attract medical industry companies to the Dulles Community	<p>RGP, Chapter 4, Economic Development, Economic Development Policies, 1 <i>Loudoun seeks and promotes a diverse economic base in a multitude of industries so that it is not entirely dependent upon any single employer or employment sector</i></p>
	4. Determine the best method for delivering localized, basic government services to the Dulles Community	<p>RGP, Chapter 6, Suburban Policy Area, Land Use Pattern and Design Policies, 1 <i>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</i></p>
	5. Target an educational/technical center to the Dulles Community that will support workforce development in emerging employment sectors	<p>RGP, Chapter 4, Economic Development, Economic Development Policies, 2 <i>The County encourages the development of high-quality public education, higher education, and training opportunities, and promotes enhanced relationships between the business community, universities, and the public school system to address workforce needs</i></p>

Sub Theme	Recommendation	Supportive County Policy
Balance	1. Ensure any residential development is adequately balanced by retail and employment uses	RGP, Chapter 6, Suburban Policy Area, Land Use Pattern and Design Policies, 1 <i>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.</i>
	2. Target specific areas, such as commercial centers in the Dulles Community for greater residential density to establish mixed-use centers, increase housing affordability, and enhance placemaking efforts	RGP, Chapter 6, Suburban Policy Area, Transit Node Policies <i>Although these are related to a proposed Transit Oriented Development (TOD), the policies are in part transferable to other nodal developments</i>
	3. Preserve open space and expand passive park space	PRCS Strategic Plan, Goal 1. Strategy 1.4 <i>Preserve existing and acquire future open space and natural resources</i>
	4. Analyze the suburban community boundaries for the Dulles Community with the next General Plan Update	See policy discussion on page 18
	5. Maintain landscaping requirements and buffers on US Route 50 and consider expanding similar requirements throughout other major corridors in the Dulles Community	RGP, Chapter 4, Economic Development, Economic Development Policies, 7 <i>The County will develop both regulatory and incentive-based aesthetic enhancement and environmental protection of business corridors, communities, and gateways.</i>
	6. Increase the stock of age-restricted housing, particularly south of US Route 50 in locations with convenient access to amenities and services	RGP, Chapter 2, Planning Approach, General Retirement Housing Policies, 1 <i>The County encourages a balance among the different retirement housing types such as active adult, independent living units, congregate living, assisted living facilities and skilled nursing facilities in an effort to meet the continuing needs of retirement age populations and offer seniors a variety of housing choice. Commitment to age restrictions shall be accomplished through the legislative process.</i>

Appendix F: Survey Questions & Responses

Appendix F-1: Resident Survey Questions & Responses

Q1 From the following list, what do you like MOST about the Dulles Community? (select three (3) only)

Answered: 767 Skipped: 9

Schools (quality, safety, etc.)	51.89%	398
Sense of safety/low crime	51.76%	397
Neighborhood(size, design, offerings)	38.85%	298
Open space and natural areas	32.59%	250
Environment/cleanliness	20.60%	158
Location/proximity (to shopping, to major city,etc.)	18.64%	143
Proximity to work	17.99%	138
Close-knit community	16.43%	126
Cultural diversity	11.47%	88
Affordability of housing	10.69%	82
Services/amenities/programs	8.60%	66
Job availability	7.30%	56
Good value for the tax dollar	7.30%	56
Access to healthcare	6.26%	48
Sports facilities	2.74%	21
Road network	2.35%	18
Other (please specify):	2.22%	17
Total Respondents: 767		

**Q2 From the following list, choose your top
THREE (3) concerns about the Dulles
Community's future:**

Answered: 771 Skipped: 5

Answer Choices	Responses	
Traffic congestion/commute times	60.96%	470
Road network	35.54%	274
Too much growth/development	32.43%	250
Inadequate retail amenities (restaurants, shopping)	29.83%	230
Cost of living (housing costs, property taxes, etc.)	19.84%	153
Inadequate entertainment options (night life, theater)	17.38%	134
School issues (buildings, overcrowding, etc.)	17.38%	134
Lack of a town center/village core/downtown	14.01%	108
Inadequate public transit	13.49%	104
Inadequate pedestrian/bike facilities (trails, lanes, sidewalks, crosswalks)	12.71%	98
Inadequate open space and natural areas	9.60%	74
Inadequate youth activities/ lack of a teen center	6.61%	51
Crime/lack of safety	5.97%	46
Inadequate sports facilities	5.97%	46
Inadequate employment opportunities	5.32%	41
Other (please specify):	5.19%	40
Poor sense of community	4.41%	34
Loss of historic buildings and features	4.28%	33
Quality of the environment	2.85%	22
Access to healthcare	2.08%	16
Stringent building/zoning regulations	0.91%	7
Total Respondents: 771		

Q3 If asked by a friend who is thinking of moving to the Dulles Community, how would you rate your level of satisfaction with the following:

Answered: 770 Skipped: 6

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Total
Taxes	3.02% 23	20.24% 154	48.62% 370	20.89% 159	7.23% 55	761
Employment opportunities	9.22% 70	28.99% 220	38.87% 295	19.24% 146	3.69% 28	759
Housing affordability	2.89% 22	29.70% 226	37.19% 283	23.65% 180	6.57% 50	761
Cost of living	5.36% 41	37.52% 287	32.68% 250	20.00% 153	4.44% 34	765
Community events and activities	14.85% 113	43.50% 331	27.07% 206	12.35% 94	2.23% 17	761
Medical facilities/Healthcare	11.56% 88	49.67% 378	26.54% 202	10.64% 81	1.58% 12	761
Proximity to work	9.89% 74	34.09% 255	26.74% 200	19.12% 143	10.16% 76	748
Cultural diversity	22.34% 170	46.78% 356	25.23% 192	4.34% 33	1.31% 10	761
Shopping and retail opportunities	4.20% 32	25.98% 198	24.41% 186	32.02% 244	13.39% 102	762
Parks and recreation	9.86% 75	42.05% 320	22.60% 172	21.29% 162	4.20% 32	761
Natural environment/open space	11.59% 88	49.54% 376	21.61% 164	13.31% 101	3.95% 30	759
Quality of roads/condition of roads	3.81% 29	26.25% 200	21.13% 161	32.81% 250	16.01% 122	762
Quality of schools	27.55% 208	44.77% 338	20.53% 155	5.43% 41	1.72% 13	755
Neighborhood design (size, aesthetics, amenities, etc.)	15.37% 117	53.35% 406	18.92% 144	10.38% 79	1.97% 15	761
Public safety (fire, rescue, sheriff's office)	30.39% 231	50.00% 380	16.45% 125	1.97% 15	1.18% 9	760
Crime rate	28.55% 217	50.53% 384	14.61% 111	5.00% 38	1.32% 10	760

Q4 Recognizing the Board of Supervisors has limited resources, where should it focus those resources over the next few years? (rank your top three (3) with one (1) as most important)

Answered: 766 Skipped: 10

	Most Important	Second-most Important	Third-most Important	Total	Weighted Average
Improving roads/condition of roads	59.95% 262	25.17% 110	14.87% 65	437	1.55
Improving schools	47.08% 113	33.75% 81	19.17% 46	240	1.72
Providing greater access to alternative transportation options (bus, rail)	27.37% 49	44.69% 80	27.93% 50	179	2.01
Lowering Taxes	33.13% 53	30.00% 48	36.88% 59	160	2.04
Protecting the natural environment/open space	30.72% 47	32.68% 50	36.60% 56	153	2.06
Providing more affordable housing	31.91% 15	29.79% 14	38.30% 18	47	2.06
Expanding shopping/retail opportunities	26.74% 77	38.89% 112	34.38% 99	288	2.08
Encouraging more business/employment opportunities	20.35% 35	44.77% 77	34.88% 60	172	2.15
Increasing access to health care	30.30% 10	24.24% 8	45.45% 15	33	2.15
Increasing Taxes to better fund government services	26.19% 11	28.57% 12	45.24% 19	42	2.19
Improving public safety (Sheriff, Fire and Rescue)	25.68% 19	25.68% 19	48.65% 36	74	2.23
Providing/improving parks and recreational facilities	18.46% 24	32.31% 42	49.23% 64	130	2.31
Enhancing bike/pedestrian facilities (trails, crosswalks)	14.29% 16	37.50% 42	48.21% 54	112	2.34
Maintaining/Improving neighborhoods (aesthetics, amenities)	19.70% 13	24.24% 16	56.06% 37	66	2.36
Sponsoring community events and activities	9.38% 3	40.63% 13	50.00% 16	32	2.41
Encouraging more cultural/entertainment opportunities	12.00% 9	28.00% 21	60.00% 45	75	2.48

Q5 For each category below, where do you go most frequently for the following:

Answered: 763 Skipped: 13

	Dulles Community	Ashburn	Sterling	Leesburg	Western Loudoun	Outside the County	Total
Cultural attractions (Museums, performance theatres, etc.)	2.53% 19	2.13% 16	0.53% 4	2.26% 17	1.20% 9	91.34% 686	751
Professional services (lawyers, accountants, etc.)	9.36% 66	10.78% 76	2.98% 21	11.77% 83	0.57% 4	64.54% 455	705
Bars/nightclubs	8.41% 58	16.67% 115	2.03% 14	6.38% 44	1.16% 8	65.36% 451	690
Shopping (clothing, house wares, electronics, etc.)	13.06% 99	5.54% 42	24.93% 189	9.76% 74	0.13% 1	46.57% 353	758
Medical services	26.44% 198	23.36% 175	2.94% 22	8.95% 67	0.93% 7	37.38% 280	749
Outdoor activities (hiking, biking, sports, etc.)	27.51% 200	17.06% 124	2.34% 17	4.13% 30	16.09% 117	32.87% 239	727
Parks and open space	34.15% 250	18.99% 139	3.42% 25	4.64% 34	12.16% 89	26.64% 195	732
Personal services (hair salon, dry-cleaning, etc.)	44.41% 334	24.60% 185	4.92% 37	3.19% 24	0.93% 7	21.94% 165	752
Recreation/exercise	46.67% 343	25.17% 185	4.22% 31	3.27% 24	3.67% 27	17.01% 125	735
Movie theatres	25.20% 187	48.92% 363	6.06% 45	3.64% 27	0.40% 3	15.77% 117	742
Convenience item shopping	54.73% 411	19.31% 145	9.85% 74	1.33% 10	0.80% 6	13.98% 105	751
Groceries	53.96% 409	20.58% 156	12.66% 96	2.51% 19	0.66% 5	9.63% 73	758

Q6 Which of the following would you like to see more of in the Dulles Community (select all that apply)

Answered: 767 Skipped: 9

Answer Choices	Responses	
Casual dining restaurants	63.75%	489
Retail establishments	52.80%	405
Recreation facilities (parks, swimming pools, skate parks, etc.)	52.28%	401
Entertainment and cultural establishments (theatres, museums, etc.)	51.89%	398
Fine dining restaurants	50.20%	385
Farmers markets, community gardens	49.54%	380
Open space and natural areas	45.63%	35
Bars, nightclubs	23.60%	18
Dog parks	23.34%	17
Medical facilities	20.47%	15
Fast food restaurants	17.99%	13
Professional services (lawyers, accountants, etc.)	15.25%	11
Other (please specify)	9.00%	69
Total Respondents: 767		

Q7 What overall factors have influenced your decision to live and/or remain in the Dulles Community? (please select up to three (3) only)

Answered: 764 Skipped: 12

Answer Choices	Responses	
Schools	47.12%	360
Quality of the community	45.68%	349
Family considerations	35.60%	272
Low crime rate	33.90%	259
I live close to my current job	27.62%	211
Proximity to the D.C. metro area	19.63%	150
Affordable housing	18.46%	141
Proximity to rural areas	14.14%	108
I don't have enough equity to sell my home and move	11.26%	86
Market timing is not right to sell my home/move	10.47%	80
Job opportunities	7.72%	59
Quality of County services	4.71%	36
Other (please specify)	4.58%	35
Quality of recreation and entertainment options	4.06%	31
Proximity to medical facilities	1.96%	15
Access to public transportation	1.57%	12
Total Respondents: 764		

Q8 What are your chances of living in the Dulles Community five (5) years from now?

Answered: 749 Skipped: 27

Answer Choices	Responses	
Excellent	40%	297
Good	33%	247
Fair	16%	120
Poor	9%	65
Not sure	3%	20
Total		749

Q9 If you are considering relocating out of the Dulles Community, what are some of your reasons? (select up to three (3) only)

Answered: 605 Skipped: 171

Answer Choices	Responses	
Too much traffic congestion	51.57%	312
Cost of living	28.93%	175
Need more space/land	18.02%	109
Moving closer to my current job	15.87%	96
Better job opportunities	15.04%	91
Upsizing my home	13.88%	84
Downsizing my home	13.39%	81
Inadequate retail options	13.39%	81
Inadequate public transportation	11.40%	69
Inadequate entertainment/nightlife	10.58%	64
Retiring	10.58%	64
Taxes	10.58%	64
Other (please specify)	10.41%	63
Schools	9.59%	58
Moving closer to my family	9.09%	55
Inadequate recreational opportunities	7.77%	47
Personal finances	7.27%	44
Improving real estate market conditions	6.94%	42
Inadequate affordable housing	6.61%	40
Crime/safety	4.30%	26
Inadequate age restricted or active adult housing	2.48%	15
Inadequate medical facilities	1.98%	12
Total Respondents: 605		

Q10 How satisfied are you with the overall road network (roads, streets, parkways, etc.) within the Dulles Community?

Answered: 739 Skipped: 37

Answer Choices	Responses	
Very Satisfied	2%	13
Satisfied	17%	127
Neutral	20%	146
Dissatisfied	39%	286
Very Dissatisfied	23%	167
Total		739

Q11 Recognizing that the Board of Supervisors has limited resources, where should they focus those transportation resources over the next few years? (Please select up to three (3) only)

Answered: 733 Skipped: 43

Answer Choices	Responses	
Improving or building roads	80.49%	590
Providing rail transit service	36.43%	267
Providing or improving traffic signaling/signage	35.47%	260
Improving pedestrian walkways and bikeways	32.20%	236
Providing or improving commuter bus service	26.88%	197
Providing or improving local bus service	16.51%	121
I don't think the Board should focus resources on transportation	3.55%	26
Total Respondents: 733		

Dulles Community Outreach Resident Survey

Q12 Are there intersections or corridors in the Dulles Community that need improvement? (Please specify):

Answered: 454 Skipped: 322

Q13 Where do you work?

Answered: 737 Skipped: 39

Answer Choices	Responses
Fairfax Co. (includes Fairfax and Falls Church cities)	38.94% 287
Elsewhere in Loudoun Co.	11.94% 88
I work at home	10.45% 77
Dulles Community	10.31% 76
Washington D.C.	9.77% 72
I don't work	5.97% 44
Arlington Co.	4.88% 36
Other city or county in the metro D.C. area	2.31% 17
Montgomery Co. (includes Gaithersburg, Rockville)	1.90% 14
Prince William Co. (includes Manassas and Manassas Park)	1.49% 11
Alexandria City	1.36% 10
A city or county outside the metro D.C. area	0.54% 4
Frederick Co. (MD)	0.14% 1
Total	737

Q14 On a typical day, how do you travel to work? (if multiple modes, please note all under "other")

Answered: 726 Skipped: 50

Answer Choices	Responses	
Personal car	73.55%	534
I work from home	9.37%	68
In a car/van pool	5.51%	40
I don't work	5.37%	39
Bus	4.27%	31
By rail	1.24%	9
Walk	0.55%	4
Bike	0.14%	1
Total		726

Q15 Would you consider taking bus or rail to get to work in the future if:

Answered: 673 Skipped: 103

	Yes	No	Maybe	Total
It reduced my commute time	64.60% 407	25.56% 161	9.84% 62	630
It took less time and/or was more efficient	61.32% 382	27.13% 169	11.56% 72	623
It were less expensive than driving	57.07% 359	29.57% 186	13.35% 84	629
It were closer to your destination	53.61% 327	31.15% 190	15.25% 93	610
It were closer to your home	53.20% 324	33.17% 202	13.63% 83	609
I didn't have to wait so long	48.65% 288	35.14% 208	16.22% 96	592
It were more reliable	45.96% 273	39.56% 235	14.48% 86	594
There were more places to park at the bus/train station	43.27% 254	38.84% 228	17.89% 105	587
The hours of operation were extended	38.40% 225	42.15% 247	19.45% 114	586
It were safer	36.85% 206	44.54% 249	18.60% 104	559

Q16 For what purposes do you currently walk or ride your bike? (Please select all that apply)

Answered: 711 Skipped: 65

Answer Choices	Responses	
Fitness and/or recreation	79.75%	567
With children	52.04%	370
Walking the dog	32.35%	230
Getting to local destinations (park, grocery store, post office, library, etc.)	24.47%	174
Social activities	16.17%	115
I don't currently walk or bike, but would like to	9.28%	66
Commuting to work or school	4.50%	32
I don't walk or bike and do not want to	3.23%	23
Other (please specify)	0.98%	7
Total Respondents: 711		

Q17 What destinations in and around the Dulles Community do you get to by bike or foot? (Please select all that apply)

Answered: 610 Skipped: 166

Answer Choices	Responses	
Nearby trails	54.43%	332
Parks	47.70%	291
Grocery store	34.43%	210
Schools	25.57%	156
Restaurants	22.30%	136
Businesses/shopping	16.56%	101
Other (please specify)	11.97%	73
Library	11.31%	69
Entertainment	10.49%	64
Transit Bus Stops	2.13%	13
Workplace	1.80%	11
Place of worship	1.48%	9
Government Offices	0.49%	3
Total Respondents: 610		

Q18 How do you rate the current conditions for walking in the Dulles Community?

Answered: 711 Skipped: 65

Answer Choices	Responses	
Good	41.49%	295
Fair	33.90%	241
Poor	15.47%	110
Excellent	9.70%	69
Total		711

Q19 What factors make walking in/around the Dulles Community difficult? (Please select all that apply)

Answered: 674 Skipped: 102

Answer Choices	Responses	
Lack of safe crossings at intersections	44.51%	300
Lack of neighborhood connectivity	44.51%	300
Lack of sidewalks or paved trails	43.62%	294
Automobile traffic and speed	39.91%	269
Aggressive motorist behavior	36.50%	246
Level of street lighting	34.27%	231
Distance to commercial/park/civic destinations	32.94%	222
Sidewalks in need of repair	9.94%	67
Criminal Activity	4.60%	31
Lack of pedestrian facilities for those with disabilities	4.15%	28
Other (please specify)	3.86%	26
I do not walk	3.26%	22
Total Respondents: 674		

Q20 Are there any specific barriers or obstacles to pedestrian travel in and around the Dulles Community? List their locations here:

Answered: 186 Skipped: 590

Q21 How do you rate the current conditions for bicycling in the Dulles Community?

Answered: 668 Skipped: 108

Answer Choices	Responses	
Fair	42.66%	285
Good	34.28%	229
Poor	18.86%	126
Excellent	4.34%	29
Total		668

Q22 What factors make bicycling in and around the Dulles Community difficult? (Please select all that apply)

Answered: 638 Skipped: 138

Answer Choices	Responses	
Lack of bicycle lanes	42.79%	273
Crossing busy roads	36.05%	230
High-speed automobile traffic	34.64%	221
Traffic volume	33.23%	212
Inadequate shoulder width	31.82%	203
Lack of neighborhood connectivity	30.25%	193
Lack of off-street paved trails	28.68%	183
Inconsiderate motorists	27.43%	175
I do not bike	23.67%	151
Lack of bicycle parking at destinations throughout Dulles	19.44%	124
Level of street lighting	18.50%	118
Loose gravel/potholes/debris on road	18.03%	115
Other modes of travel are safer or more comfortable	17.71%	113
Narrow lanes	16.61%	106
Distance to commercial/park/civic destinations	13.64%	87
No road cycling education courses available	3.76%	24
Lack of showers and/or lockers at workplace	3.29%	21
Other (please specify)	2.51%	16
Criminal activity	1.57%	10
Physical ability	0.78%	5
Total Respondents: 638		

Q23 Are there any specific obstacles or barriers to bicycle travel in and around the Dulles Community? List them here:

Answered: 95 Skipped: 681

Q24 Which of the following best describes you.

Answered: 703 Skipped: 73

Answer Choices	Responses	
I live in the Dulles Community and own my home	93.60%	658
I live in the Dulles Community and rent my home	2.70%	19
I own property in the Dulles Community but live elsewhere	0.28%	2
I live elsewhere in the County	2.28%	16
I live outside the County	0.28%	2
Other (please specify)	0.85%	6
Total		703

Q25 Do you live in an age-restricted community?

Answered: 699 Skipped: 77

Answer Choices	Responses	
Yes	0.43%	3
No	99.14%	693
I prefer not to answer	0.43%	3
Total		699

Q26 What type of home do you rent or own in the Dulles Community?

Answered: 702 Skipped: 74

Answer Choices	Responses
Single-Family Detached House	60.97% 428
Duplex	0.57% 4
Traditional Townhouse	29.49% 207
Stacked townhouse (One-over-two or Two-over-two)	3.13% 22
Apartment	0.57% 4
Garden Style/Mid-rise/High-rise Condo	2.14% 15
I do not live in the Community	1.71% 12
Other (please specify)	1.42% 10
Total	702

Q27 How long have you lived in the Community?

Answered: 702 Skipped: 74

Answer Choices	Responses
Less than 1 year	7.98% 56
1 to 2 years	15.67% 110
3 to 4 years	18.95% 133
5 to 10 years	33.05% 232
11 to 14 years	13.96% 98
15 years or more	8.55% 60
I do not live Dulles	1.85% 13
Total	702

Q28 There is currently a wide range of housing choices within the Dulles Community:

Answered: 702 Skipped: 74

Answer Choices	Responses	
Strongly Agree	22.93%	161
Agree	56.84%	399
No Opinion	10.11%	71
Disagree	8.97%	63
Strongly Disagree	1.14%	8
Total		702

Q29 People in your neighborhood keep their homes in good condition:

Answered: 703 Skipped: 73

Answer Choices	Responses	
Strongly Agree	24.32%	171
Agree	67.14%	472
No Opinion	5.12%	36
Disagree	2.70%	19
Strongly Disagree	0.71%	5
Total		703

Q30 County programs are needed to help residents purchase, rent, or rehabilitate homes in the Dulles Community:

Answered: 700 Skipped: 76

Answer Choices	Responses	
Strongly Agree	5.14%	36
Agree	15.00%	105
No Opinion	43.86%	307
Disagree	24.71%	173
Strongly Disagree	11.29%	79
Total		700

Q31 In the next ten years, what type of housing would you like to see more of in the Dulles Community? (Answer choices have been randomized, select all that apply)

Answered: 679 Skipped: 97

Answer Choices	Responses	
I do not want to see more housing	53.17%	361
Single-Family detached homes	36.82%	250
Age-Restricted Active Adult (Independent Living)	16.20%	110
Affordable Housing	12.37%	84
Age-Restricted Assisted/Nursing home Living	10.90%	74
Garden Style/Mid-rise/High-rise Condo	9.72%	66
Traditional townhouses	7.51%	51
Other (please specify)	6.48%	44
Apartment	4.71%	32
Duplexes	3.09%	21
Stacked townhouse (One-over-two or Two-over-two)	2.80%	19
Total Respondents: 679		

Q32 Of the following County facilities, which do you most frequent? (Please select up to three (3) only)

Answered: 652 Skipped: 124

Answer Choices	Responses
Library	66.10% 431
Parks, passive (Ex: Nature preserves, hiking trails, etc.)	44.33% 289
Parks, active (Ex: Athletic fields including baseball, softball, and soccer)	44.02% 287
Recreation Center	16.56% 108
Community Center	14.72% 96
Park-and-Ride Lot	11.04% 72
Recycling Drop-Off Center	7.21% 47
Government Offices	7.06% 46
Health Clinic	4.45% 29
Other (please specify)	2.61% 17
Animal Shelter	1.38% 9
Senior Center	1.07% 7
Total Respondents: 652	

Q33 Of the County facilities you frequent, how satisfied are you with the overall quality and condition of the facilities?

Answered: 677 Skipped: 99

Answer Choices	Responses
Satisfied	61.60% 417
Neutral	15.36% 104
Very Satisfied	13.15% 89
Dissatisfied	3.55% 24
Not Applicable	3.40% 23
Very Dissatisfied	2.95% 20
Total	677

Q34 If you answered “very satisfied” with any of the County facilities you frequent, please explain:

Answered: 93 Skipped: 683

Q35 If you answered “dissatisfied” or “very dissatisfied” with any of the County facilities you frequent, please explain:

Answered: 51 Skipped: 725

Q37 Which neighborhood/subdivision/HOA in the Dulles Community do you most identify with?

Answered: 646 Skipped: 130

Q38 Please identify the closest neighborhood road intersection to your home or property (we will use this information only for a spatial analysis of the responses)

Answered: 642 Skipped: 13

Q36 Of the following County facilities, which would you like to see more of in the Dulles Community? (Please select all that apply)

Answered: 652 Skipped: 124

Answer Choices	Responses	
Parks, passive (Ex: Nature preserves, hiking trails, etc.)	58.13%	379
Recreation Center	45.09%	294
Parks, active (Ex: Athletic fields including baseball, softball, and soccer)	38.65%	252
Community Center	28.53%	186
Teen Center	27.91%	182
Library	25.00%	163
Recycling Drop-Off Center	18.25%	119
Park-and-Ride Lot	16.41%	107
Animal Shelter	13.19%	86
Sheriff Station	10.58%	69
Senior Center	8.90%	58
Fire/Rescue Station	8.28%	54
Other (please specify)	6.90%	45
Government Offices	6.75%	44
Health Clinic	6.75%	44
Mental Health Residential Facility	3.99%	26
Respite Center	2.45%	16
Developmental Services Residential Facility	2.15%	14
Total Respondents: 652		

Q39 What is your gender?

Answered: 675 Skipped: 101

Answer Choices	Responses	
Male	40.15%	271
Female	55.56%	375
I prefer not to answer	4.30%	29
Total		675

Q40 What is your age?

Answered: 669 Skipped: 107

Answer Choices	Responses	
Under age 18	0.30%	2
18 to 24	1.35%	9
25 to 34	18.68%	125
35 to 44	44.25%	296
45 to 54	22.12%	148
55 to 64	7.03%	47
65 to 74	2.39%	16
75 or older	0.00%	0
I prefer not to answer	3.89%	26
Total		669

Q41 Do you consider yourself to be Hispanic or Latino?

Answered: 671 Skipped: 105

Answer Choices	Responses	
Yes	3.73%	25
No	90.76%	609
I prefer not to answer	5.51%	37
Total		671

Q42 How would you describe your racial identity?

Answered: 668 Skipped: 108

Answer Choices	Responses	
White/Caucasian	74.85%	500
Black/African-American	1.95%	13
Asian	10.03%	67
Two or more races	1.80%	12
I prefer not to answer	9.13%	61
Other (please specify)	2.25%	15
Total		668

Q43 How many people live in your home?

Answered: 653 Skipped: 123

Q44 Indicate how many children are in your home in each age category:

Answered: 624 Skipped: 152

Number of Children								
	I do not have any children in this age group	1	2	3	4	5	6 or more	Total
Under age 5	52.19% 238	33.77% 154	13.16% 60	0.88% 4	0.00% 0	0.00% 0	0.00% 0	456
Age 5 to 12	38.04% 194	35.29% 180	23.14% 118	3.14% 16	0.39% 2	0.00% 0	0.00% 0	510
Age 13 to 19	62.22% 252	21.98% 89	12.10% 49	2.96% 12	0.74% 3	0.00% 0	0.00% 0	405

Q45 How many school-aged children in your household attend Loudoun County Public Schools? (if you do not have any school aged children please skip to the next question)

Answered: 423 Skipped: 353

Q46 What is your employment status? (select all that apply)

Answered: 675 Skipped: 101

Answer Choices	Responses	
Full-time	75.85%	512
Part-time	8.00%	54
Self-employed	6.67%	45
Not employed	8.15%	55
I prefer not to answer	4.74%	32
Total Respondents: 675		

Q47 In 2014, what was your household's estimated total income before taxes?

Answered: 676 Skipped: 100

Answer Choices	Responses	
Less than \$15,000	0.15%	1
\$15,000 to \$24,999	0.00%	0
\$25,000 to \$49,999	1.04%	7
\$50,000 to \$74,999	3.40%	23
\$75,000 to \$99,999	7.25%	49
\$100,000 to \$124,999	11.83%	80
\$125,000 to \$149,999	12.13%	82
\$150,000 to \$199,999	22.63%	153
\$200,000 or more	23.96%	162
I prefer not to answer	17.60%	119
Total	676	

Q48 How involved are you in local civic or government affairs? (select all that apply):

Answered: 657 Skipped: 119

Answer Choices	Responses	
I attend local government meetings	15.83%	104
I attend School Board meetings	9.89%	65
I attend Parent Teacher Association meetings	19.03%	125
I attend HOA meetings	27.55%	181
I watch or listen to webcasts or broadcasts of local government meetings	14.92%	98
I follow these groups on twitter, facebook, or other social media sites	56.62%	372
I read local newsletters	57.69%	379
I read local newspapers in print and/or on the internet	60.73%	399
I read and/or participate in community websites or blogs (ex: HOA forums)	46.88%	308
I am not involved in any of the above but would like to be	7.91%	52
I do not want to be involved in Loudoun County or Dulles Community issues.	3.35%	22
Other (please specify)	3.50%	23
Total Respondents: 657		

Q49 In what ways are you involved in your local community (select all that apply)?

Answered: 611 Skipped: 165

Answer Choices	Responses
I attend HOA meetings	29.79% 182
I attend community group meetings (examples: Lions Club, Rotary Club)	5.24% 32
I'm active with my local house of worship attend events in the Dulles Community (sports, music, theatre)	19.64% 120
I volunteer at a school	33.06% 202
I volunteer with or play in local sports leagues	21.28% 130
I volunteer in another manner in my community	20.62% 126
I am not involved in any of the above but would like to be	18.33% 112
I do not want to be involved	8.02% 49
Other (please specify)	4.58% 28
Total Respondents: 611	

Q50 Prior to receiving this survey, had you expressed your opinion to county officials about problems/projects in the Dulles Community during the past year?

Answered: 653 Skipped: 123

Answer Choices	Responses
Yes	35.99% 235
No	64.01% 418
Total	653

Q51 How can the County keep you up to date and better informed on initiatives, such as this one, and other issues?

Answered: 248 Skipped: 528

Q52 OPTIONAL: If you would like to stay involved in the Dulles Community Outreach effort and be notified of meetings or the availability of new information, please provide your e-mail address below.

Answered: 200 Skipped: 576

Answer Choices	Responses	
Name	97.00%	194
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	99.50%	199
Phone Number	0.00%	0

Appendix F-2: Business Survey Questions & Responses

Q1 Where are the majority of your customers located?

Answered: 49 Skipped: 0

Answer Choices	Responses	
Immediate neighborhood (e.g. Brambleton, South Riding, etc.)	40.82%	20
Northern Virginia Region	18.37%	9
Loudoun County Overall	12.24%	6
Nationwide	10.20%	5
Greater Washington DC Region	8.16%	4
Eastern Loudoun	4.08%	2
Western Loudoun	4.08%	2
Worldwide	2.04%	1
Total		49

Q2 Which of the following best describes your industry?

Answered: 49 Skipped: 0

Answer Choices	Responses	
Retail	20.41%	10
Other (please specify)	16.33%	8
Health Care/Life Science	14.29%	7
Educational Services	12.24%	6
Finance/Insurance/Real Estate	12.24%	6
Professional & Technical Services	8.16%	4
Construction	4.08%	2
Defense/Aerospace	4.08%	2
Accommodation and Food Services	2.04%	1
Entertainment and Recreation	2.04%	1
Information/Technology	2.04%	1
Transportation & Logistics	2.04%	1
Manufacturing	0.00%	0
Mining and Quarrying	0.00%	0
Utilities	0.00%	0
Warehousing	0.00%	0
Wholesale	0.00%	0
Total		49

Q3 Which of the following best describes your business?

Answered: 49 Skipped: 0

Answer Choices	Responses	
Home - Based	26.53%	13
Other (please specify)	26.53%	13
Branch Location	22.45%	11
Headquarters	20.41%	10
Franchise	4.08%	2
Total		49

Q4 Which option best describes your relationship to the business?

Answered: 48 Skipped: 1

Answer Choices	Responses	
Owner	58.33%	28
Manager	29.17%	14
Employee	6.25%	3
Other (please specify)	6.25%	3
Total		48

Q5 Please identify the closest road intersection to your business: (Please be as specific as possible, including minor intersections. This information will be only be used for a spatial analysis of responses)

Answered: 44 Skipped: 5

Q6 If applicable, in which development is your business located? (i.e. Dulles Trade Center West, Brambleton Town Center, South Riding Marketplace, etc.)

Answered: 39 Skipped: 10

Q7 About how many people are employed at your location in the Dulles Community?

Answered: 43 Skipped: 6

Q8 Does your business lease or own the building where the business is located?

Answered: 46 Skipped: 3

Answer Choices	Responses	
Own	50.00%	23
Lease	45.65%	21
Not Sure	4.35%	2
Total		46

Q9 How much physical space does the business occupy?

Answered: 47 Skipped: 2

Answer Choices	Responses	
Less than 5,000 square feet	44.68%	21
5,000 – Just under 10,000 square feet	6.38%	3
10,000 – Just under 25,000	10.64%	5
25,000- Just under 50,000	0.00%	0
50,000- Just under 75,000	2.13%	1
75,000- Just under 100,000	0.00%	0
100,000- Just under 250,000	4.26%	2
250,000 square feet or more	21.28%	10
My business is located in my home	6.38%	3
I don't know	4.26%	2
Total		47

Q10 How long has your business operated in the Dulles Community?

Answered: 47 Skipped: 2

Answer Choices	Responses	
1 – 5 years	27.66%	13
6 – 10 years	27.66%	13
Less than 1 year	10.64%	5
11 – 20 years	10.64%	5
More than 50 years	10.64%	5
21 – 30 years	8.51%	4
31 – 50 years	4.26%	2
Total		47

Q11 Are you considering any of the following actions within the next 5 years (Please select all that apply):

Answered: 47 Skipped: 2

Answer Choices	Responses	
Increase the number of employees	40.43%	19
Expand your business space in the Dulles Community	36.17%	17
Expand your business space elsewhere in Loudoun County	25.53%	12
None of the above	17.02%	8
Expand your business space outside of Loudoun County	8.51%	4
Relocate elsewhere in Loudoun County	8.51%	4
Relocate elsewhere in the Dulles Community	6.38%	3
Other (please specify:	6.38%	3
Relocated outside of Loudoun County	4.26%	2
Sell the business	4.26%	2
Close the business	4.26%	2
Decrease the number of employees	0.00%	0
Total Responses:		47

Q12 Is the business a member of any of the following (Please select all the apply):

Answered: 28 Skipped: 21

Answer Choices	Responses
Loudoun County Chamber of Commerce	67.86% 19
Dulles South Alliance	39.29% 11
Other (please specify)	39.29% 11
Dulles Area Chamber of Commerce	21.43% 6
Local Trade/Industry Organization (please specify below)	14.29% 4
Better Business Bureau	10.71% 3
Business Property Owners Association (please specify below)	3.57% 1
Dulles Area Association of Realtors	3.57% 1
Total Respondents:	28

Q13 How would you characterize your current business activity level over the last year?

Answered: 47 Skipped: 2

Answer Choices	Responses
Business is moderately growing, increasing	46.81% 22
Business has remained steady	27.66% 13
Business is rapidly expanding	14.89% 7
I am not sure	6.38% 3
Declining business activity	4.26% 2
Total	47

Q14 How do you rate the Dulles Community as a place to do business?

Answered: 42 Skipped: 7

Answer Choices	Responses	
Excellent	19.05%	8
Good	54.76%	23
Average	14.29%	6
Poor	7.14%	3
Very Poor	4.76%	2
Total		42

Q15 If you answered "excellent" for question one above, please tell us why:

Answered: 8 Skipped: 41

Q16 If you answered "poor" or "very poor" for question one above, please tell us why:

Answered: 6 Skipped: 43

Q17 If you were starting a new business today, how likely would you be to choose the Dulles Community?

Answered: 41 Skipped: 8

Answer Choices	Responses	
Very likely	51.22%	21
Somewhat Likely	26.83%	11
Don't Know	12.20%	5
Somewhat Unlikely	2.44%	1
Very Unlikely	7.32%	3
Total		41

Q18 How would you rate your overall confidence in the economic future of Loudoun County as a whole?

Answered: 42 Skipped: 7

Answer Choices	Responses	
High	59.52%	25
Moderate	35.71%	15
Low	2.38%	1
Don't Know	2.38%	1
Total		42

Q19 How important are the following factors to the success of your business in the Dulles Community?

Answered: 43 Skipped: 6

Answer Choices	Very Important	Important	Neutral	Not Important	Does Not Apply	Total
Cost of doing business	69.05% 29	28.57% 12	2.38% 1	0.00% 0	0.00% 0	42
Transportations system (roads, connections, intersections, etc)	65.12% 28	27.91% 12	2.33% 1	4.65% 2	0.00% 0	43
Business friendly environment	59.52% 25	38.10% 16	0.00% 0	2.38% 1	0.00% 0	42
Access to markets and customers	58.54% 24	21.95% 9	17.07% 7	2.44% 1	0.00% 0	41
Taxes	52.38% 22	30.95% 13	14.29% 6	2.38% 1	0.00% 0	42
Utility costs	47.62% 20	45.24% 19	7.14% 3	0.00% 0	0.00% 0	42
Community safety	45.24% 19	45.24% 19	7.14% 3	2.38% 1	0.00% 0	42
Availability of Workforce	43.90% 18	34.15% 14	12.20% 5	4.88% 2	4.88% 2	41
Access to fiber optic infrastructure	40.48% 17	40.48% 17	14.29% 6	4.76% 2	0.00% 0	42
Cell phone coverage	40.48% 17	47.62% 20	11.90% 5	0.00% 0	0.00% 0	42
Planning and permitting process	38.10% 16	38.10% 16	11.90% 5	7.14% 3	4.76% 2	42
Quality of K-12 schools	32.50% 13	32.50% 13	17.50% 7	12.50% 5	5.00% 2	40
Skilled/Educated Workforce	31.71% 13	41.46% 17	14.63% 6	7.32% 3	4.88% 2	41
Housing Affordability for employees	23.81% 10	35.71% 15	30.95% 13	4.76% 2	4.76% 2	42
Availability of space for lease or purchase	21.95% 9	41.46% 17	21.95% 9	9.76% 4	4.88% 2	41
Public Transportation	21.43% 9	23.81% 10	23.81% 10	26.19% 11	4.76% 2	42
Variety of amenities (ex: Hotels, restaurants, etc.)	21.95% 9	31.71% 13	36.59% 15	7.32% 3	2.44% 1	41
Availability of land	20.00% 8	30.00% 12	35.00% 14	10.00% 4	5.00% 2	40
Proximity to international airport	19.05% 8	19.05% 8	26.19% 11	28.57% 12	7.14% 3	42
Higher education resources	11.90% 5	42.86% 18	35.71% 15	9.52% 4	0.00% 0	42
Access to suppliers	9.76% 4	36.59% 15	34.15% 14	12.20% 5	7.32% 3	41

Conference and meeting spaces	7.14% 3	33.33% 14	38.10% 16	14.29% 6	7.14% 3	42
Nightlife/Entertainment amenities for employees	2.38% 1	21.43% 9	40.48% 17	23.81% 10	11.90% 5	42

**Q20 What are the most positive aspects of the physical location of your business site?
(Please select up to three (3) only)**

Answered: 43 Skipped: 6

Answer Choices	Responses
Good access to major roads	67.44% 29
Easy to reach by car	53.49% 23
Proximity to nearby communities (Ex: Leesburg, Reston, Sterling)	48.84% 21
Proximity to Dulles Community neighborhoods	25.58% 11
Proximity to Washington Dulles International Airport	20.93% 9
Appearance of the commercial areas	13.95% 6
Current road design	13.95% 6
Existing mix of businesses	13.95% 6
Other (please specify)	9.30% 4
Easy to reach by bicycle or on foot	2.33% 1
Easy to reach by bus or other transit	2.33% 1
Total Respondents:	43

**Q21 What are the most significant location concerns facing your business today?
(Please select up to three (3) only)**

Answered: 40 Skipped: 9

Answer Choices	Responses
Traffic congestion	52.50% 21
Real estate costs (lease or purchase)	35.00% 14
Customer accessibility	25.00% 10
Mix of business, services and other uses	22.50% 9
Proximity to employee amenities (restaurants, shops, personal services, etc.)	20.00% 8
Traffic safety	20.00% 8
Visibility	17.50% 7
Other (please specify)	15.00% 6
Insufficient transit services	12.50% 5
Utility rates	12.50% 5
Crime	10.00% 4
Overall appearance of the neighborhood	10.00% 4
Vacant properties	7.50% 3
Lack of parks and open spaces	0.00% 0
Pedestrian & bicycle access and safety	0.00% 0
Total Respondents:	40

Q22 What infrastructure concerns do you have? (Please select all that apply)

Answered: 35 Skipped: 14

Answer Choices	Responses	
Streets/building access	37.14%	13
Cell Phone Coverage/Fiber Optic Connections	31.43%	11
Utilities(i.e. water, sewer)	25.71%	9
Access to public transportation	22.86%	8
Parking	22.86%	8
Customers and employees can't walk or bike to my business	14.29%	5
Other (please specify)	14.29%	5
Total Respondents:		35

Q23 What are the issues that make the Dulles Community less attractive to employers? (Please select all that apply)

Answered: 40 Skipped: 9

Answer Choices	Responses	
Cost of living for employees	47.50%	19
Cost of doing business	42.50%	17
Taxes	37.50%	15
Transportation system	32.50%	13
Access to markets and customers	15.00%	6
Availability of qualified workforce	15.00%	6
Availability of land	12.50%	5
Nightlife and Entertainment amenities	12.50%	5
Variety of amenities (ex: Hotels, restaurants, etc.)	12.50%	5
There are no issues	12.50%	5
Telecommunications (i.e. Fiber Optics, Cell Phone, etc.)	10.00%	4
Conference and meeting spaces	7.50%	3
Other (please specify)	7.50%	3
Incentives	5.00%	2
Quality of K-12 schools	5.00%	2
Higher education resources	2.50%	1
Access to suppliers	0.00%	0
Total Respondents:		40

Q24 Recognizing that the Loudoun County Board of Supervisors has limited resources, where should it focus those resources for business development over the next few years? (Please select up to three (3) only)

Answered: 42 Skipped: 7

Answer Choices	Responses	
Improve transportation system (roads, connections, intersections, etc.)	64.29%	27
Lower business taxes and fees	50.00%	21
Improve efficiency of planning and permitting processes	26.19%	11
Improve public transportation	21.43%	9
Modify development regulations (ex: zoning, environmental, etc.)	21.43%	9
Promote Loudoun as a business location	19.05%	8
Provide affordable housing	19.05%	8
Other (please specify)	16.67%	7
Offer more business assistance services	9.52%	4
Enhance workforce development activities (Partnerships with schools, Loudoun workforce resource center)	7.14%	3
Improve community safety	2.38%	1
Total Respondents:		42

Q25 What are the most significant operational issues facing your business today? (Please select up to three (3) only)

Answered: 42 Skipped: 7

Answer Choices	Responses	
Cost of doing business	47.62%	20
Current state of the economy	28.57%	12
Access to customers	21.43%	9
Employee health insurance	21.43%	9
Local Taxes	21.43%	9
Local Government regulation	19.05%	8
Increased competition for customers	19.05%	8
Other (please specify)	19.05%	8
Access to qualified employees	14.29%	6
Employee retention	11.90%	5
Ability to expand our facility	9.52%	4
Decreased sales	7.14%	3
Federal government expenditures	7.14%	3
None of these	7.14%	3
Total Respondents:		42

**Q26 If you would you like to be contacted by
a Loudoun County business retention
specialist to discuss your survey responses
please provide your contact information
below:**

Answered: 13 Skipped: 36

Answer Choices	Responses	
Name	100.00%	13
Company	100.00%	13
Address	0.00%	0
Address 2	0.00%	0
City / Town	0.00%	0
State / Province	0.00%	0
ZIP / Postal Code	0.00%	0
Country	0.00%	0
Email	100.00%	13
Phone	92.31%	12

Appendix F-3: Geocoded Survey Responses

Geocoded Resident Survey Responses by Dulles Neighborhood

In the demographics section, the resident survey asked respondents to indicate in which neighborhood they resided. The outreach project team used this information to create the maps below, highlighting response trends to selected questions based on geographic location. The outreach project team limited the neighborhoods chosen for this analysis to the top 15 in total surveys completed (labeled as “selected neighborhoods” on maps), as too few a number of responses for any given neighborhood might skew the percentages in an unrepresentative manner. The 15 neighborhoods in or near (the resident survey was open to anyone) the Dulles Community with the most overall survey completions were:

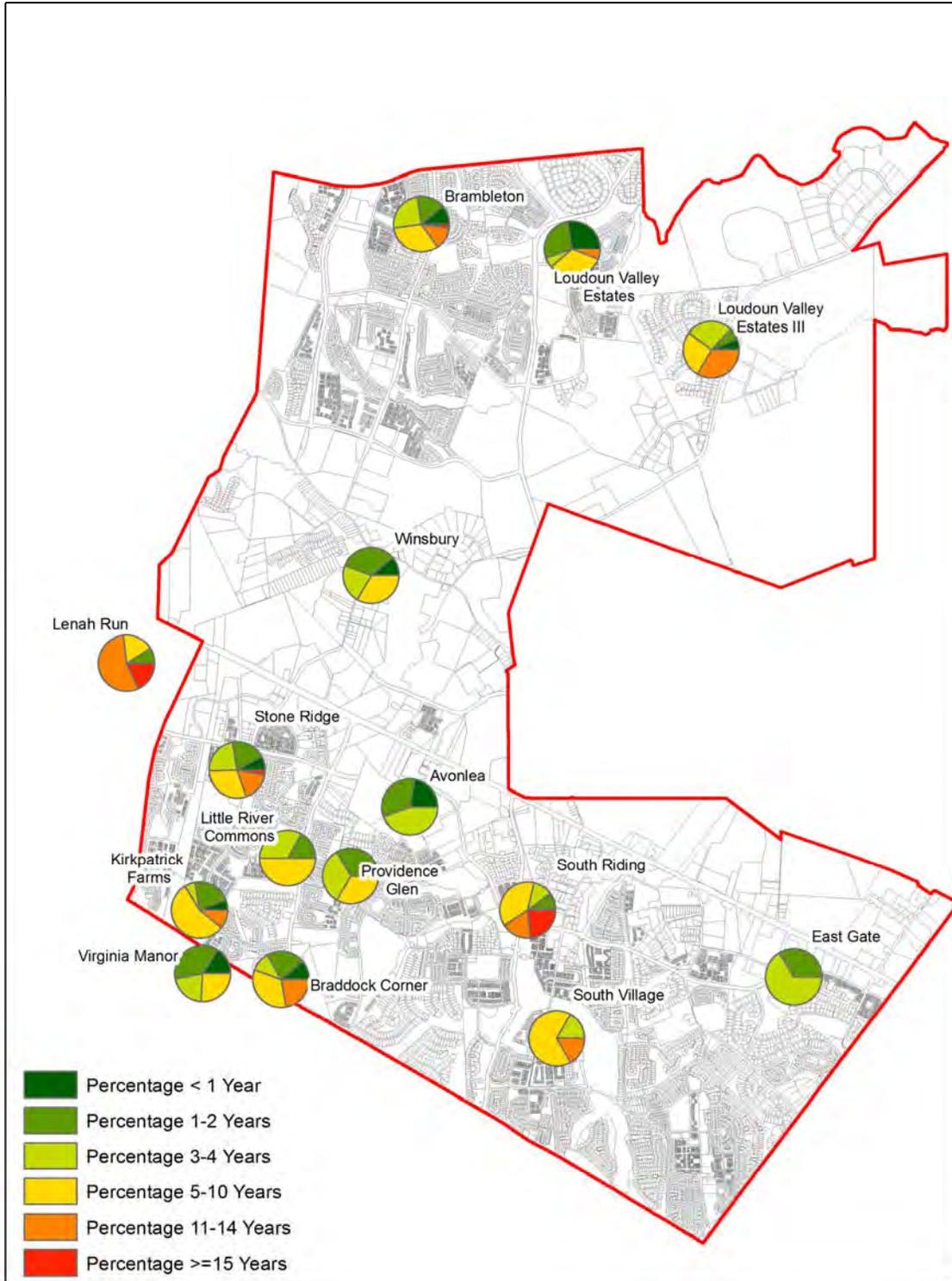
1. <i>Brambleton</i>
2. <i>South Riding</i>
3. <i>Stone Ridge</i>
4. <i>Virginia Manor (Seven Hills)</i>
5. <i>Kirkpatrick Farms</i>
6. <i>Loudoun Valley Estates</i>
7. <i>Loudoun Valley Estates III</i>
8. <i>Lenah Run</i>
9. <i>Braddock Corner</i>
10. <i>Avonlea</i>
11. <i>Winsbury</i>
12. <i>East Gate</i>
13. <i>South Village</i>
14. <i>Little River Commons</i>
15. <i>Providence Glen</i>

These neighborhoods are well dispersed geographically across the Dulles Community, and the maps below highlight survey differences in respondent demographics, likes, concerns, and wants north and south of US Route 50. It is important to note that these maps analyze the **survey respondents and their answers only**, and are not intended to represent the entire community.

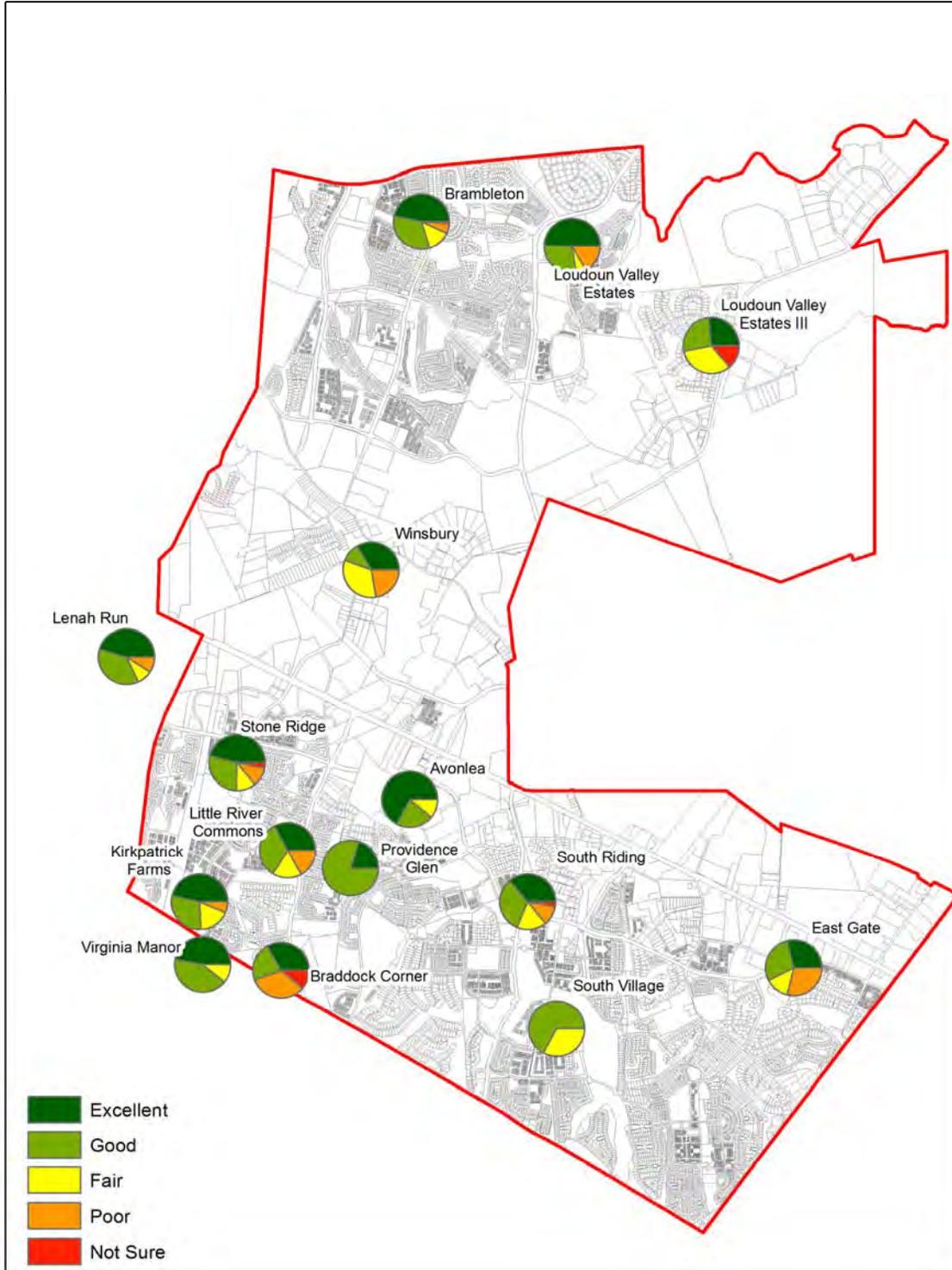
The first three maps highlight demographic and generalized survey response questions. The maps that follow the first three show the percentage of respondents by neighborhood who selected a specific response for a question. Responses are indicated by the title of each map. For each of the five questions demonstrated, respondents could choose multiple answers. The size and shade of each neighborhood’s corresponding circle indicates the percentage of survey respondents who made that selection in that neighborhood. Response percentages by neighborhood on each map are displayed using six intervals that are based on natural breaks in the data. In addition, the size of each circle is intended to compare neighborhoods for one response only; rather than across responses. For example, one response might have a range from 35% - 80%, while the other has a range of 0% - 8%. However, both maps will be displayed with the same size and shade differences between circles. This method provides for a close analysis of differences between neighborhoods for individual question responses. **Please review the legend of each map for the range of response percentages. The average for the 15 selected neighborhoods is also indicated next to each map legend.**

A full scale version of each map is available on the project website: www.loudoun.gov/dullescommunityoutreach

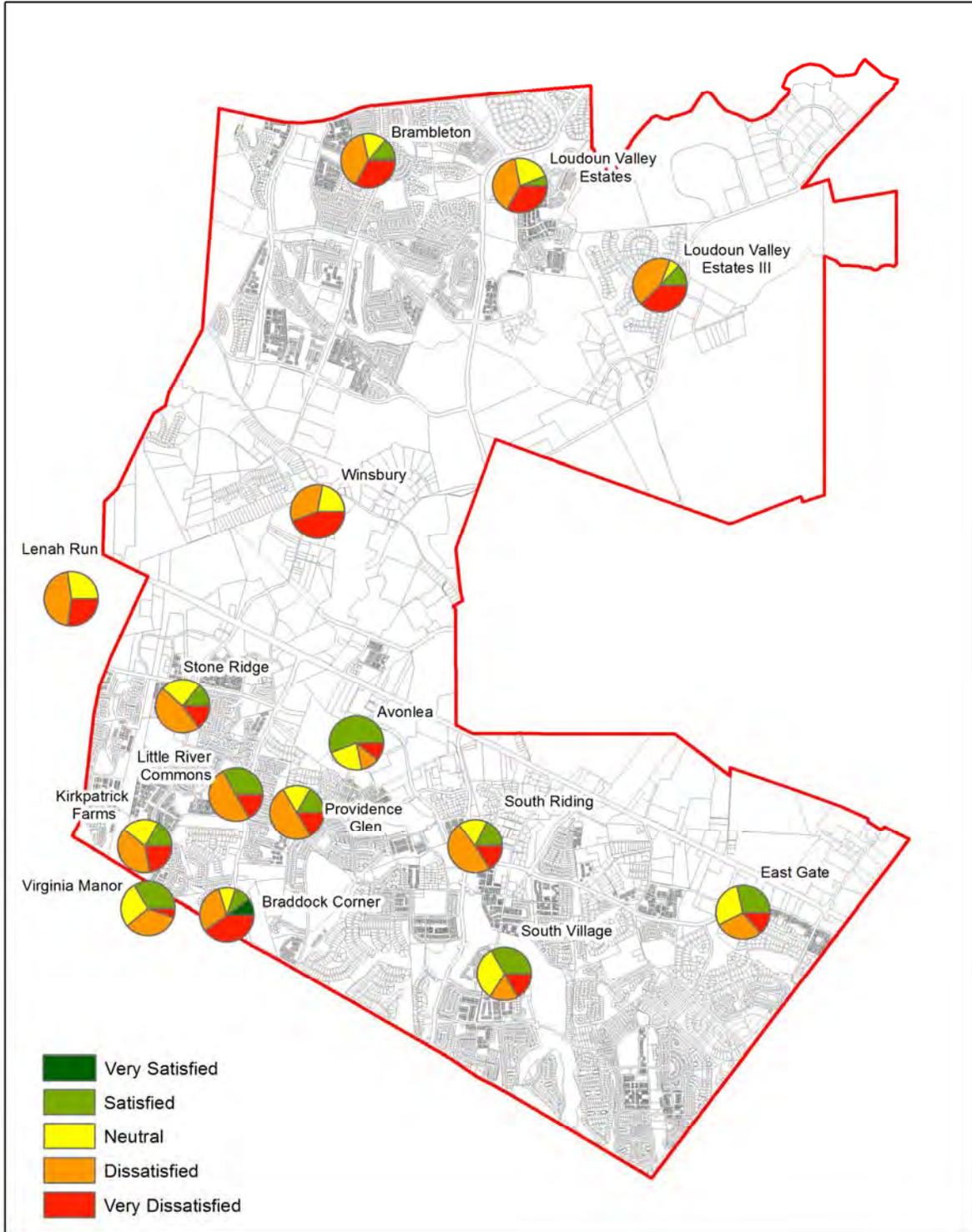
Question: How long have you lived in the Dulles Community?



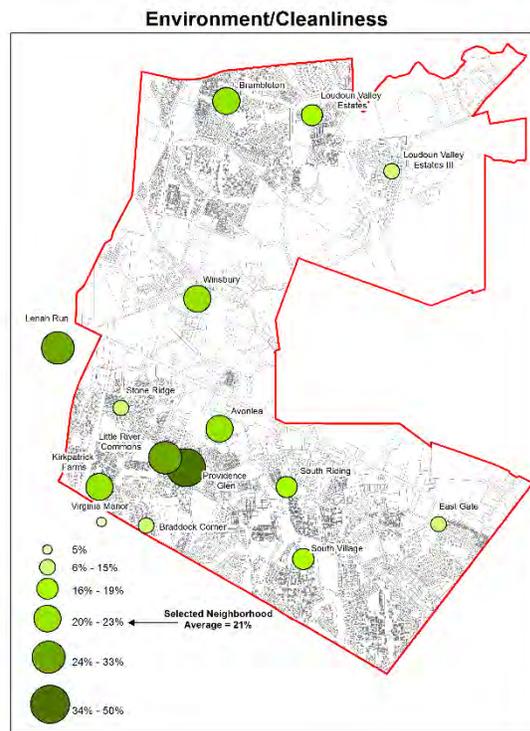
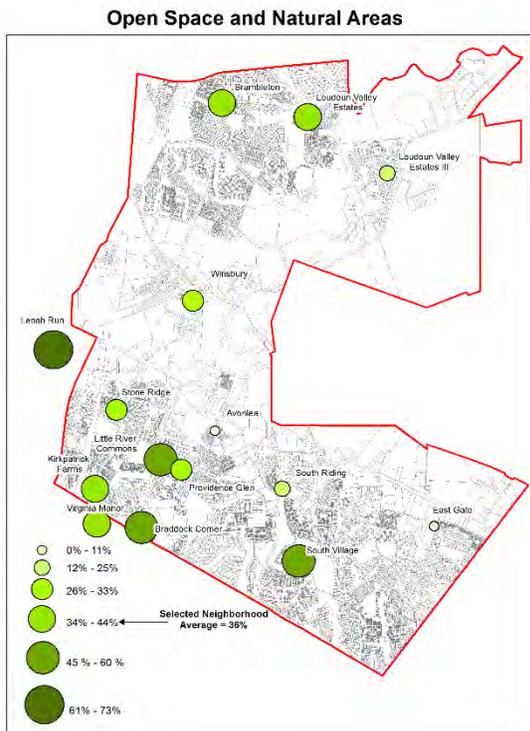
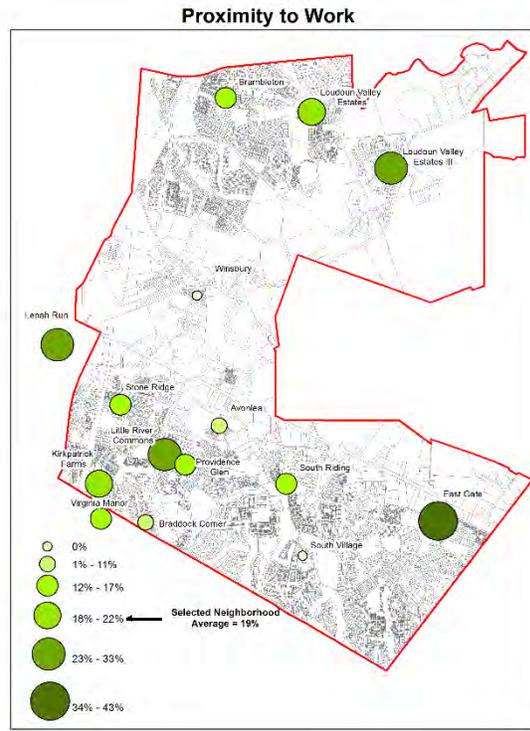
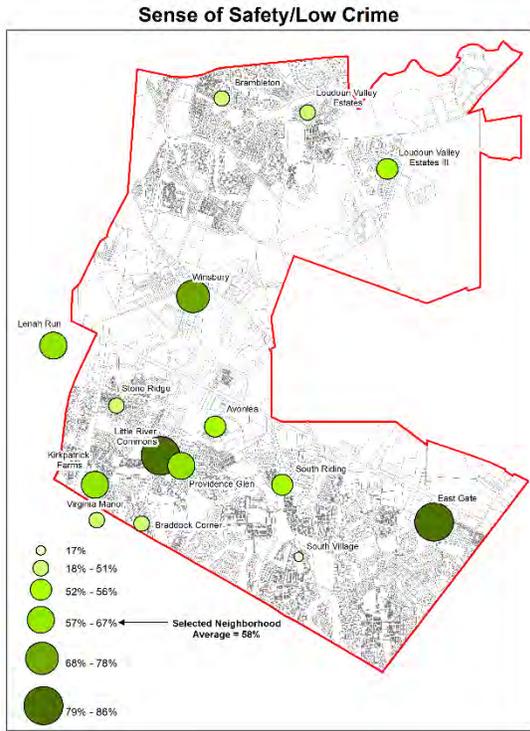
Question: What are your chances of living in the Dulles Community five years from now?



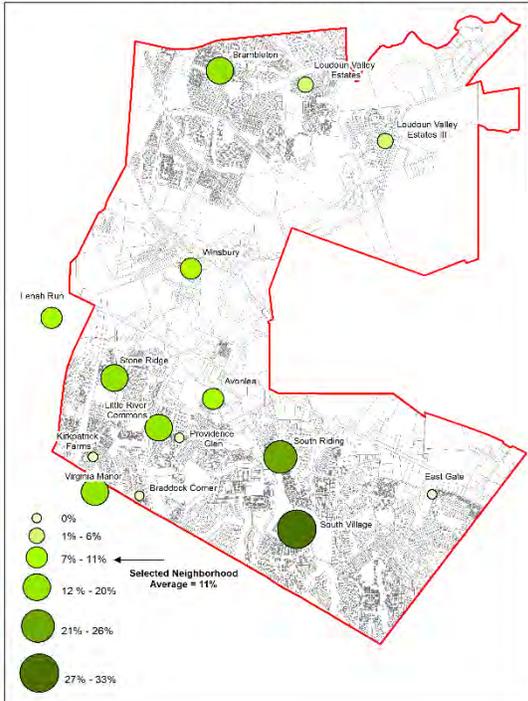
Question: How satisfied are you with the overall road network (roads, streets, parkways, etc.) within the Dulles Community?



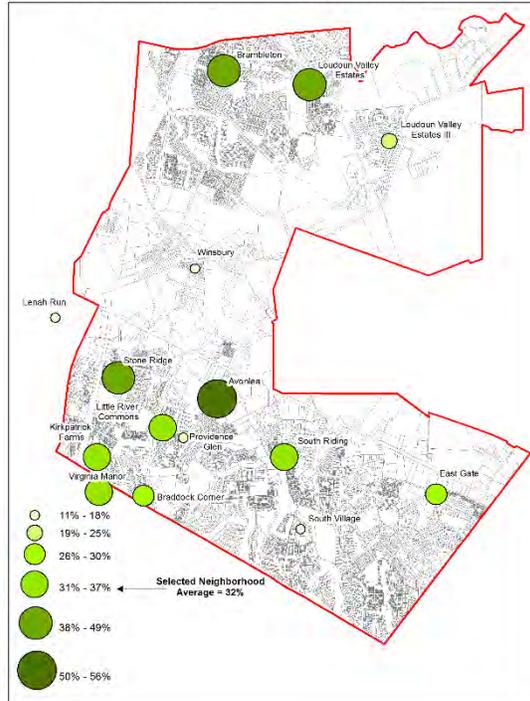
Question: From the following list, what do you like most about the Dulles Community? (Select three only)



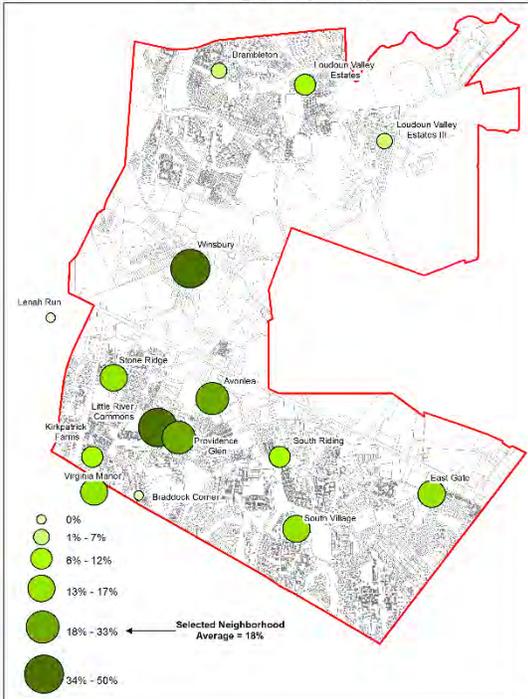
Close-Knit Community



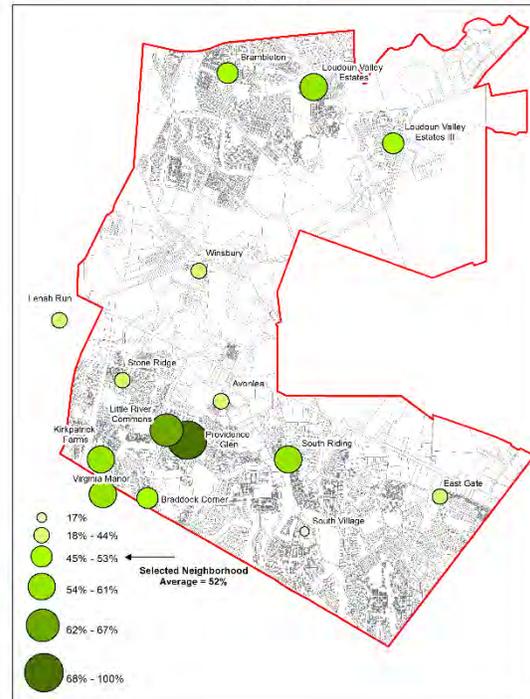
Neighborhood (size, design, offerings, etc.)



Housing Affordability

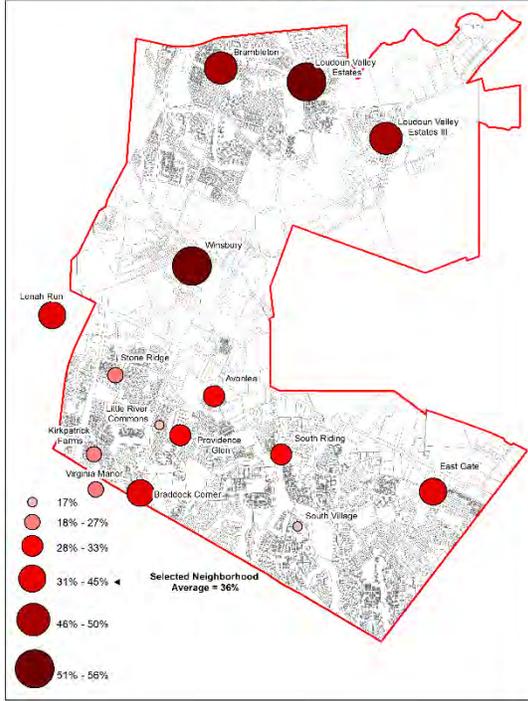


Schools

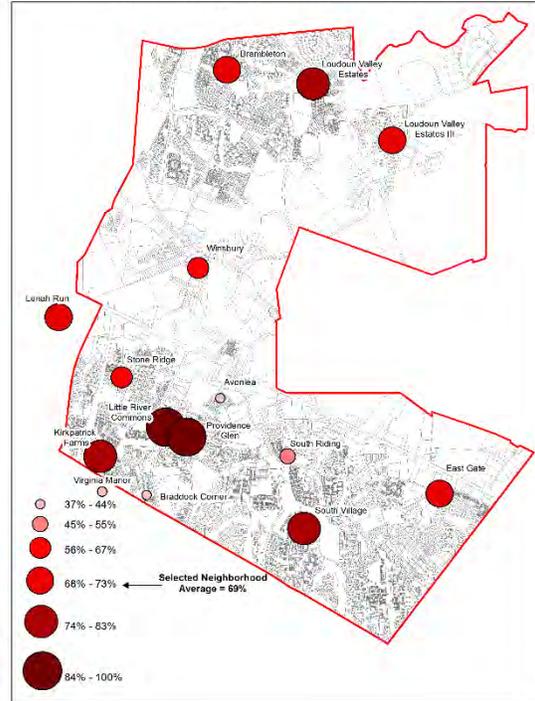


Question: From the following list, choose your top three concerns about the Dulles Community's future?

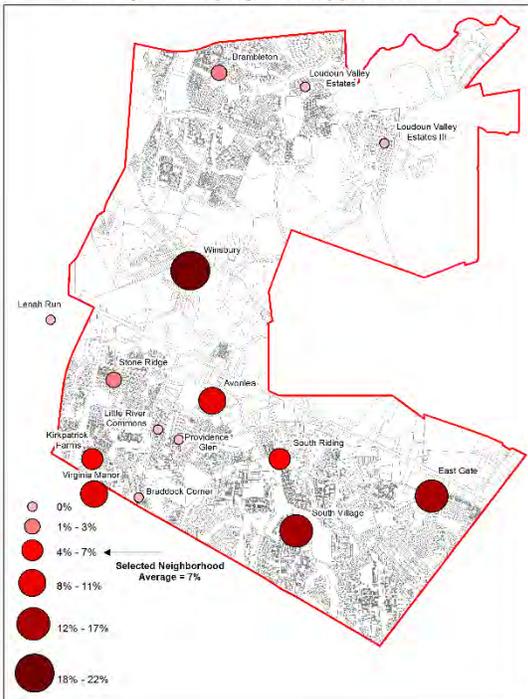
Road Network



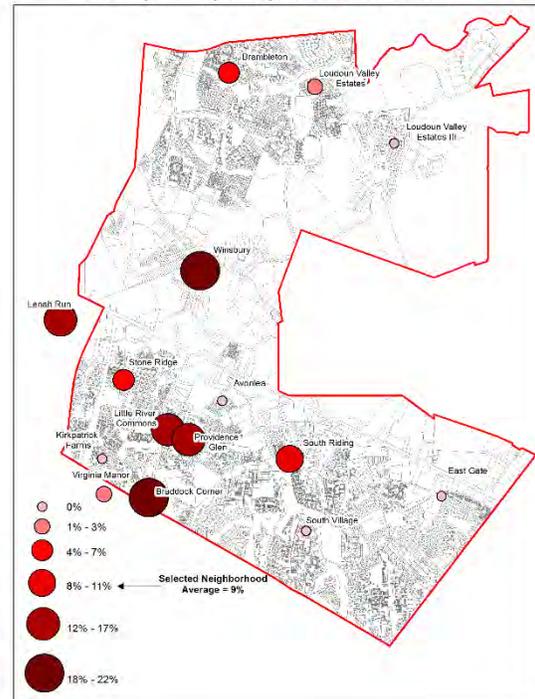
Traffic Congestion/Commute Times



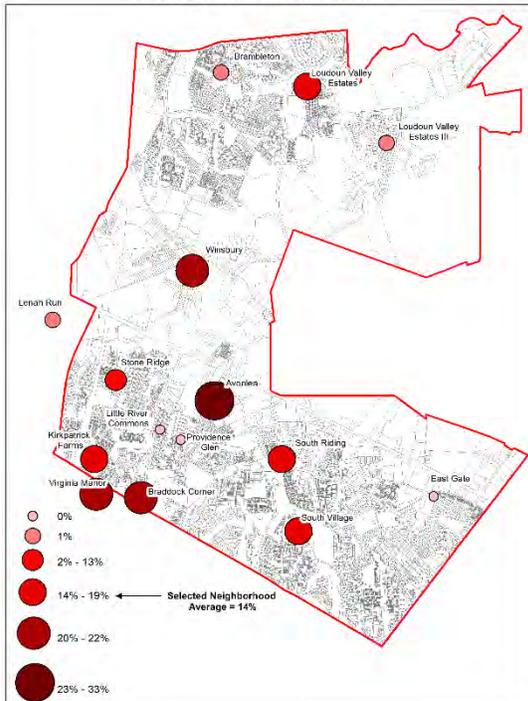
Inadequate Employment Opportunities



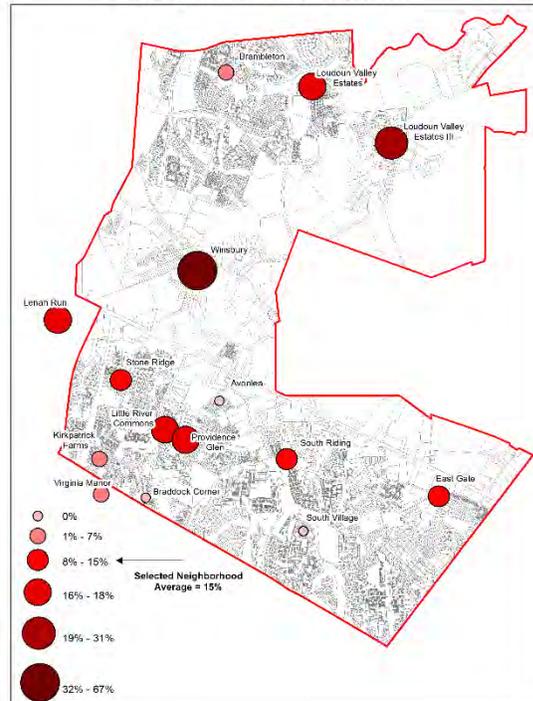
Inadequate Open Space/Natural Areas



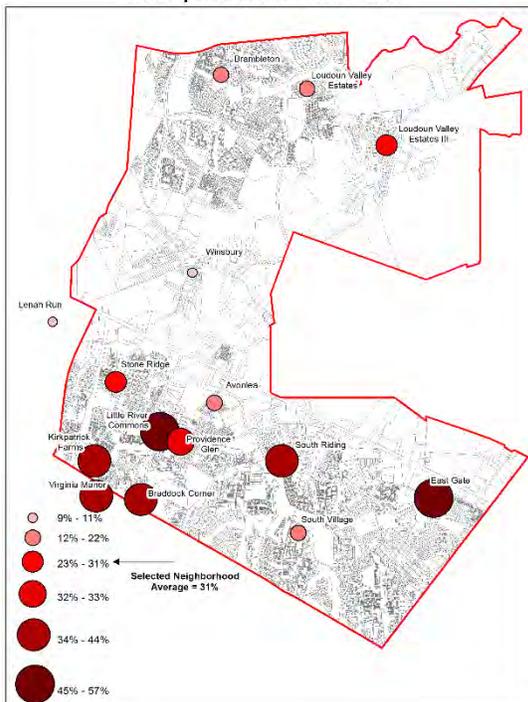
Inadequate Public Transit



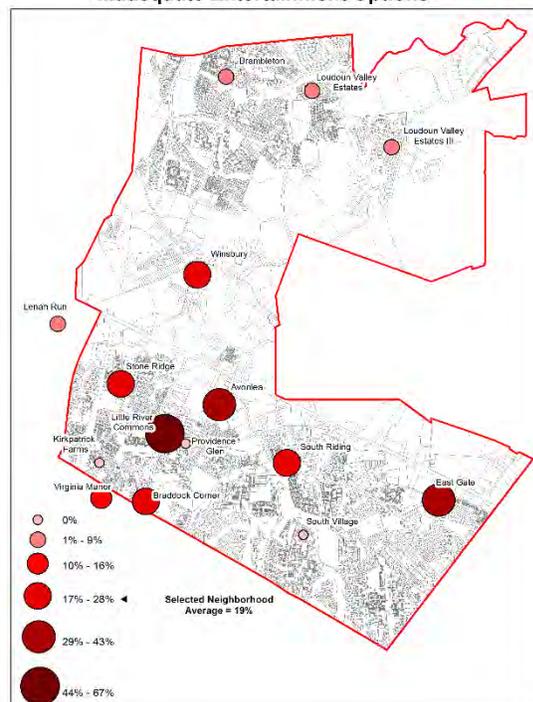
Inadequate Bike/Ped Facilities



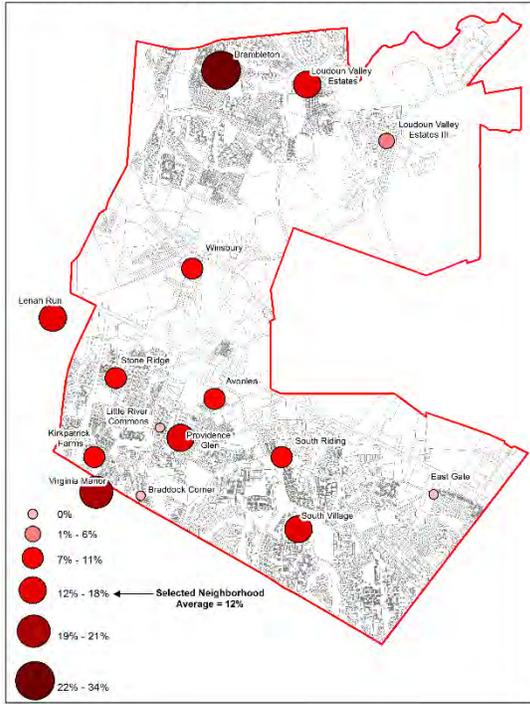
Inadequate Retail Amenities



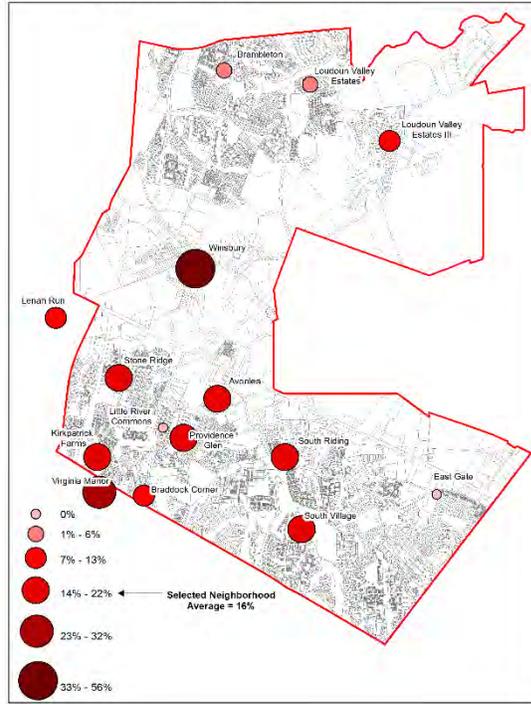
Inadequate Entertainment Options



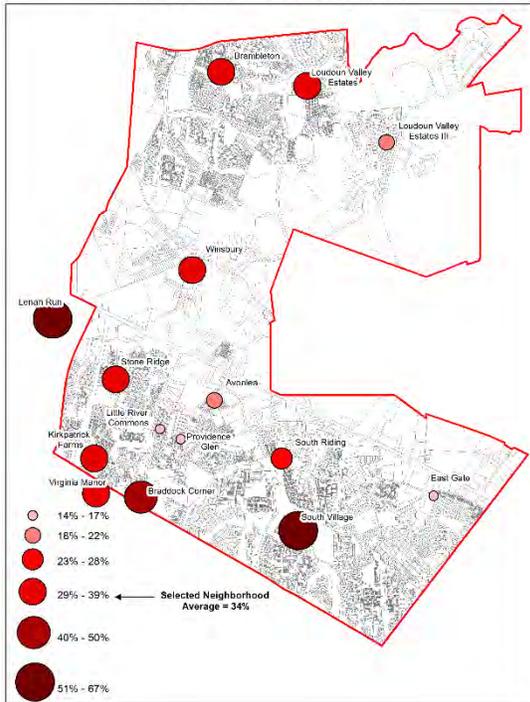
School Issues (Buildings, Overcrowded, etc.)



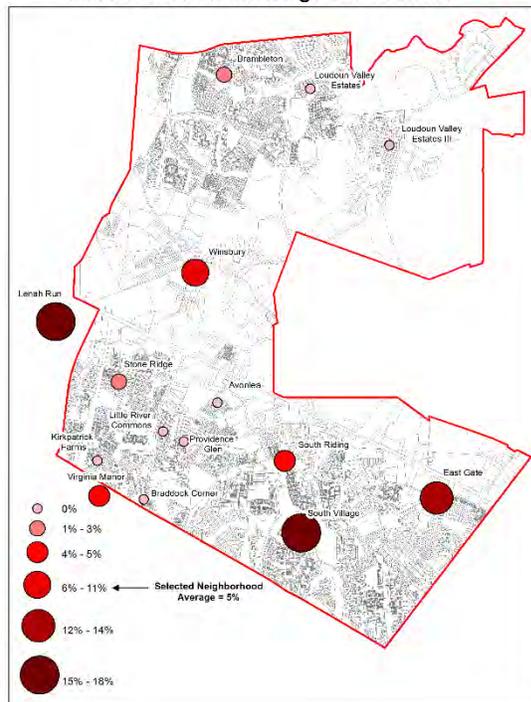
Lack of a Town Center/Downtown



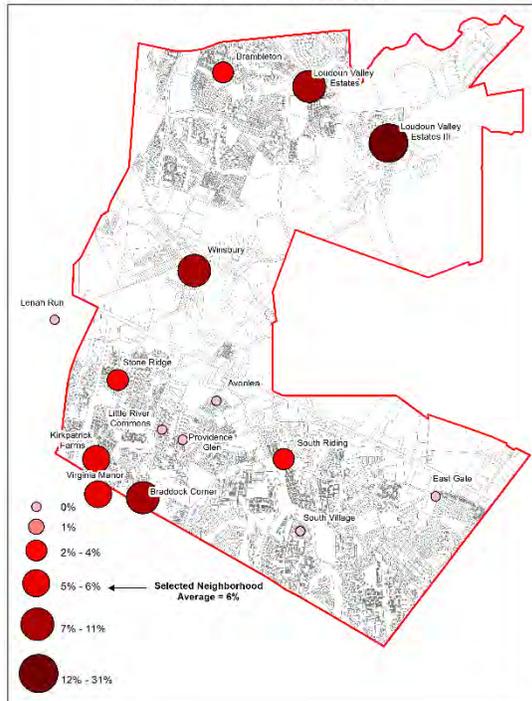
Too Much Growth/Development



Loss of Historic Buildings and Features

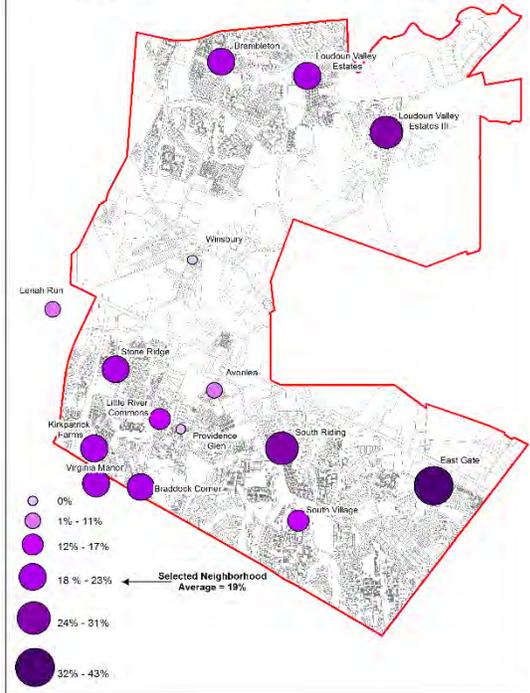


Poor Sense of Community

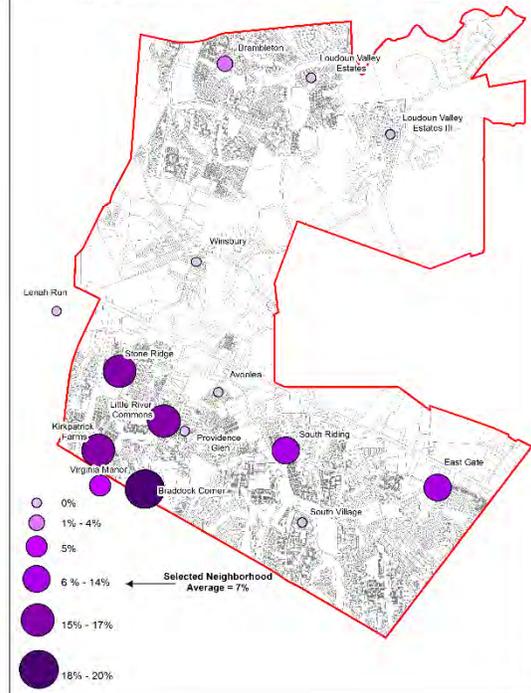


Question: Recognizing the Board of Supervisors has limited resources, where should it focus those resources over the next few years? (rank your top three)

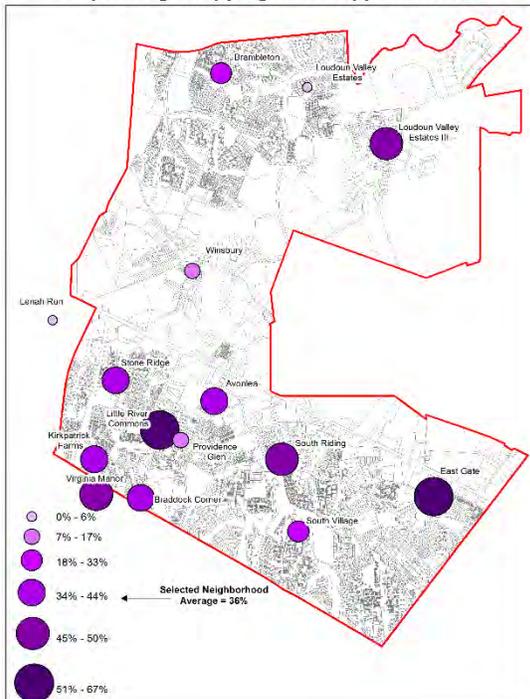
Encouraging More Business/Employment Opportunities



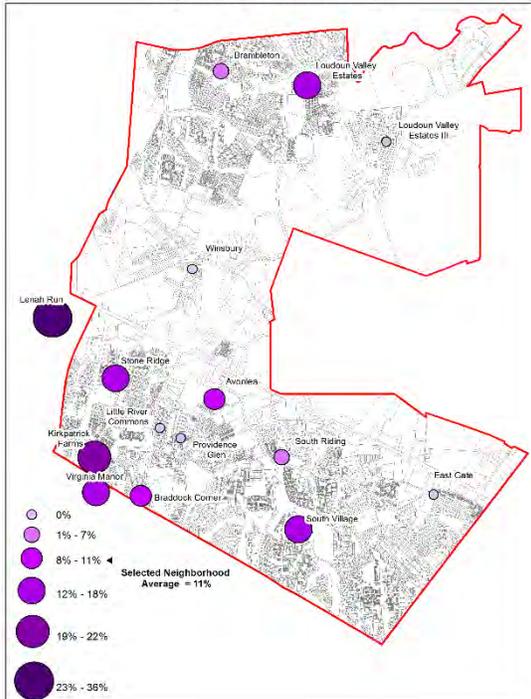
Encouraging More Cultural/Entertainment Opportunities



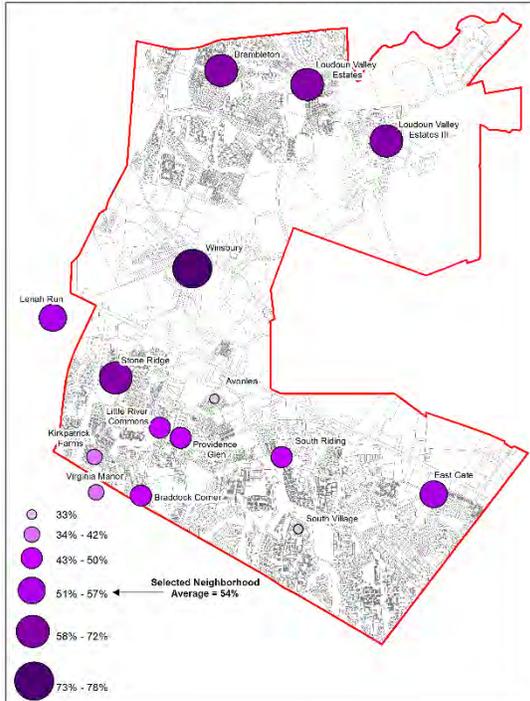
Expanding Shopping/Retail Opportunities



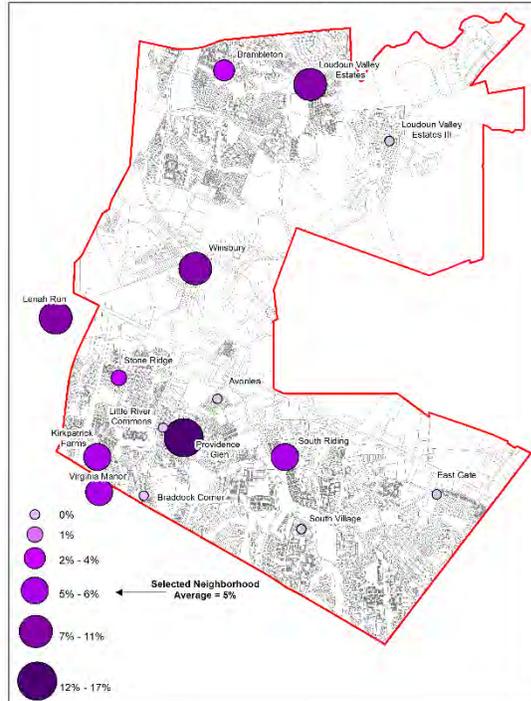
Improving Public Safety



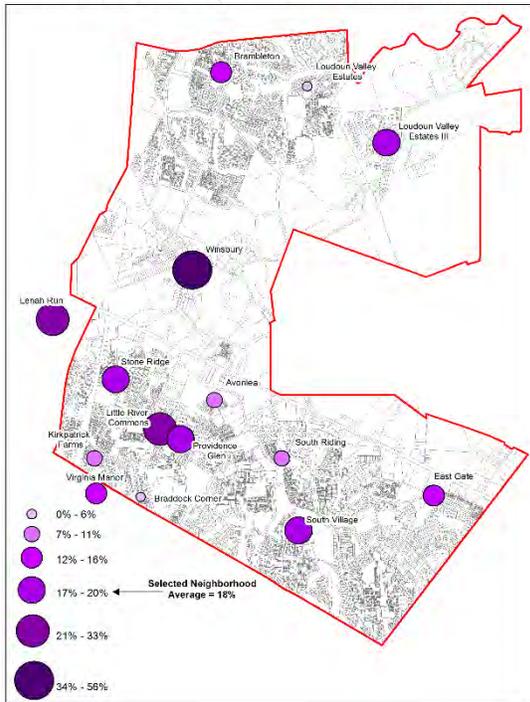
Improving Roads/Condition of Roads



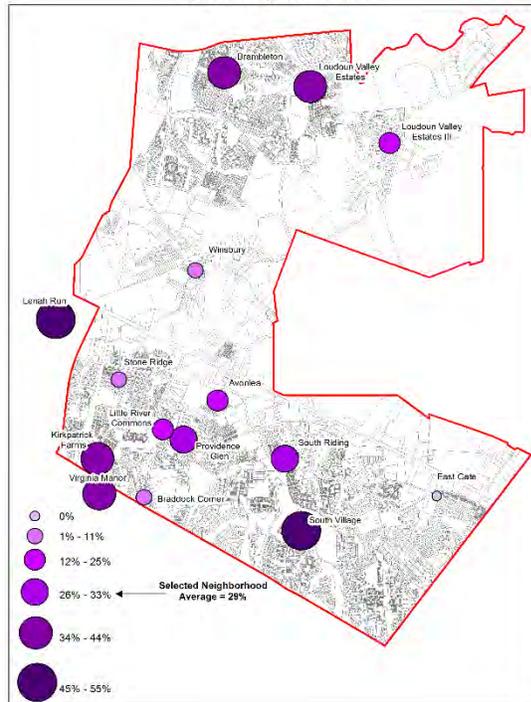
Increasing Access to Healthcare



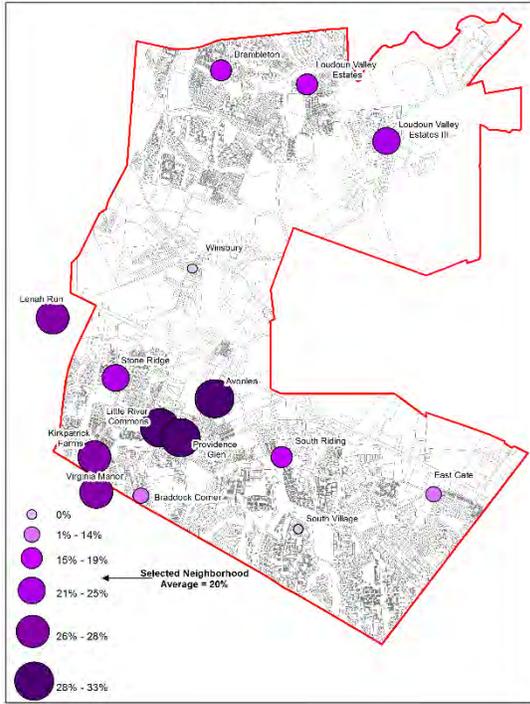
Enhancing the Bicycle and Pedestrian Network



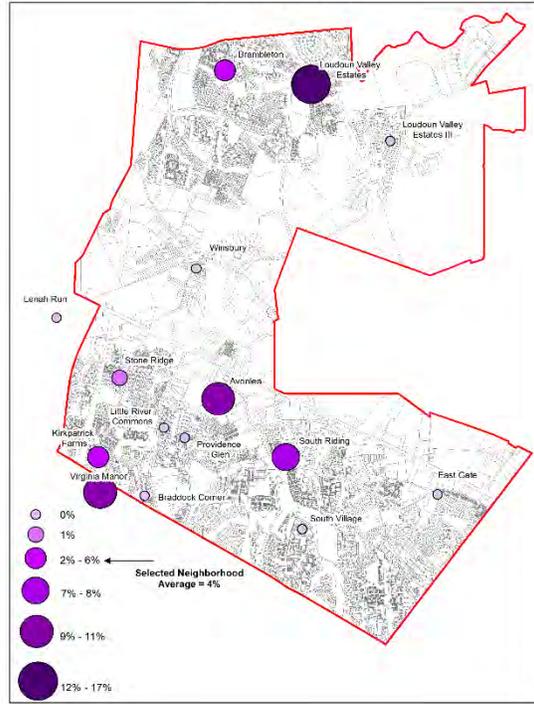
Improving Schools



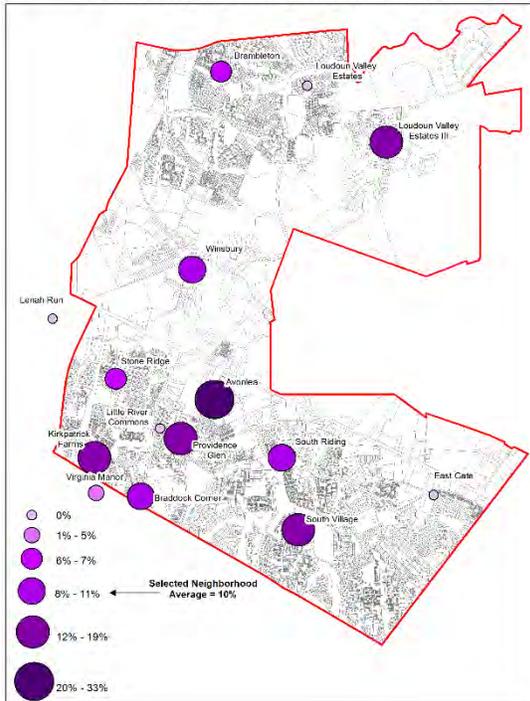
Lowering Taxes



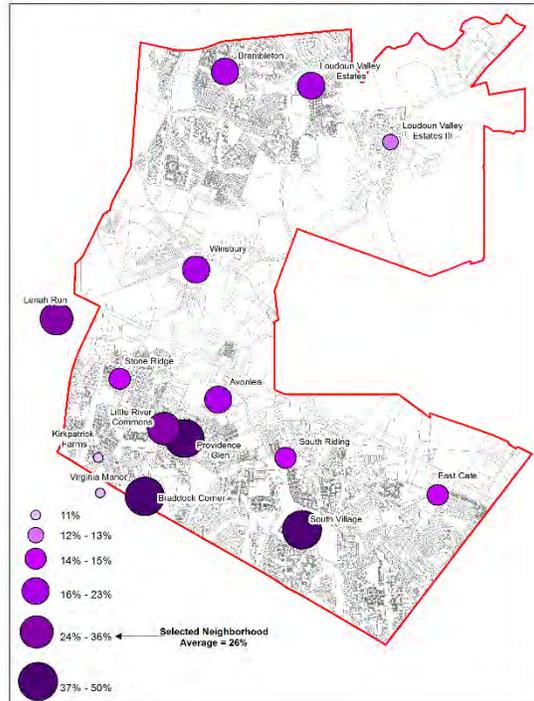
Increasing Taxes



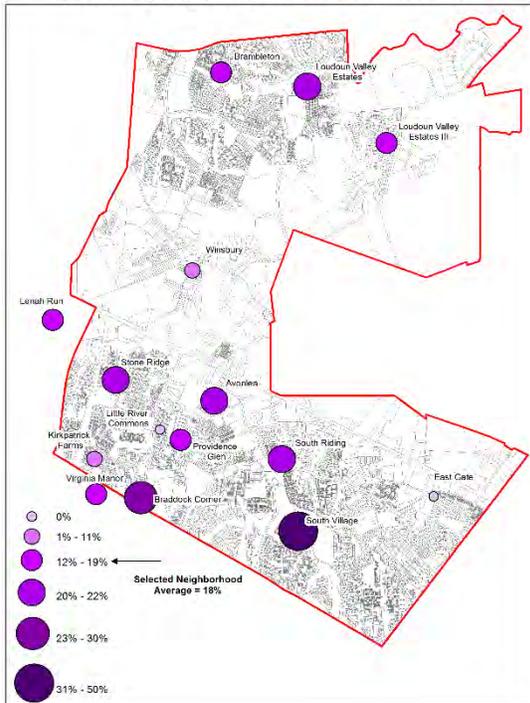
Maintaining/Improving Neighborhoods



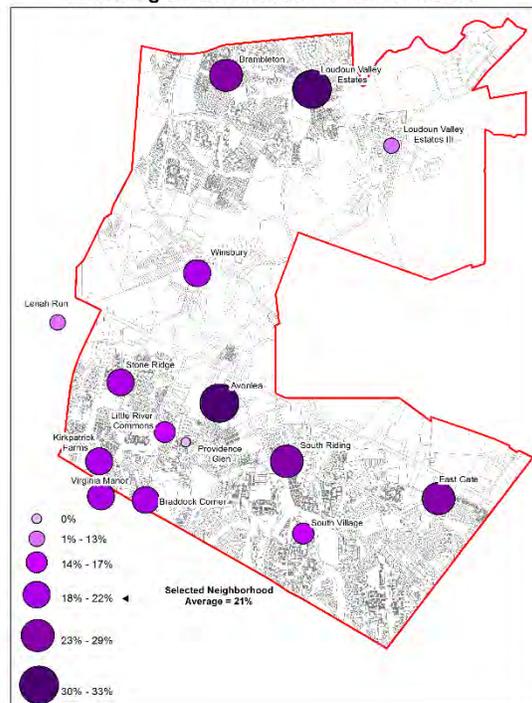
Protecting the Natural Environment



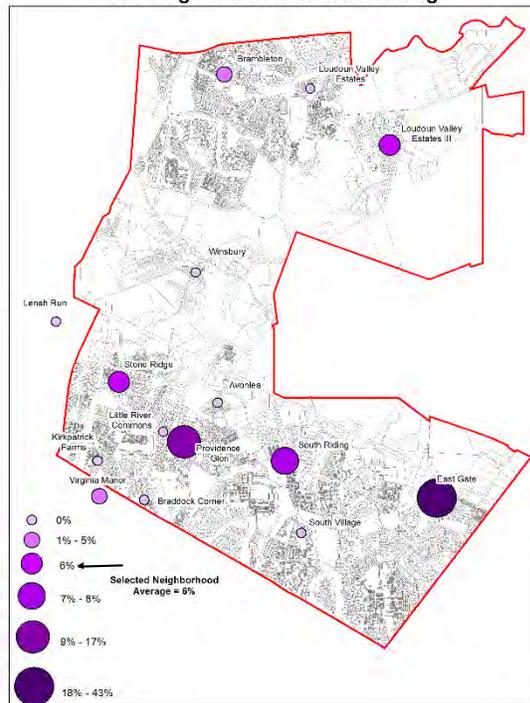
Providing/Improving Parks and Recreation



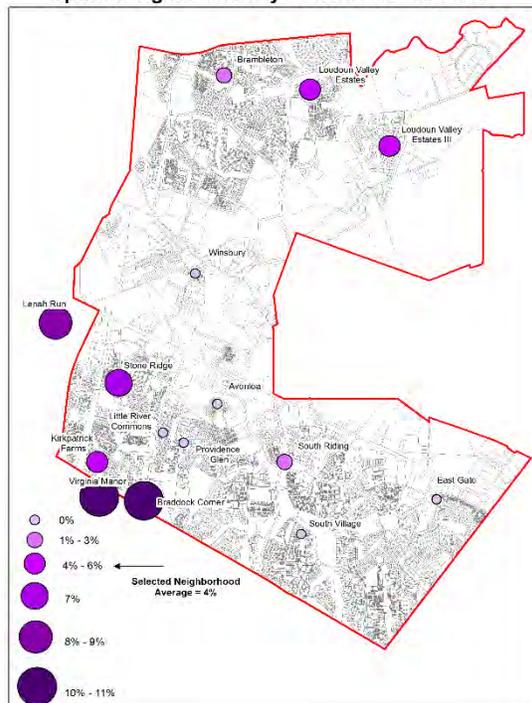
Providing Greater Access to Public Transit



Providing More Affordable Housing

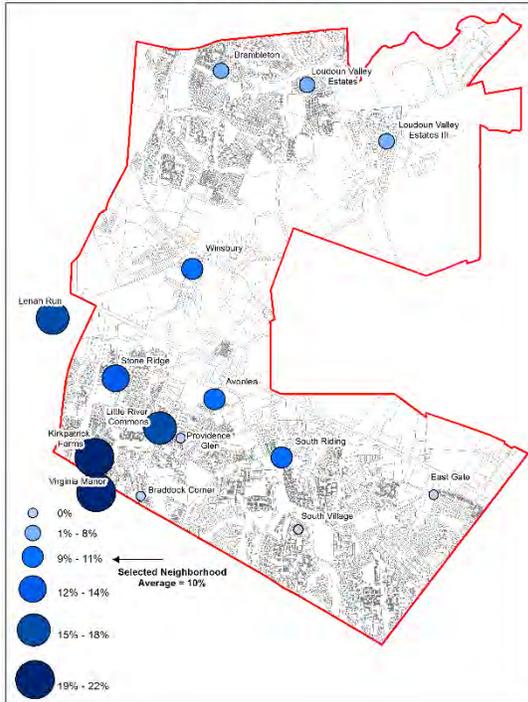


Sponsoring Community Events and Activities

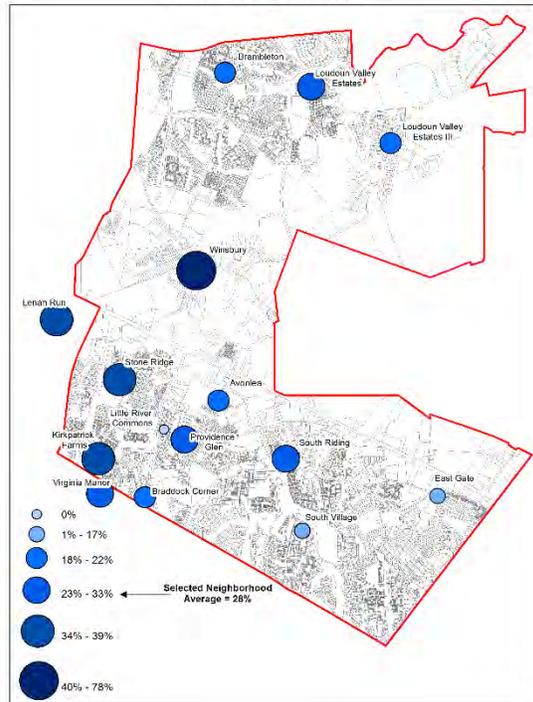


Question: Which of the following would you like to see more of in the Dulles Community? (select all that apply)

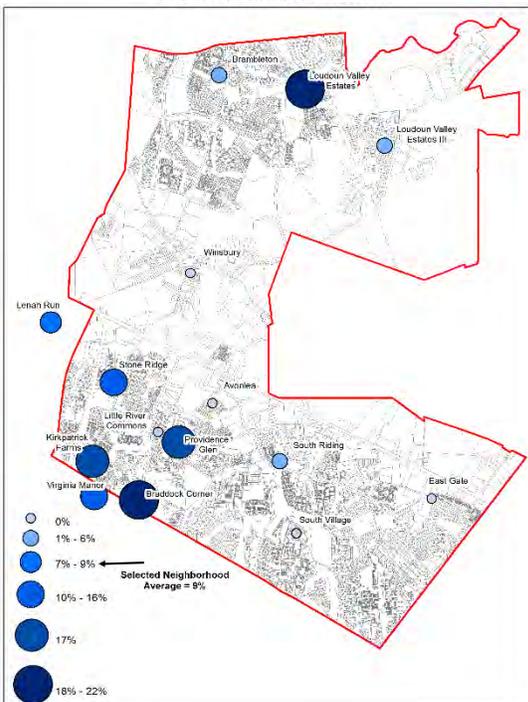
Animal Shelter



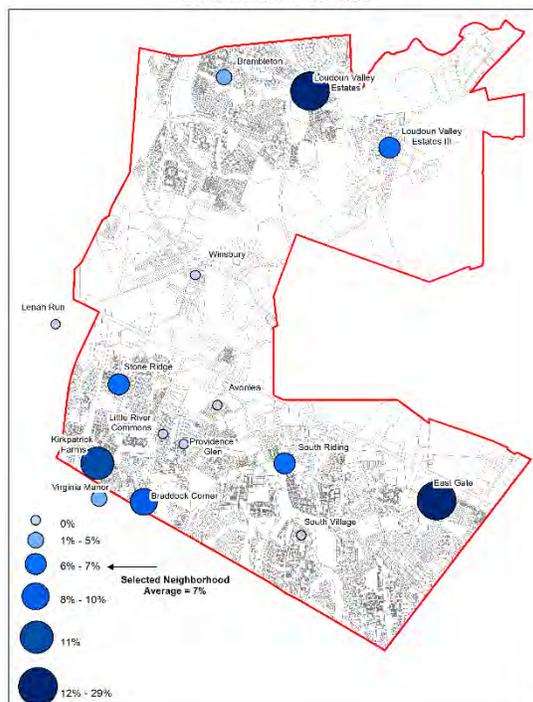
Community Center



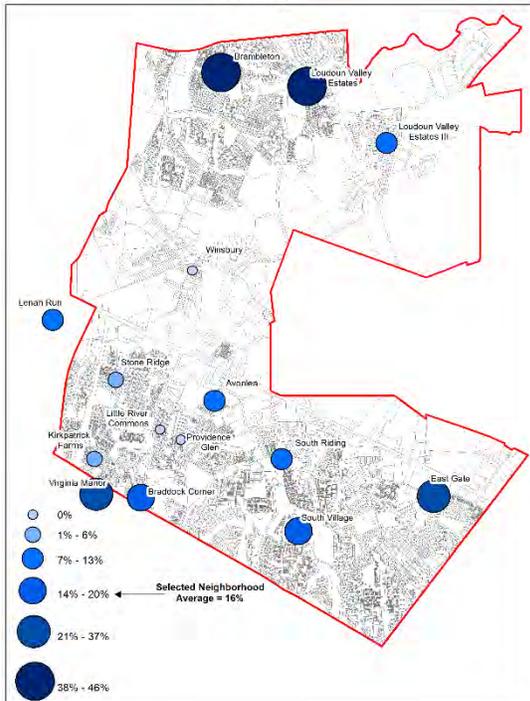
Fire and Rescue Station



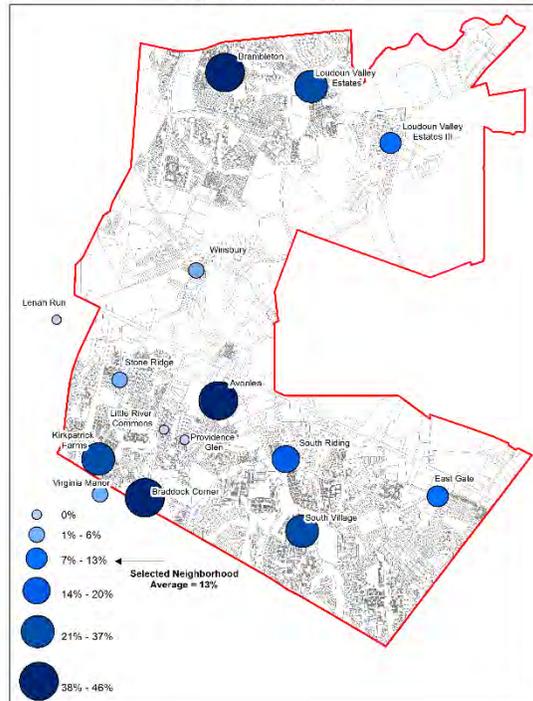
Government Offices



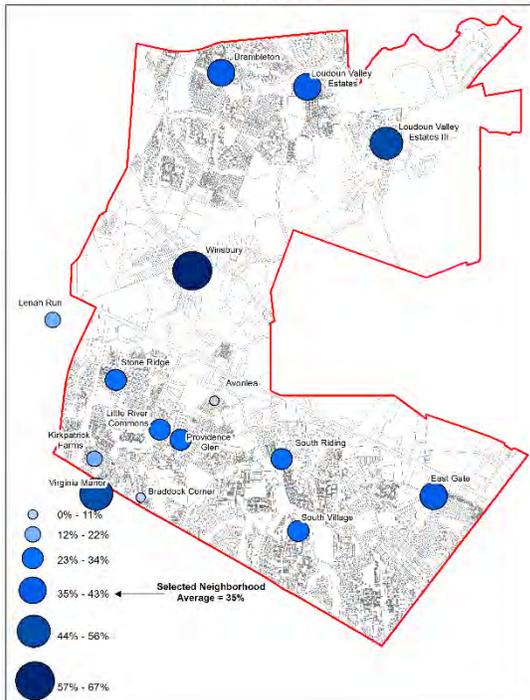
Library



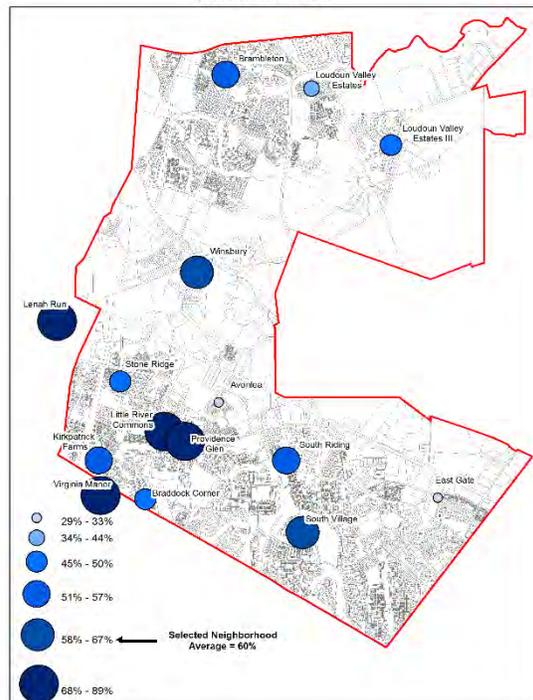
Park-and-Ride Lot



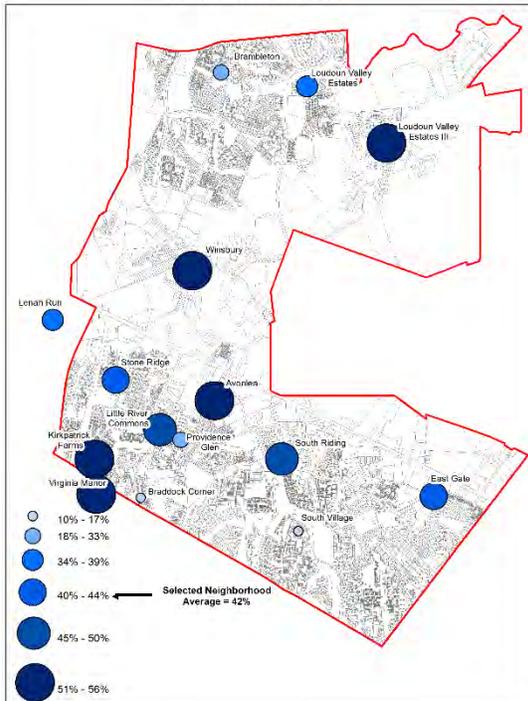
Active Parks



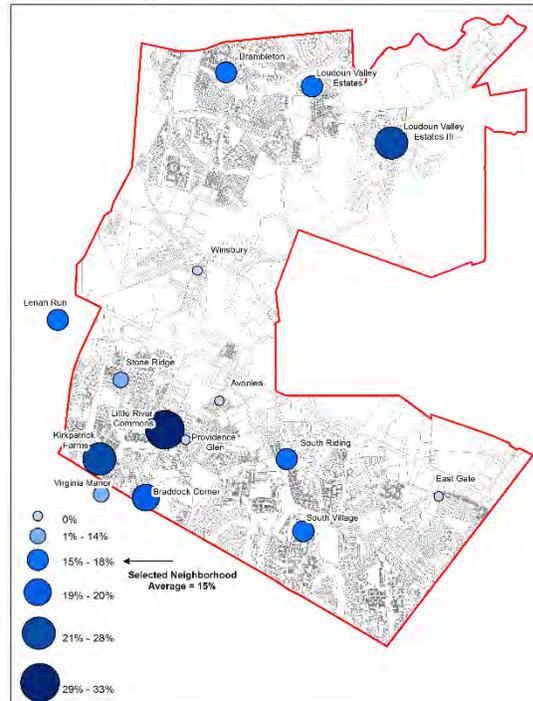
Passive Parks



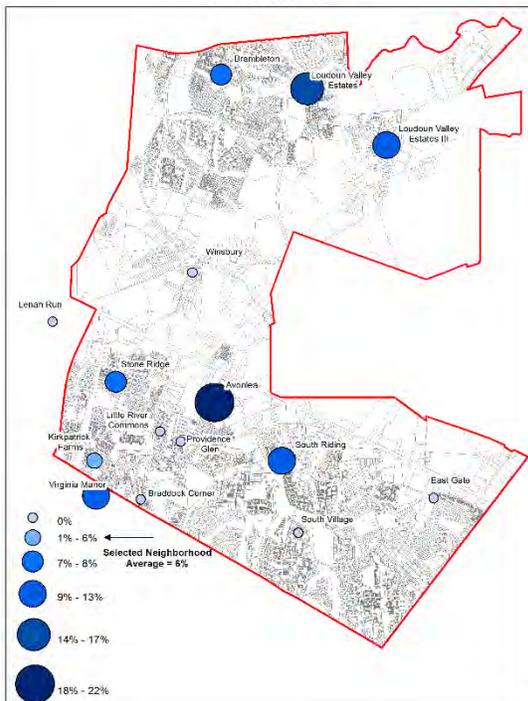
Recreation Center



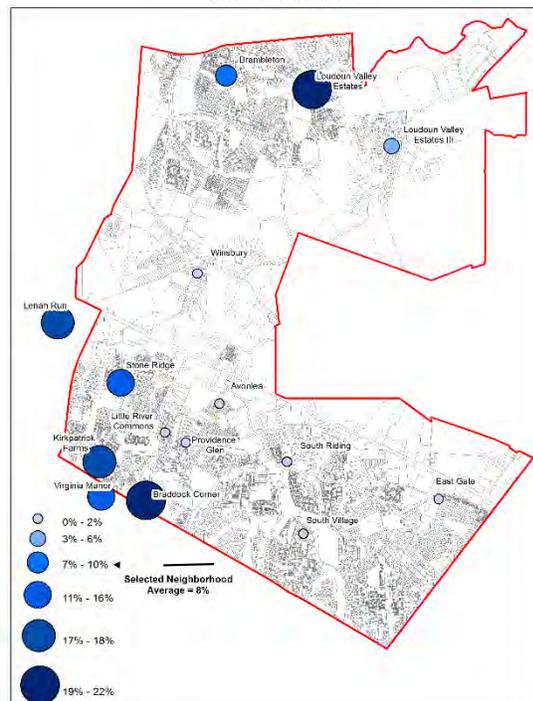
Recycling Drop-Off Center

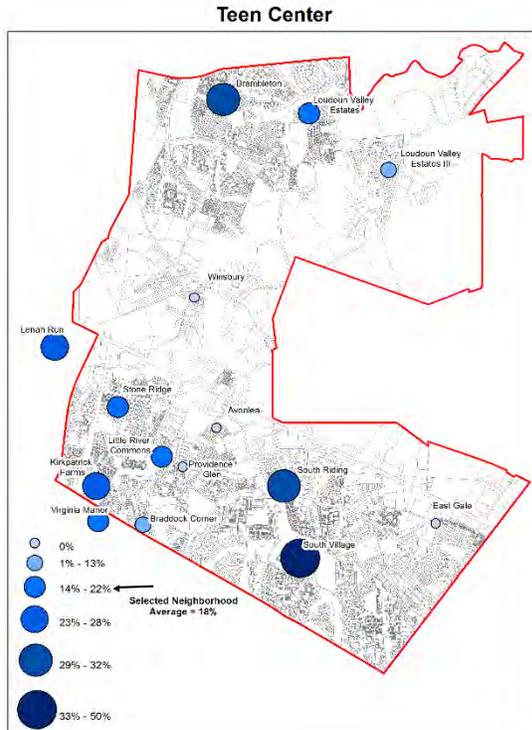


Senior Center

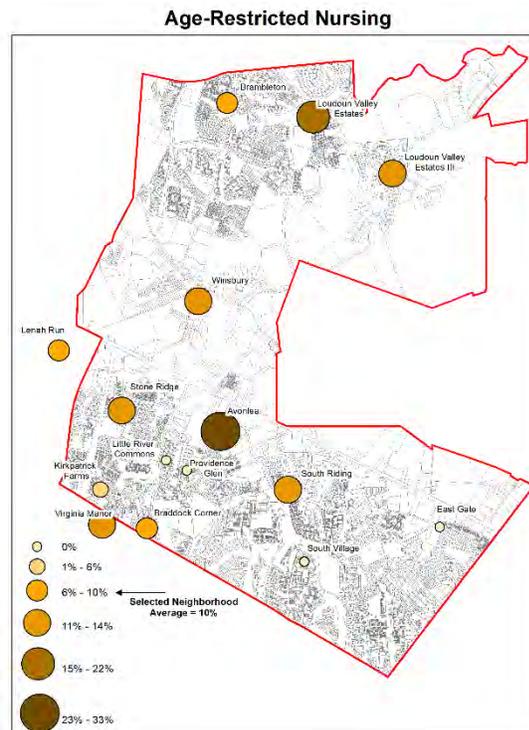
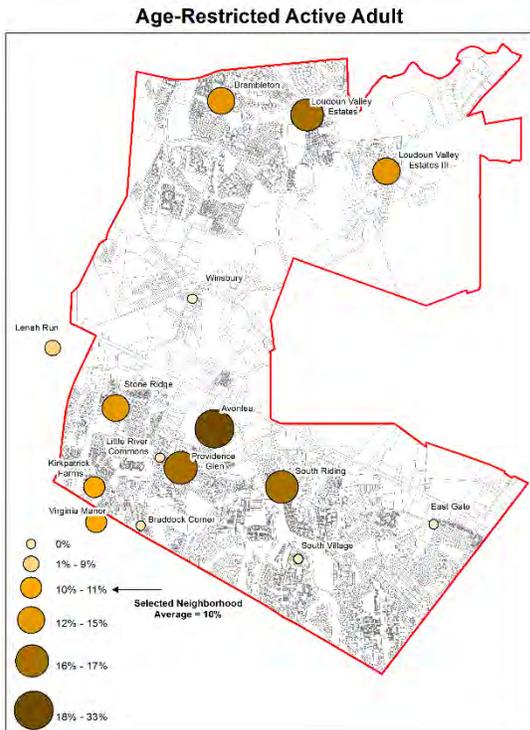
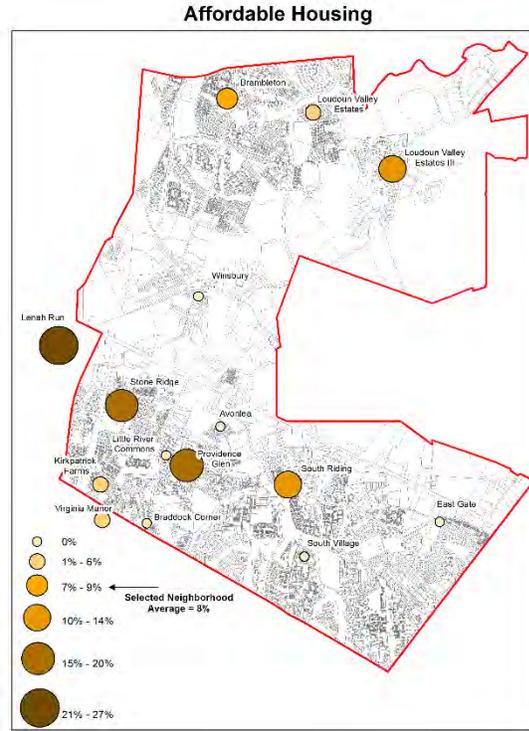
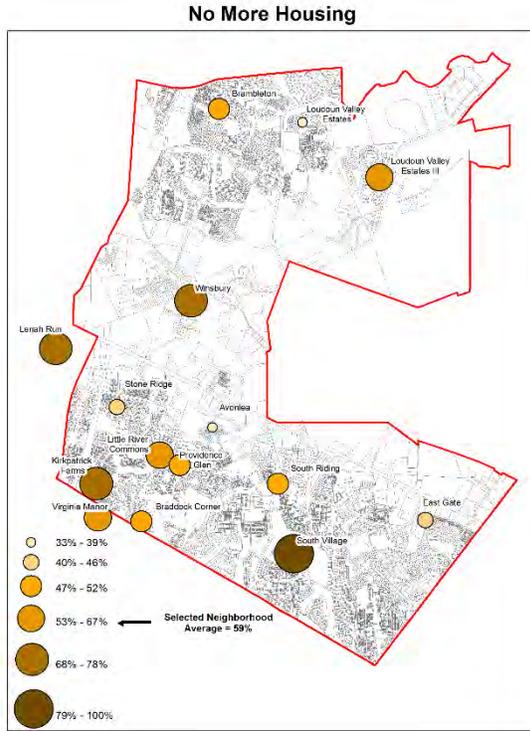


Sheriff Station

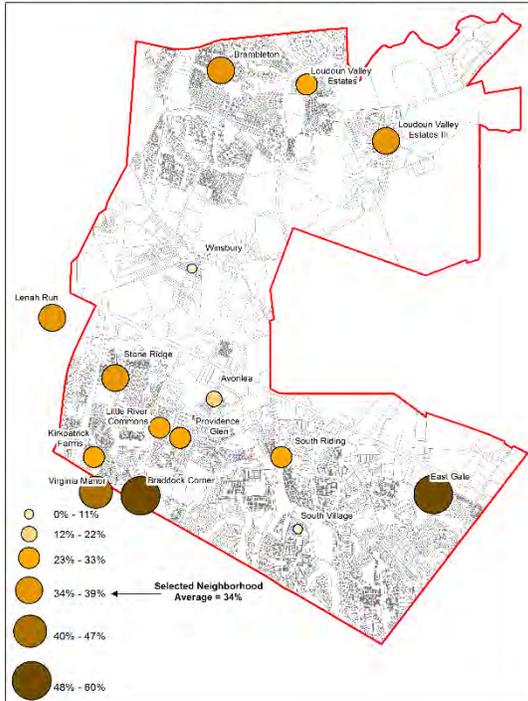




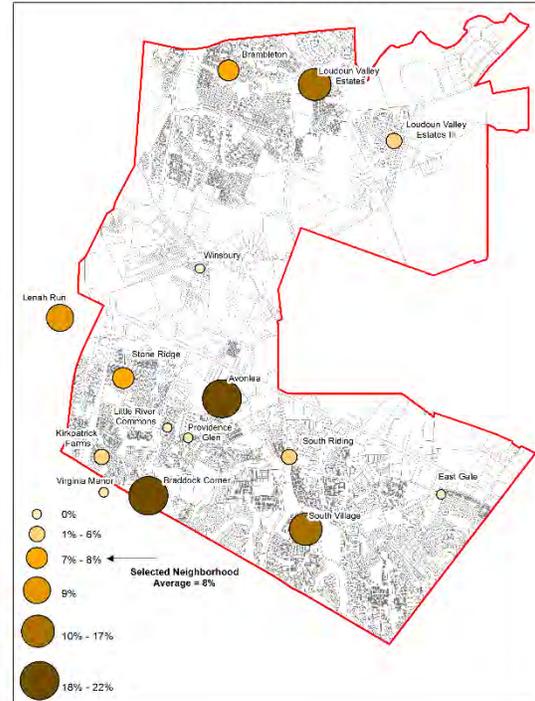
Question: In the next ten years, what type of housing would you like to see more of in the Dulles Community? (select all that apply)



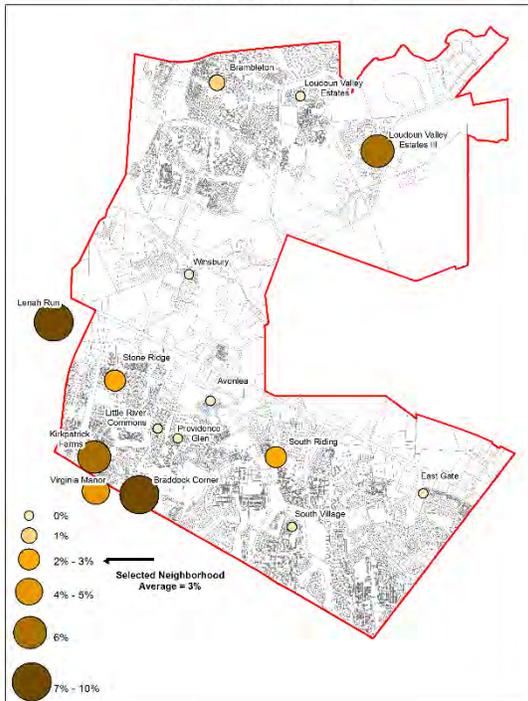
Single-Family Detached



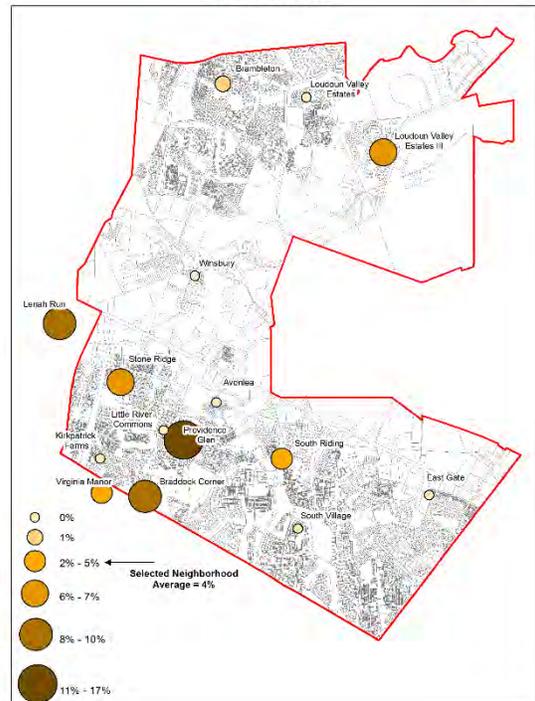
Traditional Townhouses



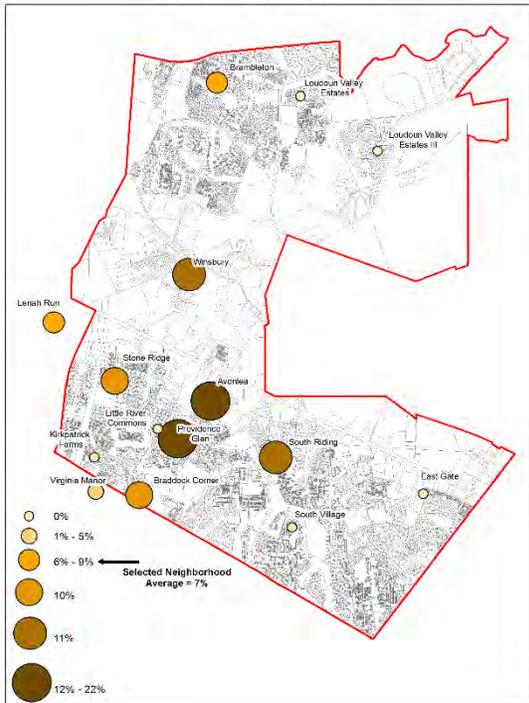
Stacked Townhouses



Apartments



Garden Style Condos



Appendix G: Outreach Summary Notes

G-1: Focus Groups

Freedom HS Focus Group Summary 2/11/2015

10 Participants in Attendance

Opening Discussion Questions

- a. Describe your community/neighborhood, paint a picture.
 - Families, young children, Little River ES area
 - New neighborhoods and new families
 - Demographic Donut Hole: Present, Children and their parents. Missing, young single adults and empty nesters
 - Townhomes and replaced farms
 - Busy/loud streets (Edgewater)
 - Better jobs
 - Active neighbors (parks, schools, pools)
 - Family and mom oriented. A lot of grocery stores
 - Cops yell at teens for hanging at Town Hall
 - Dichotomy: Older neighborhoods = older kids, Younger neighborhoods = younger kids
- b. Where do you go and what do you do in your neighborhood/community?
 - Don't really hang out in the area
 - Not great for teens, little to do, must go to Brambleton or Fairfax
 - Good playgrounds, but mostly for young kids
 - Limited entertainment options
 - Starbucks, Panera, and Gum Spring Library are the only places to hang out
- c. How involved are you in your community? (Meetings, Volunteering, events, etc.)
 - LCSO ride along volunteer. Job shadowing and a safety class
 - Parents are more informed and involved than HS students
 - Lack of information about ways to get involved
 - The South Riding Town Hall bulletin board just directs you to the website. This one extra step prevents some HS students from seeking opportunities to get involved. Also, the website is not updated frequently
 - Involved with school specific meeting (redistricting, new school development)
 - Travel sports more available to younger kids than older kids
 - Dulles League for younger kids
 - HS sports considered sufficient for older kids

Follow Up Discussion Questions

- a. What do you like most about your community/neighborhood?
 - Safe and clean
 - Nice, friendly people embrace the family oriented feel of community
 - The diverse blending of cultures
 - Closeness of neighbors, everyone knows each other
 - However, this is less pronounced in newer neighborhoods, which seem more transient and isolated
 - Grassy areas assist neighborhood interactions
 - Lots of pools
 - Soccer fields
 - Good walking trails, combined with sidewalks, can get you far
- b. What concerns you about your neighborhood?
 - Too pro-mom
 - Stagnant
 - Have to drive to everything
 - This makes it particularly bad for 12-16 year olds who cannot drive but want more than their immediate neighborhood can provide
 - Walking trails are good for exercise, but not always general walking to amenities
 - No place for teens, the skate park has worn out its freshness
 - No jobs, everyone leaves in the AM and comes back in the PM
 - Too many chain stores (typical strip style stores: froyo, nail salons, etc.)
- c. What would you add to your community/neighborhood if you had the opportunity?
 - Local sports complex, gym
 - Hiking trails
 - Fast food restaurant row like in Fairfax (Chick-fil-a, Taco Bell, Sonic)
 - More offices will provide incentive for other businesses to set up because of a daytime population of customers
 - More local stores
 - Dance club (under 19, like in DC)
 - Mall and shopping, outlets = jobs
 - Affordable housing. We would consider staying, but cannot afford it
 - More crosswalks and other pedestrian connections
 - Roundabouts rather than traffic lights
 - Wildlife park, natural area in South Riding
- d. Where would you make changes to your community/neighborhood?
 - Add shopping center behind Home Depot at intersection of Rt 50 and Loudoun County Parkway
 - Fill empty shopping center storefronts
 - Especially new one out by Little River
 - Crosswalks

- Hutchinson Elementary (pool)
- Center St and Loudoun County Parkway
- Roundabouts
 - Tall Cedars and Ellick (Roundabout or Stoplight)
 - Tall Cedars and Riding Center

Conclusion Discussion Questions

- a. What do you think your community/neighborhood will look like in 20 years?
 - Houses as far as the eye can see
 - More diverse, but less special
 - Older community changes the demographics, more like Sterling
 - Small town feel desired, but Arlington feel more likely
 - More isolated, less of a sense of community. People will just live here
 - Open areas filled with development
 - More like Fairfax and Arlington
 - Less open, all houses and parking
 - Areas west of Dulles will look more like South Riding does today
- b. Do you intend to remain in your community/neighborhood upon entering the world of work? Why/Why Not?
 - Probably not, look forward to getting out
 - Want to get out of the routine
 - If I can get the job I want. Build an MIT here
 - I will come back once it is more established
 - Need more jobs
 - If metro comes, yes
 - No, do not want to commute
- c. What would make you want to remain in your community/neighborhood?
 - Proximity to well-paying jobs
 - If the area developed its own culture and neighborhood vibe
 - Similar to Richmond (The Fan)
 - More of a town center feel, like Brambleton
 - Live, work, and play in the same place
 - Affordable housing
 - Something like Reston Town Center in South Riding
 - Sports team
 - Stop developing physically, and start developing the area's vibe
 - "Stop packing things in, focus on putting a reason why those things are there"
- d. What should the Dulles Community's role/position be in the larger DC Metro Area?
 - An escape/respite for people who work in DC
 - Can see the appeal to older population
 - Remain different than DC
 - Better connected to DC via Metro

- e. What will be required to implement the changes that you recommend?
 - Money!
 - Community “Buy-In”/agreement/consensus
 - More people
 - Jobs
 - Higher Education, college town
 - Need to create a “town” sense, fewer neighborhood run by CDPs
 - More accessible neighborhoods
- f. Is there anything else regarding your neighborhood/community that you would like to share?
 - No, pretty much said it all
- g. How can we get more Freedom HS students involved, taking the survey?
 - Social media
 - Put surveys on student login
 - Promethean board scroll

John Champe HS Focus Group Summary 3/04/2015

3 Participants in Attendance

Opening Discussion Questions

- a. Describe your community/neighborhood, paint a picture.
 - Neighborhoods all look the same
 - Dense in some areas, hilly, busy streets
 - A lot of cut through traffic
 - Older neighborhoods have a lot of character
 - Surrounding areas are getting crowded
 - Not much interaction between the multiple shopping centers
 - Rapid development is making it more suburban over the years
 - Lack of engagement, connectivity between communities
 - Development moving west rapidly
- b. Where do you go and what do you do in your neighborhood/community?
 - Eat locally (Glory Days, Jersey Mikes)
 - Lasertag
 - Need to go to Fairfax for bowling
 - Big box stores
 - Run and walk, but would like more parks (Fairfax parks are better)
- c. How involved are you in your community? (Meetings, Volunteering, events, etc.)
 - School and community interaction is easiest way to get involved
 - HOAs (Mostly for parents)
 - There are signs for community involvement???
 - School shifts confusing??
 - Flyers on store fronts

- Not many social sites from which to get info (social media and traditional)

Follow Up Discussion Questions

- a. What do you like most about your community/neighborhood?
 - Attractive neighborhoods (Stone Ridge) –trees, landscaping
 - Variety of grocery stores
 - Brambleton movie theater
 - Berms in Brambleton hide construction
- b. What concerns you about your neighborhood?
 - Lack of adequate pedestrian paths
 - Decline of the past few years. Homes crowding together and overcrowded schools
 - Loss of the “country” feel
 - Focus has shifted from quality to quantity
 - Traffic
- c. What would you add to your community/neighborhood if you had the opportunity?
 - More parks and open spaces for family gatherings
 - Youth activity spots
 - Access roads to Braddock and Rt 50
- d. Where would you make changes to your community/neighborhood?
 - Need more amenities and destinations right off of 50
 - East Gate-The bankrupt hotel skeleton (Tall Cedars near the Sheetz)
 - Perhaps a place for more stores

Conclusion Discussion Questions

- a. What do you think your community/neighborhood will look like in 20 years?
 - Metro expansion to Ashburn and beyond
 - Too many schools. They will need to be converted to other uses, perhaps to offices
 - Overall and excess of large buildings
 - A lot more retail/office
 - Neighborhood aesthetics?
 - More density/intensity
 - More attractive residential development with more character (optimistic)
- b. Do you intend to remain in your community/neighborhood upon entering the world of work? Why/Why Not?
 - Not immediately, it needs more interconnectivity
 - Too expensive
 - Would if it became more like one large community than a bunch of small neighborhoods
 - Want to live in a city when younger
- c. What would make you want to remain in your community/neighborhood?
 - Better interconnection between communities

- Good school system
- Larger mall or shopping area similar to Reston Town center
- d. What should the Dulles Community's role/position be in the larger DC Metro Area?
 - a. Residential preservation
 - b. Bedroom Community
- e. What will be required to implement the changes that you recommend?
 - a. Reduce residential development and density
 - b. Collaboration outside of local government with other planning and policy groups
 - c. Better informed/engaged population
- f. Is there anything else regarding your neighborhood/community that you would like to share?
- g. How can we get more Freedom HS students involved, taking the survey?
 - a. Fill out survey during flex block
 - b. Assemblies/study hall

Rock Ridge HS Focus Group Summary 3/18/2015

10 Participants in Attendance

Opening Discussion Questions

- a. What is urban planning?
 - Community gathering, community interaction
 - Building a community
 - Analysis of needs/assets
 - Analysis of community opinions, what people want, desire for a tailored community
 - Housing developments, hospitals
 - Efficiency
- b. Describe your neighborhood/community?
 - Ethnically diverse
 - Active parents
 - Youthful – young families
 - Lots of construction, expansive – fast growing community
 - Tight knit community – long lasting
 - Good schools
 - Lots of deer
 - Brambleton community properly manicured
 - Structured planning, not overcrowded
 - Similar houses
 - Parks are planned, not natural
 - Losing green spaces, no natural spaces
- c. Where do you go, what do you do?
 - Brambleton Town Center
 - Dulles Town Center

- Movies
 - Not much in walking distance
 - Major roadway boundaries
 - Hang out in Panera and chipotle, need more breakfast places
 - Brambleton Town Center not developed as Reston Town Center
- d. How involved are you in your community?
- 5K's with Brambleton moms
 - Rock Ridge High School offers opportunities to help the community
 - Rock Ridge High School opened at the right time
 - Sports
 - PTSO
 - Improve community through schools

Follow Up Discussion Questions

- a. What do you like the most in your community?
- Active outside – run, walk, play
 - New people feel welcome
 - Local amenities – schools, shops
 - Farmers Market
- b. What concerns you the most in your neighborhood/community?
- Crime Uptick, house burglaries
 - Would like to have more community events like Reston Community
 - Roads – potholes, takes longer time to fix roads
 - Lack of natural parks/spaces
 - HOA's overbearing, houses/mailboxes too similar
 - Too urban
- c. What would you like to add to your community?
- Breathing room – green space, preserve natural areas, trees
 - Feels too urban like New York City
 - More farmers market

Conclusion Discussion Question

- a. What would the community look like in twenty years?
- Like Reston, more urban
 - Less natural features
 - More crime
 - Densely packed homes, more apartments than single family homes
- b. Do you plan on moving back to your community?
- Yes, with the expansion of metro
 - Yes, if more Jobs in the area
 - No, would go to Oregon, more urban/rural balance

Senior Focus Group Summary: Dulles South Multipurpose Center 4/29/2015

11 Participants in Attendance

Opening Discussion Questions

- a. Describe your community/neighborhood, paint a picture.
 - Communities within communities
 - Townhouses are convenient to Tall Cedars Pkwy (DSMP and shopping centers)
 - Clean and well maintained
 - Safe, comfortable, simple for the kids
 - Resources available for seniors
 - Great parking
 - Meet a lot of people, feels like a family
 - Good food stores and places to eat
 - Younger families take care of senior neighbors (Shoveling snow, etc.)
 - Clusters of development that do not necessarily interact across borders
 - Not much of a sense of a wider community
 - Diverse and affluent
 - “Didn’t think that Tall Cedars would go through to US Route 50 in my lifetime”
- b. Where do you go and what do you do in your neighborhood/community?
 - Church, but most are not in Dulles. Wish there were churches closer
 - As community grows, seniors are bedrock for churches
 - Churches need funding to get out of schools
 - DSMP senior center (The only place to interact with seniors in community because there aren’t too many who live here)
 - “This is my home now”
 - “We worked long and hard to get this place”
 - Used to frequently attend events at the South Riding Town Hall, but there are not as many anymore
 - Seniors fall into same category as 12-16 yr olds. Want more than their neighborhood can provide, but not as able to drive to where they want to go. The poor walkability of community makes this a problem
- c. How involved are you in your community? (Meetings, Volunteering, events, etc.)
 - Volunteer at the DSMP senior center
 - Volunteer doing taxes for AARP, but want it to come back to the Dulles Community
 - Goes to Leesburg and Chantilly to do this
 - Need a secure place to meet and secure printing
 - An expected service with the coming free standing senior center at DSMP
 - A market for it in Dulles

Follow Up Discussion Questions

- a. What do you like most about your community/neighborhood?

- Many of the same sentiments as 1a above
- Diversity
- b. What concerns you about your neighborhood?
 - Overbuilt (only one participant really expressed this)
 - Air pollution from cars
 - Traffic congestion
 - Open space is dissolving away
 - Elk Lick Rd. between Tall Cedars and 50 is unsafe
 - Center St and Elk St is a dangerous intersection
- c. What would you add to your community/neighborhood if you had the opportunity?
 - New senior center
 - Adult care within it
 - A new senior living facility has been approved for the South Riding area
 - More younger people going to church
 - Churches, but they need an older population and funding to flourish in Dulles
 - Youth/Teen Center
 - Been promised for years with no follow through
 - Programmed youth activities can be costly
 - Youth do a lot of walking to hang out together
 - Outdoor concerts that end earlier
 - Some during the summer at South Riding Town Hall
 - Disagreement over whether people from other neighborhoods attend
 - Start too late for seniors
 - Library
 - Activity at Gum Spring Library interferes with traditional quiet use
 - Want smaller, neighborhood scale libraries (Cozy)
 - a. Like Chantilly and Fairfax
 - Aquatic Center
 - Scouting
 - Sports facilities taking over natural park space
 - Hiking
 - Movie Theaters
 - Restaurants
 - Activities for the youth
 - More outdoor activities/hiking/walking trails
 - Government Offices
 - DMV, Library, Post Office
 - More age restricted housing with better age restricted enforcement
 - Parks
 - Cub Run, FFCO parks?
 - Banshee Reeks closed during the week?!
 - Would like a regional park closer than Hanson because it will be hard to access

- a. It will be hard to access
 - b. But we will use it though
 - c. It will unfortunately be mostly an active park
 - o Cannot overnight camp at any park in Loudoun
- d. Where would you make changes to your community/neighborhood?
- Save the Old Arcola School
 - o As a community center
 - o Excellent location and valuable site
 - o Historic Site
 - o Could house the satellite government offices
 - o DSMP is considered a South Riding Facility
 - Age Restricted near US Route 50
 - o Would prefer 65+ over 55+
 - o No Kids!!!
 - o Better enforcement of age restriction
 - o Need on 50 near South Riding
 - Original plan for South Riding included a library and a Post Office
- e. Public Safety Issues (With assistance from Captain Eric Prugh)
- Sheriff's Office has a new electronic board that will advertise upcoming programs and events
 - Prescription drug take back is an excellent service for community seniors
 - Want more baby seat inspections
 - Too much speeding
 - Center St and Elk St is a dangerous intersection
- f. Final Recommendations
- BOS, do not forget the seniors!
 - o When it comes to dividing the tax dollar, schools usually win out
 - o We do not compete well against school aged families
 - Seniors have trouble accessing the night meetings at the Govt Center
 - E-Comment needs to be better advertised and more readily used
 - o Seniors fought to get this approved
 - o Once a week, seniors can record their comments and it goes to the Board
 - o Senior Centers should educate seniors about it
 - Currently a high level of unawareness

G-2: Work Sessions

Community Work Session #1: Stone Hill Middle School (3/26/2015)

- a. What do you like about the community?
 - Rural Areas
 - Nice transition between suburban and rural policy areas
 - Schools
 - Trails and nature
 - Relaxed, comfortable lifestyle
 - Close to but not in the middle of city life
 - Screened stores, intersections, and buffers
 - Nice landscaping
 - Plentiful open space
 - Integration of natural features with development
- b. Where should retail go?
 - Regional shopping for teens (ie Fair Oaks, Dulles Town Center)
 - Sporting goods, movie theaters, gyms
 - Indoor sport-plex for all ages
 - Spa
- c. Transportation needs
 - Bicycle corridors to connect to W & OD (north/south linkages)
 - Be consistent with comprehensive plan
 - Address biking on Braddock Rd (Too narrow, needs a bike lane)
 - Intersection of Tall Cedars and Riding Center needs crosswalks
 - Add crosswalks at schools
 - Create an “Uber” for teens
- d. Other needs
 - Assisted living facility
 - Address multi-generational family needs
 - Utilize DED to get uses near the hospital
 - Dog Park
 - Hold onto transition area as long as we can

Community Work Session #2: Mercer Middle School (4/9/2015)

- a. What do you like about the community?
 - Close to the Airport
 - New construction
 - Planned developments have a mix of uses
 - Proximity to towns and wineries
 - Close knit community
 - Pride in homes
 - Well maintained homes

- Family environment
- Location
 - Close to national zoo and Skyline Drive
 - Equidistant to Leesburg, Ashburn, Dulles Retail
- Proximity to park facilities (but located at edges, not interior)
- Exciting to see new development
- Lots of tot lots
- Family and jobs draws for remaining in the community
- b. Needs/Issues/Concerns
 - More retail, amenities, for households with no children
 - Concern about taxes
 - More businesses may help this (need commercial taxes to pay for roads)
 - Business development on fringe of airport
 - Surround airport with tax paying businesses
 - Town centers (restaurants, theaters, etc.)
 - High end retail
 - Central town/central attraction (attract out of town visitors)
 - Newspaper that focuses on Dulles Community
 - Farmers market, organized community events
 - Central location (Avonlea?)
 - Put community events on a website, The Loudoun County website is old fashioned and uninviting
 - 50 as a major business thoroughfare
 - Minimal landscaping requirements (so businesses are visible)
 - Need signs to make businesses more visible
 - Bike connections, link to trails
 - Public transportation needed to the planned town centers
 - Bus routes need better timed stops and an app to make them more user friendly
 - Employment centers/areas needed in Dulles
 - Education/medical/tech center
 - Businesses desired
 - Target
 - Chipotle
 - Dining
 - Class A Office Space near metro
 - Assisted living
 - Office space near airport
 - Hotels
 - Saturday satellite offices for Loudoun County Government
 - Something like Fairfax Corner
 - Entertainment desired
 - Community events (Town Center)

- Skating rink
- 12 to 16 yr old entertainment close to neighborhoods
- Entertainment within town center
- Transportation needs
 - Streetlight at Poland and Tall Cedars
 - Streetlight at Tall Cedars and Elk Lick
 - Improvement of Gum Springs and Evergreen Mills intersection
 - Extend Creighton down to 606
 - More bus stops and public transportation in general
 - Ladbrook to Westwind
 - Crosswalk Braddock Rd to Cardinal Ridge ES
 - Destiny Dr and Mineral Springs intersection is dangerous
 - More traffic calming
 - Speeding enforcement
- County Facilities needed
 - Post office
 - Library
 - Passive Parks
- Housing needs
 - Single level
 - Affordable
 - Assisted living
- c. What else would you like to see in community?
 - Variety in development and uses
 - Pedestrian friendly
 - Wide sidewalks
 - Trails are hard to find within parks
 - More interesting things to do within shopping centers
 - Attracting businesses
 - Lunch/daytime traffic
 - Need for more non-retail office uses
 - Mixed-use development
 - Linear parks/trails
 - Stream valley corridors
 - Power line easements

Community Work Session #3: Stone Hill Middle School (4/23/2015)

Discussion Questions (Posed by Facilitator)

- a. What are you looking for in “passive parks”?
 - A place for wildlife-Fox etc. (along the stream valleys)
 - Hal and Berni Hanson could have some passive parts
 - Green space, picnic areas, trails, nature
 - Dog Parks
 - Community gardens
 - Community center
 - Bigger, accessible space
 - Benches
 - Access to active parks
 - Re-use abandoned Brambleton golf course
 - Children’s playground
 - No development, keep it green
 - Picnic area, trails, benches, natural flow, ponds, fishing, no concrete or asphalt
- b. What County facilities, including schools, do you consider compatible for collocation?
 - Anything with a High School
 - South of Braddock
 - Post office, tax office, DMV, office facilities
 - School and parks
- c. What does affordable housing mean and how can the County promote it in Dulles?
 - A variety
 - Connection between transportation and housing
 - Putting it closer to metro makes more sense to cut down on traffic congestion
 - Provide more mixed use developments and ADUs
 - Amend ADU ordinance to capture lower income than currently provided
- d. What are the big school issues that need to be addressed?
 - Why are school playgrounds behind schools? Better access if they were in front
 - LCPS should provide community access to fields when not in use. In general the schools should be more useable for the surrounding community
 - Community meeting rooms
 - Parking lots near sports fields
 - More schools in right places
 - Planning for future schools is not transparent enough
 - Build bigger schools
 - Too many of the same school types are built close to one another (i.e Rock Ridge, Briar Woods)
 - More funding
 - All day Kindergarten/Gifted and Talented
 - High tech and Medical tech education
 - Away from traffic
 - No place for HS graduations in County. Have to go to GMU, expensive rental
 - Satellite academies near related professional center such as the hospital
 - Partner with co-operation to provide more resources for schools. Include school program and facilities
 - Collocate technical schools near associated employment centers
 - Cluster schools. The length of travel to schools is important

- e. What would convince you to stay in Loudoun for entertainment, cultural attractions, professional services, outdoor activities, etc?
 - More retail
 - Need restaurants similar to the ones in Leesburg (Fireworks, McDowells, etc)
 - Science centers
 - Mixed Use Entertainment (Live/Work/Play)
 - Fine arts
 - Arcola center uses
 - Post office
 - Weekend DMV (Civic Services)
 - Gas Stations
 - Accelerating Brambleton Library
 - Use theaters to bring art films into the County
 - Cultural activities, performing arts
 - A Multipurpose Center North of US Route 50
- f. Are there community concerns about the availability of programs for children?
 - More programs needed at Claude Moore Park
 - Accessibility for young adults
 - Tween Center

Other Topics (Initiated by Participants)

- a. What kind of hotel?
 - Full service in Arcola Center
 - Maybe a Courtyard Marriot, Banquet facilities but not necessarily a conference center
 - Not a ballroom size. Bigger, but not a convention center
 - Kitchenette in rooms
 - Affordable hotel that can be used by folks visiting the hospital
- b. Map Notes
 - There will transportation issues related to any event center
 - Outdoor recreation/fishing
 - Expand event center to the Tall Cedars area
 - More hotels near the event center
 - Connection between Loudoun County Pkwy and 606
 - Widening of Evergreen Mills Rd from Belmont Ridge to Loco Pkwy
 - Better pedestrian access along Belmont Ridge north of Briar Woods HS
 - 12-16 yr old pedestrian friendly entertainment (Skate Park)
 - Commuter Lots
 - Adessa left off of the map
 - Traffic light at Claiborne and Ryan Rd
 - Bike path leading to Claiborne
 - Convert gravel road near Loudoun Valley Estates to a link to Rt 606
 - Develop a permanent market at Old Arcola School
 - Put sidewalk along Ryan Rd toward Loudoun County Pkwy/no sidewalks/near Belmont Ridge
 - Connect lower bike path to upper bike path

c. Other Needs

- A theater
- Outdoor amphitheater along Rt. 50
- Farmer's Market
- The current area is too shiny and new and has no character
- Arcola School as a satellite government facility (Add character to Dulles)
- Re-use of Hal and Berni Hanson House (Add character to Dulles)
- Cost of toll is too high
- Need the infrastructure developed before more housing is approved
- Fully fund the schools
- Roads need more street lighting
- Like the idea of a stadium, but NOT publicly funded
- Mixed opinion on traffic circles
- Park and Rides (North of 50 off of Loco Pkwy)
- Local Bus Service to Metro expansion
- Match road improvements to any new destinations (e.g. event or employment centers)
- Gas stations, already planned in Brambleton TC, but still need more
- Roads do not have enough streetlighting
- Employment/Business opportunities needed
 - Mixed Use Office/Business
 - Virtual offsite offices
 - A place where people who work from home can gather to do work and get a sense of working in a location (communal, happy hour on Friday)

d. Potential uses in Big Magenta Circle over Slave Quarters (On Work Shop Map)

- Upscale Restaurants
- Art Center
- Art House Movie Theater

Community Work Session #4: Mercer Middle School (4/30/2015)

Discussion Questions (Posed by Facilitator)

- a. What are you looking for in "passive parks"?
- Should not have ballfields
 - Willowsford should connect to Hal and Berni
 - Need better maps of recreational facilities, parks, and biking trails
 - Green space
 - Benches
 - Public, not HOA
 - Planned, not leftover spots
 - Potentially integrated parks, Active and Passive
 - More green space/larger lots
 - Throughout area- less "HOA" space
 - More community-wide space
 - Centrally located
 - Independent of HOAs
 - Look at community of Dulles as a whole, north and south
 - Central space – Core of community

- No place-green space-for festivals, etc.
- b. What County facilities, including schools, do you consider compatible for collocation?
 - Arcola School
 - Dulles South Multipurpose Center- senior center/after and preschool/bus transit
 - Nice to have an Academy of Sciences like school in Dulles
- c. What does affordable housing mean and how can the County promote it in Dulles?
 - Need more condos
 - County needs to seriously relook at ADU program
 - Current ADU program focuses on small income ranges (30-55K)
 - Need programs to include incomes not covered by ADU program
 - Better enforcement of ADU regs (buyers are renting out)
 - Affordable housing is needed for service sector employers to have a local workforce
 - Co-issue with public transit
 - No true public transportation system for workforce housing (ie. Nurses, etc.)
 - Workforce housing is an economic development issue
 - Need more Multi Family
 - As a restaurant owner, most employees come from elsewhere due to housing unaffordability
 - Not enough apartment complexes in Dulles
 - Lack of affordable apartments in Dulles
 - Add to housing mix
 - Near bus routes
 - Also near hospital, metro
 - New light rail system
 - Better public transportation for age-restricted housing
- d. What are the big school issues that need to be addressed?
 - Need crosswalks at John Champe HS
 - School bus and other routes should go by the library
 - Technical education facility
 - John Champe is the only school with left turn on 45 MPH road better access to neighborhoods
- e. What would convince you to stay in Loudoun for entertainment, cultural attractions, professional services, outdoor activities, etc?
 - Facility that can hold prom and/or banquet center
 - Maybe in Arcola
 - Stadium or performance area
- f. Are their community concerns about the availability of programs for children?

Other Topics (Initiated by Participants)

- a. Map Notes
 - Hospital evolves into a Bio-Med corridor
 - Expand US Route 50 landscaping guidelines
 - Along Rt 606 and other major roadways
 - Connect hospital/medial tie into Prince William biotech industry (see work shop map)
 - Need for community college near hospital
- b. Look west on Rte 50
 - To wineries/breweries
 - Opportunities for international market

o Education/viticulture/restaurant industries, etc.

c. Other Needs

- Community center like Reston
 - o At Arcola School
 - o Existing fields
 - o Carver Center
- Enhance animal services
 - o Shelters
 - o Help stray cats through the County of Loudoun
- Need something like a Ronald McDonald House
- A hotel that can serve StoneSprings Hospital and John Champe Events
- Badly need site for animal rescue facility (those losing their habitat)
- Need a stop light at Northstar dependent upon timing of road improvements around John Champe HS
- Non school facilities for MS students
- More bus transit
 - o Shuttle for seniors
 - o Fairfax Q
- Community branding, not just individual neighborhoods
- Expand architectural guidelines along US Route 50 and beyond
- Seniors have a mobility issue
- Businesses need more “employment” base to support retail/restaurant?
- Data Centers do not support other businesses
- 50-Middleburg-tie in to wine beer-education-culinary school
- “melding/melting pot” – concert series with other amenities – need place
- County needs to “brand” Dulles South
 - o Create “events” for the entire community
 - o Take current neighborhood events (yard sales, etc.) to next level (community-wide)
- Keep the existing tress at Dulles Landing
- Concern-How to get to Old Arcola School if it is adaptively re-used because access to it currently is already a problem
- Busses to DSMP for 12-17 yr olds/all ages
- In the Dulles area, everything should be connected by a sidewalk
 - o Community connectivity
- Connect Willowsford to Hal and Berni Hanson

G-3: Business Leadership Group Meetings

Jan 28th Business Leadership Meeting Summary: Gum Spring Library

Key Themes:

- 1. Education:** This project needs to involve two-way education. If we expect to gather valuable and informed feedback from stakeholders in the area, they must understand what is already in the pipeline and the intricacies of planning/transportation processes.
- 2. Potential:** With the existing and projected rapid growth in the Dulles Area, potential is inevitable. The area has the potential for truly innovative and forward thinking development, but it also has the potential for conflict, especially if theme number 1 is not addressed adequately.
- 3. Regional Considerations:** While we are bound by geographical constraints when defining the study area, any recommendations or community-wide priorities discussed during the outreach project or advocated for in the final report must account for regional implications.
- 4. Transportation:** The number one issue facing the community. Can be both a limiting factor or the driver (pardon the pun) of truly transformative change in Dulles

Dulles Deficits:

- North-South Roads
- Business frontage on 50
- Restaurants serving breakfast
- Parallel East-West Roads
- Under served with retail
- Mixed Use need to enhance service and lifestyle options
- New or revised area brand needed for visibility
- Lack of daytime population for retail/restaurants
- Lack of 18-25 year olds to fill low-income jobs
- Compatibility of airport/industrial with residential and other businesses

Dulles Assets:

- Highly educated and skilled residents
- Gateway to airport and Loudoun
- Home-based businesses
- Growing health services sector
- Tech sector
- Potential for uniqueness from other county corridors (Rt 50)
- Excellent schools
- New facilities
- Great industrial land depository, but it is diminishing in supply

Discussion Notes:

- a. How many new jobs in Dulles will employ Dulles residents?
 - This will have effect on transportation in the area and region
- b. Transportation is the biggest issue facing the Dulles Area
 - This group has been working on transportation issues since 1995, and the issue is not going to go away
 - North-South Grid System, similar to Fairfax, is needed
 - Intense conversation (including education component) with community is needed
 - County needs to proactively demonstrate (educate) different models of potential road improvements when engaging the public
 - Not preaching, but key facts need to be fully explained and presented
 - Need to examine and explain transportation issues and improvements at our county borders
- c. The project team should conduct a standalone transportation workshop in the spring
 - Make it the first workshop
 - Bring in regional representative
 - Put up process of building roads visual at this meeting
- d. Area south of Braddock Rd, although it is in transition policy area, needs improved transportation connections
- e. Things get done because of voter pressure
- f. Regionalism and context
 - Dulles study area is only one puzzle piece. Analyzing it alone ignores context
 - Outreach process must include Dulles's role in larger region
 - Camp Lejune Metaphor
 - MAE East to the north of Dulles requires Dominion to run power through Dulles
- g. It falls' on the shoulders of staff to prevent community expectations from getting too high about the results of project
- h. We need to make sure to explain what is already planned in the area
- i. The more community is educated holistically, the more influence can be exerted by them
- j. Do not presuppose what is going to come out of the project
- k. Huge difference between perceptions of the Dulles Community in 2001 and 2015
 - People south of Braddock will wonder why they are not included in this project
 - Confusion as to whether this is a small area plan or only an input
- l. It will be helpful to hear from business owners about the barriers they are facing in the Rt 50 Corridor (Any write in comments in surveys)
 - Is the vision the same as it was in 2006?
- m. The geographic boundary of this project does not represent the Dulles Community of Today
 - Changing the boundary should be a report recommendation
- n. The Comprehensive Plan as a living document
- o. One market study said that Loudoun will not reignite heavy industry
- p. Traffic congestion will be the biggest inhibitor of Dulles Airport Development
- q. Dulles South Alliance (We worked closely with DSA)
 - At least 8 members in the room

- Has been here since the 2005, and now it has expanded to truly represent homeowners and residents as much as businesses
- Project team can use DSA's meetings as a forum for the Outreach Project
- Increasingly powerful/meaningful role of homeowners
- r. Significant small business base in the community (Businesses don't know about it)
 - Loudoun needs assistance in connecting with them
 - Maybe ask this question again. Do we need advertise better?
- s. Education
 - When we can educate folks about growth/change, we can explain the needs and reasons for developments that they otherwise fight because of NIMBY (Included dominion discussion)
- t. There will be 450 new jobs coming to the area at Stone Springs Hospital in Dec 2015
 - The dynamic of the area will change with this addition
 - mySidewalk question and a work session focus point
- u. Excitement
 - HCA hospital
 - Lead Share Group (Went to meeting on March 6)
 - Coming soon: shopping options

May 6th Business Leadership Meeting Summary

Location: Ford's Fish Shack

Discussion Questions

- a. Do you think the responses would have been different if we had a larger sample size?
 - How do the responses differ between communities?
 - S. Riding, Brambleton, and Stone Ridge consider themselves different towns
 - Underrepresentation of flex space, heavy industry, warehousing logistics
 - This could change the responses
- b. Did anything surprise you about the survey and/or work session results?
 - No, land costs are a high barrier to entry into business in Dulles
 - Little ability for me in Dulles, lack of land, plan policy sets density too low
 - Not really
 - Surprised by medical/technical education center desire
 - Maybe a bio-med corridor to connect with GMU/PWC
- c. Surprises
 - 70% of resident survey respondents do not work in Dulles
 - IT Industry did not identify uniqueness of Dulles
 - Sense of community within Dulles
- d. How should Loudoun maximize Dulles's proximity and accessibility?
 - Need more roads around the airport
 - Western gateway to the airport
 - Regional road connectivity

- Preserve direct access from Rt 50 to Stone Springs Blvd (To Hospital)
 - CTP says it is going away when 50 becomes limited access highway
 - Timing of Arcola Blvd
 - Relief to Evergreen Mills Rd. & Gum Spring Intersection
 - No left turn = bottleneck
 - Need a map showing the ultimate condition of roads w/dates and timing
 - From CWTP/CTP?
 - Need a regional connection with IAD
 - Bio-med corridor
- e. What can Loudoun do to spur business development in Dulles?
- How do we make the area more attractive to non-retail businesses?
 - County should undertake a study to determine this
 - Will help attract daytime population to spur other businesses
 - Opportunity to capitalize on health care changes due to Affordable Care Act
 - Dulles as a future tech incubator
 - Build off of future health industry growth
- f. How can Loudoun better connect with and support small business in Dulles?
- Another road connection over Broad Run
 - Emphasize a medical cluster and small business retail to support the community
 - Small business/retail are hurt by the lack of office
 - Town squares will satisfy community wishes (games, concerts, etc.) and also help support small business
 - How should the community confront the rising costs of living and doing business in Dulles?
 - Lack of affordable housing
 - Need/opportunity to expand public transportation
 - Dulles noise contours preclude residential development near airport
 - Gum Spring Rd is a potentially good spot for redevelopment and affordable housing (near new hospital)
 - Rising costs are ruining small businesses
- g. How can a regional approach be incorporated with our recommendations?

General Issues/Needs/Statements/Opportunities

- a. Lack of Connectivity
- Airport exacerbates the problem. No back way into South Riding
- b. Lack of “Community”
- Community may never happened without improved connectivity
 - Transient nature of population
 - No “destinations” in the community
 - Loudoun County Parkway improvement may create a new East/West dividing line
- c. Hard for owners of “Town Centers” to lease all of their retail space
- d. More entertainment and dining needed in town centers
- e. Tall Cedars Pkwy helps distribute East/West traffic off of Rte 50

- f. Northstar Blvd = opportunity to change traffic patterns
- g. Education center/University in SE corner of study area
- h. Western access to the airport
 - Airport access to 606, as this will help industrial businesses w/o airport in the area
OR
 - Bus access from west side to the rest of the airport
 - Reserve area near the airport for heavy industrial
 - Medical/Bio-Med Industry Growth in the Community
 - StoneSprings Hospital as the catalyst
 - Is the market of sufficient size?
 - Could make the Dulles community distinctive
 - Different type of housing that this market would invite would be more appealing to millennials (Mixed Use)
 - Differentiate between Med/Bio-Med/Life Science
 - Agree with community recommendation for satellite govt offices in Dulles
 - Planning Districts should be redrawn
 - There is diminishing support from the federal government
 - Build a north/south corridor?
 - Keep growing the access to Rt 28
 - Limited access Rt 50
 - Land Value: People want urban development at a rural price
 - Concerns of more growth
 - Heavier focus on commercial
 - The Health Department is looking for a location in Dulles South
 - Government services building
 - Opportunities in existing spaces
 - Better transit service for continuing care
 - Right now it is a tight loop
 - Also good for 12-15 yr olds
 - Service industry
 - Lower wage jobs
 - Should also connect to FFCO
 - What is the Dulles South Brand?
 - Where should we put data centers?
 - Community Building
 - United Airlines could engage with the community more

Top Three Priorities

Group	#1	#2	#3
1	Better regional connectivity <ul style="list-style-type: none"> • North south • East west over Broad Run 	Leverage unique opportunities from new hospital <ul style="list-style-type: none"> • Supportive industries 	More outreach needed to flex industrial comm/real estate brokers <ul style="list-style-type: none"> • Big industry in community that was underrepresented in the survey
2	Connect a new Bio-Med corridor with IAD <ul style="list-style-type: none"> • Synergy with hospital • Technical center • GMU • Framework for additional IAD traffic 	Complete and preserve key transportation access points <ul style="list-style-type: none"> • Map outlined above • Develop new attitude for redevelopment 	Planning the “Pockets” <ul style="list-style-type: none"> • Be mindful of existing planning • While being strategic and not taking away from exiting plans for the corridor • E.g. Rt 50 landscaping design guidelines (identity of community) • Put things where they make sense
3	Medical Technology should be target market for Dulles employment <ul style="list-style-type: none"> • Next science city for region • GMU and Prince William • Could make area distinctive and draw North and South of community together 	Affordable housing <ul style="list-style-type: none"> • MF • Housing for employees in service sectors • Young people trying to move back into community • Noise Contours examined to accommodate this 	Western access to the airport <ul style="list-style-type: none"> • Not just as a cargo road • Open up to the Dulles Community • Work opportunities • Enterprise Zone (Tax Credits)

Group 1 #4: Protection of industrial land around the airport (light industrial specifically)

G-4: Interdepartmental Team Meetings

Round Hill Room, Government Center

Thursday December 4, 2014

10:30 am – 12:30 p.m

- a. What are the key assets of the Dulles Study Area?
 - People
 - Active community
 - Strong identity, tight-knit community, inter-connectivity between HOAs, interactive website, interaction with religious groups.
 - Dulles survey translation (Suggestion)
 - Sheriff office - Engaging with civic, religious group, neighborhood watch groups
 - Existing community networks (alert Loudoun etc.)
 - Higher level education
 - Higher Incomes
 - Responsive and active developers
 - Proffered site for Brambleton Library
 - Large planned communities – maximizes outreach efforts
 - High quality Development
 - Successful Town Centers
 - Metro
 - Tech Development, education, employment
 - Number of schools (huge asset for Parks & Recreation)
 - Fields and programming
 - Senior Centers and Recreation Centers will be built
- b. What are the key deficits/issues facing the Dulles Study Area?
 - Lack of County owned property
 - Dulles Air Cargo access road
 - Park and Ride spaces deficit
 - Need more clothing donation bins
 - ADUs need more notaries, zoning enforcement complaints (Two separate issues)
 - (perception of gaming the system)
 - Annual affidavits of ADU qualification required
 - Day care centers complaints
 - Parking, traffic congestion, education needed for HOAs
 - Need more formal day cares, not just out of someone's garage
 - Signs needed along US Route 50
 - US Route 50 – Land used for outdoor storage, tractor trailer etc. – could have environmental impact
 - Issues from Potomac/Sterling may have migrated

- Strained transportation network – impacts public safety
- Affordable housing
 - South Riding has 158 ADU covenants expiring
 - More units will be lost in coming years
 - Existing deficiency made worse by years
- Need for lower cost workforce housing
- Local fixed route bus service in the higher density area
- c. Based on your experience in the community, what suggestions do you have for making the process work even better?
 - Business focus groups
 - Community contact (contact Catherine Motivans - Multicultural Advisory Committee, Staff liaison)
 - Sheriff's office quarterly meeting - meets last Monday of each month
 - Contact Robin Geiger/Nancy McCormick for community strategy
- d. How can this process help your department?
 - Better understanding
 - Connect with business community, workforce resource center, non-profits, homeless service center
 - Need to know more about transportation needs of the community
 - Mindmixer- Add public transportation to budget exercise –

Round Hill Room, Government Center

Tuesday April 14, 2015

10:30 am – 12:30 p.m

- a. Department Updates
 - Library Services
 - New MIIL Studio at Gum Spring Library opening to the public in June 2015
 - New Brambleton Library to be located in the town center was approved by the BOS in December, on the County's CIP for 2019
 - LCPS
 - New schools, MS-9 and ES-27 locations have been identified
 - Parks, Recreation and Community Services
 - Hal and Bernie Hanson Park is ready for the RFP
 - However, it is perceived as a park for Ashburn rather than Dulles South
 - East Gate under construction, to be ready by late summer 2015
 - Working on connection to W&OD
 - Passive parks in Arcola Area
 - Two parcels owned by the County
 - Establishing easements in the community for the stream valley trail

- Brambleton applications
 - Arcola area by the hospital
 - County can use another regional park in Dulles South Area
 - Zoning
 - Lex Mobile App almost online
 - Sheriff's Office
 - Mobile DMV comes to the Dulles Community every 3 months at the Public Safety Center
 - Firing range is moving from location east of quarry up to the greenway. What can become of the quarry area now?
 - Trails in floodplains must be a natural surface. Suitability for mountain biking is a possibility that needs to be determined. Public pressure can influence the decision either way.
 - HOAs own a significant portion of this land and must provide easements for creation of trails
 - Ideal is to connect trails to parks (Hal and Bernie Hanson) and recreation centers (Dulles Multipurpose Center)
 - Guaranteeing safety on trails
 - Eyes on trails program
 - Assistance from HOAs
 - Retirees as volunteer monitors
 - Community volunteer groups can also help develop and maintain trails, specifically teen groups
- b. Patterns
- Affordability
 - Desire for affordable housing contradicts the distaste for more residential development and the focus on single-family detached units
 - The affordable housing promoted around impending retail is in the direct line of IAD noise contours
 - Need for Bike/Ped mobility on community hardscapes
 - Utility easements as greenway corridors
 - Power line corridors are often not public
 - Loudoun Water's sewer and water lines equal green infrastructure
 - Residents have an aversion to crossing major road corridors (Rt 50) to access services
- c. Suggestions for Round II of work sessions
- Drill down more about how the community is defining "passive open space"
 - Open space or passive parks
 - What is the goal of the trail requests?
 - Rec? Travel and/or getting around? Passive Rec? Commuting?
 - Why such a limited focus on schools thus far? Where should we put another Dulles South HS?
 - Affordable Child Care
 - Could Arcola School fill that need?

- Dulles South Preschools have a wait list of 200 children
- No YAS program in Dulles
- Is it stay-at home parents?
- Work at home parents still need childcare
- Incorporate with schools discussion
- Event Space
 - Expensive land costs
 - Shared and/or co-located uses
- Occupational Skills
 - Hearing a demand for it (From Employers?)
 - Educational/tech/health care corridor would fill a need
 - Conflict with building up 50 and rural tourism drawing people west
 - Conflict with rural economies
- Make a planned developments map available
 - Remind the community
 - Apparent greenfields are actually set aside for approved developments
 - Would help other departments as well
- Government offices in northeast
 - How about seasonal? (Tax time), Shared lease?
- Get wage info from businesses in area at May 6th meeting
 - How can that influence the potential of affordable housing?
 - How do we ask the question?
- How many households are one income or two income households?
- d. General Notes
 - Opportunities south of Braddock: Schools, parks
 - Hotel
 - Co-locate with a conference center
 - Sports teams/concerts/corp near airport
 - Some HOAs are not interested in better connections
 - Lacking space
 - Co-location of County services important moving forward
 - Reacting to a need, too late
 - Scramble to find park/school sites
 - HOA land specific to that community
 - Cannot double as public space



Topic Name: Economic Development

Idea Title: Insure that zoning allows for a true mix of uses

Idea Detail: In order to insure a diverse economy land use laws need to allow for a true mix of uses both from an employment standpoint and a commercial/retail standpoint.

Idea Author: Louis C

Number of Stars 13

Number of Comments 1

Comment 1: Excellent point Lou, a true mix of uses will not only provide for diverse employment and economic development opportunities, but also diverse entertainment and housing opportunities. | By Joseph G

Idea Title: Diversity

Idea Detail: County should work with developers and community to build diverse community, if this region can scale with medical, federal, transportation and community farming jobs then we need people from all walks of life. Metro is a grt example of that, providing public transport allows low-income people to opt for housing in our area and brings diverse crowd. Improving education system would allow parents to migrate to this county for schooling and that brings more business and jobs. We have hi-tech jobs we need to mix that with Manufacturing/Retail so if tech bubble bursts our economy still adjust and this nurtures diverse community, we are not there yet as diverse as we shld be. We have to zone our community so we don't end up with way too many residents travelling out of Dulles to do their job, we don't have enough Day-care facilities due to zoning from what I hear.

Idea Author: Harsha S

Number of Stars 9

Number of Comments 2

Comment 1: With focused economic development and an increase in jobs in Dulles, more retail will be attracted to a community with a daytime population. The new hospital will be a big step, but I agree with Harsha, we cannot rely too heavily on Health Care jobs alone. The airport will be another big driver of economic growth and employment in the community. | By Joseph G



Comment 2: Improve education system and bring more retail stores | By Padma K



Topic Name: The Dulles Community

Idea Title: I define the Dulles Community as

Idea Detail: A vibrant multicultural family oriented community

Idea Author: Kenny Y

Number of Stars 12

Number of Comments 0

Idea Title: The Dulles Community...

Idea Detail: ...lives between the beauty of Virginia's natural landscape with mountains and farmland coupled with a growing, vibrant suburban community filled with a diversity of people. It's also a community that's physically defined by a major international airport that lends credibility to the global possibilities of our future.

Idea Author: Greg L

Number of Stars 11

Number of Comments 1

Comment 1: This description captures Dulles well. The diversity and proximity of the area to jobs and amenities makes it particularly unique. | By Joseph G

Idea Title: A Great Place

Idea Detail: What makes this part of Londoun a great place? It is the great people, the variety of businesses, and the excellent location. Because of these qualifications, the area is on track to become even better.

Idea Author: jared K

Number of Stars 6

Number of Comments 1



Comment 1: Yes, it has everything in place to make it a community of choice for generations to come. Working together we can ensure this. | By Joseph G





Topic Name: Dulles in the 21st Century

Idea Title: better transportation

Idea Detail: the changes that have been made to this area are fantastic. however, the area's transportation needs to be improved. perhaps better shuttle and bus service will help. once the silver line opens near dulles, shuttles can connect to it.

Idea Author: jared K

Number of Stars 12

Number of Comments 1

Comment 1: Have you checked out the new Route 85, Dulles South Connector?

<http://www.loudoun.gov/DocumentCenter/View/111114> | By Joseph G

Idea Title: Renovate some of history, like the Arcola School

Idea Detail: There was a song in Girl Scouts about friends, one is silver and the other gold, same with Dulles. Put up the silver (new) but keep the gold (history). Renovate the old and incorporate into the new to keep some of the home town feel. Not full suburbia.

Idea Author: DeniseD K

Number of Stars 12

Number of Comments 3

Comment 1: The Arcola School is in such a great location, right in the middle of the Dulles Community. Talking about connected neighborhoods, the Arcola School could serve as a site that unifies north and south Dulles. | By Joseph G

Comment 2: You can use the Arcola school for community services, for organizing community meetings, religious activities, sports related and many more county and school related. | By Harsha S

Comment 3: Great point! What do you see as a good reuse for a historic resource like the Arcola School? | By Lauren M



Idea Title: Wayfinding

Idea Detail: Wayfinding signs have become extremely popular in urban and suburban areas. They help guide residents and visitors to popular destinations when they are on foot or bike. These signs would be perfect for Dulles.

Idea Author: jared K

Number of Stars 10

Number of Comments 4

Comment 1: I agree that bike and walking trails will be important. We should look at the potential of the Broad Run and its tributaries as trail routes to the north and the W&OD trail. | By John M

Comment 2: Thanks Jared, examples really help visualize a potential improvement. I'll look over this. | By Joseph G

Comment 3: <http://www.walkarlington.com/pages/walking-in-arlington/wayfinding-signs/> | By jared K

Comment 4: This is an intriguing idea. Do you know of any examples of similar sign programs in the Northern Virginia Region? | By Joseph G

Idea Title: Public spaces

Idea Detail: Need to focus on the public spaces; where will people mingle and interact. Those spaces create important places for the community.

Idea Author: John M

Number of Stars 8

Number of Comments 2

Comment 1: One of the challenges in the Dulles District versus other parts of the community is that a large portion of it is planned - so we need to take that into account when planning newer sections to include more public spaces and other areas where residents can congregate - whether that's done by the county, a Homeowner's Association, or private and commercial interests. | By Jeff S



Comment 2: While many of our neighborhoods have public places that their own residents use, do you think Dulles has enough public places for people from different neighborhoods to mingle and interact together? | By Joseph G

Idea Title: Better Infrastructure

Idea Detail: First the comprehensive plan should be 5 yrs instead of 10 or 20, changes are happening so fast, we need quicker iterations to plan, develop and execute. Having 10 yr comprehensive plan is not practical for Loudoun County in 21st century.

Infrastructure - Review your plan ever 2 years once to check it's growth county wide, community wide what people need the most and what people might need next few years. Roads are integral part of our community, poor planning and execution has led us to brink of breakdown on Old Ox and Evergreen as well on Rt 28/Waxpool and expensive Greenway.

Communication - County needs better communication accessibility to people of 21st century, with so many data centers in Ashburn we could extend WiFi connectivity to people in Loudoun so people can use free wifi and you can also collect data in terms of traffic, weather and responses from community instantly. Check out how other cities are innovating by enabling free Wifi bringing more jobs.

Idea Author: Harsha S

Number of Stars 6

Number of Comments 0



Topic Name: Community Vision

Idea Title: Networked communities each supporting each other.

Idea Detail: Eliminate the "my clubhouse, my community center etc.)

Idea Author: DeniseD K

Number of Stars 10

Number of Comments 1

Comment 1: Communities work best when neighborhoods work with each other | By Joseph G

Idea Title: More Bike Access

Idea Detail: The Washington and Old Dominion Trail is an amazing trail for bikers and hikers. However, in order to improve Loudoun County, more trails like this are needed. They allow for an eco-friendly commute.

Idea Author: jared K

Number of Stars 9

Number of Comments 3

Comment 1: I agree. And a key word here is "network." Individual, stand-alone trails are ok, but linking them up makes it easy and fun to travel around the county. For example, a trail from southern Loudoun that met up with the W&OD would make it easier for more people to enjoy that trail. Linking up trails makes them all more valuable. | By Mark W

Comment 2: Good idea! | By Lisa E

Comment 3: I think this idea goes very well with Denise's below. Transportation networks, be them for automobiles, pedestrians, or bicycles, serve to connect neighborhoods and build stronger communities. | By Joseph G

Idea Title: Citizen Driven Community

Idea Detail: I envision a Dulles Community in which residents, businesses, and employees work together to craft a community that guarantees a high quality of life. It is a vision as much



about process as product.

Idea Author: Joseph G

Number of Stars 7

Number of Comments 0

Idea Title: A Well Connected Community

Idea Detail: The location of Dulles gives it so much potential. However, without a car, it is very hard to get around. We need more sidewalks/bike paths and better transportation.

Idea Author: jared K

Number of Stars 6

Number of Comments 2

Comment 1: Fill in the gaps between areas that have already been constructed. A great example is the good walking network in South Riding that does not connect to the walking network in the Ridings at Blue Springs, Blue Spring Farm, etc. One path to EastGate is nice, but there should be more avenues. They can be created with the assistance of HOAs, the county, and VDOT. | By Jeff S

Comment 2: I agree. How do we make the communities more walkable? | By John M

Idea Title: One where Vine & Branches Lutheran Church lives and gives.

Idea Detail: The recently-formed Vine & Branches Lutheran Church, meeting each Sunday at Liberty Elementary would like to be fully engaged in the community, and offer fulfillment to those in need. Along with the gospel message of Jesus, the genesis for the group has been motivated by the knowledge that the youthful demographic of the community may well served by the eventual offering of faith-based education for the next generation.

Idea Author: Eric K

Number of Stars 3

Number of Comments 1



Comment 1: Thank you for your comment. We look forward to working with you at the spring workshops. | By Joseph G





Topic Name: Why do you live in the Dulles Community?

Idea Title: Country living but close to shopping and good schools

Idea Detail: Purchased a home here in 2009 because I liked the idea of having country style living but now that is changing with the build up of homes, apartments etc. Very sad about this because the area has lost or is losing that country style living as well as its history.

Idea Author: DeniseD K

Number of Stars 8

Number of Comments 1

Comment 1: Hello Denise, what do you think is required moving forward to preserve at least some of the charm that attracted you to the area? | By Joseph G

Idea Title: Live in Brambleton

Idea Detail: My idea is to create community where our kids can grow safer in global village, with diversity, respect and acceptance of each other.

Idea Author: Harsha S

Number of Stars 6

Number of Comments 1

Comment 1: The rapid growth in Dulles provides a perfect opportunity to develop a forward thinking community that embraces diversity and works for the betterment of all. This project may help set some creative ideas for making that a reality. | By Joseph G



Topic Name: Connected Neighborhoods

Idea Title: Get them connected via walking paths and bike paths

Idea Detail: Allow for running, cycling and triathlon groups to engage across communities.

Idea Author: DeniseD K

Number of Stars 6

Number of Comments 0

Idea Title: My community is larger than my neighborhood

Idea Detail: Neighborhoods are the essential building blocks of communities, but as stand alone entities they often fail to provide for the full range of amenities and social support which larger communities provide. As Dulles matures, neighborhoods should work together to strengthen social bonds and inter-connectedness.

Idea Author: Joseph G

Number of Stars 4

Number of Comments 1

Comment 1: While Dulles doesn't have local governments they do have HOAs. These HOAs need to work together and communicate to identify and facilitate those things needed to create a true "community". | By Louis C



Topic Name: The New StoneSprings Hospital

Idea Title: Major Economic Driver

Idea Detail: I hope we see the same kind of health-related development occur around StoneSpring that we are seeing at Lansdowne. The advantage in Dulles South is the mix of retail and residential uses approved or already in the adjacent surrounding communities that can attract employers.

Idea Author: John M

Number of Stars 6

Number of Comments 2

Comment 1: The link below provides a virtual tour of the new hospital center. Also, please refer to the PDF titled SSHC Fact Sheet in the about section of the site for some more details as well.

<http://restonhospital.com/affiliations/stonespring-emergency-center/about-stonesprings-hospital-center.dot> | By Joseph G

Comment 2: StoneSprings Hospital Center is slated to open in December of 2015 and will serve as a significant economic catalyst for Dulles South and Loudoun County as a whole. In the coming months the \$186.5 million project will create approximately 500 new jobs while engaging more than 400 physicians and generating \$2.1 million in local taxes. Added to the presence of Capital Hospice and Health South Rehab Center, Dulles South will become a strong hub for the full continuum of health care services in the county. Dulles South residents will have greater access to high quality health care services close to home, some residents will be able to be employed locally rather than traveling out of the county daily for work and local businesses are expected to experience an increased need for services throughout the day. |
By Tracey W



Topic Name: Dulles Community Assets

Idea Title: The Brambleton Town Center.

Idea Detail: Shopping areas need entertainment like a theater and restaurants. Brambleton is a good start and the addition of a library will add nicely to the mix. Arcola Center and Dulles Landing will offer the same mix of retail and entertainment.

Idea Author: John M

Number of Stars 3

Number of Comments 0



Topic Name: Lets Fill Out This Map!

Idea Title: go to <http://www.loudoun.gov/dullesmap> to add your stars

Idea Detail: Map Access

Idea Author: Joseph G

Number of Stars 3

Number of Comments 2

Comment 1: Check out the 3_2 Assets and Needs Table PDF in resources to see what suggestions people have added thus far. | By Joseph G

Comment 2: here is a link you can access: <http://www.loudoun.gov/dullesmap> | By Joseph G

Idea Title: Up to 35, 15 more to go!

Idea Detail: Again, we could always use more assets. And we need some more feedback from stakeholders south of Rt 50.

Idea Author: Joseph G

Number of Comments 0



Topic Name: Examples to Emulate

Idea Title: This Green ARtery Project in Tampa is pretty cool!

Idea Detail: With so many new neighborhoods in Dulles, maybe an interconnected greenway would be an excellent way to unify different residential areas.

Check it out: <http://greenartery.org/>

Idea Author: Joseph G

Number of Stars 3

Number of Comments 1

Comment 1: <http://greenartery.org/> | By Joseph G

Idea Title: Regular weekly farmers Market and local talent event

Idea Detail: Check out the regular Thursday night (6-9pm) farmers market and talent event that San Luis Obispo holds. Local produce, local food, local talent.

<http://downtownslo.com/farmers-market/>

Could be held on a Saturday morning/afternoon rather than a weekday evening.

Idea Author: Stephen H

Number of Stars 3

Number of Comments 2

Comment 1: Web page for farmer's markets is:

<http://www.loudounfarms.org/index.aspx?NID=96> Closest ones are South Riding and Brambleton but not sure they run in the winter. Some markets, like Leesburg and Purcellville, also run in the winter, weather permitting. | By Stephen H

Comment 2: Farmer's Markets are always a good idea. Do you know when and where the closest one to the Dulles Community is currently held? | By Joseph G



Topic Name (Instant Poll): Outreach Participation

Idea Title: Mind Mixer Community Forum (January-April)

Idea Title: Resident and Business Surveys (January-February)

Idea Title: Community Workshops (March-April)

Idea Title: Social Media (January-Summer)

Idea Title: ArcGIS Online Crowdsourced Mapping (January-April)

Idea Title: Focus Groups (February-May)

Comments

Number of Comments 0



Topic Name (Instant Poll): Obstacles

Idea Title: Transportation network

Idea Title: Lack of neighborhood connectivity

Idea Title: Inadequate funding for improvements

Idea Title: Other (please explain in comments by clicking on learn more)

Idea Title: Lack of amenities

Idea Title: Safety/Crime

Idea Title: Growth and development

Idea Title: Bicycle and pedestrian network

Idea Title: Location of the community

Comments

Number of Comments 1

Comment 1: This survey question should have been from 1 to 5 ratings for each of those obstacle, choosing one from others will not allow you to know the importance of others. Also restricting users to login to take this survey will impact on overall results, survey should be accessible to mass and collect their information in the end like SurveyMonkey. | By Harsha S



Topic Name (Instant Poll): Dulles History Quiz

Idea Title: Settle Dean Cabin

Idea Title: Lunette House

Idea Title: Arcola Slave Quarters

Idea Title: Old Arcola Post Office

Comments

Number of Comments 0

mySidewalk Idea Report (Responses have been converted from spreadsheets)

1. How would the Old Arcola School best be adaptively re-used?

Responses
I can't find the PDF to see the requirements or specifications of the land and structure. I don't know how much land is available but it would be nice to have something similar to Frying Pan Park in Fairfax County.
Inside a Center for the Arts: dance, theater, music, painting, drawing, and homespun arts (woodworking, knitting, sewing, etc) for all ages. Outside a park & sports/recreation area.
Consider using the former school building as a small business incubator for SE Loudoun County. There are a lot of initiatives in the County to foster business development, growth and job creation. Spreading out these resources could help build the County's business base and keep revenue and
A multi-cultural center, with activities for all ages to include theater, dance and Teen Center
Community facility with meeting rooms available to local groups and clubs. Fields for local team use.
It's good to convert this school building to Govt satellite center so we can preserve the old building and heritage and also get the Govt office closer to houses in here ...
I like the idea of a government center in the local area.
Why can't it be renovated and used as a school? We desperately need more schools. This seems logical, what am I missing?

2. How can we better connect the neighborhoods of Dulles?

Responses
Maybe a central community forum or website to advertise events and indicate if they are designed for a single neighborhood or the larger community.
Josh, the multi-use lanes will be on the collector roads parallel to 50, Tall cedars and Dulles West. We have seen a lot of interest in Bike connections to the W & OD in the outreach results thus far and expect that it will be one of our final recommendations once we work out the details
Community events should be clearly marked as sponsored by and for Dulles Community so people know the event is open to everyone in Dulles and not just the local community where the event is being hosted. Also, each community should take turns hosting an event or be known for hosting a particular event
I second the idea above, but I also think we need to better define areas/neighborhoods in the Dulles Community. For example, I live in South Riding, yet when I have guests visit, I have to tell them that I am located in Chantilly. Another example: residents of the Virginia Manor community
I would love more and better bike/ped paths through and between neighborhoods. I understand there will be a multi-use lane once Rt. 50 construction is completed and that'll be great but I'd love the ability to bike to other areas in Loudoun County (from South Riding, specifically) and even
There is disconnect in terms of developers building these communities, road network between North and South of Rt 50 and sub-divisions within. Having a common place where people could meet in large numbers community hall, open halls, promoting cultural and relaxed entertainment
I would like to see the bike path from Belmont Ridge that ends by the fire house continue to a path that follows Belmont Ridge to Evergreen Mills to Gum Springs to the Hwy 50. This way travelers could walk or jog miles of path between Brambleton, Stone Ridge and then South Riding.
Just a thought to connect the Stone Ridge area with South Riding would be to develop a large area that has a good mix of retail/recreation/dining options and entertainment. The area on the south side of 50 from Gum Spring to Loudoun County could be an area to consider.
Emphasis on walkability and bicycling is a must. Loudoun County is building ever more and bigger roads based on VDOT's outdated ITE standards. Dedicated right turn lanes, wider roads, and oversized medians restrict walkability. This becomes a real safety and public health issue in communities like South Riding and Stone Ridge. In these communities, people should be encouraged to walk to school, to the shop, to the park, but invariably the walk is unsafe because of poorly designed roads and connections (just look at center street and Loudoun County Parkway or Poland Road and Edgewater)
With more and more companies encouraging telecommuting and alternative commuting patterns, Loudoun would be wise to consider efforts to make its communities attractive to the new work force of tomorrow. Car ownership is down for millennials as they prefer bicycling and car sharing services. Loudoun should encourage innovation in master plan communities like Brambleton, Stone Ridge, and South Riding and advocate for on street bike lanes and car sharing services. These types of alternatives would make masterplan need communities more attractive to millennials and encourage healthier, more balanced population growth.

3. What does affordable housing mean to you?

Responses
Thanks for the notice. I didn't know how pricey those were. I guess that gets back to the point that everyone defines affordable housing differently. When you say balance, are you referring to the balance between affordable housing options and the amenities you mentioned?
I believe Loudoun is over building and allowing too much density with multi dwelling units. I think everyone should have access to affordable housing, however over building detracts from everyone's quality of life.
These homes pictured are hardly affordable dwellings priced in the high 400,000's. The focus should be on balance requiring appropriate open space and amenities in all neighborhoods.
An affordable condo for me would be priced between \$225k and \$275k. I consider affordable rent to be no more than 30% of my take-home pay. Affordability" ties directly into the job market
When I rented in Loudoun County, I thought the rent was reasonable as compared to Fairfax County. We purchased a condo (stacked townhome) that was competitive with the area in the low to mid 300s two years ago. The prices have since increased.
The term affordable housing is an oxymoron, affordable is subjective. The only way to make housing affordable is to give subsidize to developers to increase the attractiveness of a given project. Developers are business people, they are in business to maximize return. Single family detached houses will never be affordable in Loudoun county. Development costs are just too high in the region and the tax base just compounds the problem. As some mentioned earlier affordable in the perfect world is roughly 1/3 of your net income. The theory being that the more you have to work with after rent/mortgage the less stressful your life. That affords you the ability to take little trips to sight see, not have to work the second or third job trying to keep your child in good school district with other competitive children etc. It is a very complex issue.

4. What goes into placemaking?

Responses
I agree, accessibility is key. Some people may want to drive, while others would prefer to walk. If a place" is inaccessible by one mode of travel it will not draw a certain portion of the population. A place that I could only walk to would feel almost outdoorsy.
A good variety of things to do (dinning, entertainment, recreation, exercising) all in a setting that melds together without being too much one way or the other. It has to accessible by multiple ways for those close (walking, biking or by car). The key is planning and design of how it is mixed.
Walkability and high quality, usable open space are the keys to placemaking. Loudoun officials need to seriously explore ways to resist the temptation to design roads and crossings to VDOT standards and to encourage retrofits of existing roads to allow for multi-modal transportation and quality streetscape design. Arlington County has done this. Montgomery County has been working on this for over a decade. Fairfax County is currently struggling with this in areas like Tyson's and Reston.

5. Would you like to make any suggestions for schools or school planning?

Responses
I shall love to be able to share in the next few months of moving forward with a child development center associated with http://www.vineandbranches.com/ Will post more as it seems appropriate
Please do. Childcare and education are vital services in such a young and growing community.
Full day kindergarten is a must for a county so dependent on knowledge workers.
I think Loudoun needs to seriously consider innovations to k-12 education to help flip" the classroom. I am very supportive of education

Appendix H: Key Terms

Adaptive Re-use: Use of an old structure for a different purpose than that originally intended, e.g., a house used as a restaurant. The purpose is to preserve the structure by finding an alternate use

Affordable Housing: Non-subsidized housing (sale or rental) for those people whose income is 30–70 percent of the median household income for the area. Such housing should require no more than 30 percent of household income

Age-restricted: Residential community that limits a certain percentage of its occupants to those who are of a set age or above

Capital Improvements Program (CIP): The County’s plan for future capital project expenditures. This plan spells out the capital facilities that the County plans to finance, including schools, libraries, parks, etc.

Community Plan: Specific detailed land use plans to be developed for the four communities of the Suburban Policy Area: Ashburn, Dulles, Potomac, and Sterling

County-wide Transportation Plan: A guide for future transportation infrastructure investment in Loudoun County to be financed by Federal, State, and local dollars as well as private sector contributions

Infrastructure: Public facilities such as water/sewer and roads in place, which form the skeleton on which a development is built

Mixed-use: Any urban, suburban, or village development that blends a combination of residential, commercial, cultural, institutional, or industrial uses

Open Space: Any parcel or area of land or water essentially unimproved and designated for public or private use or enjoyment or for the use and enjoyment of owners, occupants, and their guests of land adjoining or neighboring such open space

Passive Park: A type of open space. Areas for activities that involve less energetic activities such as walking, sitting, picnicking, card games or table games. Examples include trails (hiking, biking, walking, or equestrian), picnic, camping, hunting, or fishing areas. Passive recreation uses have fewer potential impacts on the site and on surrounding land uses

Public Facilities: Public works supplied generally by a government organization. Examples include public roads, schools, water and sewer facilities, fire stations, and libraries

Revised General Plan: Foundation of County’s Comprehensive Plan and an official public document adopted by the Loudoun County Board of Supervisors with the purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of Loudoun

Stakeholder: Resident, business owner, employee of the Dulles Community who has an interest in its development

Stream Valley Corridors: Also referred to as River and Stream Corridors. The area of a watershed defined by the River and Stream Corridor Overlay District and including rivers and streams draining 100 acres or more; all 100-year floodplains and adjacent steep slope areas; wetlands, riparian forests,

and historic and cultural resources and archaeological sites that occur therein; along with a minimum stream buffer and a management buffer that surrounds the floodplain and adjacent steep slope areas

Suburban Community: A well-defined neighborhood containing a mixture of civic, commercial, employment, and higher-density residential uses adjoin three or more residential neighborhoods

Town Center: A mixed-use, concentrated community core, which integrates employment, commercial, residential, and public uses. A town center will emphasize pedestrian movement over vehicular movement to create a pedestrian-friendly environment and will offer a full complement of services and amenities

Transit: A shared mode of transportation, which often operates on a fixed route and fixed schedule, and is available to all who pay the fare; however, demand responsive transportation, which does not operate on a fixed route or fixed schedule is also a form of transit. Other examples include bus, light rail, and heavy rail