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Community Framework and Placetypes

You don't have
to see the
Whole Staircase,
just take the
FIRST STEP

Plan Framework

Vision	• Community Aspirations
Goals	• Community Outcome
Objectives	• Specific Outcome
Strategies	• Implementation Approach
Development Policies	• Development Criteria • Design Guidance

Why Place Types?

Comparison: Older and Newer Plans

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

Public Input on Physical Environment: Character and Function

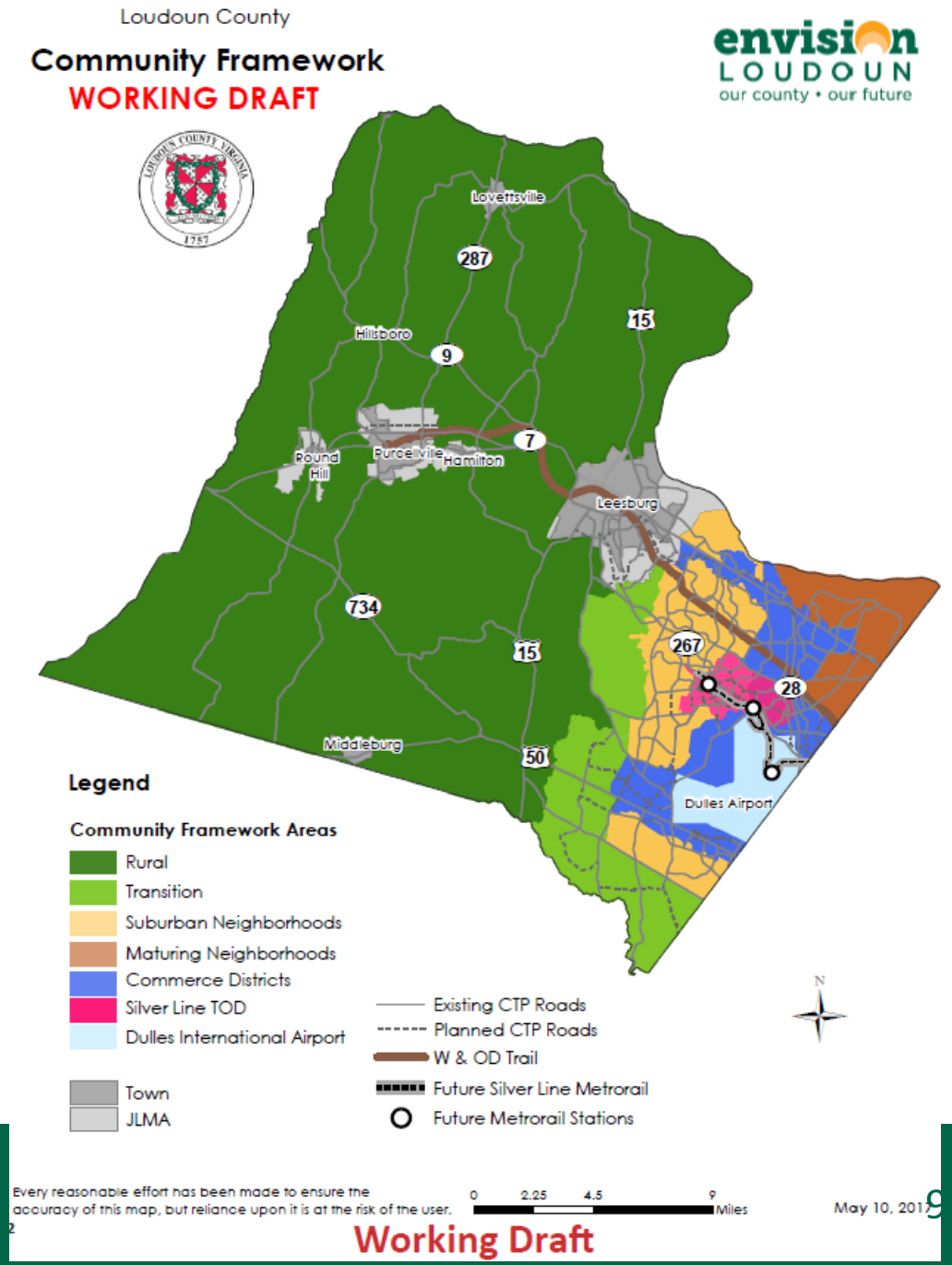
- Interest in high quality, unique, distinct, and aesthetically pleasing places
- Support active lifestyles
- Coordinate land use and transportation policies and practices
- Build environment for better biking and pedestrian movement
- Create gathering places and spaces
- Make more vibrancy
- Importance of reevaluating transition area
- Give attention to aging underutilized places for redevelopment potential
- Respect natural environment
- Preserve character of western Loudoun

Community Framework

Community Framework Areas

- RURAL
- TRANSITION
- SUBURBAN NEIGHBORHOODS
- MATURING NEIGHBORHOODS
- COMMERCE DISTRICTS
- SILVER LINE TOD
- DULLES INTERNATIONAL AIRPORT
- TOWN AND JLMA (JOINT LAND MANAGEMENT AREA)

Community Framework



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Place Types

- **Better articulation of vision** for area
- Provide options for different **types of development** (traditional and emerging)
- Express more detail on the **built form and land uses**, and describe a variety of characteristics
- Built based on **existing and approved plans and guidance for areas of change**
- **Opportunity / Redevelopment areas** to have a palette of options

Natural Resources & Conservation
Parks & Recreation
Southern Rural
Northern Rural
Existing Village
Countryside Living
Planned Village
Neighborhood A
Neighborhood B
Neighborhood C
Neighborhood D
Light Industrial
Institutional Campus
Mixed Employment
Heavy Industrial
Special Activity
Natural Resources Extraction
Airport
Neighborhood Center
Community Commercial Center
Regional Commercial Center
Town Center Mixed Use

Placetypes Considerations

- Address **character and quality of place**, not just land use
- Guide **consistent interaction of built environment and transportation network** within different contexts
- Recognize **difference between stable areas and potential areas for change,** while still providing a **consistent planning framework**
- Provide guidance for **infill / redevelopment** contexts
- Capture current land use patterns and development types, while providing **flexibility for evolution over time**
- Introduce **new development types** to meet evolving preferences of households and employers

Placetype designation methodology

1st Stage – Existing Conditions

- Underlying Zoning Districts establish a base level

2nd Stage – Aspirational Direction

- Revision to achieve Vision, Goals, and Objectives
- Incorporate Feedback

3rd Stage – Refinement

- Perform a Comprehensive Review
- Special considerations Re-Investment / Redevelopment / Innovation

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How does this work?

Examples:

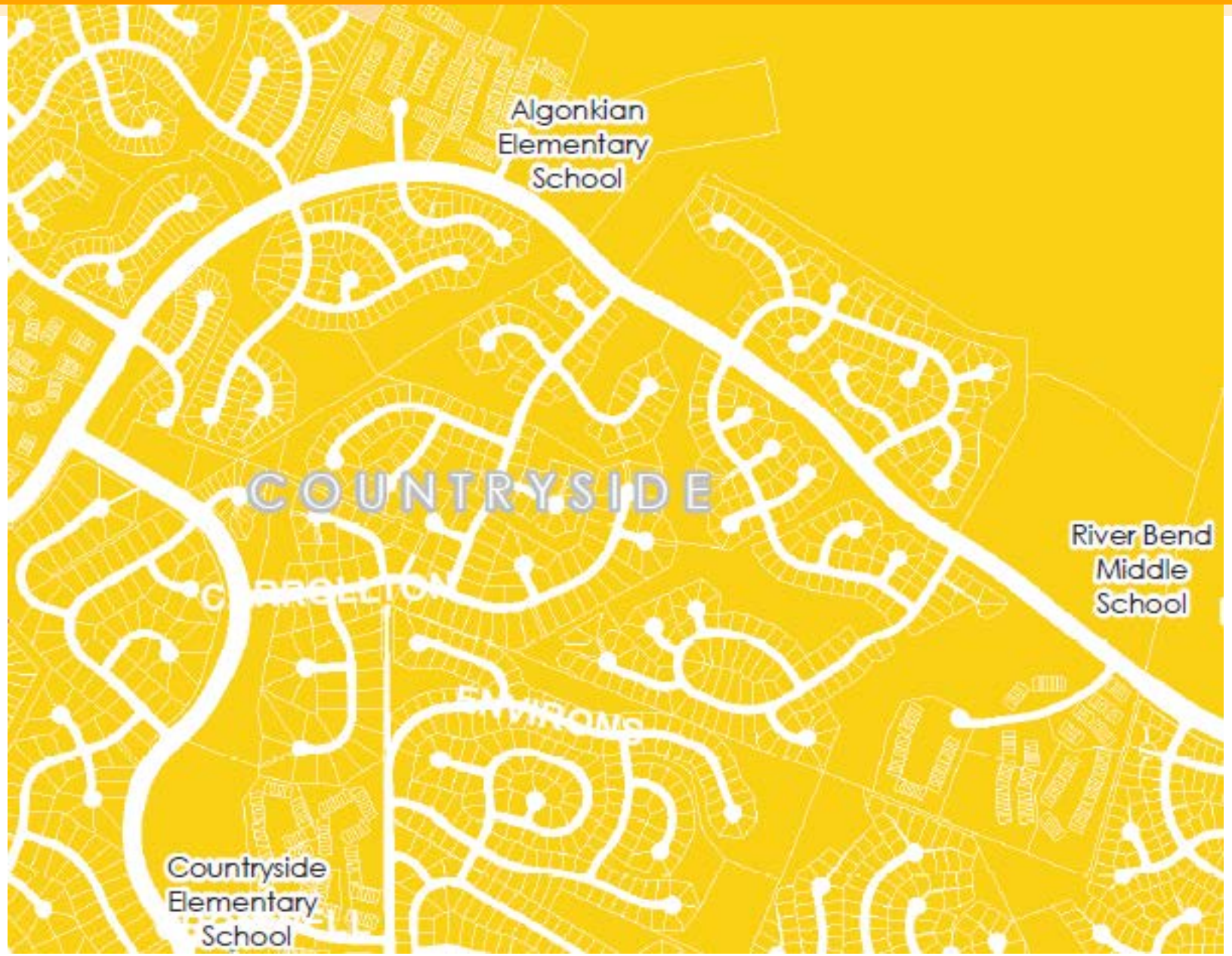
Neighborhood A

Predominant Uses:

- Single family detached

Complementary Uses:

- Single family attached
- Open Space
- Public safety facilities
- Schools
- Active adult retirement communities
- Civic, community centers and facilities
- Daycare facilities



Examples:

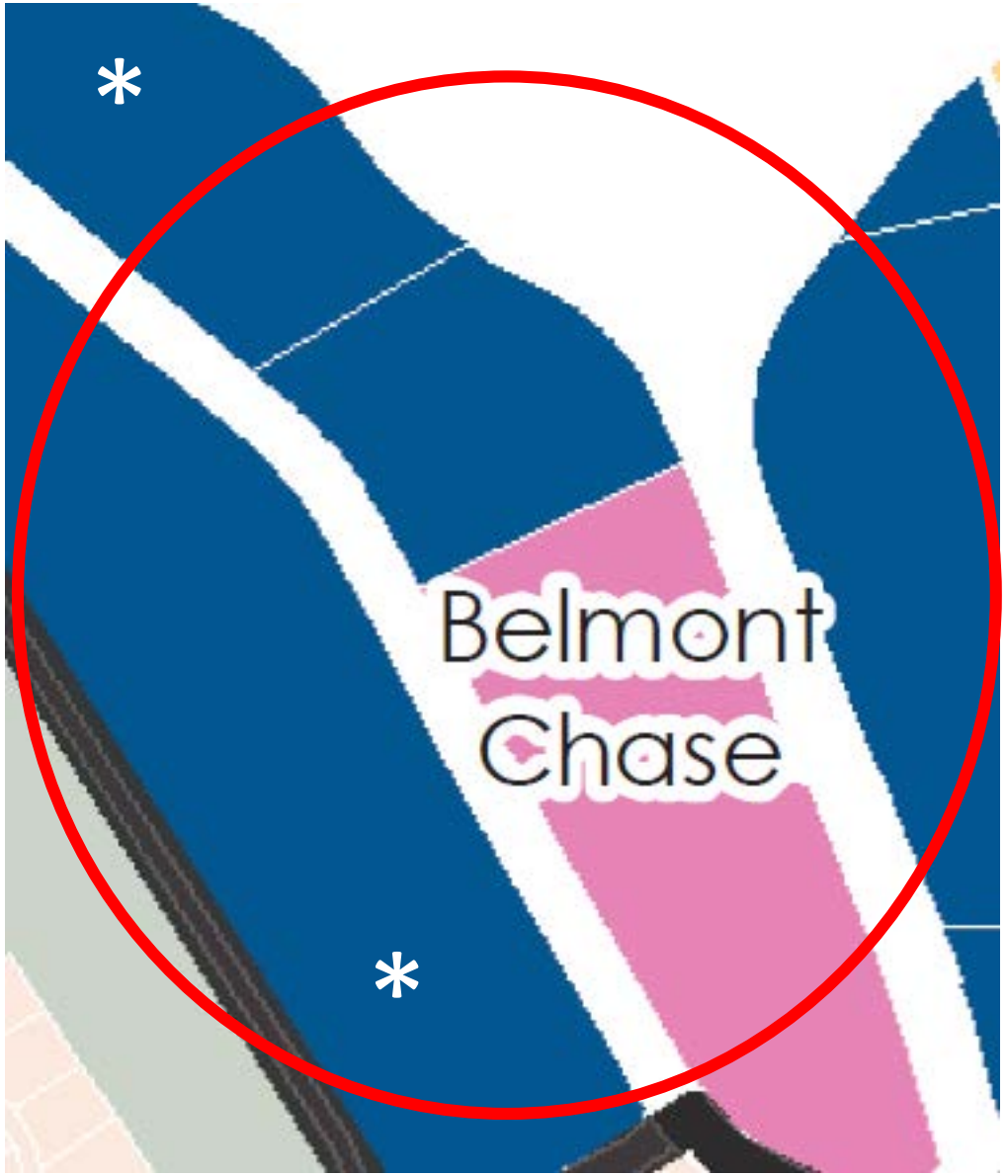
- Town Center Mixed Use
- Mixed Employment
- Special Activity
- Neighborhood C
- Light Industrial

Examples:

Community Commercial Center

Mixed Employment

* Vacant



Examples:

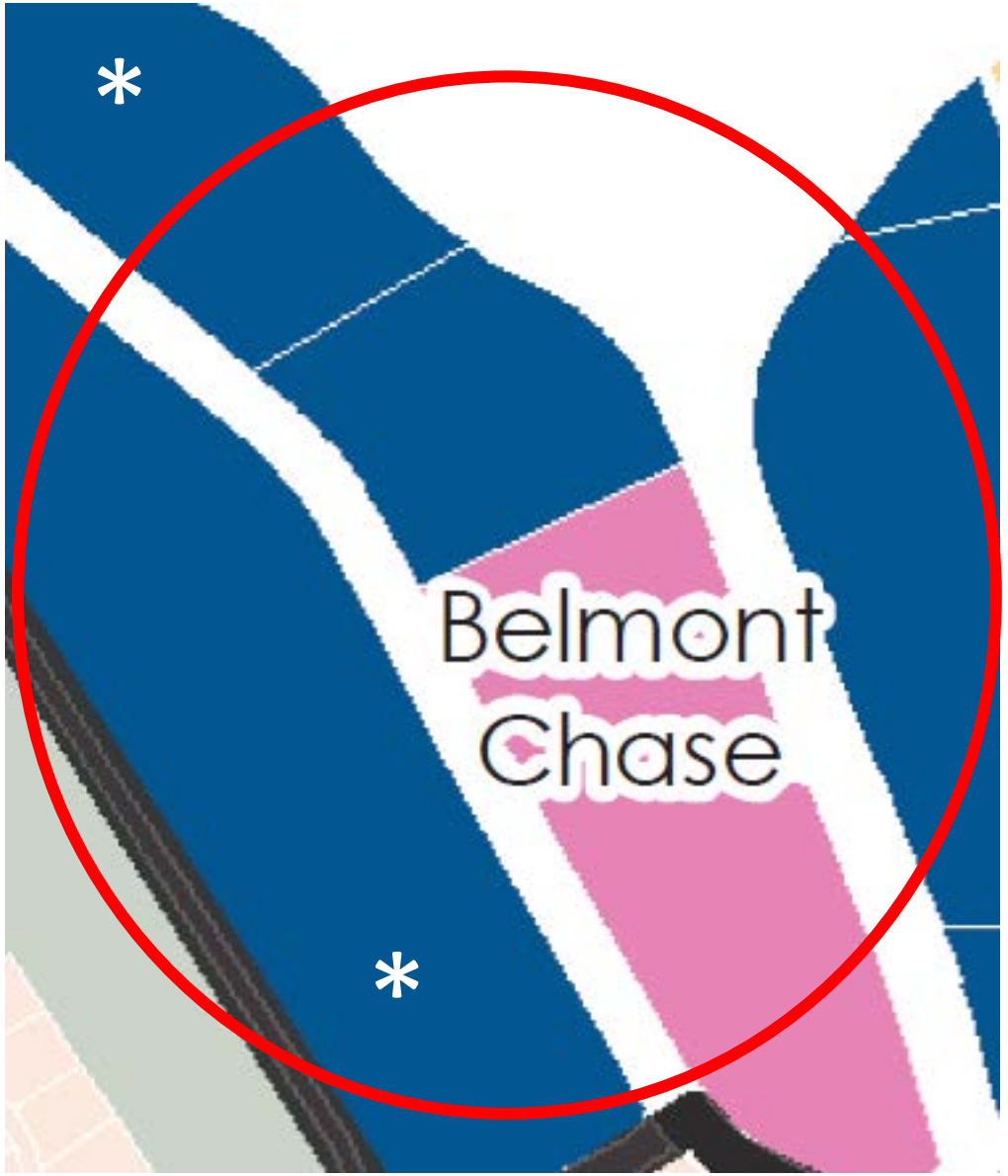
Community Commercial Center

Predominant Uses:

- Community-serving retail commercial
- “Big box” commercial

Complementary Uses:

- Smaller-format retail commercial
- Office
- Open space
- Civic space
- Multifamily with/without ground floor retail



Examples:

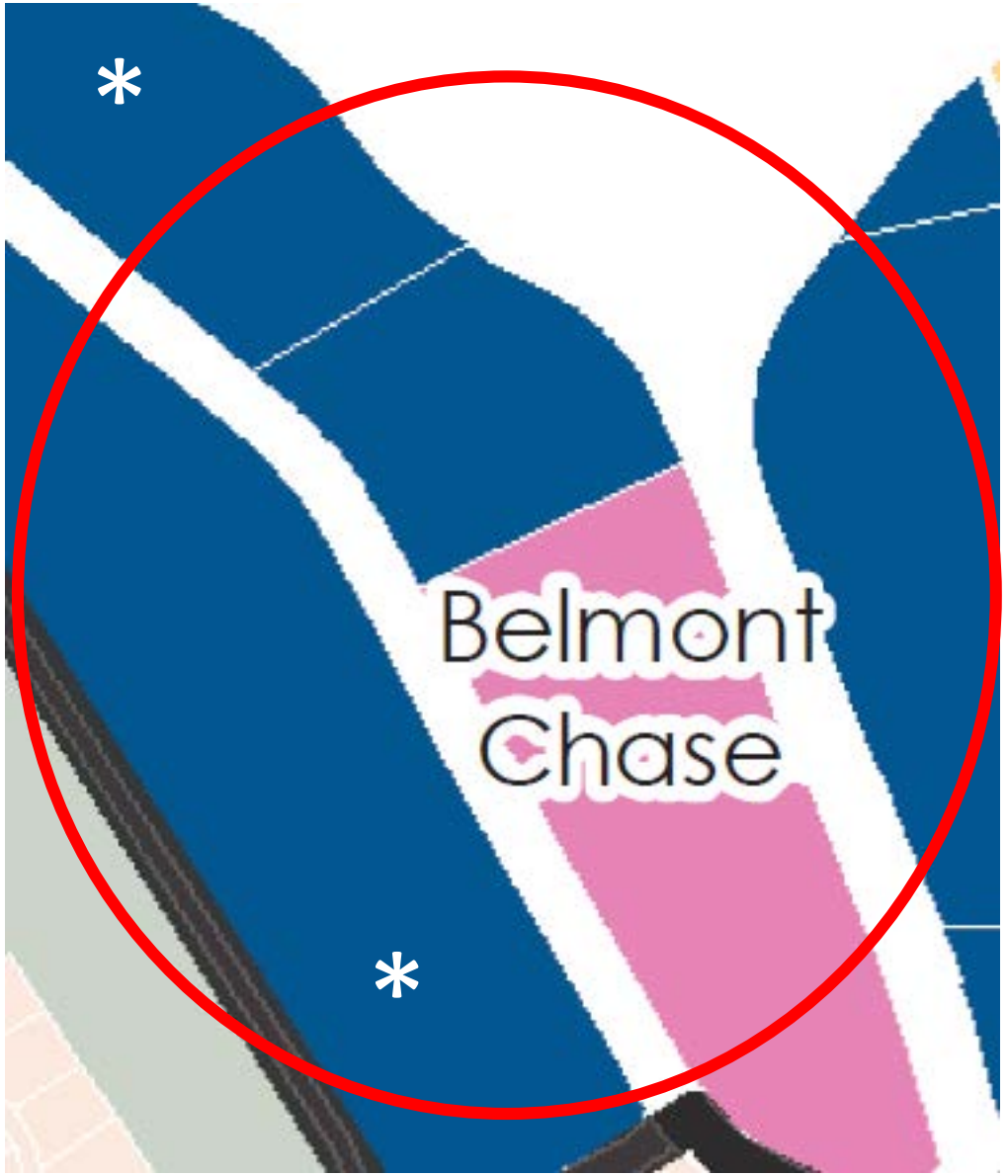
Mixed Employment

Predominant Uses:

- Office
- Flex space
- Light manufacturing including “artisnal” manufacturing including maker spaces and breweries

Complementary Uses:

- Supporting Retail Commercial
- Data Centers
- Open space
- Civic space
- Multifamily



Options:

- Neighborhood A
- Neighborhood B
- Neighborhood C
- Neighborhood D

WORKING DRAFT

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	RURAL	TRANSITION	SUBURBAN NEIGHBORHOODS	MATURING NEIGHBORHOODS	COMMERCE DISTRICTS	Leesburg JLMA
Natural Resources & Conservation	●	●	●	●	●	●
Parks & Recreation	●	●	●	●	●	●
Southern Rural	●					
Northern Rural	●					
Existing Village	●		●			
Countryside Living		●	●	●		●
Planned Village		●				
Neighborhood A			●	●		●
Neighborhood B			●	●	●	
Neighborhood C			●	●	●	
Neighborhood D			●	●		
Light Industrial		●			●	
Institutional Campus					●	
Mixed Employment			●	●	●	●
Heavy Industrial					●	●
Special Activity			●		●	
Natural Resources Extraction		●	●		●	●
Airport						
Neighborhood Center			●	●	●	●
Community Commercial Center			●	●	●	●
Regional Commercial Center			●	●	●	
Town Center Mixed Use			●	●	●	

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