Engagement Round II: Envision the Future Summary Report

Envision Loudoun - Comprehensive Planning Process

This report provides background
information to assist with the development
of the new Comprehensive Plan.

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Envision the Future: Engagement Round Summary

In June 2017, Loudoun County held five Envision the Future workshops throughout the County to gain additional public input to assist in developing a new comprehensive plan (Envision Loudoun). The focus of the second round of workshops was gathering responses to the County's draft Vision, Goals, and Objectives and obtaining public feedback on specific geographic areas where the County might consider future residential and commercial development. The County also gathered public input using an on-line input tool following the public workshops.

This report summarizes public feedback on the draft Vision, Goals, and Objectives; specific feedback about various desires for future development, if any, in several geographic areas of the County; and transportation needs and preferences countywide.

Public input indicates significant and continued community focus on topics such as: balancing residential and non-residential development; ensuring adequate infrastructure and public facilities in place for current and future development, quality development that is compatible with its surroundings and sensitive to environmental features, maintaining the rural environments in the County; conservation and preservation of natural, cultural and historic resources; ensuring people are well connected and able to move around the community with a well-planned transportation system to match our new land plans; and planning for the arrival of Metrorail service in Loudoun County.

The Round 2 Envision the Future Workshops produced many other ideas, which are included in the "Comments" section of the Appendix. Staff is using the public input captured during this process to shape ongoing discussions concerning future land use, retaining existing successful policies, and developing new policies to achieve the goals of Loudoun County's New Comprehensive Plan. The community input from both the Round I Listening and Learning Workshops and the Round 2 Envision the Future Workshops will continue to be an essential source of information that will help guide the development and completion of Loudoun County's New Comprehensive Plan.

The Envision the Future round of community engagement included 63 facilitated table discussions. Conversations included up to eight individuals and focused on six key topics of conversation.

1. Introduction

The following describes the second of three rounds of community engagement to inform the direction of the new Comprehensive Plan for Loudoun County, Virginia. The Envision the Future round consisted of a series of in-person workshops and online engagement held throughout the County in June of 2017. The purpose, preparation, and results from the round have been described in this report.

ENVISION THE FUTURE: BY THE NUMBERS

833
Participants
(online & in-person)

3,867
Comments

5
Live Meetings

63
Facilitated table conversations

348
Online participants

1,776
Vision, Goals and Objectives comments

1,448
"What would you like to see"

639
"What are the public concerns"

683
Mapped comments

89%
Exit Questionnaire Return Rate (in-person)

97%
Participants who liked the small group format

98%
Participants who said they will stay engaged

96%
Participants who said their ideas were recorded accurately

1 in 4
Participants found out about the workshop from someone they know

Envisioning the future
During each of the five in-person Envision the Future sessions, participants engaged in round table discussions focusing on six key topic areas. Each comment was recorded by a table leader for the Planning Team. Through 63 table discussions and online input more than 3,800 unique comments were generated.

Charting the Course

The first step to initiating the Comprehensive Plan process was to establish a "plan to do the plan" or the Plan Charter. The Charter contains pertinent background information and broad existing conditions, a preliminary list of the prominent issues the Plan should address, a description of the planning process and schedule, the organizational structure, a description of the community outreach and engagement strategy, and the role of consultants.

The charter says the following regarding the Community Outreach and Engagement Strategy for the Comprehensive Plan:

1. In order to achieve successful outcomes, open, inclusive and accessible planning activities throughout the County should be undertaken to provide ample opportunity for public participation;

2. The selected approach is a balanced Community Outreach and Engagement Strategy which would include sets of three community meetings at different stages of the project and at strategic locations of the County based on established planning priorities and issues.

The engagement process should be iterative, building on conclusions from round to round. The second of these rounds tested the findings from Round 1 along with the research and analysis of the planning team.

The Board of Supervisors were presented with, and subsequently endorsed, the Plan Charter on April 21, 2016. The charter is guiding the planning process, and can be found here: *https://www.loudoun.gov/DocumentCenter/View/120052*
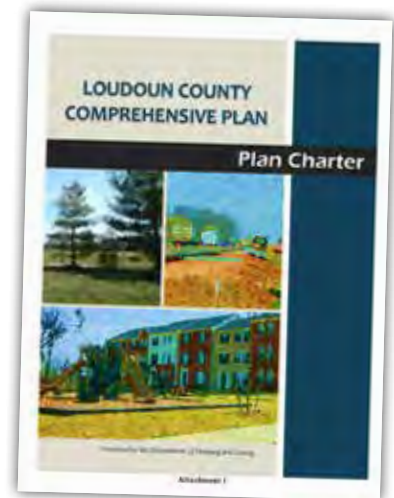
Taking direction from the plan charter
The Comprehensive Plan Charter provides a thoughtful approach to engagement throughout the planning process.

Overview of Envision Loudoun

Purpose

The County branded the New Comprehensive Plan as "Envision Loudoun" challenging participants and leaders to think about the future of the County.

Between 2000 and 2010, Loudoun County was the fifth fastest growing county in the country and this hasn't slowed down. The last major revision to the Comprehensive Plan was the completion of the Revised General Plan 15 years ago; a lot has changed since then.

Envision Loudoun will have a lasting impact on the Loudoun community helping to promote a continued high quality of life in the County. The process is a rare opportunity to plan future growth, land use, transportation, community facilities and amenities, economic development, and fiscal management.

Intended Outcome

The process will result in a New Comprehensive Plan that serves as Loudoun County government's guiding document for land use and development for the foreseeable future.

This will be a community-based vision for the future development of Loudoun County. It is intended to guide future land use development decisions, guide the provision of community amenities and facilities as well as guide the location and timing of infrastructure investment. Based on direction from the Loudoun County Board of Supervisors, the new plan will outline policies for addressing the most pressing issues Loudoun faces related to:

  a. Economic Development
  b. Transition Policy Area
  c. Residential Housing Choice and Diversity
  d. Redevelopment/Reuse
  e. Suburban Policy Area
  f. Community Facilities and Supporting Infrastructure
  g. Quality Development
  h. Fiscal Management
  i. Other topics that may be revealed through the process

Comprehensive Plans are generally designed to plan for the next 20 to 30 years with regular review and updates every five years. The two major parts of the New Comprehensive Plan that will be developed in this process are a new General Plan and a new Countywide Transportation Plan.


Listening and Learning
The first round of engagement was held in December 2016. At a series of Listening and Learning workshops, Loudoun residents learned about the Envision Loudoun process, discussed existing conditions in the County, and shared ideas about their vision for the future. Input from Round I informed the development of the materials used in Round II.

Round One Engagement: Listening & Learning

The first phase of the community engagement was launched in November 2016. The Listening & Learning workshops were hosted both in-person and online. Over two months 1,400 people participated, sharing more than 5,000 unique ideas. Based on feedback from Round One, the Vision, Goals and Objectives were drafted. These statements will serve as the foundation for the new Comprehensive Plan.

ROUND 1: BY THE NUMBERS

6
Live Meetings

91
Table conversations

1,400
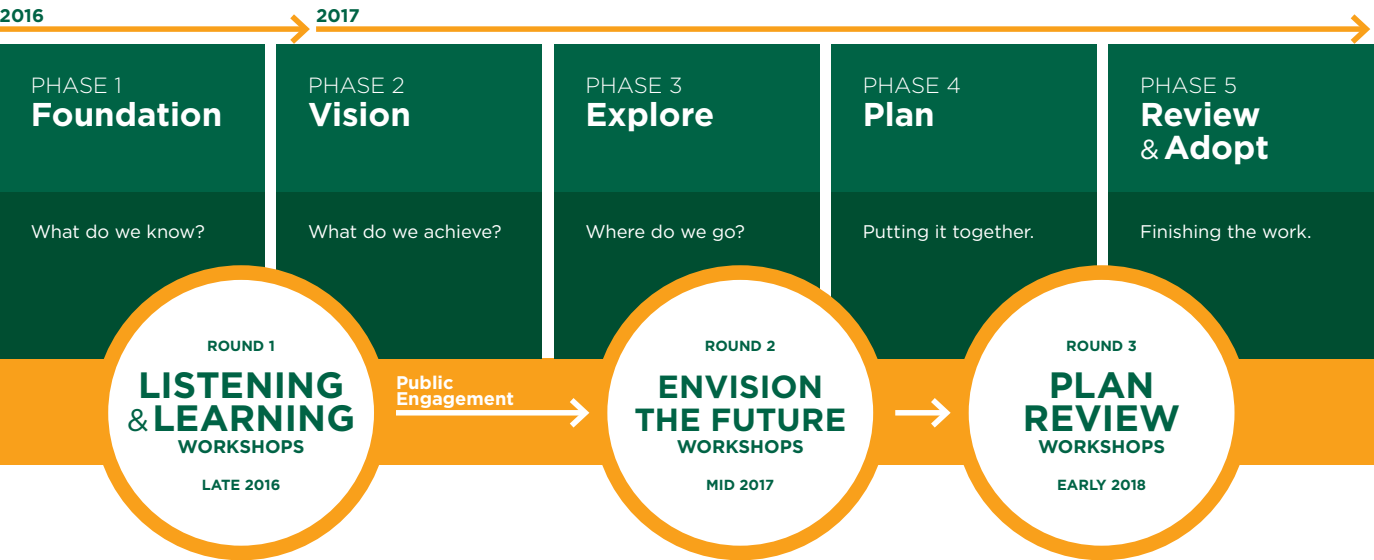Participants

5,000+
Comments and Ideas
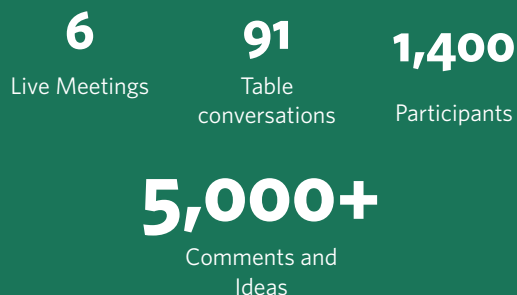
Responsibility

As directed by the Board of Supervisors, Loudoun County staff and an experienced team of consultants will coordinate the plan development process to produce a document for review by the Planning Commission and adoption by the Board of Supervisors. In addition, a Stakeholder Committee composed of citizens from each of the magisterial districts and representatives of key stakeholder groups within the County, will also provide insight throughout the effort.

Timeline

The County initiated the process in the fall of 2016 and is expected to last between 18 and 24 months. Through 2017, three rounds of iterative community engagement will track in parallel with technical analysis being conducted by the County's Planning Staff and the Planning Team.

2016 **2017**

PHASE 1 **Foundation**	PHASE 2 **Vision**	PHASE 3 **Explore**	PHASE 4 **Plan**	PHASE 5 **Review** & **Adopt**
What do we know?	What do we achieve?	Where do we go?	Putting it together.	Finishing the work.

ROUND 1 LISTENING & LEARNING WORKSHOPS **LATE 2016**

Public Engagement

ROUND 2 ENVISION THE FUTURE WORKSHOPS **MID 2017**

ROUND 3 PLAN REVIEW WORKSHOPS **EARLY 2018**

Purpose of the Workshops

The Envision the Future Workshops

Based on the direction of the Plan Charter, the County launched the second phase of the community engagement in June of 2017. The Envision the Future workshops were hosted both in-person and online through the project webpage www.envision-loudoun.org. Over 800 people participated over the course of six weeks sharing more than 3,800 unique ideas.

The Envision the Future workshops were designed to:
a. Collect feedback on draft Vision, Goals, and Objectives
b. Understand residents' needs and concerns related to specific topic areas. These included:
   • Infill development in suburban neighborhoods
   • Redevelopment in maturing neighborhoods
   • Investment in commerce districts
   • Transition and rural areas
   • Transportation

The agenda for each workshop was identical. This included a 30 minute welcome and presentation from the Planning Team, followed by an hour and twenty minute discussion held in small groups.

Online Engagement

The online form mirrored the activities of the in-person workshops and gathered hundreds of ideas from at least 350 unique users. The tool allowed users to respond to the draft Vision, Goals, and Objectives; choose any of the five topic areas in which to respond and indicate locations on an interactive map; complete a transportation survey; and provide exit questionnaire information.

Uses of Input

The second round of engagement gathered thousands of ideas. Each has been captured, themed, and will serve as key input for the Comprehensive Plan. The emergent themes from this input will help finalize the guiding Vision statement and the community's Goals and begin to inform the draft plan recommendations. The database will serve as a source for making specific recommendations as the process continues. All ideas and comments have been collected and databased and will be made fully available through the process website and the document appendix to this document.

Communications & Outreach Effort

Purpose

The goal for engagement through Envision Loudoun is to make participation a choice for anyone who cares about the future of the County. To achieve this, two parallel efforts were initiated to help spread the word about the Envision the Future Workshops and online tool.

COMMUNICATIONS/PUBLICITY (CREATING GENERAL AWARENESS)

- Create a project brand and identity
- Develop collateral (posters, postcards, business cards, etc.)
- Leverage media assets (ads, press releases, etc.)

OUTREACH (PERSONAL INVITATIONS AND WORD-OF-MOUTH)

- Identify opportunities in a map of civic and demographic networks
- Create best methods for communication
- Energize networks - people/organizations
- Give the public a choice to participate in the process

Key Messages

Three key messages were prepared to describe the Envision Loudoun engagement process and focus the outreach and publicity effort.

Open, inclusive. The process will be designed and facilitated so that everyone feels comfortable engaging. It will be welcoming and respectful of the diversity of opinions.

Opportunity. The planning process is a key means to explore opportunities, e.g. create a "complete community." The process is also a means to maintain and improve upon the high quality of life currently enjoyed in Loudoun, and to make sure the County is moving forward to meet the challenges and embrace its opportunities. The process will also convey excitement.

Connecting. This is a County-wide initiative and an opportunity to connect people and issues to the potential of the future. The process will motivate and facilitate deeper participation and connections. The County is diverse with respect to development (rural, suburban, and urban), points of view, and culture and this diversity presents us with exciting possibilities for shaping our future.

Publicity Effort

The Stakeholders Committee formed a Communications Team charged with developing and executing key publicity tasks. This group initiated their work by refining process messages and frequently asked questions. After these basic messages were written, the Team identified the most effective means for spreading the word about the process along with the key media targets (like newspapers, Facebook pages, etc.).

Throughout the months leading up to the event a number of actions were taken. These include:

Project Website updates. The www.envision-loudoun.org website, launched in early October, serves as the hub of communication for the planning and engagement process. News posts and home page updates were made to summarize the results of Round One of the process and circulate information on Round Two.

Social Media. A project Facebook page and Twitter handle were utilized to share content from the website, promote events and share other information about the process.

Press releases. Several press releases were written leading up to and through the second round of engagement. These provided background on the process, promoted workshop events, unveiled the online tool, and shared immediate results from the initial engagement.

Leveraged news stories. The publicity campaign leveraged several news stories during the first round of engagement including coverage from One Loudoun, the Washington Post and other publications.

Outreach Team

The Stakeholders Committee also formed an Outreach Team to connect key messages and collateral (developed by the communications effort) with the Loudoun County community networks. The group developed a large database of networks around Loudoun to organize their work. Over the month of May, members from the team reached out to these groups to let them know about Envision Loudoun, invited them to participate, and asked for their ongoing support. The Committee learned through Round 1 that one in four participants learned about Envision Loudoun from friend, neighbor or family member.
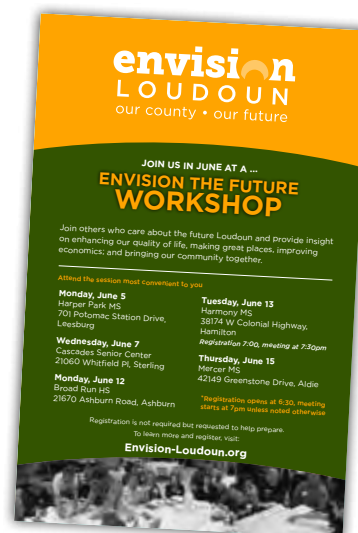
Spreading the key messages
Leading up to, and through the first Envision the Future session on June 5, the Publicity Team developed and executed key actions to help spread the word about Envision Loudoun. Print materials, like the rack card above, were distributed across the County.

Specific Publicity Actions (Rounds 1 and 2)

- Branded rack cards
- Process business cards
- Meeting posters and flyers
- Press releases
- Branded website with accompanying social media pages developed and launched
- Radio ads
- Newspaper ads
- Loudoun County Local TV Channel Slide
- Branded polo shirts for team members
- E-mail newsletters to "opt in" mailing list
- Letters to the editor
- Leverage media coverage, including Washington Post
- Collateral and website content in Spanish
- Loudoun County Commuter Bus advertisements
- Booths at 7 local events
- ShareKit
- PeachJar Flyers

Over 800 people participated in the Envision the Future process either at an in-person meeting or through the online input tool.

2. Overview

The Envision the Future workshops and online input period took place through the summer of 2017 in multiple locations across Loudoun County. The public generated more than 3,800 ideas. The following summarizes the experience of participants, their demographic make-up, and what they shared through the engagement phase.

Sources of Input

The Envision the Future Workshops

In-person workshops were held in five locations during June 2017. The locations chosen needed to be large enough to hold between 150 and 200 people and span the geographic extent of the County. Workshops were held at the following locations:

June 5
Harper Park Middle School
100 participants

June 7
Cascades Senior Center
100 participants

June 12
Broad Run High School
118 participants


June 13
Harmony Middle School
126 participants

June 15
Mercer Middle School
98 participants

Online Engagement

An online tool was developed to mirror the questions in the in-person meetings and gather additional input. In order to incentivize attendance at the live workshops, the online tool was not made available until after the workshops. The tool was live for one month (through July 14th) and gathered an additional 390+ ideas from at least 350 users.
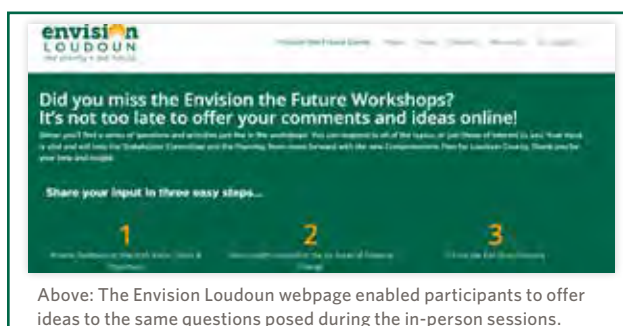
Above: The Envision Loudoun webpage enabled participants to offer ideas to the same questions posed during the in-person sessions.

Participants

More than 800 people participated in the Envision the Future engagement phase, with 485 in-person participants and at least 350 participating online. During each event and through the online tool, participants were asked to fill out an exit questionnaire. The form gathered information on participant's overall experience along with basic demographic information. Questionnaires were not mandatory, but 89 percent of in-person participants did complete the form.

Groups that were notably underrepresented through the first and second phases of engagement will be specifically targeted for meetings in the third round. Through small meetings, the Planning Team will work with these groups to ensure their voices are heard through the process.

The following highlights major deviations between the self-selected participants in the engagement phase and the group's actual share in the Loudoun community based on latest Census information.

Opportunities to expand representation in future rounds

AGE

- *Small representation from younger people.* Representation for residents under the age of 44 was comparatively low. When correcting for percentage old enough to attend (14 and over), the census would predict 32 percent of participants would fall within the ages of 14 and 25; with another 24 percent between the ages of 35 and 44. Exit questionnaires indicated only 10 percent of attendees between 14 and 25, and 15 percent between 35 and 44.

- *Large representation from older residents.* Nearly 50 percent or participants were over the age of 55 versus the representation of 22 percent indicated by the census.

RACE/ETHNICITY

- *Opportunity to improve representation from African American and Hispanic and Latino residents.* African Americans made up only about 3 percent of attendees while making up 7 percent of the actual Loudoun population. Representation was just above 2 percent compared with the actual community share of 13 percent. A similar under-representation existed for Hispanic and Latino residents.

EDUCATION

- *Significant share of participants with degrees and graduate degrees.* Over 85 percent of participants had achieved an Associates, Bachelor's or beyond. This compares with 64 percent in the census. Accordingly, relatively few participants (<15 percent) had no college degree, compared with 35 percent of residents.

TENURE

- *Diversity in tenure.* Participants responses to "how long they had lived in Loudoun County" followed a relatively even distribution with 30 percent having moved in the past 10 years, 30 percent between 10 and 20 years, and 38 percent longer than 20 years.

Experience

Of the 432 in-person attendees who completed the exit questionnaire, the responses were very favorable about the experience. Participants reported very high levels of satisfaction with the Envision the Future workshop and the process overall.

- **97** percent were comfortable working in small groups

- **96** percent felt their ideas were recorded accurately

- **86** percent believed the meeting was the right length, with six percent wishing it lasted longer

- **98** percent of participants reported they will continue to be involved with the Envision Loudoun process in the future

* For the full exit questionnaire data tables and expository answers, please refer to the document appendix.

Highlights from the Envision the Future Engagement

The Envision the Future workshops and online input generated thousands of reactions to a series of question prompts. Conversations centered on three major topics: The draft Vision, Goals, and Objectives statements, ideas and concerns for areas of potential change, and transportation issues and opportunities. The following highlights the major takeaways from each of these activities. A more detailed set of findings can be found in subsequent chapters.

Vision, Goals, and Objectives

The first activity during the Envision the Future workshops focused on the draft Vision, Goal, and Objective statements generated after round one. Participants were asked to read the draft statements and offer their reaction to a question prompt. More than 1,700 comments were collected by table leaders. These will help the Stakeholder Committee evaluate and finalize the statements.

1,700+
Reactions to the question prompt

81%
Responses in support or suggesting a minor change

<18%
Do not support the draft statements

RECOMMENDATION:
Move forward with the current draft statements as a guide; review and consider specific recommendations for objectives

Areas of Potential Change

Participants in the Envision the Future workshops elected to sit at tables according to six specific topic areas. These topics were chosen in order to address major themes in the Comprehensive Plan and to organize the input around specific issues. Each table received a unique map, but responded to the same two prompts. Discussions centered on hopes and concerns if development or redevelopment is to occur in the area of review. Below are several resonant topics from these discussions.

ENVISION THE FUTURE DISCUSSION TOPICS

INFILL DEVELOPMENT IN SUBURBAN NEIGHBORHOODS
REDEVELOPMENT IN MATURING NEIGHBORHOODS
REINVESTMENT IN COMMERCE DISTRICTS
TRANSITION AND RURAL AREAS
OVERALL AREA

A SAMPLE OF CONSISTENT DISCUSSION TOPICS

Existing growth policies. The Suburban, Rural, and especially Transition Policy areas, and their role in managing / directing growth

Parks, trails and open spaces. Parks and recreational amenities, access to open space, and trail networks were important to participants

Redevelopment. Consideration for the future of land uses with diminishing rents or increasing vacancies, especially related to retail and older neighborhoods

Housing and lifestyle. Opportunities to broaden housing options, improve affordability, expand lifestyle amenities

Specific ideas. Specific issues were raised consistently including the potential bridge over the Potomac River, the Silver Line Metro extension, and other projects

Transportation

A variety of transportation-related activities were provided to gather feedback on how to shape the development of the Countywide Transportation Plan. Transportation priorities may not be the same across various context areas, and as such, this plan aims to individually address the needs of each context area uniquely. Some highlights from the Transportation Survey are included below.

515
Completed Transportation Surveys

83%
Use a personal automobile to commute to work, 8% walk/bike, 7% use transit

81%
Consider accommodation of diverse travel modes important

55%
Prioritized funding for congestion relief overall

59%
Preservation of rural/ historic character most important in the west

The first workshop activity was to review the draft Vision, Goals and Objectives and discuss whether they would move the County in the right direction.

3. Vision, Goals and Objectives

The first activity during the Envision the Future workshops focused on the draft Vision, Goal, and Objective statements generated after round one. Participants were asked to read the draft statements and offer their reaction to a question prompt. Table leaders collected more than 1,700 comments. These will help the Stakeholder Committee evaluate and finalize the statements.

Evaluating the Vision, Goals, and Objectives

It was important to the Stakeholder Committee to test the direction of the guiding statements for the new Comprehensive Plan. These provide a foundation for policy recommendations and a framework for plan organization. Rather than testing the specific wording, the question prompt asked participants to evaluate the draft statements and then say whether, taken as a whole, they will move the community in the right direction. If their answer was affirmative, table recorders asked participants to elaborate and tell why they approved of the direction. If the reaction was not-supportive, more details were requested to help understand what might need to change.

In all, more than 1,700 comments were collected in the first activity. This section provides a summary of this data pool viewed from three different angles: the tone, the type, and the specific changes. These are explained further deeper in the section. The direction provided by the community will help the Stakeholder Committee refine the statements if necessary and build policy recommendations that move the community in a common direction.

Table leaders record the discussion
More than 30 individuals volunteered to serve as table leaders during the five in-person workshops. Their role consisted of structuring the discussion, collecting ideas and leading the group through its question prompts. The table leaders captured thousands of comments during the in-person sessions.

Prompt #1:
Given what you have heard, do the Vision, Goals, and Objectives move us in the right direction? Why? Why not?

A table recorder documented comments from the group. Online participants were also asked to review and comment on the Vision, Goals, and Objectives individually. The following is an analysis of all group and individual comments collected during the input period. A total of 1,712 unique comments were collected in response to this activity. Eight hundred eighty-seven of these are from the in-person workshops with an additional 825 from online input. While all 1,700+ comments were reviewed and categorized for tone and type, only those comments with reference to specific wording or phrases were included in the Specific Recommendations section.

Key Conclusions

The following statements summarize the major takeaways from the input received related to the Vision, Goals, and Objectives. The prompt was, "Given what you have heard, do the Vision, Goals, and Objectives move us in the right direction? Why? Why not?"

Key Conclusions:

- Less than 19% of comments were not supportive that the Vision, Goals, and Objectives move the County in the right direction

- The majority of comments, 81%, were either supportive, other (not directly responsive to the prompt) or offering a minor modification to the draft statements

- No consensus arose around specific recommendations for wording / phrase changes for the Vision and Goal statements

- There was an emphasis on the process – direction, areas of study, priorities (43% of comments)

- No immediate need to adjust Vision or Goal statements

- Feedback on Objectives should be reviewed and considered

Using this material:

As the Comprehensive Planning process moves forward, the conclusions drawn in this report and the overall comment database will be used in a variety of ways. This includes:

- Specific modifications to the Vision, Goals or Objectives as warranted

- General perspective for the ongoing work

- Foundation for plan refinements

- Reference material for the land use, transportation, and other elemental policy recommendations

- Access to the full comment database for future analysis of clustering around topical comments

Notes on responses
An online tool was open from Friday, June 23 through Friday, July 14 to collect additional input related to the topic. The results of the online input are included in this analysis.
Online comments were limited in terms of length and individual comments relating to multiple ideas were broken in multiple comment lines.

Tone of Comments

Participants were asked to comment on whether the Vision, Goals, and Objectives will "move the community in the right direction." These comments were analyzed for overall tone in response to this question. Comments were assigned values of Supportive, Non-supportive, Other, Supportive with changes, or N/A in terms of their sentiment. Comments were categorized based on their overt reference to the prompt language (see above). Many comments were not (directly) related to the activity, but to process or unrelated interests, or suggesting changes or minor modifications to the specific or general language. The following is a breakdown of the tone coding:

Supportive

The Vision, Goals, and Objectives do move us in the right direction. Comments were tagged as supportive if they generally or enthusiastically agreed with, approved of, or were positive toward the Vision, Goals and Objectives as they were written. Supportive comments may include small qualifying statements, but supportive overall.

228 COMMENTS   **13%** OF TOTAL

Themes from supportive tone comments

- **General approval –** Supportive of the direction of the Vision, Goals and Objectives without providing qualifying statements
- **Coverage –** Broad enough to cover the diverse people and disparate interests of the County
- **Comprehensive –** Adequately address the necessary elements
- **Right direction –** Process and County generally headed in the right direction
- **Specific items –** Referenced specific interests

Non-supportive

The Vision, Goals and Objectives and require some refinement to move us in the right direction. Comments were tagged as non-supportive if they disagreed with the overall direction, or were generally critical of Vision, Goals, Objectives taken together.

317 COMMENTS   **18%** OF TOTAL

Themes from non-supportive change tone comments

- **Vagueness –** Should be more measurable and specific
- **More unique to Loudoun –** Opportunity to better capture the real, authentic identity of the community
- **Subjectivity –** Wording not specific or precise enough and open to too much interpretation. Similar to vagueness, but more about the language used
- **Multi-environment –** More reference needed to the specific geographies (with special reference to the rural west) present in the County
- **Missing topics –** Need to consider adding in specific topics that are now missing (examples given include education, sustainability, etc.)

Other

Comment does not respond to this question prompt, or makes no judgement on the draft statements. A number of comments made no reference to the whether they approved or disapproved of the draft statements. Other comments included items they may want the process to address or study, but were not related to the draft statements. These may have been tangentially related to a specific objective or goal statement, but did not render a critique as requested by the prompt. Nearly all Other comments were also tagged as Process comments in the Type category.

Themes from comments

Below are themes introduced within the "other" comments related to the following major topics and included clustering around sub-topics (written most common to least):

- **Transportation –** Potomac River bridge, congestion (generally), road surfacing, public transportation (metro and general), Multi modal (safety, options)
- **Natural Environment –** wildlife, canopy cover, riparian protection, water resources
- **Development –** pressure, expansion, quality, sustainability / renewables
- **Housing –** affordability, density, location, type
- **Process –** implementation, previous plans, overall process direction
- **Other topics discussed –** education (generally), economic growth, data centers, energy

Supportive with change / Modification

Comment does not respond to the question prompt, but offers a substantive suggestion or change. A collection of comments did not respond directly to the question prompt, but did make reference to the content of the statements. These referred either to specific changes to the wording of the Vision, Goals and Objectives, or more general modifications to the statements. A majority of these comments have also been captured in the Type section under "Substance".

Not Applicable

Comments wholly unrelated to the prompt. 8 comments, ~1% of total

634
COMMENTS

36%
OF TOTAL

Note on "Other" comments:
Many of the comments received through this process may be better addressed in more detailed plan recommendations than through the Vision, Goals and Objectives. These comments will be used throughout the planning process to determine whether changes should be made to the Vision, Goals and Objectives. Keeping these comments "at hand" throughout the process will allow us to see if public comments have been addressed in other parts of the plan, or if they still need to be addressed by modifying the Vision, Goals and Objectives.

552
COMMENTS

32%
OF TOTAL

Note on Something Missing or Minor Modification comments:
The summary of these comments can be found in following sections under Substance comments and Specific Recommendations comments.

Type of Comments

Participants offered several different types of comments to the prompt. These included reactions to the substance of the statements (both specifically and generally), the format, or the process overall. Below is a definition and breakdown of each of these categories.

Substance

Comments were tagged as substance if they were reacting specifically or generally to the content of the Vision, Goals, or Objectives. Specific wording changes, additions, and deletion recommendations have been elaborated on in the next section, but were organized into this category as well. Below is a summary of those general comments falling into this category as they relate to the three levels: Vision, Goals, and Objectives, and general comments.

785 COMMENTS   **45%** OF TOTAL

Vision

- **Subjectivity –** more definition or specificity in terms
- **Vagueness –** opportunity to be more specific, unique to Loudoun
- **Omissions –** certain topics (like energy) are missing from the statement
- **General approval –** statement captured the necessary sentiment
- **Future focus –** consider adding references to innovative or even disruptive technologies that may change today's priorities

69 COMMENTS   **8%** OF SECTION TOTAL

Goals

- **Omissions –** certain topics (like agriculture, sustainability, etc.)
- **General approval –** statements capture the necessary sentiment
- **General –** 192 comments, 24% of section total –
- **Multi-environment –** universal application across the County, or unique goals for unique areas including suburban, transition, rural and towns
- **Future focus –** consider adding references to innovative or even disruptive technologies that may change today's priorities
- **Growth vs. maintenance –** references to growth orientation versus a maintenance orientation

121 COMMENTS   **15%** OF SECTION TOTAL

Specific Objectives

Please see the document appendix for substance comments related to objectives.

406 COMMENTS   **52%** OF SECTION TOTAL

Process

A comment was tagged as "process" if it related to something external to the Vision, Goals, or Objectives, but related to the planning process overall. Examples include comments suggesting topics to be examined by the Stakeholder Committee or the Planning Team through plan.

Comments sorted into Process included the following examples:

- Specific action suggestions such as projects, policies or programs to be included in the plan
- Areas to be studied or examined in the planning process
- References to Committee make-up, project leadership or procedural comments
- Major categories of these ideas included transportation (~18% of comments), development (~11%), land use (~8%), housing (~6%), and various other categories

744 COMMENTS   **43%** OF TOTAL

Please refer to the document appendix for the full list of process comments. These comments will be sorted into the overall database and can/will provide insights to the Committee on the balance of the planning process.

Format

Comments were tagged as "format" if they related to the organization of Vision, Goals, or Objectives, their length, or how they might be integrated with the rest of the Envision Loudoun process. Below is a summary of those comments falling into this category as they relate to the three levels: Vision, Goals, and Objectives, and general comments.

194 COMMENTS **11%** OF TOTAL

Vision

- **Tense –** written in a present or future tense, debate
- **Prioritization –** whether the statement introduces concepts in priority order, or if it should

30 COMMENTS **16%** OF SECTION TOTAL

Goals

- **Measurability –** how to build in evaluation indicators for goals
- **Vague vs. specific –** debate in the comments whether to be overly broad and inclusive versus more targeted and specific

45 COMMENTS **23%** OF SECTION TOTAL

General Comments

- **Vague vs. specific –** debate in the comments whether to be overly broad and inclusive versus more targeted and specific
- **Number of objectives –** many comments reference the overall number of objectives saying there are too many
- **Moving to actions –** how to translate broad strategies down into specific tactics to achieve the Vision

119 COMMENTS **61%** OF SECTION TOTAL

Not Applicable

Comments wholly unrelated to the prompt. 28 comments, 2.0% of total

Specific Recommendations

A selection of comments suggested specific wording changes, additions, or alterations to the Vision, Goals, or Objectives. These have been analyzed and organized into those three layers - comments pertaining to the draft Vision, Goals, or Objectives. Please note, specific changes to either the Vision or Goals were small and diffuse. No specific recommendation rose above 3% of the total comment pool. Consider this while reviewing suggestions below.

Vision

Existing Statement

Loudoun County continues to flourish as a prosperous and inclusive community with a well-deserved reputation for great places, natural and built as well as historic and new, in a variety of settings. The County will foster economic innovation, fiscal strength, and sustainability.

1. **Environment –** 47 comments, 3% of total. These comments included requests for language around:
   - The natural environment in general (9)
   - Preservation of habitat, natural resources and open space (10)
   - Emphasis or clarification of the word "sustainability" (7)
   - Renewable energy or other "green" technology (21)

2. **Preserving the current balance–** 16 comments, 1% of total. These included references to:
   - Agriculture and the rural character (5)
   - Maintaining the balance between policy areas (3)
   - Historic preservation (5)
   - Slow growth (1)
   - Limiting development (1)

3. **Education –** 9 comments, 0.6% of total.

4. **Transportation –** 6 comments, 0.4% of total.

Goals

Comments that related to the wording, phrasing or content of a specific goal.

1. **Shape: Make a great place.** *Well-designed places providing a full spectrum of housing and employment options linked to supporting commercial, entertainment, educational, agricultural, and recreation activity.*

   ### Themes from comments
   - Development orientation versus maintenance
   - Subjectivity of terms "well-designed"

2. **Compete: Be an economic force.** *An attractive economic environment that builds on existing strengths and fosters new, innovative and diverse business opportunities.*

   ### Themes from comments
   - No clustering of recommendations

3. **Connect: Bring people and places together.** *Efficient infrastructure networks that safely connect people to places within the community, to the region, and to the world.*

   ### Themes from comments
   - Concerns over bridge over the Potomac River
   - Missing phrase "Multi-modal"

4. **Sustain: Strengthen natural and historic assets.** *A well-functioning system of green infrastructure preserving natural beauty, open spaces, and cultural assets to include agricultural land, natural, scenic and historic resources.*

   ### Themes from comments
   - Subjectivity, "well-functioning"
   - Missing reference to "Wildlife"
   - General approval for current language

5. **Support: Enhance quality of life.** *A community of diverse individuals united together to ensure that all residents enjoy a high quality of life through vibrant, fulfilling and healthy active lifestyles, celebrating all that is unique to the County.*

   ### Themes from comments
   - No clustering of recommendations

Objectives

Recommended changes to objectives language can be found in the document appendix. Each objective and its related comments have been included for review. There was little clustering around specific objective changes.

Note on specific changes to objectives: A set of identical comments relating to Goal 4: Sustain, was submitted for objectives 1, 2, 5, 6 and 7. This comment was submitted 70 times to the online engagement page, with each submission coming from a unique IP address (a unique identifier for every computer). Rather than a single submitter, the planning team has determined (based on unique IP addresses and the timing of submissions) that the comments, while identical, are valid and should then be counted and included in the full database.

65 table discussions were facilitated through the *Envision the Future* round of the Envision Loudoun engagement process. Conversations included up to eight individuals and focused on six key topics of conversation.

4. Insights by Topic Area

Participants in the Envision the Future workshops elected to sit at tables according to six specific topic areas. These topics were chosen in order to address major themes in the Comprehensive Plan and to organize the input around specific issues. Each table received a unique map, but responded to the same two prompts (with the exception of the Transportation group, which responded to a unique set of questions). Online participants could also choose to provide comments on one or more of the topic areas. This chapter contains the analysis of the public input by topic, including both in-person and online comments.

Areas of Potential Change

During the Envision the Future Workshops and online input, participants responded to several question prompts within six topic areas. In-person meetings began with an update presentation on the process, in which Staff discussed conditions and trends along with the next steps in the process. Staff then released groups to begin their facilitated discussions. At tables of approximately eight participants, a table leader led each group through a series of questions. These leaders aimed to guide the conversation, but not inject their own opinions or biases into the group's work. Over an hour, groups brainstormed responses to the prompts. The following provides insight into the key themes as they emerged from the thousands of ideas divided into the topic areas identified below. Each table discussion included a large map related to the topic. The Planning Team identified areas of potential change to focus the map-based discussion. These were determined by a number factors including development potential, access, redevelopment propensity, and other criteria.

Discussion Topics

Participants selected one of six discussion topics to join during the meetings or in the online engagement. These inlcuded the following:

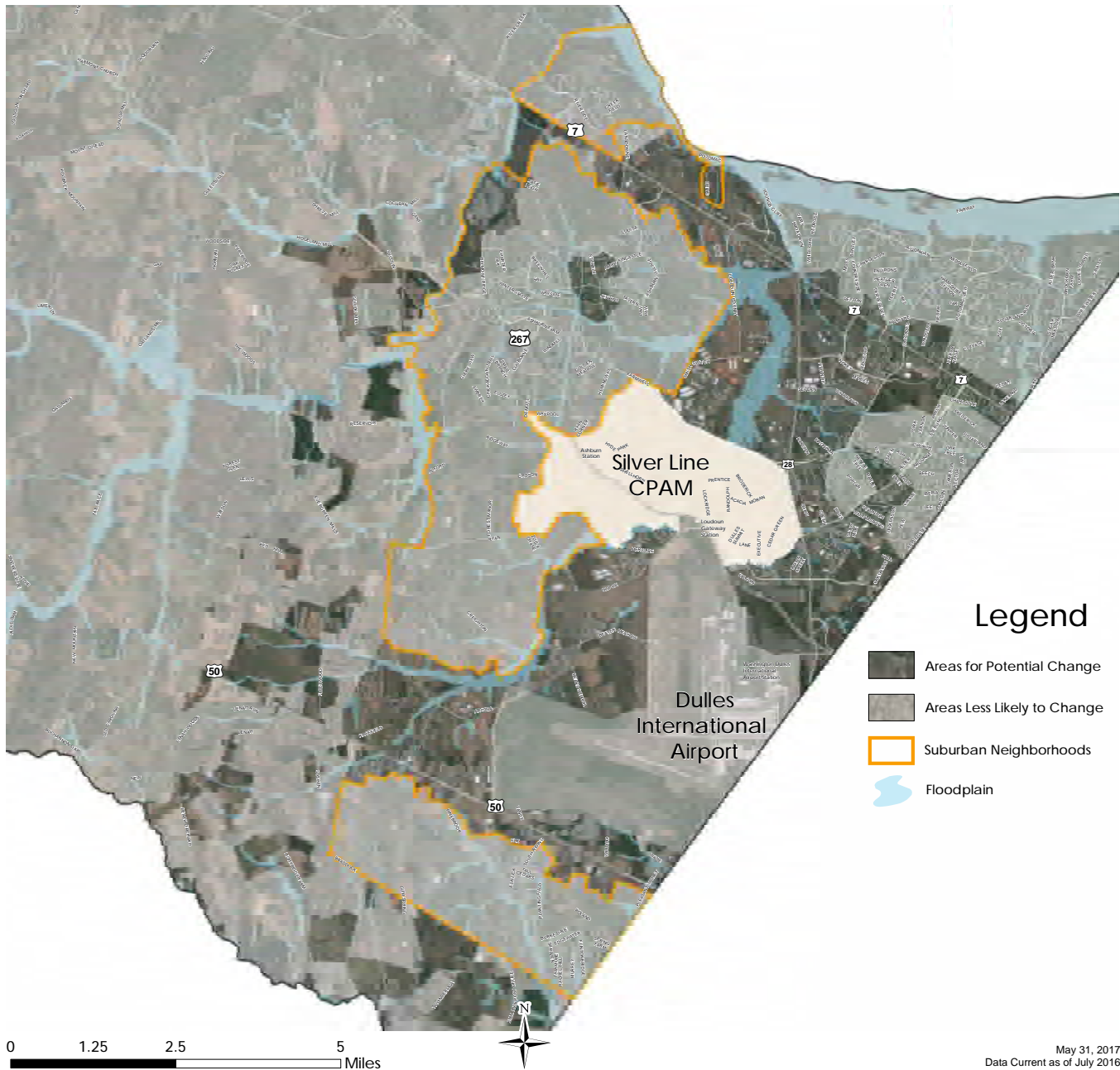| INFILL DEVELOPMENT IN SUBURBAN NEIGHBORHOODS	REDEVELOPMENT IN MATURING NEIGHBORHOODS	REINVESTMENT IN COMMERCE DISTRICTS
Parcels not included in past projects but surrounded by development on almost all sides	Older neighborhoods with the potential for redevelopment and revitalization sometime in the future	Commercial areas in the east of the County including the data centers, Dulles Airport, and several shopping areas
TRANSITION AND RURAL AREAS	OVERALL COUNTY	TRANSPORTATION
The Transition Policy Area and rural areas in the western portion of the County	The full County including the Suburban, Transition, Rural Policy Areas, Towns, and transportation or large projects	Unique activities focused on the County's transportation and mobility

Infill Development in Suburban Neighborhoods

This topic focused on the Suburban Policy area, specifically those areas prone for "infill" development. Infill relates to the development of Parcels not included in past projects (for various reasons) but surrounded by development on almost all sides. The following map was used as a reference for each of the conversations related to this topic. Participants were also able to attach a sticky yellow dot to the map if their comment pertained to a specific place or geography.

6
TABLE
CONVERSATIONS

65
PARTICIPANTS

235
COMMENTS

Data Current as of July 2016
May 31, 2017

Infill Development in Suburban Neighborhoods

Prompt:

If development or redevelopment occurs in this area, what land uses, community assets, or amenities would you like to see?

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 151 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below (subtopics with more than 3 comments). Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

151
COMMENTS

1 Built Environment (Shape)
- Mixed use and walkable developments (14)
- Density, land use and zoning (8)
- Preserving open space (8)
- Redevelopment and meeting the needs of the "next" economy (6)
- Limiting development in specific areas (6)

52 COMMENTS   **34%** OF TOTAL

2 Transportation System (Connect)
- Bicycle and pedestrian facilities (8)
- Potomac River bridge (7)
- Roadways and traffic congestion (5)
- Public transportation (4)

34 COMMENTS   **23%** OF TOTAL

3 Lifestyle (Support)
- Parks and recreational amenities (30)

32 COMMENTS   **21%** OF TOTAL

4 Environment and Agricultural Heritage (Sustain)
- Ecological assets and proactive protection measures (29)

30 COMMENTS   **20%** OF TOTAL

5 Housing (Shape)
- Housing diversity and availability (8)
- Limiting additional housing development (6)

18 COMMENTS   **12%** OF TOTAL

Infill Development in Suburban Neighborhoods

Prompt:

What are the public concerns, needs or impacts that need to be addressed in this area if development occurs?

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 84 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below (subtopics with more than 3 comments). Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

84
COMMENTS

1 Transportation System (Connect)
- Bicycle and pedestrian facilities (12)
- Roadway improvements and traffic congestion (10)
- Regional connectivity (7)
- Potomac River bridge (4)

35 COMMENTS **42%** OF TOTAL

2 Built Environment (Shape)
- Mixed-use or walkable development (7)
- Landscape and aesthetics (6)

27 COMMENTS **32%** OF TOTAL

3 Environment & Agriculture (Sustain)
- Conservation of sensitive areas and wildlife habitat (8)
- Protection of water resources (4)

15 COMMENTS **18%** OF TOTAL

4 Lifestyle (Support)
- Parks and recreational amenities (11)

12 COMMENTS **14%** OF TOTAL

5 Community Infrastructure (Compete)
- Schools (3)
- Maintenance of existing infrastructure (2)

7 COMMENTS **8%** OF TOTAL

Infill Development in Suburban Neighborhoods

Considerations, Preferences and Implications

The following statements extract subjective themes from the comments provided during the discussion on the topic. These have been arranged from most frequently mentioned to least. These statements do not represent the most frequent themes, and do not include every idea shared during the process.

General preferences for land uses, community assets, or amenities within the topic area

Greenspace provision and interconnectivity – Many comments refer to a deficit in green space in the eastern part of the County and the need to preserve areas for active and passive parks in the future. Some comments go further, suggesting that these parks or preserves could be interconnected to form a "green belt" through the community.

Consideration for antiquated uses / buildings - There is support for greater consideration and creativity in the re-use of potentially antiquated buildings or commercial sites. This relates to big box retail like malls and data centers.

Environmental protection – Many comments refer to the need for strong environmental protection as the area develops, especially as it relates to wildlife habitat, riparian buffers and other sensitive areas.

Aesthetics, design and landscaping – There is a preference for attractive development that exhibits high quality design, and professional landscaping.

Varieties of retail and restaurant options – Several comments reference the need for a more diverse set of small businesses and local establishments.

Range of amenities – There is a preference for more amenities – both public and commercial – in the area. This includes recreation options and places for the community to gather.

Variety of housing types for a range of life stages and lifestyles – There is support for a wider range of housing types to meet a broadening set of housing demands. This includes an improved provision of affordable and senior options.

General concerns, needs or impacts that need to be addressed in this area if development occurs

Nuisance mitigation – There is a resonant concern over the expansion of nuisances related to sound and light. This includes sound issues surrounding Dulles Airport and more general concerns for light pollution from street lights and commercial lighting.

Preservation of natural assets – As development occurs, there is a concern for the future of the limited natural areas in the area. Comments consider wildlife habitat, water quality and other ecological concerns.

Housing affordability – There is a concern over a disconnect between decreasing housing affordability and wages.

W&OD Trail – The trail is one of the community's great amenities, but must be maintained and improved / expanded over time.

Access to natural amenities – As amenities are developed and trails are extended, there should be a consideration for equitable access across the range of communities in the area.
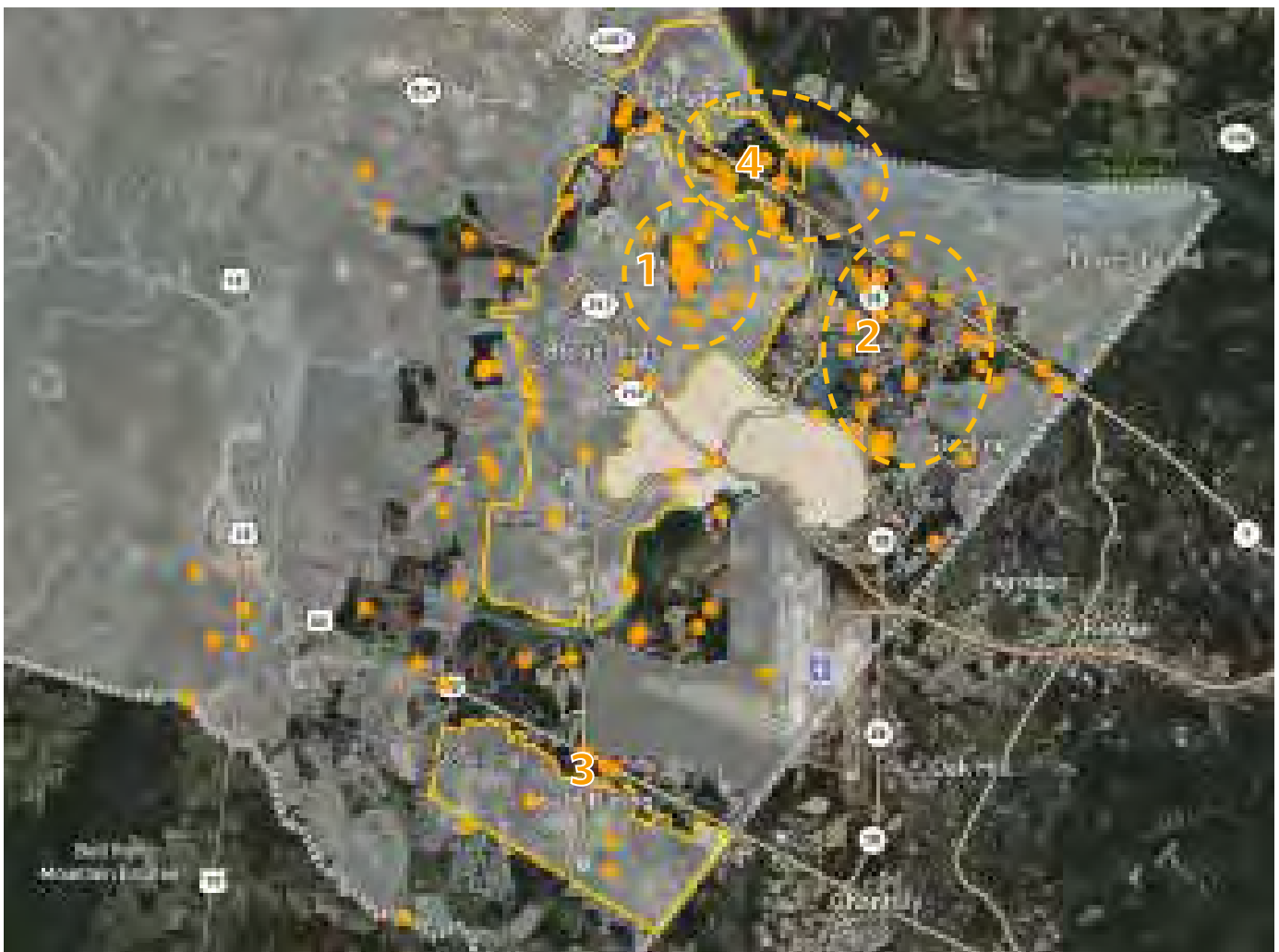
Connectivity, walkability - There is concern that in perpetuating current building patterns, the area will become less connected and far less walkable. Some comments deem the current sidewalk and path network inadequate.

Infill Development in Suburban Neighborhoods

Mapping Activity

During each workshop session and through the online tool, participants were encouraged to add a yellow sticky dot to a large table map if their comment or idea references a specific place or geography. Please find a composite map of all these comments below. Clusters have been identified along with their corresponding comments. This map is available for interactive viewing on the process website at www.envision-loudoun.org on the "Resources" page. Here users can scroll over individual dots and see comments for each of the five geographic conversation areas.

MAP: CONSOLIDATED COMMENTS

Source: MapBox, In-person and online comments from Envision the Future engagement, Envision Loudoun

Infill Development in Suburban Neighborhoods

Areas of interest

The following clusters as indicated on the next page were identified by combining the table maps from each of the Envision the Future Workshops and the online mapped comments. A summary of comments has been included below each cluster.

102
TOTAL DOTS

1. Ashburn

- Need for more civic uses and places to gather
- Better recreational amenities like Claude Moore in Sterling
- Old Ashburn as a downtown, walkable center, better pedestrian accessibility and accommodations throughout

22
DOTS

2. Route 28 Corridor

- Concerns over growing congestion
- Future redevelopment at 7 / 28 intersection
- Dulles Town Center Mall area has the potential for redevelopment
- Other retail uses may transition in the near future

24
DOTS

3. Route 50 Corridor

- Concern over planned projects and traffic implications
- Potential need for widening to meet future demand

8
DOTS

4. Route 7 Corridor

- Housing needs and diversity
- Potential with undeveloped parcels
- Better integration of parks space and connection through trail networks

15
DOTS

Note: Dot counts are generalized based on the rough number of dots dropped in an area or direct references to the geography in the comments. Not all references to an area included a dot, but all dots have a related comment. These can be viewed in detail on the www. Envision-Loudoun.org website.
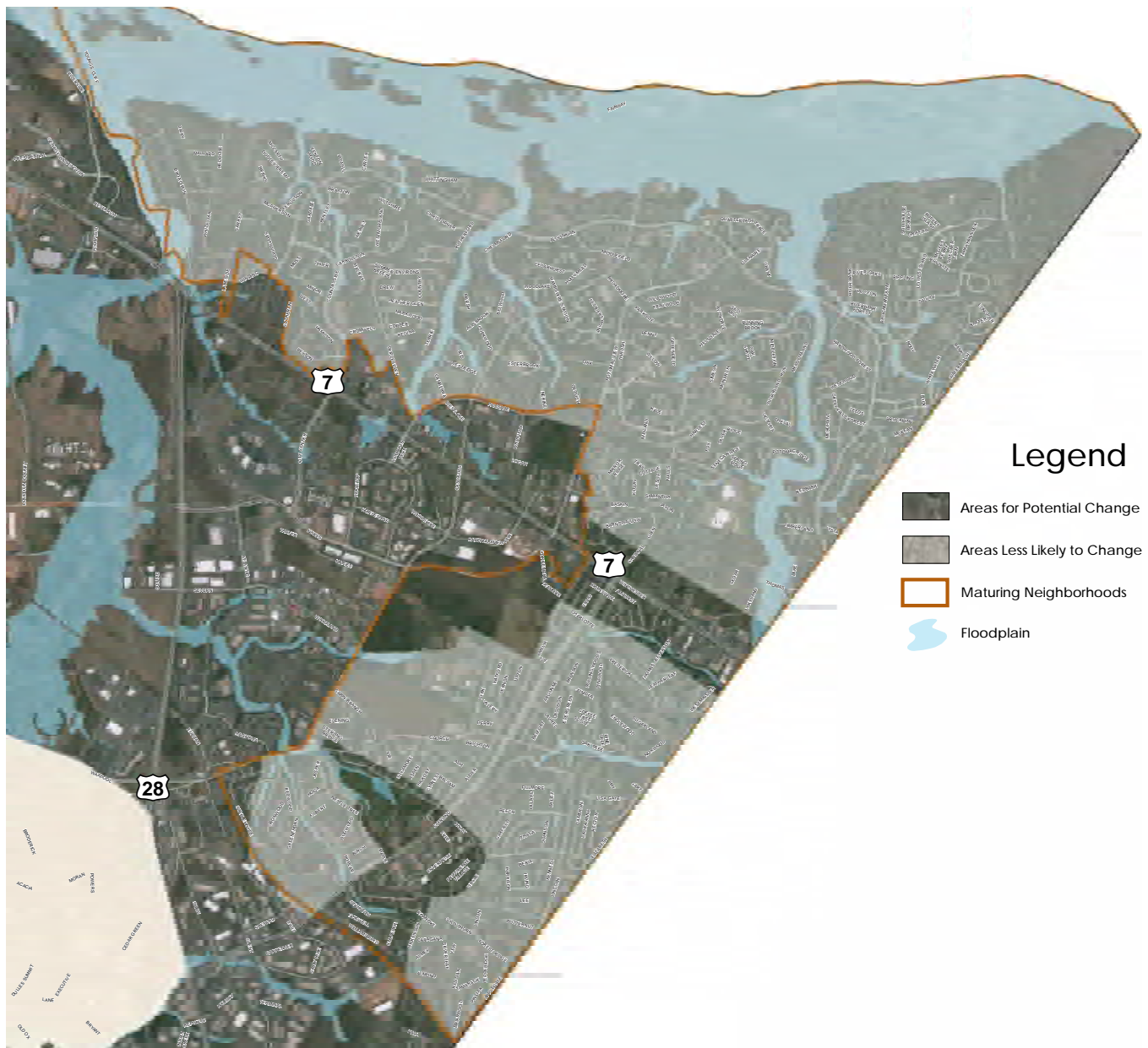
Redevelopment in Maturing Neighborhoods

This topic focused on the Suburban Policy area, specifically older neighborhoods with the potential for redevelopment and revitalization. The following map was used as a reference for each of the conversations related to this topic. Participants were also able to attach a sticky yellow dot to the map if their comment pertained to a specific place or geography.

6
TABLE
CONVERSATIONS

60
PARTICIPANTS

226
COMMENTS

Legend

Areas for Potential Change

Areas Less Likely to Change

Maturing Neighborhoods

Floodplain

Redevelopment in Maturing Neighborhoods

Prompt:

If development or redevelopment occurs in this area, what land uses, community assets, or amenities would you like to see?

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 202 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below (subtopics with more than 3 comments). Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

202
COMMENTS

1 Built Environment (Shape)
- Redevelopment of old shopping malls and repurposing of buildings (22)
- Mixed use development/Town Center (19)
- Limiting development outside of specific areas (7)
- Zoning and density changes (6)
- Historic preservation (6)
- Building design and character (5)
- Protection of open space when redeveloping (4)

70 COMMENTS   **35%** OF TOTAL

2 Transportation System (Connect)
- Potential bridge to Maryland and its location (18)
- Safe access and crossings for bicycles and pedestrians (17)
- Public transit and multimodal options (8)
- Roadway improvements to alleviate traffic congestion (8)

55 COMMENTS   **27%** OF TOTAL

3 Lifestyle (Support)
- Outdoor recreation options, including dog parks and fitness opportunities(32)
- Cultural and entertainment options (7)

39 COMMENTS   **19%** OF TOTAL

4 Environment and Agricultural Heritage (Sustain)
- Conservation of open spaces, forests and wetlands (17)
- Protection and expansion of agriculture (3)

23 COMMENTS   **11%** OF TOTAL

5 Housing (Shape)
- Affordable housing options for multiple ages and incomes (11)
- Diversity of housing stock (7)
- Limits on new housing development in maturing neighborhoods (3)

21 COMMENTS   **10%** OF TOTAL

Redevelopment in Maturing Neighborhoods

Prompt:

What are the public concerns, needs or impacts that need to be addressed in this area if development occurs?

54
COMMENTS

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 54 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below (subtopics with more than 3 comments). Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

1 Transportation System (Connect)
- Increased traffic congestion with redevelopment (7)
- Safe pedestrian or active transportation options (7)
- Impacts of a potential bridge to Maryland (6)
- Expansion of transit options (4)

22 COMMENTS   **41%** OF TOTAL

2 Built Environment (Shape)
- Limits on development, especially around Dulles Airport (4)
- Redevelopment of areas into a more clustered, mixed-use community (4)

12 COMMENTS   **22%** OF TOTAL

3 Lifestyle (Support)
- Park and trails access (7)

8 COMMENTS   **15%** OF TOTAL

4 Environment and Agricultural Heritage (Sustain)
- Potential impacts to habitat and natural resources with additional development (5)
- Noise, light and other pollution (2)

7 COMMENTS   **13%** OF TOTAL

5 People (Support)
- Crime and safety concerns (4)
- Needs of younger and older populations (2)

6 COMMENTS   **11%** OF TOTAL

Redevelopment in Maturing Neighborhoods

Considerations, Preferences and Implications

The following statements extract subjective themes from the comments provided during the discussion on the topic. These have been arranged from most frequently mentioned to least. These statements do not represent the most frequent themes, and do not include every idea shared during the process.

General preferences for land uses, community assets, or amenities within the topic area

Expansion of parks and recreation options – There is a preference to expand the variety of parks and recreation options throughout the area. Unique ideas were offered including dog parks, frisbee golf courses, community fitness programs and others. These park spaces can be active – playgrounds, ball fields, etc. – or passive – open space, wildlife reserves, etc. – but need to expand especially as areas redevelop in the east.

Maximization of redevelopment opportunities – Comments generally concede that redevelopment will be necessary for a number of uses throughout the eastern half of the County, and when this occurs, it should maximize the site and benefit to the surrounding community. There is a preference for integrated uses that compliment, rather than compete directly with, surrounding uses. These new projects should be flexible and more resilient.

Improved bicycle and pedestrian connections – There is a strong preference for improved trail connections between existing communities in the east of the County. These trails should include safer crossing at major thoroughfares, and connect to a larger network to maximize use. There were also a number of comments referring to missing sidewalk connections and the need to fill these gaps.

Mixed uses projects integrated with surrounding community – Primarily related to redevelopment projects, a number of comments would prefer to see more mixed-use developments throughout the area. These should integrate with existing neighborhoods or commercial areas and include complimentary, not competing, uses.

Enhanced community green spaces – Comments refer to a general lack of green spaces throughout the eastern portion of the County. Ideas include increasing the tree canopy cover, protecting any remaining open spaces, and making room in redevelopment plans for natural / open spaces.

Expansion of housing options – A number of comments reference the overall deficit in affordable housing throughout the County and the potential to fill some of this need with redevelopment projects. There were also ideas shared about increasing the variety of housing types.

General concerns, needs or impacts that need to be addressed in this area if development occurs

General safety – A number of comments reference the need to maintain and improve the safety of the community overall. This refers specifically to pedestrians and bicyclists as they cross major thoroughfares.

Growth versus preservation – Comments that reference a general concern for growth pressure and how it will manifest in terms of redevelopment. These make reference to a conflict between revitalization – or improving the existing uses and development pattern – and whole-scale redevelopment – starting over.

Diminishing green spaces – Comments refer to a slow degradation or elimination of green spaces in the eastern half of the County. There is concern that these areas will not be a priority for developers seeking to maximize redevelopment sites.

Transit provision and equitable access – A number of comments reference the need to maintain connections throughout the community for commuters.

Bridge over the Potomac – There is nearly universal opposition to a bridge over the Potomac River. Concerns range from the ecological impact to traffic and congestion.
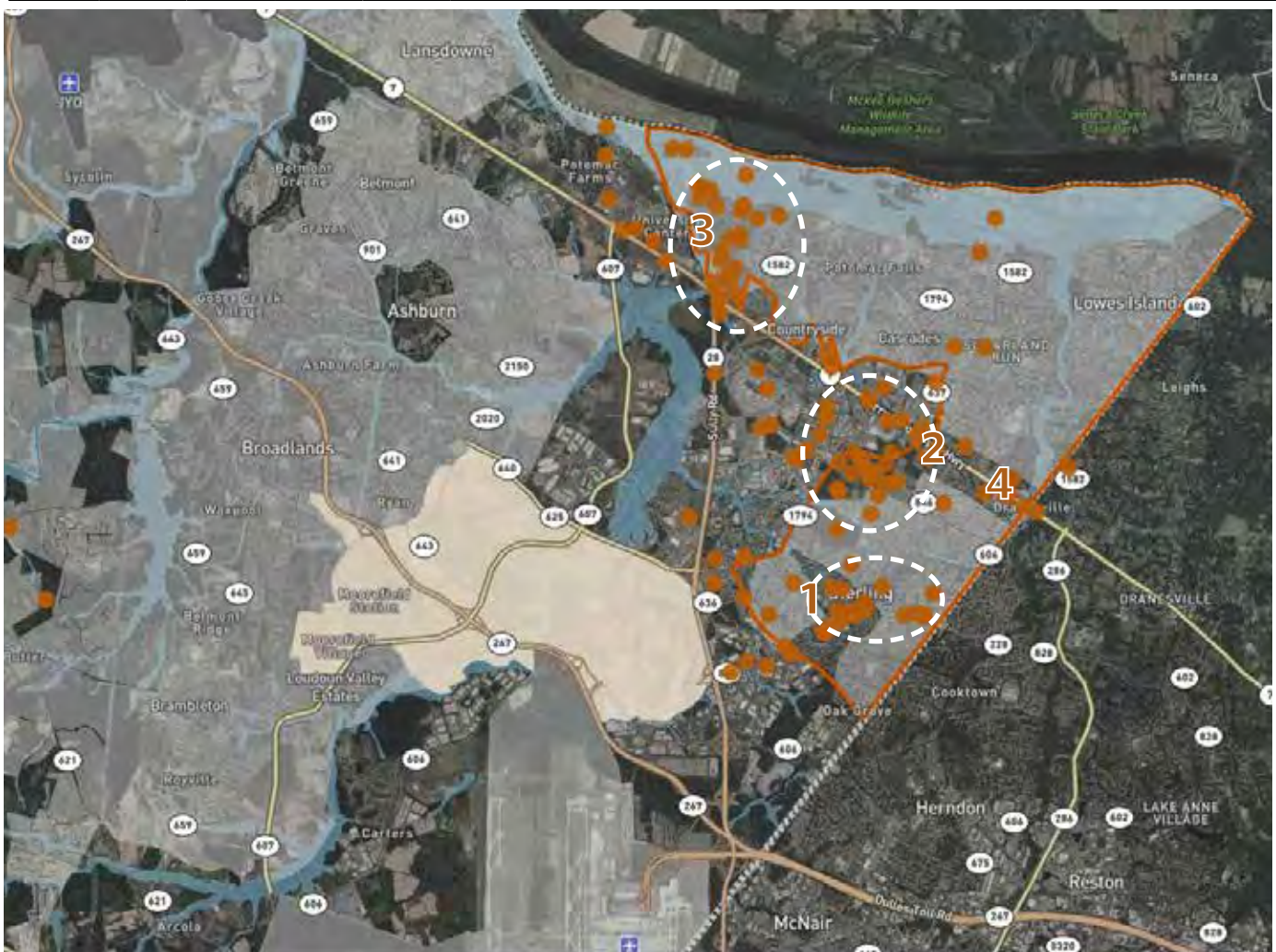
Redevelopment in Maturing Neighborhoods

Mapping Activity

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MAP: CONSOLIDATED COMMENTS

Source: MapBox, In-person and online comments from Envision the Future engagement, Envision Loudoun

Redevelopment in Maturing Neighborhoods

Areas of interest

The following clusters as indicated on the next page were identified by combining the table maps from each of the Envision the Future Workshops and the online mapped comments. A summary of comments has been included below each cluster.

78
TOTAL DOTS

1. Sterling

- Improve and expand parks, open spaces an trail connections throughout the area
- Better access and availability of transit options with connections to new Metro
- Continued enforcement of high building standards, maintain the community
- More, expanded amenities in general

25
DOTS

2. Claude Moore Park

- Preserving the area in perpetuity, but expand on recreational and green space amenities with new additions like dog parks, tennis courts, etc.
- Some references to housing need and office redevelopment in areas outside of the park

25
DOTS

3. Route 7 / 28 Intersection

- Debate over planned bridge crossing, logical connection point, but many comments against as well.
- Dulles Town Center mall fit for revitalization and/or redevelopment, more consistent, integrated land uses, more resilient
- More amenities generally, especially recreational (ball fields, soccer, etc.)

23
DOTS

4. Route 7 Corridor

- Improve safety for pedestrians, cyclists, and drivers
- Aesthetics, sign and architectural standards are a concern

13
DOTS

Note: Dot counts are generalized based on the rough number of dots dropped in an area or direct references to the geography in the comments. Not all references to an area included a dot, but all dots have a related comment. These can be viewed in detail on the www. Envision-Loudoun.org website.
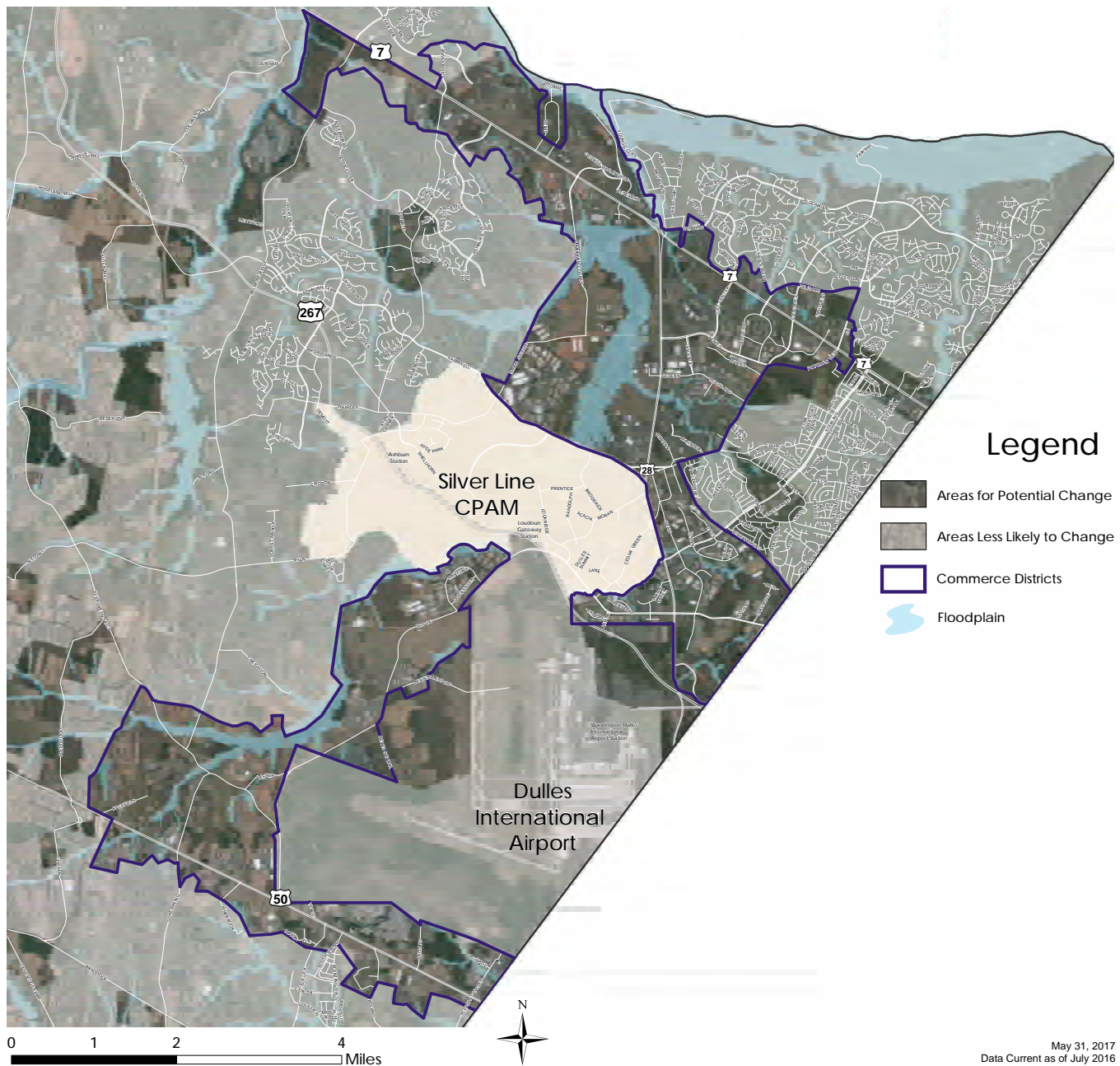
Reinvestment in Commerce Districts

This topic focused on the Suburban Policy area, specifically those commercial areas in the east of the County, and especially those with the potential for timely redevelopment or reinvestment. The following map was used as a reference for each of the conversations related to this topic. Participants were also able to attach a sticky yellow dot to the map if their comment pertained to a specific place or geography.

4
TABLE CONVERSATIONS

43
PARTICIPANTS

125
COMMENTS

Silver Line CPAM

Dulles International Airport

Legend

Areas for Potential Change

Areas Less Likely to Change

Commerce Districts

Floodplain

0 1 2 4 Miles

N

May 31, 2017
Data Current as of July 2016

Reinvestment in Commerce Districts

Prompt:

If development or redevelopment occurs in this area, what land uses, community assets, or amenities would you like to see?

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 96 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below. Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

96
COMMENTS

1 Built Environment (Shape)
- Mixed use development to support a live/work/play environment, including transit-oriented development around the new Silver Line Metro stops (16)
- Changes to the airport noise boundary (6)
- Revitalization of old commercial centers (5)

44 COMMENTS   **46%** OF TOTAL

2 Transportation (Connect)
- Bridge to Maryland (9)
- Congestion and roadway improvements (9)
- Connectivity of routes for cyclists and pedestrians (4)
- Connectivity between towns, east-west (2)

28 COMMENTS   **29%** OF TOTAL

3 Jobs & Businesses (Compete)
- Business and research incubators (5)
- Diversify beyond data centers (5)
- Expand retail and service options (4)
- Opportunities to live and work within Loudoun (3)
- Support for small and local businesses (2)

22 COMMENTS   **23%** OF TOTAL

4 Lifestyle (Support)
- Culture and entertainment options (9)
- Parks and recreational amenities (5)
- Live/work/play (3)

17 COMMENTS   **18%** OF TOTAL

5 Environment and Agriculture (Sustain)
- Management of noise pollution around Dulles Airport (6)
- Protection of trees and habitat (5)

15 COMMENTS   **16%** OF TOTAL

Reinvestment in Commerce Districts

Prompt:

What are the public concerns, needs or impacts that need to be addressed in this area if development occurs?

29
COMMENTS

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 29 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below (subtopics with more than 3 comments). Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

1 **Transportation System (Connect)**
- Increased traffic, especially around potential new stadium (4)
- Connections to the Metro station (multi-modal) (3)
- Parking availability, especially at Metro station (3)

13 COMMENTS **45%** OF TOTAL

2 **Built Environment (Shape)**
- Potential impacts of development (3)
- Increase density and allow flexibility in zoning (3)
- Provision of parking (3)

10 COMMENTS **34%** OF TOTAL

3 **Jobs and Businesses (Compete)**
- Maintaining/increasing the tax base (2)

3 COMMENTS **10%** OF TOTAL

4 **Lifestyle (Support)**
- Schools and education (2)

3 COMMENTS **10%** OF TOTAL

Reinvestment in Commerce Districts

Considerations, Preferences and Implications

The following statements extract subjective themes from the comments provided during the discussion on the topic. These have been arranged from most frequently mentioned to least. These statements do not represent the most frequent themes, and do not include every idea shared during the process.

General preferences for land uses, community assets, or amenities within the topic area

Development mixes complimentary uses – There is a general preference for new developments to integrate complimentary uses into "live, work and play" environments that are walkable and more communal. Comments suggest taking advantage of the Metro extension and developing more urban neighborhoods in logical locations throughout the areas with the potential for change.

Greater consideration for the new/next economy – The considered geography is home to the majority of the community's data centers and there is a concern for the future use of these buildings should they become redundant. Additionally, comments also suggest reconsidering the site configuration for existing office parks, not ruling out redevelopment. Last, small business and entrepreneurship should be a priority with spaces (like incubators, research facilities, etc.) made available throughout the commerce areas.

Continual improvement of connections and efficiency – Many comments refer to specific projects to alleviate congestion and improve the efficiency of the transportation system. These include a new bridge over the Potomac River (there is significant debate over this issue, with the majority of comments not in favor of the proposal) and several roads projects that are either planned or underway. The mix of jobs and housing, or the overlap between where workers live or where residents work is an important consideration, along with the potential impact of the Silver Line extension into the area.

Better integration of open / green spaces – Comments point out a general lack of green spaces – either parks, trails or open spaces – in the area. As development, or especially redevelopment, occurs, green spaces and trails should be better integrated to break up the continuum of development. Comments also reference the need for improving the network or trails and sidewalks throughout the area.

General concerns, needs or impacts that need to be addressed in this area if development occurs

General growth management – Comments refer to the inherent growth pressures in the region and how these must be well-managed to ensure the community can integrate growth without overextending. The aesthetics of this growth are another concern and comments refer to maintaining high quality standards for design and maintenance. Last, the impact to the road network should be considered carefully when reviewing proposals.

Leveraging the Metro – Several comments refer to the need to fully leverage the extension of the Silver Line into the area, and take full advantage of the opportunity. There is also concern over potential impact of the line and surrounding uses.

General transportation concerns – There are references to specific projects such as the Potomac River bridge, and various roads projects, along with general concerns for rising levels of congestion. There is an insistence that the County continue to act proactively and evaluate traffic impacts for proposed uses.

Nuisance mitigation – There is a small concern in the comments for the expansion of nuisances related to sound and light. This includes sound issues surrounding Dulles Airport and more general concerns for light pollution from street lights and commercial lighting.
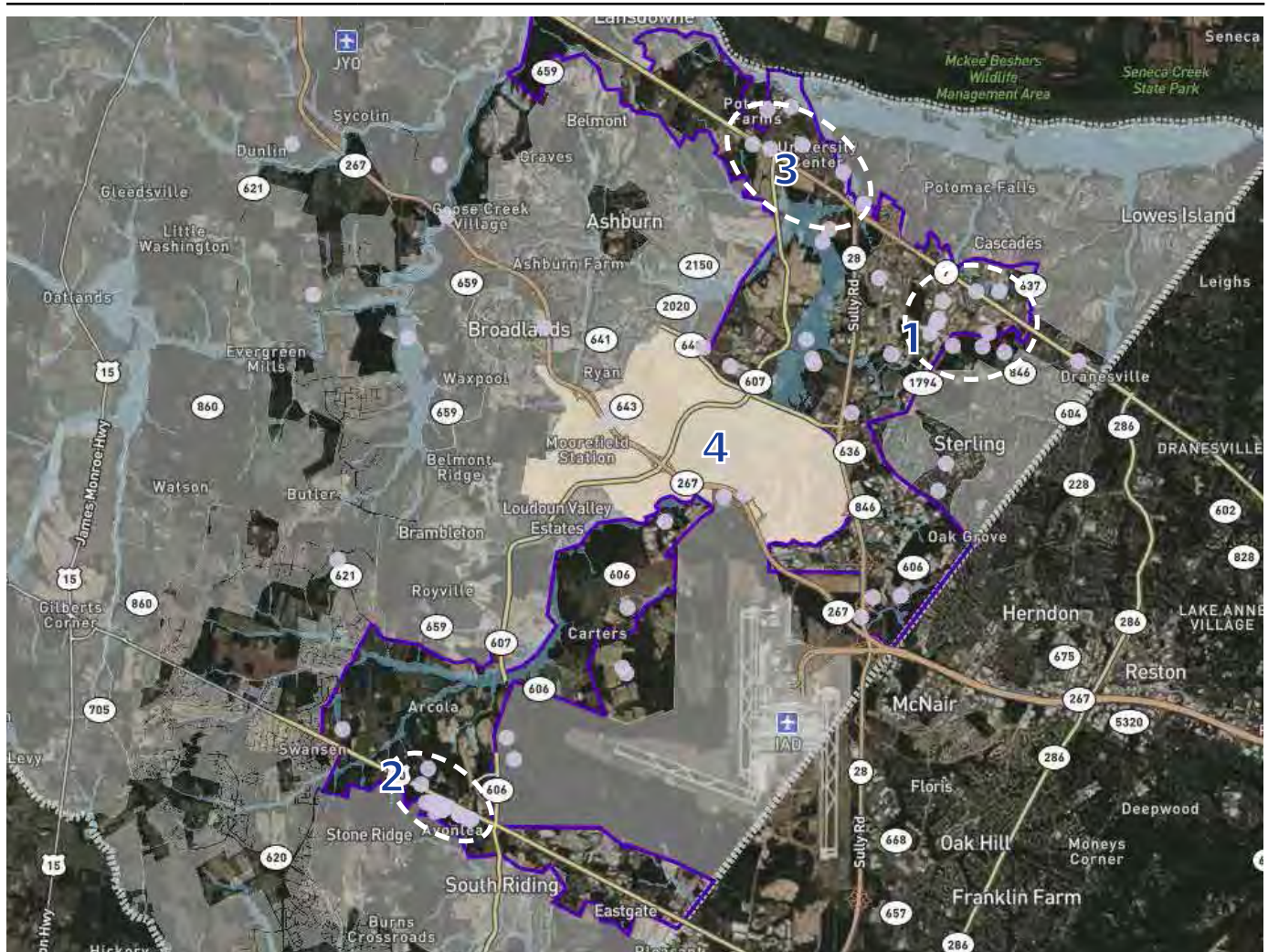
Reinvestment in Commerce Districts

Mapping Activity

During each workshop session and through the online tool, participants were encouraged to add a yellow sticky dot to a large table map if their comment or idea references a specific place or geography. Please find a composite map of all these comments below. Clusters have been identified along with their corresponding comments. This map is available for interactive viewing on the process website at www.envision-loudoun.org on the "Resources" page. Here users can scroll over individual dots and see comments for each of the five geographic conversation areas.

MAP: CONSOLIDATED COMMENTS

Source: MapBox, In-person and online comments from Envision the Future engagement, Envision Loudoun

Reinvestment in Commerce Districts

Areas of interest

The following clusters as indicated on the next page were identified by combining the table maps from each of the Envision the Future Workshops and the online mapped comments. A summary of comments has been included below each cluster.

41
TOTAL DOTS

1. Claude Moore Park / Dulles Town Center

- Maintain buffer / green space in Claude Moore for future generations
- Prioritize redevelopment of old, antiquating office buildings east of Claude Moore Park
- Consider innovative uses like urban farming

16
DOTS

2. Route 50 Corridor

- Safety of both vehicular and pedestrian traffic, consider tunnel under the corridor
- Development opportunities for commercial, specifically mixed-use projects
- Must consider proximity to Dulles Airport, noise nuisance when developing

15
DOTS

3. Route 7 / 28 Intersection

- Debate over planned bridge crossing, logical connection point, but many comments against as well.

10
DOTS

4. Other points of interest

- Various locations indicated "ready" for redevelopment
- Multi-modal connections, especially in the west of the area
- Protect the water recharge areas, in the west of the area

Note: Dot counts are generalized based on the rough number of dots dropped in an area or direct references to the geography in the comments. Not all references to an area included a dot, but all dots have a related comment. These can be viewed in detail on the www. Envision-Loudoun.org website.

Transition and Rural Policy Areas

This topic focused on the rural west of the County along with the Transition Policy Area. This zone divides the more rural western portions of the County with the more urbanized east. The following map was used as a reference for each of the conversations related to this topic. Participants were also able to attach a sticky yellow dot to the map if their comment pertained to a specific place or geography.

29
TABLE
CONVERSATIONS

303
PARTICIPANTS

890
COMMENTS

Legend

Areas for Potential Change

Areas Less Likely to Change

Transition and Rural Policy Areas

Floodplain

0   3   6   12
                        Miles

N

May 31, 2017
Data Current as of July 2016

Transition and Rural Policy Areas

Prompt:

If development or redevelopment occurs in this area, what land uses, community assets, or amenities would you like to see?

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 580 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below. Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

580
COMMENTS

1 Built Environment (Shape)
- Potential changes to zoning and density or changes to Transition Policy Area (TPA) and Rural Policy Area (RPA) designations (105)
- Limit development to preserve rural character and existing buffer (69)
- Preservation of open space (14)
- Building and landscape aesthetics (13)
- Mixed-use and walkable developments (11)
- Growth tied to extension of infrastructure (11)
- Rural villages and hamlets (10)

250
COMMENTS

43%
OF TOTAL

2 Environment and Agricultural Heritage (Sustain)
- Protection of natural resources and land from development (53)
- Development impacts on water resources (33)
- Conservation of agricultural land (11)

106
COMMENTS

18%
OF TOTAL

3 Transportation System (Connect)
- Repairs, maintenance and expansion of roadways, especially gravel roads (46)
- Extension of bicycle and pedestrian trails and sidewalks (28)
- Public transportation into the rural areas (10)
- Overall planning of Countywide transportation issues (8)

104
COMMENTS

18%
OF TOTAL

4 Lifestyle (Support)
- Parks and recreational opportunities, especially interconnected networks of trails (84)
- Additional cultural and entertainment options outside of Suburban Policy Area (SPA) (7)
- Community centers in rural communities (5)

99
COMMENTS

17%
OF TOTAL

5 Housing
- Availability of affordable housing (17)
- Location and density of new housing developments (17)
- Diversity and availability of housing stock (6)
- Housing for seniors (4)

51
COMMENTS

9%
OF TOTAL

Transition and Rural Policy Areas

Prompt:

What are the public concerns, needs or impacts that need to be addressed in this area if development occurs?

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 310 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below (subtopics with more than 3 comments). Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

310
COMMENTS

1 **Built Environment (Shape)**
- Significant limits on development in the transition and rural areas to avoid development impacts (37)
- Desired or undesired changes to policy areas and zoning (23)
- Clustered or "smart" growth patterns (10)
- Limits on growth until new infrastructure is put into place (10)
- Historic preservation (7)

119 COMMENTS   **38%** OF TOTAL

2 **Environment and Agricultural Heritage (Sustain)**
- Protection of habitat and wildlife currently present in the rural area, and specific policies for conservation (40)
- Water pollution and flooding concerns (15)
- Noise and light pollution and other nuisances caused by development (11)

70 COMMENTS   **23%** OF TOTAL

3 **Transportation System (Connect)**
- Increased traffic congestion and safety concerns (20)
- Expansion or improvement of roadway systems (19)
- Connectivity between towns and around County (7)
- Additional facilities for bicycles and pedestrians (7)

70 COMMENTS   **23%** OF TOTAL

4 **Lifestyle (Support)**
- Additional parks and trails for active recreation within rural area (26)
- Opportunities to live, work and play within the County (3)

31 COMMENTS   **10%** OF TOTAL

5 **Other**
- Comments on the planning process (12)
- Fiscal concerns (8)
- Specific policies or incentives for achieving plan objectives (5)
- Effective implementation (3)

31 COMMENTS   **10%** OF TOTAL

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Transition and Rural Policy Areas

Considerations, Preferences and Implications

The following statements extract subjective themes from the comments provided during the discussion on the topic. These have been arranged from most frequently mentioned to least. These statements do not represent the most frequent themes, and do not include every idea shared during the process.

General preferences for land uses, community assets, or amenities within the topic area

Control and appropriately direct growth – The majority of comments refer to maintaining a strong buffer between the more developed east and the rural west. There is strong support for the maintenance of the Transition Policy Area (TPA) as is, with a requisite preservation of the rural area farther west. Comments refer to higher density allowances in the east of the County, especially around the Metro line extension, to prevent any further incursions into the west. There is a general recognition of the growing development pressures, especially in the TPA. Infrastructure extensions or improvements should be paid for by the developer and consider their long-term maintenance.

Preserve the rural character – Comments describe the area as agrarian, quiet and distinct from the eastern portions of the County. These attributes help define the character and are generally appreciated. There is a recognition that agriculture in the region may need to be supported through more creative means (tourism, wineries, etc.) and the rural economy could be expanded to help support these uses in perpetuity.

Conserve the ecology and natural assets – Many comments refer to the area's unique ecology and natural assets. These pay special attention to rivers and riparian corridors that bisect the west of the County and the need to protect them as core community assets. Comments also reference standing forests or woodlots and the need to maintain the contiguity and improve access for residents (see park space below). Last, protection for water resources is an important concern.

Expand parks and community spaces – Similar to the conservation topic, comments refer to the need for more / expanded parks and community spaces throughout the western portion of the County. These are described as active uses – dog parks, trails, etc. – and passive uses – nature preserves, wildlife habitat, etc. Community gathering places are also important and could be expanded.

Improved connections and safety – Comments refer to the need for logical, timely improvements to the transportation network including strategic extensions and well-considered upgrades. The comments are careful to qualify that improvements should not incent development but improve access and efficiency within the existing pattern. There is a debate over whether to pave gravel roads in the western portions of the County.

General concerns, needs or impacts that need to be addressed in this area if development occurs

Traffic mitigation and safety – There are general concerns over the trajectory of traffic congestion throughout the area and how this might be mitigated by future projects. Additionally, a number of comments make reference to a lack of frequent, reliable transit alternatives for commuting or other daily needs. The focus, however, is on the road network, safety and need for improved north-to-south connectivity.

The future of the Transition Policy Area – Comments frequently mention concerns over the (perceived or real) dissolving of the Transition Policy Area with time and continued development. There is a strong preference to realistically maintain the status quo, especially in the rural areas beyond the TPA. These comments acknowledge that there is growing development pressure and are requesting clear direction on what does and does not belong in the TPA in the future.

Infrastructure extensions and general maintenance – There is a strong preference that infrastructure extensions will precede development and be paid for by the profiting group (developers). Comments insist that these investments keep pace with any new projects as opposed to retroactive initiatives. This extends to roads projects as well.

Growth pressure generally, and where and how it manifests – There was general concern over the mounting growth pressure in the region and how that may manifest western portions of the County. As stated earlier, there is a strong preference to maintain the status quo, especially in the rural areas, and comments showed general concern over the County's ability to sufficiently limit, shape or redirect this pressure. Aesthetics, character, and traffic impact were primary concerns related to development.

Squandered or lost resources – There is a very strong preference to conserve the community's many natural assets. These include riparian corridors, woodlots and forests, water resources, and other sensitive areas. There is a general concern that these resources might be irreparably damaged or removed as growth pressure manifests into development if specific steps aren't taken.
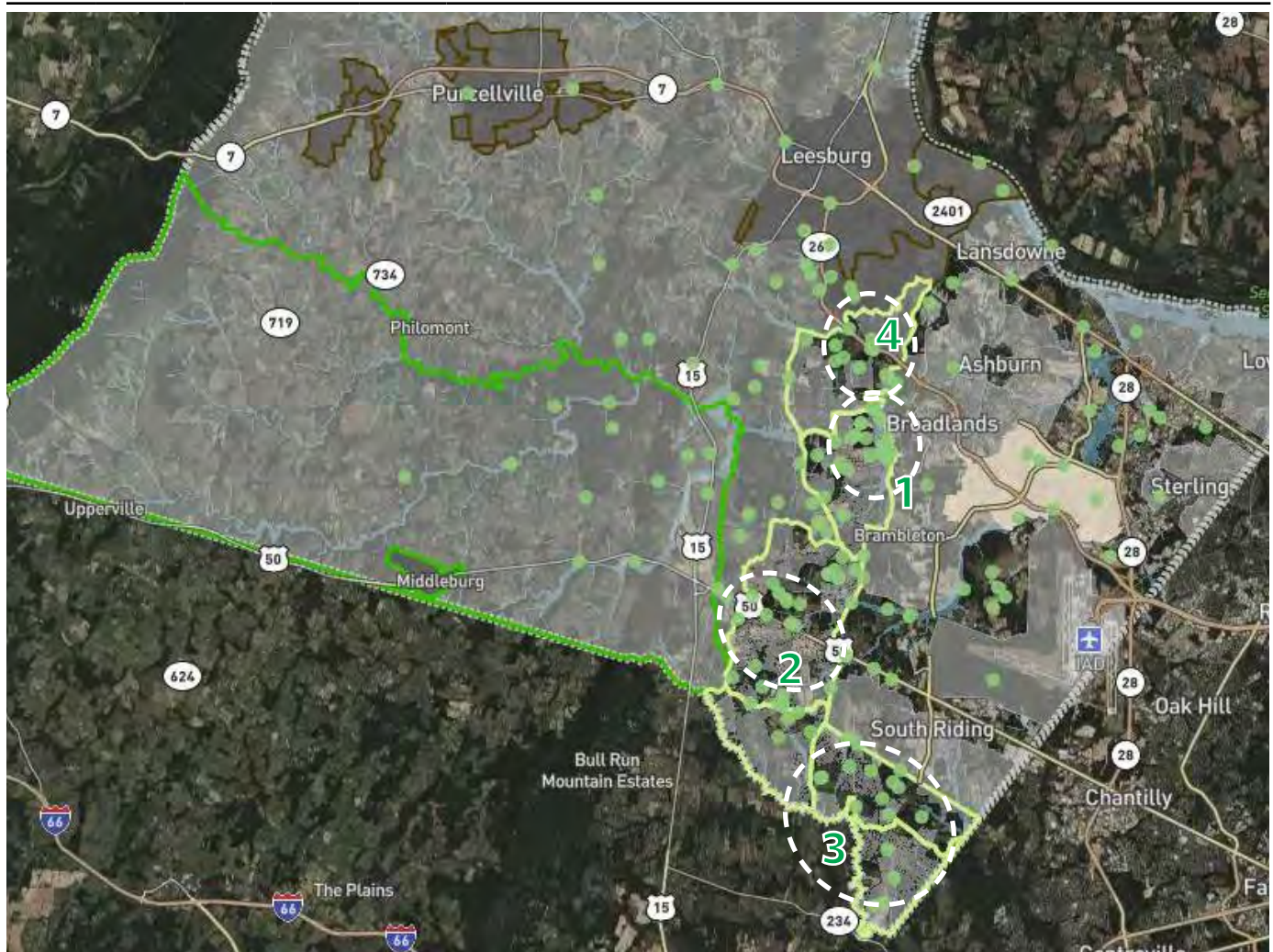
Nuisance mitigation – There is a resonant concern over the expansion of nuisances related to sound, light, and air quality. This includes sound issues surrounding Dulles Airport and more general concerns for light pollution from street lights and commercial lighting. Comments refer to the quiet character of the rural areas.

Transition and Rural Policy Areas

Mapping Activity

During each workshop session and through the online tool, participants were encouraged to add a yellow sticky dot to a large table map if their comment or idea references a specific place or geography. Please find a composite map of all these comments below. Clusters have been identified along with their corresponding comments. This map is available for interactive viewing on the process website at www.envision-loudoun.org on the "Resources" page. Here users can scroll over individual dots and see comments for each of the five geographic conversation areas.

MAP: CONSOLIDATED COMMENTS

Source: MapBox, In-person and online comments from Envision the Future engagement, Envision Loudoun

Transition and Rural Policy Areas

Areas of interest

The following clusters as indicated on the next page were identified by combining the table maps from each of the Envision the Future Workshops and the online mapped comments. A summary of comments has been included below each cluster.

299
TOTAL DOTS

1. Reservoir

- Important to protect and preserve water resources
- Opportunity for enhanced recreational options and cultural amenities
- Boundaries between the TPA and the suburban areas are important

24
DOTS

2. Route 50 Corridor - West

- Opportunity for more expanded park areas to serve as a boundary between the transition and the suburban
- Development (if necessary) could be clustered to minimize impact

22
DOTS

3. Braddock Road (620) Corridor

- Potential to increase tax credits to redirect development potential
- Increased or expanded park spaces

20
DOTS

4. Dulles Greenway

- Water conservation and riparian protection
- Maintain as transition area

12
DOTS

Note: Dot counts are generalized based on the rough number of dots dropped in an area or direct references to the geography in the comments. Not all references to an area included a dot, but all dots have a related comment. These can be viewed in detail on the www. Envision-Loudoun.org website.

Overall County

This topic focused on the entire County, including its towns, rural areas and the Transition and Suburban Policy Areas. The following map was used as a reference for each of the conversations related to this topic. Participants were also able to attach a sticky yellow dot to the map if their comment pertained to a specific place or geography.

13
TABLE
CONVERSATIONS

161
PARTICIPANTS

581
COMMENTS

Silver Line
CPAM

Dulles
International
Airport

Legend

Areas for Potential Change

Areas Less Likely to Change

Suburban Neighborhoods

Floodplain

0   1.25   2.5   5
Miles

May 31, 2017
Data Current as of July 2016
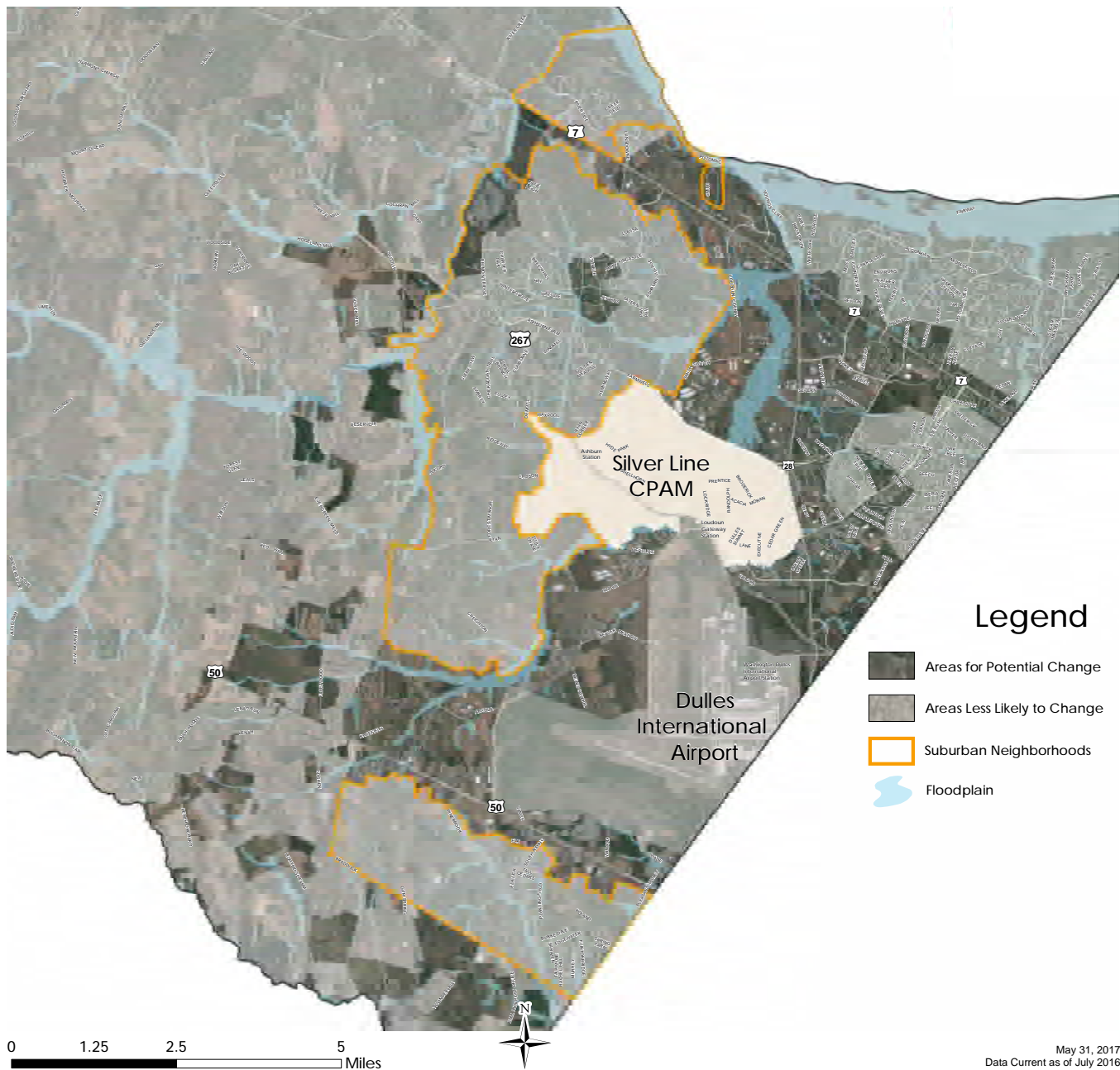
Overall County

Prompt:

If development or redevelopment occurs in this area, what land uses, community assets, or amenities would you like to see?

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 419 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below. Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

419
COMMENTS

1   Built Environment (Shape)
- Changes to zoning, density, and uses allowed (28)
- Development around transit hubs and mixing of uses (26)
- Preservation and additional open space (16)
- Limits on development throughout the County (14)
- Redevelopment and revitalization of underutilized spaces and buildings (13)

122 COMMENTS   **29%** OF TOTAL

2   Transportation System (Connect)
- Interconnected bicycle and pedestrian routes throughout County (43)
- Traffic and roadway systems (28)
- Impacts of a potential bridge to Maryland (24)

114 COMMENTS   **27%** OF TOTAL

3   Environment and Agricultural Heritage (Sustain)
- Resource and land conservation (46)
- Protection of water resources and the watershed (12)
- Sustainable development (6)

82 COMMENTS   **20%** OF TOTAL

4   Lifestyle (Support)
- More improved parks and recreational opportunities in all areas of the County (42)
- Easily accessible entertainment options (16)

78 COMMENTS   **19%** OF TOTAL

5   Housing (Shape)
- Provision of affordable and workplace housing throughout the County (13)
- Supply of diverse housing options (13)

41 COMMENTS   **10%** OF TOTAL

Overall County

Prompt:

What are the public concerns, needs or impacts that need to be addressed in this area if development occurs?

Comments have been sorted by their content into topics and sub-topics. The following is a breakdown of the 162 comments based on the top five topics. Each of the major topics is now part of a larger organizing chapter, and this has been noted in the breakdown below (subtopics with more than 3 comments). Subtopics have been noted as well. This is an objective classification for sorting. Implications and considerations pertaining to the substance of these comments have been included in the next section.

162
COMMENTS

1 **Transportation System (Connect)**
- Congestion on and improvement of major routes (35)
- Bridge impacts (12)
- Transit connections throughout the County (10)

66 COMMENTS   **41%** OF TOTAL

2 **Built Environment (Shape)**
- Location and boundaries of policy areas and land uses (9)
- Limiting County growth (6)

31 COMMENTS   **19%** OF TOTAL

3 **Environment & Agriculture (Sustain)**
- Natural habitat preservation (21)
- Light pollution and dark sky preservation (4)

27 COMMENTS   **17%** OF TOTAL

4 **People (Support)**
- Health and safety (6)
- Caring for young and old populations (5)
- Integration and a feeling of community (5)

18 COMMENTS   **11%** OF TOTAL

5 **Lifestyle (Support)**
- Protection of and expansion of recreational and cultural amenities as development occurs (12)

12 COMMENTS   **7%** OF TOTAL

Considerations, Preferences and Implications

The following statements extract subjective themes from the comments provided during the discussion on the topic. These have been arranged from most frequently mentioned to least. These statements do not represent the most frequent themes, and do not include every idea shared during the process.

General preferences for land uses, community assets, or amenities within the topic area

Development is well-considered and appropriately placed – Comments refer to the mounting pressure for growth throughout the County and relate where and how this should take place. There is a general concern that too much of this growth will happen in areas in the west (Transition Policy Area and Rural Policy Area) and should, instead manifest in higher density projects in the east, especially along high-capacity corridors, logical intersections or the Silver Line extension corridor. Comments reference the growing need for redevelopment, especially related to aging, antiquated retail uses. There is also a preference for higher density town centers, but with a more market-driven, or organic mix of uses, as opposed to a prescriptive regulatory approach.

Overall County

Expand parks, trails and open spaces – There is a strong preference in the comments to expand green areas throughout the County, especially in the more developed east. These describe a variety of scales and types of parks. These include small single-acre "pocket parks", large community land reserves, and linear parks along major multi-use trails and blue ways. With respect to trails, comments mention the need to maximize connectivity of the system to promote increased use.

Improved community connections – There is support for proactive upgrades to the transportation system to improve the connections and efficiency of movement throughout the County. Specific projects were offered for routes 50, 7, 28 and others. The Potomac River bridge proposal, however, was almost universally rejected. A number of comments reference the need to fill in gaps to the transit coverage and frequency throughout the community.

Conservation of natural resources and assets – There is a strong preference to conserve the community's many natural resources and assets in the face of pending growth and

development. There is a general concern over the fate of these areas given the growth pressure currently being experienced. Comments reference the County's unique ecology, beautiful landscapes and the important water resources. Many ideas connect County residents into these areas through expanded trails (or linear parks) and the protected open spaces / wildlife reserves / park land.

Expansion of cultural amenities and community gathering places – Comments refer to a deficit of arts, cultural or entertainment venues in the County today and the opportunity to expand these uses and provide more spaces for the community to gather. Specific ideas included more community centers, arts and cultural centers, and live entertainment venues.

Expanded housing options – There is a strong, although not universal, preference for an expansion of the housing options currently offered in the community. This is in response to a general rise in housing costs, long commutes for certain workers who cannot afford to live in the community, and a general shortage of options for millennials and/or empty nesters.

General concerns, needs or impacts that need to be addressed in County if development occurs

Development outpaces supportive infrastructure – There is a resonant concern that when/if development does occur throughout the County it will happen too far ahead of major, necessary investments in below and above ground infrastructure. These comments relate possible impacts to the road network and increased congestion. There is a counter concern to this on housing options and demand, and whether they will be met in the future and, if not, what that will mean for the County.

Slow degradation of connectivity – There are a number of comments that reference a downward trajectory in transportation efficiency throughout the County and concern over whether this will continue unchecked into the future. These reference the need for improved frequency and coverage of transit options, maximization of the Silver Line Metro Station, strategic improvements to road network, along with additional specific recommendations. Safety is another concern, especially where there is a mix-of-modes (Bike lanes, transit stops) or where the rural areas meet the more developed east.

Loss of natural resources / assets – Comments show concern for the slow, but consistent, loss of high-value natural areas to gradual development from the east to west. They also are concerned with the lack of green investments in the eastern portions of the County. Comments mention the need to maintain contiguity between major natural areas, not allowing them to be bisected or disconnected by development or infrastructure projects.

Economic resiliency – There is a general concern for the economic resiliency of the County as it relates to several key uses. Data centers are mentioned frequently, and comments question the longevity and re-use potential of the buildings themselves. There are a number of comments that reference the future redevelopment of redundant retail spaces throughout the County and whether or not this can be done at the scale necessary given the downward trajectory of this industry.

Overall County

Mapping Activity

During each workshop session and through the online tool, participants were encouraged to add a yellow sticky dot to a large table map if their comment or idea references a specific place or geography. Please find a composite map of all these comments below. Clusters have been identified along with their corresponding comments. This map is available for interactive viewing on the process website at www.envision-loudoun.org on the "Resources" page. Here users can scroll over individual dots and see comments for each of the five geographic conversation areas.

MAP: CONSOLIDATED COMMENTS

Source: MapBox, In-person and online comments from Envision the Future engagement, Envision Loudoun

Overall County

Areas of interest

The following clusters as indicated on the next page were identified by combining the table maps from each of the Envision the Future Workshops and the online mapped comments. A summary of comments has been included below each cluster.

163

TOTAL DOTS

1. South Riding

- Potential for expanded retail and commercial options throughout the area
- Need for expanded trails and parks
- Redevelopment potential of shopping centers

20

DOTS

2. Route 50 Corridor - West

- Need to maintain the TPA or preserve the rural heritage of the County
- Sustainable growth as a priority
- Traffic increasing on Evergreen Mills Road

20

DOTS

3. Maryland Crossing

- Debate over the proposed crossing of the Potomac into the County from Maryland
- Preservation of the natural beauty along Potomac River corridor

14

DOTS

4. Potomac River Corridor

- Conservation of natural beauty and wildlife habitat along the corridor
- Mitigate the impacts of any development or transportation projects

14

DOTS

5. Silver Line Extension

- Potential for a variety of housing types
- Traffic congestion at multiple intersections throughout the area
- Bike and pedestrian connections are important consideration

10

DOTS

Note: Dot counts are generalized based on the rough number of dots dropped in an area or direct references to the geography in the comments. Not all references to an area included a dot, but all dots have a related comment. These can be viewed in detail on the www.Envision-Loudoun.org website.

Transportation

A variety of transportation related activities were provided to gather feedback on how to shape the development of the Countywide Transportation Plan. The following activities asked for input on all modes of transportation across the County to capture the widest range of information that will ensure that all geographic regions and interests of the County are covered. Transportation priorities may not be the same across various context areas, and as such, this plan aims to individually address the needs of each context area uniquely. Participants included both those who attended the Round 2 Public Engagement meetings, as well as online participants.

Build-a-Street
Transportation participants were able to build their own cross section of a street they would like to see in the County in the future. A summary of this activity is on page 58.

Overall Findings by Context Area

Responses across the various activities provided information about preferred transportation themes within each of the following high-level context areas.

Rural

- Maintain current character
- Improve roadways but not at a level that attracts through-trips
- Bicycle and pedestrian facilities were somewhat favored

Suburban

- Congestion relief is a priority
- Consistent and connected pedestrian facilities
- Separated bike facilities
- Quality aesthetics
- Emphasis on safety

Activity/ Town Centers

- Generous sidewalks
- Quality streetscapes
- Lasting intersection designs
- Emphasis on walkability and transit supportive designs

Activity 1:
Transportation Survey

The transportation survey, consisting of twelve transportation-related questions, was handed out to each participant at the public meetings, regardless of which table topic they chose to discuss. This helped us capture participants that had strong opinions on a particular land use topic, but were also interested in weighing in on transportation. More than 500 surveys were collected. Below is a summary of the major findings.

Major results from the Transportation Survey by question

- **Majority of participants (83%) use a personal vehicle while less than 10% walk or bike (7%), use public transportation (8%) or carpool (2%).** Additionally, surveys were collected from residents representing 42 different zip codes (most frequent home zip code was 20165, 15%, most frequent work zip code was 20176, 8%).
- **Most (61%) participants prioritize travel within the County** while the remaining prioritize travel either out of or through (15% and 19%, respectively) and few survey responders travel into the County (5%).
- **Most users (81%) consider accommodation of diverse travel modes important or extremely important** in designing a transportation system, with only 11% of users responding 'neutral' or 'not at all'.

515
TRANSPORTATION
SURVEYS
COMPLETED

Note: The full Transportation Survey and 500+ inputs can be found in the document appendix.

Transportation

- Enhanced walk, bike, and transit connections to Silver Line was the top-requested area-specific facility improvement (48%) closely followed by 'Commuter connections to/from jurisdictions to the east' (34%) and 'Internal network east/west corridors' (33%). 'Internal network north/south corridors' (19%) and 'Rural connections to/from jurisdictions to the north and west' (20%) were also selected by a significant number of users.

- A majority (55%) of users prioritized funding for congestion relief as their top choice. The remaining topics varied in rank with 'Roadway Maintenance' and 'Safety Improvements' being least prioritized. Funding for multimodal options varied most greatly, with an almost even split between the four ranking options (1 through 4).

- The 'Preservation of rural/historic character' was most important (59%) to users concerning rural corridors while 'New roads to relieve pressure on traditionally rural corridors' (19%) was the next most important issue.

- In Eastern Loudoun, priorities were focused on 'Capacity Improvements' (34%), 'More multimodal facilities on existing roadways' (28%), 'Additional route options/new alignments' (26%), and leaving 'Safety Improvements' as 12%

- Concerning investment in bike and pedestrian facilities, users varied in their responses with no majority. Generally, 'Access to transit, jobs, and ped attractions' ranked 1st while 'Geographic distribution throughout the County' ranked last. In the middle, approximate ranking is 'Where there is the greatest opportunity for use' (2nd), 'Access to recreation use' (3rd), and 'Investments should be focused on safety improvements' (4th).

- Most users (cumulative 60%) considered enhanced bike/ped opportunities in Rural Areas of the County as important while only 12% of users did not think they were important at all.

- Most users agree that providing enhanced bike/ped opportunities in Eastern Loudoun was 'Important' or 'Extremely Important' (65%).

- The top two design considerations for bike/ped facilities that need the most improvements are 'Continuity of network' and 'Separation from vehicular traffic' (both 35%). 'Access' (13%), 'Intersection Safety' (9%), and 'Separation of bike/ped traffic' (7%) followed.

- Nearly half (47%) of users chose Town Centers/Activity Centers as the location which would benefit most if the County were to consider future investments to expand transit service. 'Suburban Places' (31%) followed and 12% of users expressed no need for extended service. The 'Rural Places' only resulted with 10% preference.

- A clear majority of users supported roadside lighting at places where there are safety concerns (72%) while one third or less supported lighting elsewhere. Only 1% of users supported lighting in 'Rural Places'.

Gathering ideas in-person and online
All participants at the in-person workshops were encouraged to fill out the twelve-question transportation survey. The questionnaire was also available on the process webpage.

Transportation

Visual Preference Survey

This activity was developed to obtain feedback on what type of transportation features are preferred in various context areas of the County. A photo collage board, featuring street elements of a multimodal variety, was provided for each context area: rural, suburban residential, and suburban commercial/activity center. Participants were given three dots to place on each board to indicate which features they favored by context area. The top three selections for each context area are indicated on the following graphics.

Results from the Visual Preference Survey

The following images were shared during the visual preference survey. The images receiving the top four votes have been indicated. For more results related this activity, including specific vote tallies, please refer to the document appendix.

Note: There was a tie for image number three.

Transportation

Transportation

Build-a-Street

Build-a-Street was an interactive exercise that offered the participants an opportunity to 're-design' an existing street or build one that has yet to be constructed. This provided feedback on preferred street elements in various areas of the County, as well as candidate streets for improvements. The station included an instructional board that also asked participants to place a dot on the street they were building. Participants were then provided a selection of potential street elements with a stand to hold the selected elements. Participants created their ideal typical roadway section for their selected corridors that included the features they believe are most desirable. Each cross-section was photographed and printed for documentation.

Results from the Build-a-Street Activity

The following streets - illustrated to the right with the map used during the activity - were the most frequently "built":

- Route 7
- Route 9
- Route 15
- Loudoun County Parkway
- Silver Line Metro Station area streets
- Potomac River Crossing

Many streets incorporated elements of greenery and landscaping and were also favorable bicycle and/or pedestrian facilities. Most participants that incorporated a bicycle or pedestrian element had them traveling separately from the vehicular travel lanes. See two illustrative examples below.

Transportation

Activity 4:
Bicycle/ Pedestrian Attractions

Participants were given 6 small dots to place on locations they would like to access by walking or bicycling. This activity allowed us to identify locations across the County that are favored by many bicyclist and pedestrians, as well as critical gaps between these desired destinations. Some popular locations in Western and Eastern Loudoun are identified in the following maps.

Bicycle and Pedestrian Network
Eastern Loudoun

Legend

CTP Buildout Network

Exist_Rd
— Existing Roadway
— Future Planned Roadway
▨ Village Conservation Districts
▢ County Boundary
▢ Town Boundaries
▨ Water
▨ Parks
○ Future Silver Line Stations
⋯ Future Silver Line Metrorail

Bicycle and Pedestrian Facilities
— Sidewalk
— Shared Use Path
— W&OD Trail
— On-Street Bike Lane
⋯ Recommended Shared Use Path
⋯ Recommended On-Street Bike Lanes

Regional Trail Network
— Existing Trail
— Planned Trail

Activity Generators
▣ Existing Park and Ride
▣ Planned Park and Ride
◉ Existing Activity Centers
◉ Planned Activity Centers
♟ Schools
🏥 Hospitals
◉ Wineries/Breweries
● Post Office

Popular Desired Destinations for Bicyclists and Pedestrians
High
Low

0 0.5 1 2 3 4 Miles