

Supplemental Packet

The following supplemental materials are attached:

- A. Revised Agenda
- H. Supplemental Staff Cover Memo
- I. DRAFT Chapter 2: Built Environment/Land Use, Rural Policy Area & Villages Section
- J. Public Comments Report – Rural Policy Area

STAKEHOLDERS MEETING AGENDA (REVISED)

Monday, March 5, 2018

6:00 PM Welcome / Administrative Items / Information Updates

- Introductory Comments from Committee Chair – Jeff Salmon
- Meeting Objectives – Alaina Ray

6:10 – 6:30 PM Update from Board of Supervisors February 22 Meeting

- Staff Briefing
- Stakeholders Committee Questions / Comments

6:30 – 7:30 PM Envision Loudoun 2040 Comprehensive Plan Chapter Presentations and Discussion

- Staff Presentation – Chapter 1: Introduction
- Staff Presentation – Chapter 2: Built Environment/Land Use, RPA Section Only
- Stakeholders Committee Questions / Comments

7:30 – 7:40 PM Break

7:40 – 8:15 PM Continue Discussion of Envision Loudoun 2040 Comprehensive Plan Chapters

8:15 – 8:30 PM Quality Development Policies, Strategies, and Actions

- Staff Presentation
- Stakeholders Committee Questions / Comments

8:30 – 9:00 PM Small Work Groups: Quality Development Chapter

- Exercise Setup
- Small Work Group Session

9:00 – 9:30 PM Small Groups Report Out

Important Documents

- A. Agenda 03-05-18**
- B. Staff Cover Memo 3-5-18**
- C. Project Timeline**
- D. Comprehensive Plan Draft Outline**
- E. Quality Development Topic Paper**
- F. Envision Loudoun 2040 Chapter 1: Introduction**
- G. Responses to Stakeholders Committee Requests for Information**
- H. Supplemental Staff Cover Memo**
- I. Chapter 2: Built Environment / Land Use, RPA Section**
- J. Public Comments Report - Rural Policy Area Section**

County of Loudoun
Department of Planning & Zoning
MEMORANDUM

DATE: March 2, 2018

TO: Stakeholders Committee

FROM: Ricky Barker, Director of Planning & Zoning

SUBJECT: **Supplemental Materials** - March 5, 2018 Stakeholders Committee Meeting

As mentioned in staff's email to the Stakeholders Committee on February 27, the draft Rural Policy Section of Plan Chapter 2 was not complete when the March 5 Agenda Packet was distributed. These materials are now complete and are provided as follows:

- Revised Agenda 3-5-2018
- Draft Chapter 2: Built Environment / Land Use, Rural Policy Area Section Only
- Public Comments Report - Rural Policy Area Section

At the March 5 Stakeholders Committee meeting, staff will provide a presentation and receive feedback regarding the Rural Policy Area Section. It should be noted that the Rural Policy Section is only one portion of Plan Chapter 2 and will not yet be able to be seen in context with the full chapter. However, the limited changes to this Policy Area allowed staff to work on this section prior to the remainder of the chapter and format it into the publishing program being used for the Plan, though some graphics intended for this section are still in production. This enables the Stakeholders to view an example of the layout and design of the Plan and provide feedback to staff that can be incorporated as the design of the Plan progresses.

Please note that much of the current Rural Policy Area wording from the current Revised General Plan has been carried forth consistent with the direction provided from the Plan Charter:

“...the Plan’s Rural Policy Area Chapter has, historically, been a set of very successful policies that have protected and enhanced the land area and the desired environment in that part of Loudoun County. Wholesale revisions or updates will not be required and any updates will be developed to strengthen and enhance the current set of successful and enduring policies applied in this area.”

The attached section from the Public Comments Report is a compilation of the public comments received through the Envision Loudoun Workshops and online platform. These Public Comment Report sections, produced by County Staff, will be provided with the associated draft Plan Chapters to give context to the Policies, Strategies, and Actions and to ensure the public concerns and comments are appropriately addressed through the new Comprehensive Plan.

At the March 5th meeting, please be prepared to provide your comments on the materials provided. During the meeting, staff will document the comments expressed by the Stakeholders Committee members on each chapter so we can use them to modify the chapters and/or they can be carried forth in the materials submitted to the Board and Planning Commission.

As staff delivers the draft Plan Chapters to the Stakeholders Committee, there may be instances when staff does not support certain draft recommendations and/or when staff recommends revisions to the draft Chapters. Staff will provide these Staff Positions to the Stakeholders Committee for consideration and these Staff Positions will be carried forward for consideration by the Planning Commission and Board, if the Positions are still applicable at that time.

As such, the following Staff Position is provided for the Stakeholders Committee consideration regarding the Rural Policy Area:

Chapter	Stakeholders Committee Recommendation	Staff Position
2	Reclassify Land Bays P1, P2, and Q1 from Rural Policy Area to Transition Policy Area	Staff does not support reclassifying any land within the existing Rural Policy Area

RURAL POLICY AREA

The Rural Policy Area is an enduring rural landscape that is characterized by a unique composite of natural and man-made environments, rural economy uses, working agricultural lands, open space, and a limited residential base, all of which provide a high quality of life.

The Rural Policy Area (RPA) occupies the western half of the County and is the largest of the County's policy areas. It encompasses approximately 230,000 acres, representing about 67 percent of the County's total land area. The RPA is comprised of a unique blend of pastoral landscapes, working farms, forested areas, mountains, and wildlife habitats. The RPA encompasses six of the County's seven incorporated Towns, 12 existing Villages, and numerous smaller crossroad communities. As of April 1, 2017, the population of the RPA is approximately 40,400 people, representing approximately 10 percent of the County's total population.

The RPA is divided into two areas—the Northern Rural and the Southern Rural. Each of these distinct geographic areas (see Rural Policy Area and Village Map) has different base residential densities in response to their dominant rural land use and development patterns. The Northern Rural area (geographically defined as north of Goose Creek and the North Fork of Goose Creek to the County border with Montgomery, Frederick, and Washington Counties, Maryland; Jefferson County, West Virginia; and Clarke County Virginia) is characterized by a mix of smaller lots that are interspersed with larger parcels that are still in agricultural use. The Northern Rural area,

proximate to the Towns within the Route 7 Corridor, has the highest concentration of residential development and a more developed paved roadway network with easy access to commuter routes. Additionally, the Route 15 corridor, both north and south of the Town of Leesburg, has experienced substantial residential growth since the Board adopted the Revised General Plan in 2001. The Southern Rural area (defined generally as south of Goose Creek and the North Fork of Goose Creek to the County border with Clarke, Fauquier, and Prince William Counties, Virginia) is characterized by an existing large lot pattern and represents the center of Loudoun's prominent equine industry. The Southern Rural area contains a number of large working farms that are accessed by a network of mostly unpaved rural roads. The Southern Rural area contains Loudoun County's largest amount of permanently protected land that is held under voluntary conservation easements. Both the Northern Rural and Southern Rural areas are marked by a scattering of Villages and small crossroad communities, which provide limited retail and commercial services to rural residents and visitors.

The RPA is home to a centuries old farming community that shaped the physical landscape and the social and economic fabric of Loudoun. However, over the past 30 years, as portions of the County and the region have become more urbanized, western Loudoun has faced increased challenges related to demographic changes, land use, economics, and transportation improvements, which have facilitated and enabled the conversion of land for rural residential subdivisions at an increasing rate as residents seek an alternative to urban life. The adoption of the Revised General Plan in 2003 and the





accompanying down-zoning of the majority of the land in western Loudoun in 2001 and in 2006, marked a dramatic turn in the County's effort to limit residential development in the RPA and established an approach for land preservation tied to the creation of a viable rural economy and the clustering of homes to preserve the rural character of the land. This Plan carries this approach forward.

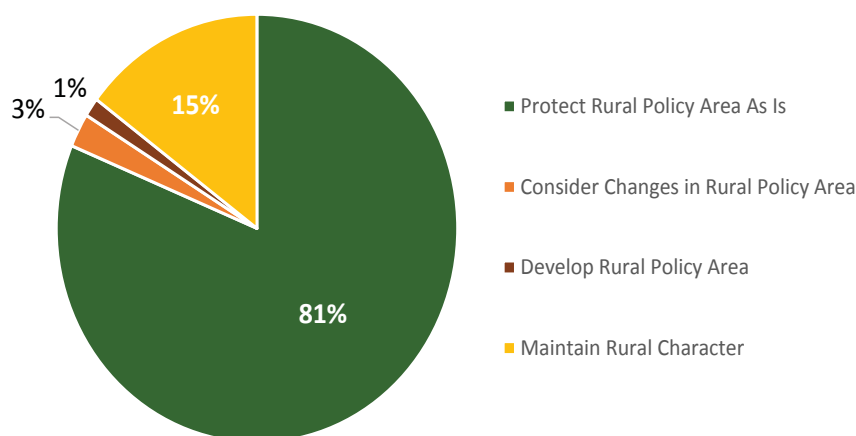
Cluster subdivisions remain the preferred residential development pattern in the RPA because these designs better preserve the natural features and open character of the land by tightly grouping homes on smaller lots so that a majority of the land is available for rural economy uses, agriculture, and/or open space. The concentration of homes in a clustered subdivisions also minimize the amount of roads, clearing and grading, and the overall footprint of development in comparison to a conventional by-right subdivision which require placement of homes on a uniform size lot dispersed over an entire property. A variety of residential development options exist within the Rural Policy Area, including conventional subdivision, spin-off lots, and rural clusters. The appropriateness of each development option will vary depending on site-specific characteristics such as parcel size, road access and location.

Between 2000 and 2016, 5,653 residential units have been built in the RPA. The "build out" analysis for the RPA, which reflects conditions as of July 1, 2016, indicates 91,000 acres of land is uncommitted to development projects, and this results in the potential for up to 11,643 residential units under current policy and entitlements. The acreage calculation includes parcels that are partially or fully developable and excludes floodplain, conservation easements, mountain-

side, and steep slope, which do not have development potential. The forecasted development from 2016 to 2040 in the RPA is 7,500 residential units based on current trends, which leaves approximately 4,000 residential units to be developed after 2040. The 2040 forecasts and the ultimate residential buildout for the RPA may be lower than projected above if property owners continue to retain and preserve large areas of land for agricultural, open space, and rural economy uses.

The County's land development approach for the RPA is to limit residential development so that land will remain available for the continued operation, expansion, and establishment of agricultural and rural economy uses that preserve the rural character of the landscape and support the County's environmental goals. Loudoun's rural economy has grown to become a collection of business uses that currently include crop and livestock production, forestry, horticulture and specialty farm products, farm markets and wayside stands, the equine industry, orchards,

Figure 1. Maintaining the Rural Policy Area - Public Comments



Source: Envision Loudoun Public Outreach, 353 total comments

What We Heard

Throughout the Envision Loudoun comprehensive planning process, residents have shared their concerns and suggestions. The public input sessions and online engagement activities indicate very strong public support for limiting residential development and maintaining the rural character of western Loudoun County. There was strong public support for preserving farmland in western Loudoun County for agriculture, crop and livestock production, and equine activities. Other comments, while supportive of agribusiness, tourism, wineries, and breweries, stressed the importance of striking a balance between preserving the Rural Policy Area and promoting a vibrant rural economy. See Figure 1.

vineyards, farm wineries, cideries, and breweries, hospitality services such as farm-to-table restaurants, rural resorts, bed and breakfasts, country inns, banquet/event facilities, private camps and parks, and other similar uses which are dependent on the rural land base for its agricultural productivity, scenic quality, and rural character to derive income to sustain business activities. The importance of these business to the Loudoun County has led to the implementation of a business development plan for the County's rural economy that aims to double the growth of the County's rural economic sectors within the next decade.



farms tend to be smaller in size than traditional farms that produce row crops or raise livestock. These farms include a number of pick-your-own farms which may have fruits, vegetables, flowers, Christmas trees, and other farm-grown products available to the public. A number of farms have also implemented Community Supported Agriculture (CSA) programs where people buy a subscription from a farmer to receive a weekly share of local seasonal produce, meats and other products (depending on the farmer's offerings).

The equine industry is a major component of the rural economy. Loudoun County leads the state in the number of horses, and the equine industry is the County's largest agricultural employer providing over 27,000 jobs associated with the care of these animals and the operation of barns and stable. The Virginia Tech Equine Center is located north of Leesburg, with Morven Park, Glenwood Park, and Oatlands providing regional venues for horse events. Other smaller stables are scattered throughout the County, which provide private lessons, boarding, and camps as well as host smaller events.

Loudoun County has the highest concentration of wineries in Virginia, with over 45 wineries and 738 acres in vineyards as of 2017. Loudoun County has been marketed as 'DC's Wine Country', though it also has the highest number of breweries in the state. The County has a total of 25 breweries,



**134,792
ACRES
OF FARMLAND**

The 2012 Federal Census of Agriculture identified 1,396 farms in Loudoun County (gross income of \$1,000 or more) with a total of approximately 135,000 acres of farmland in production. Over half of these farms (824) were less than fifty acres in size and a quarter of the farms (301) were between fifty and one-hundred and seventy-nine acres (see Figure 2). These numbers are slightly down from 2007 when the County identified 1,427 farms with a total of 142,452 acres of farmland in production. This illustrates a number of changes: 1) a shift in the type of farming in the County as land and operational costs continue to rise, 2) the subdivision of larger farms into residential lots, and 3) the decline in the number of farmers. In response to market trends, many farmers in the County have shifted to the direct marketing of agricultural products to consumers through either on-farm sales and/or farmers markets to increase profitability. These specialty



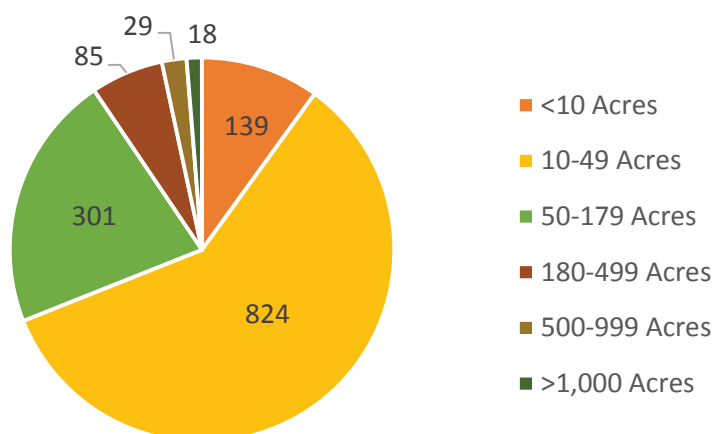
six of which are limited farm breweries located within the RPA. Black Hops Farm, located near Lucketts, is the site of the region's first hops processing center and Virginia's first dedicated malting operation. As of 2017, there are 10 hops yards in the County with 16 acres in production, and there are two growers cultivating 140 acres of malting grain for the production of beer and distilled spirits. Farm wineries, breweries and cideries that grow their own products maintain significant amounts of land in agricultural use which protects the rural character of the RPA.

The RPA is home to a number of hospitality and tourism businesses. These businesses contribute millions of dollars to the local economy through their visitors' spending on restaurants, retail goods, lodging, and the hosting of weddings and events. The wedding industry alone accounted for more than \$118 million dollars in tourism income as of 2017. Like many of Loudoun's other rural business uses, these hospitality and tourism businesses rely on the natural, scenic, and rural character of the RPA to attract visitors.

To support the rural economy and ensure that agriculture continues as a long-term use in the RPA, the County will continue to develop and support voluntary participation in programs that provide assistance and reduced tax burdens to land owners. Such programs and measures as the Land Use Valuation program, the Agricultural and Forestal District Program, the Purchase of Development Rights program, the Transfer of Development Rights program and public/private conservation easements will be used to encourage land-owners to use their land to expand the rural economy rather than to convert it to residential use. These programs also assist in the protection of the RPA's unique manmade and natural environment which directly benefit the rural economy.

Loudoun County and its citizens continue to recognize the importance of maintaining and preserving the farming and equine heritage, cultural and natural resources, open space, and scenic

Figure 2. Number of Farms by Acreage 2012



Source: U.S. Census of Agriculture 2012

beauty of the RPA as a fundamental component of the County's identity, which contributes to the overall economic vitality of the County and quality of life of its residents. The County's current growth management approach, which is being carried forward in this Plan, has been successful in limiting residential growth and sustaining the rural economy. This approach has contributed to the County's economic success through attracting businesses, residents, and visitors while maintaining the character of the RPA. The strength of the agricultural sector and the rural economy is a critical component of supporting the economic development and fiscal policy goals of the County. In the future, development pressures and the incremental loss of productive agricultural land to residential development will require continued monitoring by the County to maintain the RPA's unique character.



POLICIES

Land Use & Development

The RPA's land use pattern builds upon natural, cultural, heritage, and agricultural resources in order to provide character-defining features of the rural landscape. (LU&D Policy 1 & 8) (RE Policy 1)

Strategy: Support uses that protect, preserve, and enhance natural areas and open space, retain farmland and the vitality of the rural economy, and foster a high quality of rural life for residents. (LU&D Policy 2) (RE Policy 1)

Actions

- Encourage the consolidation of underutilized or undeveloped small lots into larger parcels for agriculture and rural economy uses. (Res Policy 4 & 5)
- Use public funds to create public and private conservation easements in order to reduce the land that is available for residential development and to provide land owners with financial options to support working farms, rural economy uses, and/or stewardship of the land. (REI Policy 7)

Rural Residential

Limit residential development to protect the land resource for agricultural operations, rural economy uses, and open space uses; minimize traffic impacts; and reduce the demand for additional public facilities and services. (Res Policy 1, 2, 3, 4 & 11)

Strategy: Where residential development does occur in the RPA, it should be designed in a clustered pattern that preserves the rural character, works with the land form to preserve and protect natural features, and conserves land for agriculture, rural economy uses, passive recreation, and open space. (GI Policy 2)

Actions

- Establish subdivision regulations and design standards that improve the design of clustered residential development. (GI Policy 1, Res Policy 11, 12, 13)





Rural Economy

Agricultural and rural business uses that are compatible with the predominant land use pattern will be developed in a manner that is consistent with the County's growth management, economic, and environmental goals. (RE Policy 1 & 2)

Strategy: Ensure compatibility of rural economy uses through the evaluation of the scale, use, intensity, and design (site and building) of development proposals in comparison with the dominant rural character and adjacent uses. (LU&D Policy 6, RE Policy 3)

Actions

- Adopt zoning regulations and development standards for rural economy uses. Such regulations and standards will address traffic capacity limits, safe and adequate road access, number of employees, site design standards (i.e., land disturbance, buffering, use intensity, siting, and architectural features), and public health, safety, and welfare. (RE Policy 3).
- Allow the establishment and/or expansion of existing commercial, industrial, and institutional uses by Special Exception if the use and/or expansion is designed to: 1) be small in scale and compatible with the rural character, 2) preserve ridgetops, natural tree lines, farmland, and open space, and 3) meet applicable zoning regulations and development standards. (RE Policy 14 & 16)

Strategy: Promote the retention and development of rural business uses that sustain and support the County's agricultural and equine industries. (RE Policy 8)

Actions

- Adopt zoning regulations and development standards that include new types of rural business and agricultural uses, permit flexibility for the sale of farm products, and promote rural tourism, hospitality uses, and similar kinds of appropriate low intensity rural business uses that are compatible with the character of the RPA. (RE Policy 3)
- Develop zoning standards to permit a variety of residential unit types and accessory apartments for seasonal farm laborers and year round tenant housing to support the rural economy. (Res Policy 9, 10 & 14)
- Develop County parks with trail networks, cross country courses, and equestrian riding rings or other equestrian-related features. (RE Policy 11)
- Develop a publicly accessible multi-use trail network (pedestrian, bicycle, and equestrian) to link private and public lands in the RPA in partnership with nonprofit entities, land owners, and developers of rural properties. (RE Policy 11 & 12)

Strategy: Promote and expand agricultural enterprises and the rural economy, and attract rural entrepreneurs to locate in Loudoun. (REI Policy 1)

Actions

- Promote rural business sectors and community events to support rural tourism, showcase the rural economy, and strengthen the economic vitality of rural businesses, villages, and towns. (REI 12 & 17)
- Develop a coordinated service approach to assist rural landowners in the review and development of proposals to maintain agricultural operations, preserve the agricultural potential of farmland, institute farm and rural business plans, and assist in filing applications, which support agriculture, agricultural activities, and the rural economy. (RE Policy 11)
- Retain the Rural Economic Development Council (REDC) as an advocacy and advisory committee on initiatives, programs, and policies that affect the economic growth and development of rural Loudoun County. (REI Policy 14)
- Support public education and job training in agriculture-based careers to ensure a stable agricultural work force. (New)

Strategy: Maintain the Land Use Assessment Program to provide property tax relief to retain and support agriculture, horticulture, forestry, and open space as critical components of the RPA. (REI Policy 4)

Actions

- Amend and update the Use Value Assessment program and other voluntary agricultural programs (such as Agricultural and Forestal Districts) to strengthen the rural economy, preserve the rural character, and maintain the viability of farming. (REI Policy 4)
- Develop additional incentives to retain and encourage agricultural enterprises and support land preservation. (REI Policy 4 & 6)

Strategy: Promote and encourage the preservation, rehabilitation, and repurposing of farm buildings and structures to maintain infrastructure for future agricultural enterprises and rural economy uses. Where possible, rural business uses should locate in existing agricultural and historic structures. (GI Policy 5)

Actions

- Allow exceptions to required zoning regulations and development standards to facilitate the use of existing agricultural and historic structures. (LU&D Policy 6)

Strategy: Support and increase farming activities and maintain a resilient food network for local consumption. (REI Policy 13)

Actions

- Promote community supported agriculture (CSA); the direct sale of farm products between farmers and local consumers including farmers markets, local restaurants and retailers; and the establishment of a permanent year-round indoor farmers market in the eastern portion of the County. (REI Policy 13 & 15)
- Facilitate effective distribution and assist in the marketing of locally grown products. (REI Policy 13)

Strategy: Protect farming and farmers from nuisance complaints in accordance with the Virginia Code provisions of the Right to Farm Act. (LU & D Policy 7)

Actions

- Develop zoning regulations and design standards that protect the right to farm. (LU & D Policy 7)
- Provide educational programs about farming practices and activities to reduce potential conflicts associated with the proximity of agriculture to nonagricultural uses. (New)

DESIGN GUIDELINES

Rural cluster subdivisions are a land development design that compactly groups houses on smaller lots as small as a quarter acre in a traditional community pattern while preserving large tracts of land for open space, agricultural production, and/or rural economy uses to preserve natural features and the rural character.

- Use existing topography, hedgerows, mature woodlands, and other site features to influence the location of the clusters to maintain the rural and scenic quality of the landscape.
- Vary lot sizes and setbacks to provide a compact cluster of building lots and maximize open space. (Res. Policy 11 & 12)
- Cluster development to retain large areas of agricultural soils for farming. (RGP, Chapter 5, GI, Prime Agricultural Soils Policy 2)
- Encourage the use of communal water and wastewater systems to serve cluster developments to protect water resources. (RPA, text)





Map 1

Rural Policy Area Place Types

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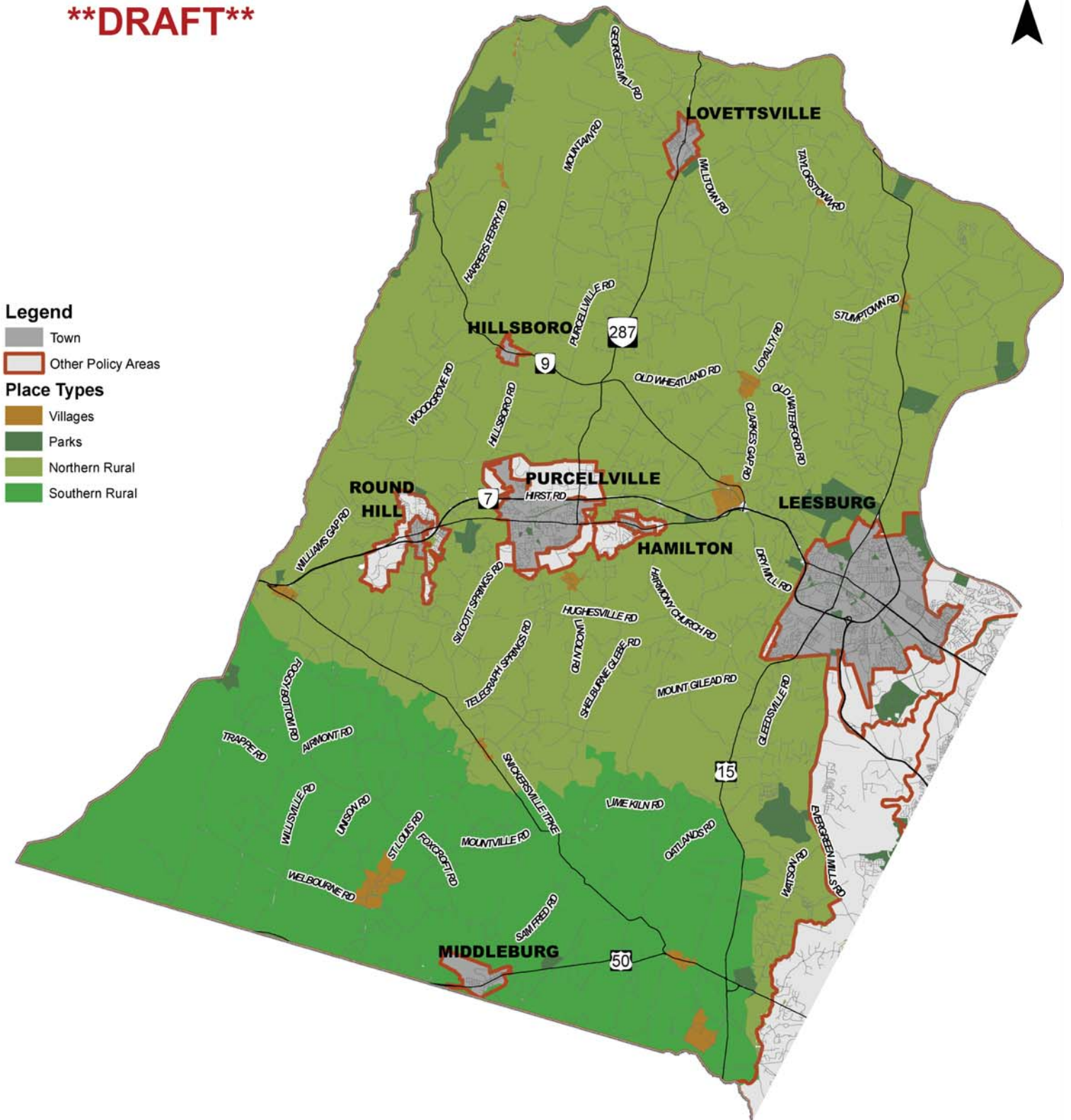


Legend

- Town
- Other Policy Areas

Place Types

- Villages
- Parks
- Northern Rural
- Southern Rural



0 2 4 6 Miles

Northern Rural



General Description:

Northern Rural areas consist of pastoral and forested landscapes that serve mostly agricultural and agricultural supportive uses with limited residential. The area allows for complementary agricultural, rural business, and tourism uses that comprise Loudoun's rural economy. This category also includes low density, large-lot residential subdivisions that are compatible with the surrounding pastoral character, and clustered subdivisions that group smaller residential lots while retaining large lots for open space, agricultural production and/or rural economy uses. Public utilities are not provided, but communal water and wastewater systems are encouraged for cluster developments. Minimum lot sizes are dependent upon land use and the development option chosen. All development applications should preserve and incorporate important viewsheds and green infrastructure elements.

Uses:

- Agriculture
- Agriculture support
- Equine
- Rural Economy
- Agri-tourism
- Rural/heritage tourism
- Open space
- Conserved Lands
- Very low density, large lot rural residential
- Clustered Residential Subdivision

Form and Character Guidelines:

Use Pattern	Separate Uses
Res. Density	1 du / 20 acres min
Cluster Option	1 du / 5 acres min
Bldg. Height	Up to 2 Stories
Minimum Open Space	70% of site for clustered subdivisions





Southern Rural



General Description:

The purpose of the Southern Rural area is to provide landscapes that contain mostly agricultural and equine uses, and allow for complementary rural economy uses. This category includes very low density residential with homes located on large lots that are compatible with the surrounding pastoral character and clustered subdivisions that group smaller residential lots while retaining large lots for open space, agricultural production, and/or rural economy uses. Public utilities are not provided, but communal water and wastewater systems are encouraged for cluster developments. Minimum lot sizes are dependent upon land use and the development option chosen. All development applications should maintain the distinctive rural character and rural economy that builds on the County's agricultural heritage and preserves the pastoral rural landscape.

Uses:

- Agriculture
- Agriculture support
- Equine
- Rural Economy
- Agri-tourism
- Rural/heritage tourism
- Open space
- Conserved Lands
- Low density, large lot rural residential
- Clustered Residential Subdivision

Form and Character Guidelines:

Use Pattern	Separate Uses
Res. Density	1 du / 40 acres min
Cluster Option	1 du / 15 acres min
Bldg. Height	Up to 2 Stories
Minimum Open Space	70% of site for clustered subdivisions



Villages

Villages are important historic settlements that possess significant heritage, cultural, social, and economic assets that contribute to the character of the Rural Policy Area.

The County recognizes the Villages as important features of the RPA that possess unique scenic and historic resources, act as gathering places for citizens, provide services to the surrounding community, and support rural tourism. Many of the Villages were established during the 18th and 19th centuries, in areas located around historic mills, railroad depots, or major crossroads that later developed as commercial and mercantile business centers that served the surrounding farming communities.

The Villages have gradually developed over a number of years and feature a variety of building setbacks, types, and styles as well as streetscapes that reflect the historic growth and character of the individual villages. The Villages are dominated by residential dwellings with some commercial structures that have upper floor apartments and offices. Small scale, non-residential uses, such as country stores, restaurants, antique shops, and other retail establishments that meet local needs and support tourism, are located within the Villages. In addition, numerous civic uses, such as churches, post offices, community centers, fire and rescue stations, and schools, are also located within the Villages.



12 Villages in the Rural Policy Area:

- Aldie
- Aldie Mountain
- Bluemont
- Lincoln
- Loudoun Heights
- Lucketts
- Neersville
- Paeonian Springs
- Philomont
- St. Louis
- Taylorstown
- Waterford

The County's land development approach for the Villages is to limit new residential, business, and commercial activities to uses that are compatible with the historic development patterns, community character, and visual identity of the individual villages. By encouraging compact, new residential and non-residential development within the Villages, these policies complement the County's efforts to preserve open space and maintain the character of the rural landscape. Although limited new development is anticipated in the Villages, new development should not pose a threat to public health or safety. Only three of the existing Villages—Aldie, St. Louis and Waterford—are currently served by public community wastewater systems, and Aldie is the only village that is served by a private water company. The remainder of the properties located within the Villages are currently served by individual water wells and septic sewage systems (i.e., conventional drain-fields, alternative systems, etc.), which limit the potential scale and intensity of development. Additionally, a number of the Villages are bisected by major roadways that experience high volumes of commuter traffic and impact the quality of life of residents. With careful planning and growth management, the Villages will maintain their scenic and historic character, as well as their social and economic viability.



POLICIES

New development and uses in Villages must be compatible with the historic development patterns, community character, visual identity, intensity, and scale of the individual villages and enhance the quality of life for residents. (Policy 3, 4 & 12)

Strategy: Encourage the retention and development of a variety of appropriately scaled residential and commercial uses that enhance the attractiveness and vitality of the Villages. (Policy 4 & 12)

Actions

- Develop small area plans and master plans for the Villages to support community goals and address issues related to land use and zoning, economic development, natural and historic resources, community facilities and services, water and wastewater, and transportation to maintain the character of the villages. (Policy 2)
- Retain existing Rural Commercial (R-C) zoning in the Villages and consider amendments to better meet the needs of village residents. (Policy 8)
- Develop criteria to evaluate existing Villages to determine if their current designation is warranted and amend the Comprehensive Plan and Zoning Ordinance as appropriate. (New)
- Develop criteria for evaluating other crossroads communities in the RPA for designation as Villages and amend the Comprehensive Plan and Zoning Ordinance as appropriate. (New)

Strategy: The scale, size, massing, and design of new buildings will adopt building forms and architectural styles related to the individual character of the village. New buildings will be oriented on their site to maintain the existing street pattern, street design, and relationship to other buildings to reinforce the historic development pattern of the village. (Policy 4 & 12)

Actions

- Develop zoning regulations, design standards and guidelines to achieve compatible building and street design to ensure that quality development occurs within the Villages.
- Clearly differentiate entrances into the villages from surrounding areas through appropriate street design, landscaping, and building placement.

Strategy: Preserve the character of the villages and their historic structures and sites through the rehabilitation and adaptive reuse of existing buildings. (Policy 11)

Actions

- Establish and expand the County Historic Zoning Districts for the Villages. (Policy 11)

Strategy: Higher than existing residential densities within the Villages will be supported when the design of the project reinforces the character, development pattern, and identity of the village. Conventional, suburban forms are not appropriate in or contiguous to Villages. (Policy 6)

Actions

- Adopt zoning regulations and design standards to encourage traditional housing on smaller lots, allow accessory apartments attached to single-family residential units, and allow residential units above commercial/retail uses within the Villages to provide housing options. (Policy 5 & 8)

Strategy: Business and commercial uses in the villages should be small scale, compatible with existing development, meet local community needs and support rural tourism. Large-scale commercial uses will not be allowed in Villages. (Policy 7 & 9)

Actions

- Adopt zoning regulations, design standards and performance criteria that are specific to the types of small-scale, community-related commercial uses that the County encourages within the Villages. (Policy 8)





Villages



General Description:

Villages consist of small, pedestrian-scaled rural communities that are compact in comparison to its surrounding agricultural landscape. These villages are designed around a small residential and/or commercial core that provide for the daily needs of village residents, surrounding rural residents, and visitors. Villages develop along main rural roads or crossroads. Predominant uses are rural or heritage tourism, single-family detached housing, live/work units, and retail and services.

Uses:

- Rural/heritage tourism
- Single-family detached residential
- Live/work units
- Retail and Services
- Multi-family over 1st floor retail
- Small scale retail / office
- Civic uses, community facilities, places of worship

Form and Character Guidelines:

Use Pattern	Separate or Vertically Mixed Uses
Res. Density	1 du / 1 acres min
Res. / Nonres. Mix	60-80% / 20-40%
Bldg. Height	Up to 2 Stories



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What We Heard

Rural Policy Area and Towns



Rural Public Comments – Rounds 1 and 2

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3. Rural Roads (98)	55
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3.2 Concerns about Traffic on Rural Roads (38)	57
3.3 Concerns about Rural Road Maintenance (13)	59
3.4 Pave Rural Roads (8)	60
4. Desired Amenities and Needs within the Rural Policy Area (157)	60
4.1 Broadband/Internet (56)	61
4.2 Trails (29)	64
4.3 Affordable Housing (18)	65
4.4 Parks and Public Facilities (17)	66
4.5 Alternative Transportation (15)	67
4.6 Entertainment (11)	68
4.7 Shopping (11)	69
5. Towns (236)	69
5.1 Leesburg (92)	70
5.2 Purcellville (26)	75
5.3 Middleburg and Aldie (23)	76
5.4 Lovettsville (22)	78
5.5 Round Hill (17)	79
5.6 Joint Land Management Area (JLMA) (12)	80
5.7 Collaboration between County and Towns (9)	81
5.8 Towns in General (35)	81

Overall Rural Public Comments (1,275)

Approximately 16 percent of all public comments received during Rounds 1 and 2 of the Envision Loudoun public input sessions pertained to rural western Loudoun County. In the event that a comment is complex and provides input on more than one broad category, such comment appears in this document in multiple categories. Figure 1 and Table 1 provide a breakdown of how many and what percentage of comments were received in various broad Rural Policy Area categories.

Figure 1. Public Comments - Rural Policy Area

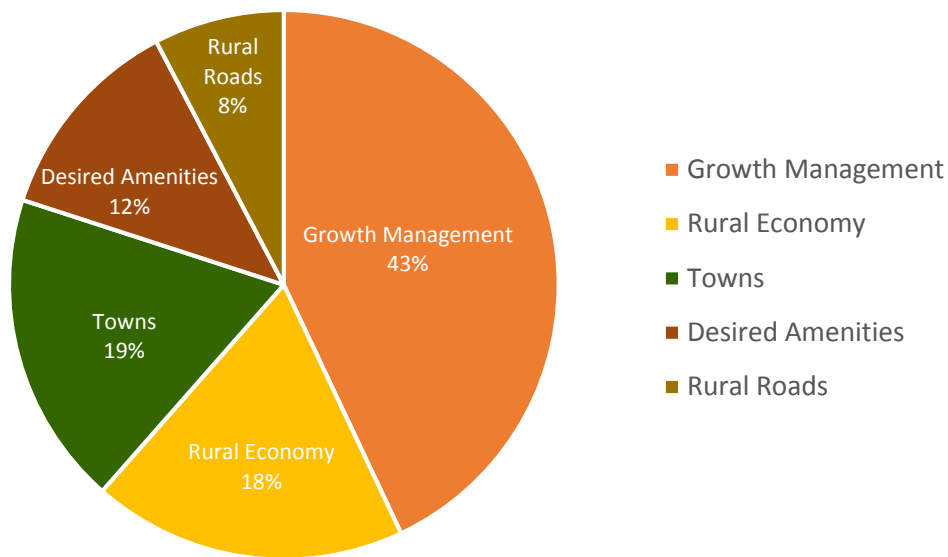


Table 1. Total Rural Policy Area Public Comments

Topic	Number of Comments	Percentage of Rural Policy Area Comments
Growth Management	548	43%
Rural Economy	236	18.5%
Towns	236	18.5%
Desired Amenities	157	12%
Rural Roads	98	8%
TOTAL RURAL COMMENTS	1,275	100%

1. Growth Management – Rural Policy Area (549)

The greatest percentage (43%) of rural and towns comments pertain to preserving the Rural Policy Area and growth management. A breakdown of rural growth management comments is provided in Figure 2 and Table 2. Tables 3-8 provide actual public comments about growth management, public needs within the western portion of the County, rural economy, rural roads, and towns.

Figure 2. Rural Policy Area - Growth Management Public Comments

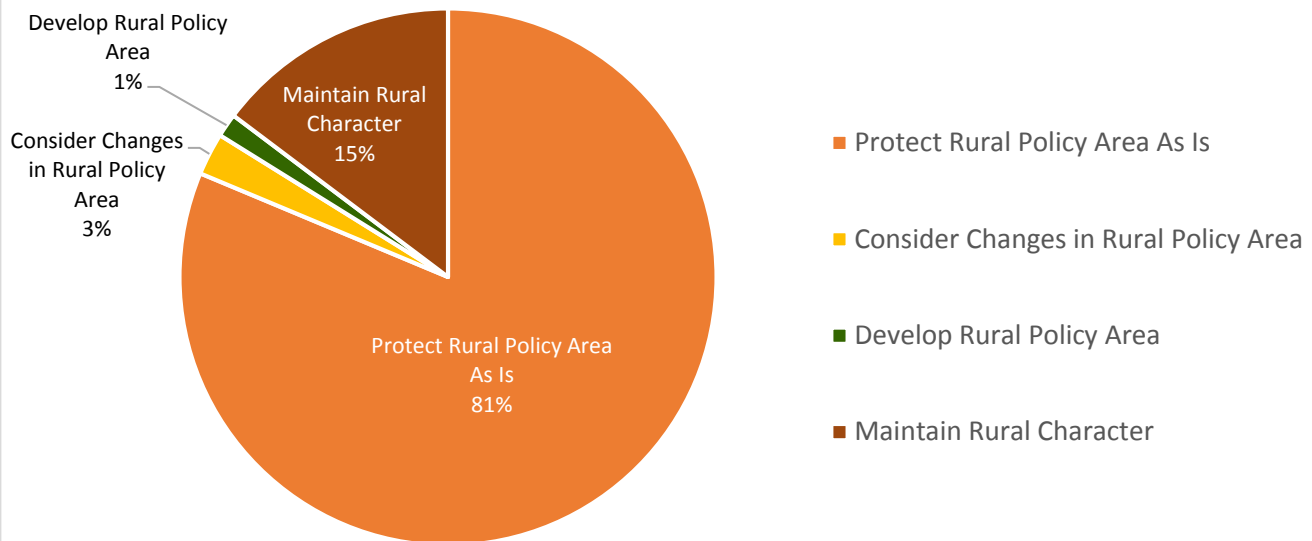


Table 2. Total Rural Policy Area Growth Management Public Comments

Topic	Number of Growth Management Comments	Percentage of Growth Management Comments
Protect Rural Policy Area As Is	287	81%
Maintain Rural Character	52	15%
Consider Changes in Rural Policy Area	9	3%
Develop Rural Policy Area	5	1%
Subtotal	353	100%
Growth Management Tools:		
Transfer of Development Rights	99	
Conservation Easements	97	
TOTAL GROWTH MANAGEMENT COMMENTS	549	

1.1 Preserve the Rural Policy Area As Is (287)

Public comments indicate very strong public support of keeping the Rural Policy Area intact and preserved as it is with no increase in density and no further development. According to public comments, having distinct policy areas—the Rural Policy Area and the Suburban Policy Area buffered by the Transition Policy Area—is what makes Loudoun County unique. Comments reveal public concerns regarding increasing development pressures and decreasing open space and agricultural land in western Loudoun County.

Table 3. Actual Public Comments – Preserve Rural Policy Area As Is

#	Comment
1	Abolish AR-1 so the rural area is all AR-2
2	Abolish AR-1 zoning and let all the rural area be AR-2.
3	Add specific Rural/Agricultural preservation to shape. You talk about considering and integrating it, but not preserving it.
4	Ag is dwindling, don't lose it
5	Again, my main concern is for preservation of the rural policy area, as well as historic towns and villages. I primarily would like for development to stay out of this area; however, I would welcome efforts to preserve existing historic structures, as well as efforts to drive interest in the area and support rural and town/village businesses that are consistent with the character of the area.
6	A lack of appreciation for the intrinsic value of rural Loudoun and a real commitment to saving it for present and future generations. New residents want their rural roads paved and the residents of a subdivision often outnumber the property owners on the rural road so the paving is approved to the detriment of the character of rural Loudoun.
7	Allow for more commercial agricultural uses to discourage by right development of single family houses.
8	As a former resident of Fairfax County, I do hope that Loudoun will not go that route and over-develop. The rural areas in Loudoun are a blessing to ALL of us and I can only hope they will not be jeopardized.
9	As a rural landowner/farmer facing an unrelenting threat by developers to our irreplaceable and unique countryside, I fear that our natural beauty will be ruined forever and our history erased and paved over to line the pockets of a few. The highest and best use of the remaining Loudoun countryside is that it remain rural, with traditional farms growing food in addition to the wineries that serve as tourist attractions.
10	As little change in Western Loudoun as possible
11	Balance between rural and developed places.
12	Better protection of what is conservation easements
13	Better represent western Loudoun; consider new boundaries for district or create new districts
14	Board of supervisors wants to merge the two parts of Loudoun together too much
15	BOS be more familiar w/ Western Loudoun before approving development
16	Build less houses and preserve the farms and land.
17	By failing to make a clear distinction between the vision, goals and objectives for the suburban east, transition zone and rural west, the document seems to remove one of the cornerstones of the existing comprehensive plan. It's fine to be inclusive and state broad goals that apply to the whole county, but I hope this doesn't mean retrenchment on the fundamental distinctions that have been drawn between the three areas of the county.
18	Compete: Be an economic force & Connect: Bring people & places together: There is too much emphasis being placed on what is good for business and investors (building a bridge, tearing down trees only to be replaced by more and more buildings, etc.) and not enough on the existing community itself (our heritage,

	agriculture, focusing on current traffic flow issues rather than creating new ones by building a bridge).
19	Conserve open space, farms, villages, roads open space, historic properties
20	Control Proper density - limit high density residential the further west you go
21	Continue protecting what makes Loudoun unique. Heritage, sites, villages, old roads (rural), Small towns
22	Continue to protect and preserve Western Loudoun, it is a gem.
23	Continue to protect rural areas. Promote agricultural use. Transition areas should be scrutinized to protect the entire county from overdevelopment and congestion.
24	Control commercial growth without tarnishing the country lifestyle of western Loudoun
25	Couldn't fit anywhere, need to be more specific -> add while preserving its natural beauty, heritage, and environmental resources
26	County must keep a fire wall against development spreading west
27	County should evaluate by-right density in western Loudoun County; down zone in order to protect the western character
28	Create a regulation where each new construction home in rural Loudoun must be on a 5 acre or greater plot. This will spur further traffic issues associated with medium to high density housing projects that continue to pop up.
29	Create a way to keep large landowners in Loudoun who don't want to develop
30	Density in areas already dense, keep the rural. Find a way to help keep farms.
31	Develop east so preserve west, seems to be theme.
32	Do everything possible to avoid further soul-deadening, monotonous, townhouse sprawl, devoid of retail life, street life, or anything distinctive of Loudoun character. Ditto for the meadow-muffin mansions that spring up in western Loudoun, designed with beautiful fronts and ugly, cheap vinyl and maybe one window on the remaining three sides"yet visible from all angles in the open, former pastures they now occupy. USE TOURISM ECONOMICS TO COUNTERACT THESE DEGRADING TYPES OF DEVELOPMENT. If more development is needed doubtful encourage rural-village concepts, with embedded retail.
33	Does not specifically endorse or speak to rural area
34	Don't foresake rural land for growth
35	Don't permit rezonings or special exception uses that increase the development intensity/density of rural Lo. Co.-don't change rural character of Western Lo. Co.
36	Down-zone the rural west and other wise strictly limit uses in this area to preserve its integrity as a true agriculturally-based economy.
37	Eastern Loudoun County supervisors not understanding what makes Western Loudoun special and such a great contributor to the whole county. 10 acres in Western Loudoun is NOT a lot of land or open space.
38	Educate County about and protect rural road network as a scenic historic reserve
39	Enforce conservation easements! Defining "performance standards" for zoning of Western Loudoun especially conservation easements
40	Ensure minimum lot sizes and minimum green spaces in W Loudoun development
41	Ensure that the rural character is maintained. This can only be done with very conservative land development policies and adequate support infrastructure for agriculture.
42	Expand and protect Western Loudoun County
43	Fairness and equity for large landowners choosing not to redevelop
44	Generally, yes, I feel that the vision, goals and objectives move us in the right direction. They encompass most of the needs, current assets and opportunities for Loudoun such as more diverse housing, preserving the rural landscape/economy of Western Loudoun, and encouraging placemaking so that there is more "flavor" to Eastern Loudoun in particular as well as more things to do/places to gather.
45	Give extra support for objective #4 & #5 under compete - building on our unique rural heritage
46	Goal: Shape I am concerned that there is too much emphasis on development here. Every objective seems

	to stress more building. I favor limited development in suburbs and towns, but strict control over growth in both the transition and rural areas. Currently our historic sites and rural areas are a treasure both for the residents of those areas and the tourists who escape from developed areas to visit them. Western Loudoun will lose its charm if the developers have their way.
47	Goal: Shape: one objective speaks of complementing surrounding development with distinct rural form and another asks that development "consider" natural and historic resources. They feature "development." We need an objective of preserving Loudoun's unique rural resources--agriculture, open space, and historical tourism. We know many people in east and west expressed this goal; why are you omitting it?
48	Growth should be centered around the Silver Line. The unique historical character and environment of rural Western Loudoun should be preserved for future generations. We already have thousands of housing units and businesses permitted under the current Master Plan. Do not deviate from its transition zone and allow exception after exception to ruin it, particularly for the environmental damage it would cause that will affect the water, air and other factors in the entire county.
49	Have Western Loudoun look exactly the same/no change. (W. of Rt. 50)
50	Historical aspect overplayed, green portion important, keep it green/rural; historical not "all that"
51	Hold to 3 areas and make them distinct. Each appropriate for each area
52	Housing opportunities-affordable, in country, must have affordability, preserve ag/open space--farmers can transfer their knowledge and equipment to future farmers as needed
53	How do we keep rural while growing economy, transportation. Pressure to intrude on transportation area because of lack of space. Economically feasible? West? Appeal to younger generation. Keep rural intact. Increases taxes for farmers buildings disconnect. Most valuable resource for protection. Unique to our area.
54	How to preserve Western Loudoun
55	How to protect land; trends disturbing; large farms will break up
56	I am concerned that the vision, goals and objectives continue to place too much emphasis on development and not enough emphasis on sustainability and preserving the rural character of the county. It is concerning to me that even in the discussion of sustainability, the focus is on "green infrastructure." We need forests, not infrastructure; fields, not "green spaces." Once that is lost, it is lost forever. I strongly support the pillars which speak to enhancing the quality of life and strengthening our natural and historic assets. I believe, however, that the plan places too much emphasis on "meeting the needs of businesses" and economic development. Loudoun County is already strong economically. We need to give greater thought to the needed services and supports to accompany that economic growth, which are lacking. For example, it's ridiculous that we're one of the wealthiest counties in the nation and we don't offer full day kindergarten -- we need to focus on funding our schools at the elementary and high school level, before we add more new home development!!
57	I am for maintaining our current zoning and keeping as much farm land and open space as possible. More helper/skelter development is going to ruin what natural beauty Loudoun County has left.
58	I believe that development should be very limited to maintain the current amount of farm land and rural setting in this part of Loudoun County (Purcellville, Hamilton, etc.). This rural setting is the county's greatest asset and draw to this area. When I bought my home here, it was because this part of Loudoun County with its country roads, beautiful trees and gorgeous farmland did not look like the over built areas of Northern Virginia which so many people detest and regret now.
59	I believe when it comes to western Loudoun we are very close to where we need to be. The temptation is to allow special exceptions to increase development on certain parcels. As I noted above, that becomes death by a thousand cuts. We need to follow our comprehensive plan for maintaining a vibrant rural economy in Loudoun that includes all segments of agriculture. Loudoun currently ranks #1 in acreage in grape production, #1 in number of wineries, #1 in berry production, and is still on the top third of Virginia

	counties in beef cattle as well as sheep and goat production. This doesn't even touch on our 180 million dollar equine industry and our #1 ranked horse population for the state. In short, we need to recognize that we are doing a good job, and address small regulatory and zoning issues when they arise, but don't lose sight of the fact that it has been a success!
60	I don't think this does nearly enough to protect the rural landscape of Western Loudoun. We need to make it a top priority to preserve the open spaces and historic landscape that makes Loudoun such an incredible place to live. Not only does it provide a wonderful place for its residents to live, but it is also the primary basis of tourism in Loudoun. We are so fortunate to have such a beautiful historic landscape and it is our duty to do everything in our power to protect and preserve it. We also need to further emphasize the importance of preserving the transition area because it is a critical buffer and protective barrier for Western Loudoun.
61	I found it overly generalized. I hope the current zoning within the Transition Area is maintained. I would like to see incentives for our local farmers so that our farms that provide local sources of food don't disappear. The latest burden of taxes on barns and chickens is very discouraging. Is this a hidden agenda on behalf of developers eager to acquire more rural land for housing developments--which creates more traffic demands.
62	I like rural western loudoun. You will succeed by not succumbing to developer interest
63	I like this: 4.A viable rural economy that builds upon the county's unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses. But I don't see how that is possible with all the building in Leesburg. Shouldn't destroying old farms NOT be on the agenda?
64	I think any development that occurs anywhere in Loudoun needs to be consistent with the character of the area in which it exists, as well as the envisioned character of that area. To me, this means suburban residential development that creates cohesive neighborhoods, as well as commercial and mixed use development that contributes to the interest of the area and a sense of place, transitional policy area residential development that is less dense and provides an appropriate transition into the rural parts of the county, and very little, if any, development in the rural parts of the area (excluding, of course, minimal public works and infrastructure as needed to support the needs of residents in this area).
65	I live in Western Loudoun (Round Hill) and have been very unhappy with the "build out" mentality of putting homes everywhere. We need to keep green space as is! Both humans and animals need it. Please limit future homes to minimum of FIVE ACRES EACH LOT. Thank you for listening!
66	I think that the overall plan of the vision, goals and objectives moves the county forward in the correct direction, but with that being said, it is absolutely crucial that the distinction be made between the developed East and the rural West of the county. The Transition Zone must be protected and development in the western part of the county strictly controlled. Overall, the eastern part of the county gets the bulk of the attention, while the west is the beautiful area but lacks the support of the county to promote its historical, agricultural and equine significance to the county.
67	I think that the rural nature of western Loudoun County needs to be preserved by maintaining the current zoning.
68	I think the goals need to reflect keeping Western Loudoun more rural and less opportunity for building tacky-tacky housing that builders slap up in a week.
69	I think the major obstacle is the temptation to allow additional single family home density in western Loudoun. We already have many, many homes already in the pipeline. We need to utilize density in the east, near metro, where folks can take advantage of that infrastructure to live, work, and play, while maintaining the rural west as a place for those eastern residents to play, but also a place for our farmers to PRODUCE. I live in a small 120 year old farm house, and while there are trade off's for choosing to live where I do (no high speed internet, no grocery store 10 minutes away, etc) the benefits of being able to farm, and living in an area close to nature is why I live out here. In looking at our neighbors to the east in Fairfax, beyond the simple fact of the intense suburban development is that there is VERY little historic

	<p>Fairfax county left. Unlike western Loudoun where we have plenty of historic homes, commercial buildings, and even schools, Fairfax has lost almost all of its history, and I think that's another thing that makes Loudoun special. So again the challenge is that when we do redevelop areas, not to lose the historic structures that made them interesting in the first place. Old homes and buildings give people a sense of place and provide a connection to our past, which makes the area seem less transient and cookie cutter. Its easy to look at a place and say "well George Washington didn't sleep there, its not historic"...but when I talked to my 80 and 90 year old neighbors about the history of my house and my property, it gives me a connection to those who went before. If my house were to be torn down, no one would be able to say "that was the first house in the area that got a radio so its where we all used to listen to the Joe Louis fights" In any event, again, don't be tempted by cutting around the edges and rezoning rural western Loudoun or allowing historic areas in our towns and county to be bulldozed. These are the things that make Loudoun special. Developers will come and go...build, and move on to the next project. But our history and our residents, especially our farmers are here for the long haul.</p>
70	<p>I think they do. Coming up with goals for Loudoun County is an interesting and difficult task, given how heterogeneous the county is (with its varying densities of suburban development, its planned urban developments, its historic towns and villages, and its rolling countryside). I think that pretty much everything that I think should be a priority is encompassed in these goals; however, the trick really is the balance. It is just as important in my mind that Loudoun puts the proper weight behind each goal. That said, I think these should be the top priorities for Loudoun in the years to come:</p> <ol style="list-style-type: none"> 1) By far, the topmost priority for Loudoun County must be protection of its rural and historic assets. Loudoun is unique in the suburban counties of the DC area in that it has so much unspoiled rural space, and that this area (and adjoining areas, such as Leesburg) contains so many wonderful historical assets. It is, frankly, the main reason that I love Loudoun County. I am glad that this is mentioned in the goals, but the county cannot lose sight of it. I am certain that as free land becomes scarce in the suburban area of the county, some real estate developers will press for more dense development in the transitional policy area, and as opportunities to develop that land become scarce, there will be pressure to allow more development westward into rural areas. When this happens, Loudoun <i>*must*</i> draw a hard line against suburban development in the Rural Policy Area. Destruction of the historic assets in that area would be unconscionable, and suburban development of it would be nearly as destructive. I also feel that Loudoun must continue to make resources available for the preservation (both natural and historic) of this countryside, and do its best to make sure that contributing historic structures are maintained. I am glad that agritourism has begun to play a large role in our county, as it drives up interest in the rural areas and provides money to preserve them, so I also support efforts to increase agritourism in Loudoun County. 2) Though I feel most strongly about historic and rural preservation by far, I feel that Loudoun's second priority should be to create a sense of place in the suburban portions of the county. There are some developments that seem to do a good job of this (Village of Leesburg, One Loudoun), and there are a number of places in the county that seem dominated by nondescript strip malls. I think that Loudoun has the opportunity now, before the county is too built up, to make sure that development supports a sense of place. This isn't just a commercial task, and I think that insisting on cohesive neighborhood design and the preservation/creation of public spaces is also key. 3) Finally, I think that making it easier for Loudouners to live a full life, and especially one not dominated by commutes and traffic, is certainly a priority worth pursuing. I again see this as a something that should be taken care of in the Suburban Policy Area (as I am wary of extensive development, including infrastructure development, in Loudoun's rural areas). Improvement of Loudoun's roads and transportation options is of course a given and will be for many years to come, but I think the real brass ring would be to attract more businesses, with relatively large workforces and in industries that can support Loudouners' salary needs, to set up shop here in Loudoun County. I am not certain exactly how to do this, but I think it is worth Loudoun County's full attention.
71	<p>I would like to see protection of the natural environment that Loudoun has been blessed. Rural landscape, water quality, wildlife and the beautiful open space that uniquely identifies this land. The continuous</p>

	sprawl of development that robs us of that unique and valuable identity is an irreversible travesty.
72	I would like to see sustaining Loudoun's natural and historic assets be a TOP priority. It is the most important item/goal on the list.
73	If Western Loudoun remains rural and farms, vineyards, b and bs remain and are not put out of business because the area is suburbanized. One trail riding operation already closed because people don't want to ride by a development.
74	I'm concerned about that the supervisors are going to cave in to pressure from development interests in the Transition Area, despite the feedback that tax paying citizens in the Transition Area and Western Loudoun have given. Please do not destroy our quality of life with unsustainable growth; in the end this will serve only home builders and cost tax payers who pay for new roads and schools. There is plenty of room to develop near the new metro stations where it makes more sense, and this will not add pressure on crowded roads and the limited water supply.
75	Improve amenities will destroy Loudoun. Road sustum is limited but like it. Spme statements are broad - "development that integrates with historic, preserves the history. There is a desire to preserve the amenities of western Loudoun. The unique natural historic resources needs to be preserved. Recreation that are passive and low key. Sustain goal - "throughout the county"
76	In vision - want to see reference to "respect" and "respectful" of whats there and not overrun whats there with what we want, Loudoun is pretty rural - whats here, farm community
77	In vision statement - need to add protection + preservation of environment and natural resources & agricultural resources
78	It needs a statement about preserving the rural west.
79	It needs to emphasize the preservation of what we love about Loudoun -- the beauty of open spaces, agricultural and wild preserves.
80	It seems the vision implies and assumes growth. The first tenet is economic development and the last is to preserve history, under transportation. Should be more emphasis on preserve, protect, conserve in the Western portion of the county.
81	It's great to have vision, goals and objectives but these are the same lofty concepts that are created in a vacuum and in a room with residents and a lot of marketing speak (and I'm a marketing professional). What I believe the County desperately needs is to engage the best land planners and fully evaluate all of the current zoning, approved projects, land availability and come up with a concrete plan instead of swinging from growth to no-growth every couple of years. The western part of the county is a huge asset to the region which the eastern part of the county needs to recognize. Western rural land should be protected and that that is already zoned (included eastern portions) should be carefully planned or Loudoun will turn into the zoning mess that other counties to the east are grappling with.
82	Keep county rural; preservation/development needs to be in all goals
83	Keep current residential density in Western Loudoun as is
84	Keep density same in west
85	Keep Green Space! Limit building West of Leesburg (both commercial AND residential) to one per 5 acre lot.
86	KEEP LOUDOUN BEAUTIFUL! Continue to restrict growth to towns and villages.
87	Keep open space, keep it rural, farmland
88	Keep rural area as is, but transition area likely gone
89	Keep rural areas rural and build around the existing towns.
90	Keep rural Loudoun rural-Gravel roads
91	Keep rural part of County rural for tax base
92	Keep the Blueridge area rural with min 3 acre zoning.
93	Keep the rural character of western Loudoun. It is our open and agriculturual land spaces that are presently

	enabling a thriving agro-economy. The encroachment of "spectrum price point housing" would quash the current flow our tourism to western Loudoun by enactment of subsuming open space for housing but also by the deterrent of traffic congestion. Rural roadways are part of the touristic "charm" of this area.
94	Keep the west rural
95	Keep the western portion of the County rural and not suburban. Otherwise Loudoun will become just another urbanized suburb and our rural economy and tourism will die and our taxes go up, way up!
96	Keep towns in western Loudoun from expanding in order to preserve the rural character of the county--do not permit annexation that permits development that changes the rural character.
97	Keep W Loudoun peaceful, relaxing-keep scenic views. Limit density to the E part of the county
98	Keep w. Loudoun rural but clarify definitions for zoning so developers must follow
99	Keep western Loudoun a place that supports traditional ag, but is respectfully friendly to tourism and heritage tourism industry
100	Keep Western Loudoun as a destination-trails/equestrian/wineries/national park
101	Keep Western Loudoun as it is with an essentially rural nature and with low density housing (3 acre plus lots).
102	Keep western Loudoun free of "big box" stores, keep it commerical via agricultural and tourist businesses only. DO NOT approve much residential build out here. You have the opportunity to make western Loudoun a booming tourist area by keeping it open and green, and the tourists will come to visit the wineries and breweries. I would encourage AREA-SPECIFIC lodging that complements the area (nice hotels that are not low budget chains).
103	Keep Western Loudoun from being covered in development. Maintain woodland spaces, everywhere. Respect historical sites.
104	Keep Western Loudoun rural - livestock, agriculture, forestry
105	Keep western Loudoun rural and as undeveloped as possible. No commercial development outside the towns. Severely restrict residential development, along the lines of the current Comprehensive plan
106	Keep western Loudoun rural and focused on agriculture
107	Keep western Loudoun rural and keep it wine and craft beer based
108	Keep Western Loudoun rural and manage growth in Eastern Loudoun.
109	Keep Western Loudoun rural nature, ag in rural economy needs the focus-need ag in economy
110	Keep western Loudoun rural! It is vital that the towns be given a fair say in their development, agricultural and viticultural landowners be protected and traffic mitigated by strong public transportation and walkable/bikeable paths and development -- not more "by right" housing developments and road expansions that merely attract more traffic without solving the problem. A future Loudoun should continue to draw strong eco-tourism and green businesses attracted by the character of the countryside, with support rather than hindrance from the county and developers. (This benefits the whole county, as the air and water quality on which all residents depend is controlled by the quality of the buffer in the undeveloped areas.)
111	Keep western rural
112	Keep zoning as is in western Loudoun
113	Kicking people out of the rural areas
114	Land needs to be seen as valued for farming
115	Leave western Loudoun as is! No more houses. Promote farms whether it be farms, wineries, orchards. Anything to promote wide open spaces.
116	Like sustain goal reference to pastoral, rural landscape. The zoning change in rural Loudoun has helped, hope it doesn't change
117	Limit development in Western Loudoun (retail/commercial shopping areas)

118	Limit growth in western Loudoun county
119	Limit W Loudoun growth; protect agricultural tourism
120	Long overdue for plan update. Need flexibility in plan to address new things as they come along. Have push/pull of east and west - think if we can leave rural as it is. Look at transition - for change - provide connectivity from rural through transition - to suburban area - there is a need for change - support some of the new ideas - not remain static - believe we are working with a rigid plan now - think we have an opportunity. As for specifics - on the vision & goals - would like to see a little more meat and a little less fluff. Building on data center analogy - need to plan for what that is going to be when that use/need goes away. Need to anticipate change in the future from self driving cars to mini houses
121	Look at what Montgomery County, Maryland has done to keep rural and urban separate
122	Look Fauquier County as well as role model for rural area
123	Loudoun is a diamond in the rough of northern Virginia. Too often, development pressure, empowered by political money has left many residents behind, while forcing them to deal with increased traffic congestion, poorly planned development, and corporate first policies, especially regarding rural broadband. I support (1) careful planning for commercial and residential; (2) greater control of rural business economic development so it better respects and protects our historic landscapes; (3) innovative transportation planning to deal with the tremendous traffic problems; and (4) communications infrastructure that supports the entire county (licensing for cable and internet should require providers to cover the ENTIRE county).
124	Loudoun is growing too fast, outgrowing schools, roads, etc. Being on the list of fastest growing counties in the country is not a good thing. Falling on that list would be a good sign. Keep western Loudoun rural, we're succeeding as long as it stays rural.
125	Loudoun will remain an attractive destination for business, their workers and families so long as it isn't just like every other county in the D.C. Metro Area (poorly planned and overrun with development and traffic). *The Metro train is a blessing. Let's use it fully and plan ALL new development around it. *Leave the rural countryside as is. Don't let the mistakes of the past repeat themselves. *The developers don't care about us. They only look for profit. Let us not let their vision hold sway. *Instead let us maintain our historic connection to the country while simultaneously improving EXISTING communities and attracting more business through improved transportation infrastructure in already-approved development areas.
126	Love Western Loudoun as it is, keep open space, horse farms, fight development pressure/housing development
127	Make keeping open spaces a priority, do not ruin western Loudoun County with poorly thought out housing developments.
128	Maintain appearance of rural area
129	Maintain AR-zoning lot sizes in Western Loudoun
130	Maintain beauty of western loudoun
131	Maintain character of rural area
132	Maintain character of transition and rural areas, towns, villages
133	Maintain house per acre ratio that is in Western Loudoun now
134	Maintain the rural character of Western Loudoun.
135	Maintain two distinct areas: rural west, urban east
136	Maintain zoning and land use policies that promote the agricultural economy of western Loudoun. The special part of Loudoun is that we have the suburban East and the rural West. Agricultural enterprises need a critical mass of land on which to operate and once our land base drops below a certain threshold, the rest of the industry will suffer. Our farmers and rural business owners supply our eastern Farm Markets and restaurants, while also bringing tourists to the west to visit vineyards and wineries, to bike,

	and to enjoy pick your own operations. We have a real special balance and place here in Loudoun, please do not do anything to lose the agricultural and historic nature of western Loudoun.
137	Making a great place - need to limit the loss of rural farmland
138	More details needed. Keep west rural, these don't capture this idea
139	Mostly. However, it is of the utmost concern to every resident of Loudoun County--east and west--that we preserve the rural character of Western Loudoun. We must confine development, both residential and commercial to Eastern Loudoun as we have done in the current Comprehensive Plan. If we don't, we'll have one large, overtaxed, underfunded, unsustainable suburb that will benefit no one except developers.
140	Mostly. Would like to see more emphasis on maintaining the rural aspects of the county.
141	My concern is the Rural Policy Area. Vision goals appear to support "rural scale agriculture, tourism and environmental protection."
142	Need codified regulations to preserve western Loudon?
143	Need definition for transition. Stay east Rt 15, do not go west. No new development west of Rt. 15. V,G,O sound nice but contradictory. Sustain objective 4 - what is pastoral rural landscape?
144	Need to focus on Making sure housing is NOT overbuilt and totally focus on rural infrastructure and economy. Loudoun is not Fairfax
145	New development in western Loudoun County will be curtailed and the Planning and Zoning Department and BOS will no longer allow and approve additional development.
146	No areas for potential change in rural area concern.
147	No change to development pattern in rural western Loudoun County (rural west, suburban area; preserve rural lifestyle and smart economic uses in the west)
148	No exceptions should be made to rules designed to limit development. Planners should avoid the temptation to give in to developers who are only interested in turning farmland into personal profit.
149	No!!!! We need to protect the western part of the county from encroaching development.
150	No, it does not move us in the right direction. It makes no distinction whatsoever between eastern Loudoun (in general, east of Route 15) and western Loudoun (in general, west of Route 15). I truly believe that we need an Envision Loudoun Vision that consists of two distinct parts, one focused on eastern Loudoun and one on western Loudoun. This is necessary because the goals and objectives of each of these areas are very, very different.
151	No. I do not agree with the Vision's operative last sentence - "The County will foster economic innovation, fiscal strength and sustainability. It is unbalanced and inconsistent with the previous sentences and subsequent segments: Yes, the County needs to support growth with underlying infrastructure and regulatory support, but 'economic innovation' is driven by the private sector and has done so very well as is more than obvious. The public sector has very little to do with this. I suggest you (1) shift the Vision and County's public role more on its residents (and voters)....to me, that means sustaining quality of our environment - water, air, land, AND (2) more CLEARLY indicate that the County WILL MAINTAIN THE AMAZING BALANCE between high quality economic growth in the eastern areas, and our natural resources, farmlands, heritage resources and viewsheds in the western area....that means to me, not just nice words about the western area in the fourth section of you statement, but a DECISIVE VISION that essentially says it will maintain the current policy framework in the Transition Area and not allow economic development to continue to encroach and nibble away at our western resourcesLoudoun County is unique co-existence in the strength of both the east and west and the opportunity of its citizens to partake in both....please, let's keep it that way!
152	No. I believe our county especially in aldie is becoming one huge housing project where our beautiful land is being overcrowded by houses on top of each other and overcrowded schools that cannot accommodate the students they presently have enrolled. The scenic beauty was one reason we bought in aldie and that will no longer exist with all of the housing developments that you have allowed. Very disappointing.
153	No more development west of Leesburg

154	NO!!!! STOP trying to over develop Western Loudoun. We moved to Purcellville to get away from the urban sprawl of Ashburn. And, now, you want to move your urban sprawl (high density housing, "big box" stores, etc.) to Western Loudoun. This over development MUST STOP! We the PEOPLE WANT the rural appeal that Western Loudoun!
155	No. There is inadequate attention to western Loudoun (west of Route 15). Western Loudoun is a unique and valuable region which presently keeps the County as a well-balanced and special County. It's uniqueness and extraordinary natural assets and beauty must require that all development initiatives there be subject to a higher level of scrutiny than eastern Loudoun. Residential and commercial proposals should be subject to a standard of "strict scrutiny" which includes adherence to a well defined vision for western Loudoun.
156	No/yes - too many goals & objectives. Too general. The areas rural/transition are not very easy to see in the vision
157	Objective sustain #4: subdivisions in W Loudoun not in line with rural dev (mansions)
158	Overall the document is too vague about how the rural character of Western Loudoun is going to be preserved and how the Transition area will be protected from development
159	Overall the Vision is well stated. With nearly 50% of Loudoun designated as Rural land use or Rural Transition, a greater focus on preserving that rural space is expected.
160	Overall, there is great emphasis on development of business and housing and no emphasis on protecting the rural west.
161	Permanent protection for western loudoun as a good
162	Place a moratorium on new residential development (Ex. Village of Round Hill)
163	Please help curtail rampant development in Western Loudoun that threatens to destroy the way of life and beauty here the reason many of us live here in the first place.
164	Please keep the development (restaurants, shopping, business - all of which is good) in the Eastern part of Loudoun County, and keep Western Loudoun Wild and Weird.
165	Preservation concerns - options for rural area - what is development strategy to preserve. Look at options for preserving - rural economy
166	Preservation of Historic Districts and areas rural and western
167	Preservation of our local and family farms so that our citizens have access to locally grown and fresh foods. This also supports our rural economy and enhances offerings at county restaurants.
168	Preservation of the rural western Loudoun
169	Preserve agricultural in West and concentrate development in suburban transition
170	Preserve current agriculture/farms
171	Preserve current zoning in W. Loudoun
172	Preserve historic and uniqueness of our towns
173	Preserve historic resources; capitalize on historic culture in W
174	Preserve identity as horse country; less emphasis on development; more on agriculture
175	Preserve land for ag. Uses, etc.
176	Preserve larger tracts of land in rural areas
177	Preserve open spaces that we have -huge areas in the county (Rogers Farm should be preserved)
178	Preserve our green space while also building rural economy correctly and with context
179	Preserve Rte 15 corridor and preserve existing rural economy
180	Preserve rural areas; contain suburban growth
181	Preserve rural character of the West (address traffic issues on 15 and 19)
182	Preserve rural look and feel of western Loudoun.

183	Preserve rural western Loudoun as a artisan and wine country.
184	Preserve rural/open space for future generations/balance growth
185	Preserve the open space of the west by maintaining a rural policy that recognizes the value of open space.
186	Preserve the rural character of W Loudoun
187	Preserve the rural character west of Rte. 15.
188	Preserve the rural character,esp north/west and south of Leesburg.
189	Preserve west - plan parks/recreation areas
190	Preserve west, but not preserve in Eastern part. Encourage preservation in East.
191	Preserve western Loudoun as a rural area that is attractive to tourists
192	Preserve western Loudoun to preserve culture
193	Preserve western Loudoun; protect "look and feel" of western Loudoun
194	Preserve! The agriculture land
195	Promote integrity of villages and towns to protect hard edge of village - immediate green space without sprawl at edge
196	Proper planning for protection of western Loudoun's resources
197	Protect culture of western Loudoun established over last 250 years. Do not allow inappropriate commercial encroachment
198	Protect rural areas
199	Protect the quiet integrity of rural residential communities
200	Protect the rural area and rural economy; ID impacts of suburban area or rural areas
201	Protect the rural west
202	Protect the rural western part of the county. Limit housing levels and keep business uses there compatible with its rural character.
203	Protect the three distinct policy areas suburban east, transitional middle and rural west.
204	Protect western Loudoun from development and the transition area from over development by retaining current transportation infrastructure. The building new roads and expansion of other ones just makes it easier to develop and accommodates higher population density.
205	Protect Western Loudoun from further development. Have City staff supervise /monitor their easements
206	Protected historic areas and western Loudoun; Open spaces
207	Reaffirm western Loudoun stays rural and growth should occur around existing towns.
208	Reduce growth - preserve west Loudoun County and keep transition policy area
209	Reduce suburban sprawl towards the west
210	Reason move west - rural and pretty. Will loose appeal if lost. Goals + objectives speak to suburban areas -> east
211	Recognize urban/suburban/rural cutouts and how to preserve; preserve environmental and economic diversity
212	Respect W part of the county-listen to residents
213	Responsible development. Do not develop western Loudoun.
214	Retain AR1 and AR2 zones
215	Retain rural character of west, especially the State Park; retain rural, transition and suburban policy areas
216	Retain the rural character and open space of the western end of the county.
217	Rural areas maintained and enhance economic development options more diversity
218	Save western Loudoun; different priorities for different areas; preserve identity
219	Shape: Make a Great Place - Western Loudoun is made up of a a number of towns, villages, hamlets, and

	recognized 'places' that have existed for years and years. There are place name and street names and roads with names that have and/or have had meaning in the area. Those of us who have lived in Western Loudoun County for many years are happy with the way things are. We do not need or want to have recreation areas, commercial areas, new neighborhoods, and/or "integrated design of the natural environment" - the natural environment is what drew us here in the first place....there is no need for the county to become involved.. Adding heliports and changing zoning so that newcomers can change the area to go along with their private visions has become commonplace on the part of the county, but is not appropriate.
220	Slow down development in the west
221	Slow down the growth... keep Western Loudoun rural!
222	Slow down the residential growth in Ashburn and Leesburg. The County is starting to lose the small town, country charm.
223	Slow growth and growth population. Should not go out West. Slow the growth to decide is that good for the County?
224	Slow the growth in western Loudoun. Preserving the countryside is a must. Those of us that live there do so bec of the rural nature of the area.
225	Sounds good on paper. However my experience with the BoS is one of lack of concern for Western Loudoun and preserving pur way of life. They are focused on growing the rural economy without regard for the effects on residents(wedding venues and brewery/wineries in my neighborhood!)
226	Stick to the plan. Western Loudoun should stay at the current homes per acreage and the transition zone needs to be protected. Continuing to allow builders to file special permission to build more than is in the plan for the transition zone is compromising the whole point of a transition zone.
227	Stop "suburbanizing" Western Loudoun
228	STOP ALL DEVELOPMENT in Western Loudoun (meaning Leesburg and west of Leesburg)! The rural atmosphere, and the small towns, are the reason people move out here, and the reason people visit. If you create another cookie-cutter suburban development, it will blight the rural small-town charm.
229	Stop development in western Loudoun; keep development in the east
230	Stop issuing building permits for large developments. Quit taking farm land for development.
231	Strengthen language of comp plan to regain western Loudoun rural area
232	Support Quality of Life - the quality of life in Western Loudoun used to be outstanding. The shopping centers, the McMansions, the crowded schools, the heliport, and the changes in zoning have all contributed to an erosion of what we had and loved about our county. It just needs to stop. Make a line at Leesburg and leave the western end of the county as is - no more development!
233	Sustainable develop of rural business while limiting residential development
234	The amount of acreage saved for agriculture and open space will not diminish. The quality of water in our streams will improve. AR-1 and AR-2 zoning will not change. The Transition Area will be preserved. The Board of Supervisors will take sincere, proactive actions to protect rural Loudoun, not just pay lip service to it. Commercial enterprises which are not truly agricultural in nature will be located in or adjacent to the towns, not allowed to pop up on any available parcel or property. Rural roads will be maintained properly, not paved.
235	The best part of Loudoun is the (rapidly disappearing) rural atmosphere and green spaces. It is quickly becoming overdeveloped - too many new homes and businesses. The growth keeps outstripping the infrastructure. Please do not let the developers win. Leave some of the green spaces that make Loudoun wonderful.
236	The Board of Supervisors has to have the guts to draw a hard line that Western Loudoun will not be developed and that "event centers" and "wineries" will be evaluated on a case by case basis to determine whether they are appropriate or whether they are a detriment to the existing thriving community.

237	The County as a whole faces difficult choices -about how and where to grow and how to provide for current residents and future residents. We have a unique mix of suburban and rural areas - those are our basic character and our competitive advantage - we need to preserve those distinct alternatives - while offering an urban option, around Metro, to provide both needed opportunities for entertainment and cultural activities - and additional living space for new residents.
238	The county needs to focus more on renewable energy (it isn't even mentioned), better holistic planning for the future and preserving the rural area as much as possible. Otherwise, it's good
239	The county will keep its' rural nature with the existence of open space.
240	The Envision Loudoun Draft is heavily focused on housing, employment, commercial development, transportation, and other objectives that are just fine for eastern Loudoun but are completely wrong for western Loudoun. This is not just my opinion. People in western Loudoun overwhelmingly want it to remain rural and agricultural. The only objective that has this as its subject is number 4 under the Compete section.
241	The major obstacle to realizing the vision that most in Western Loudoun want-to preserve its rural character-is the influence of developers who don't care what happens to the county after they've made their money. *This is the same obstacle to controlled growth.
242	The pressure to develop Loudoun will only grow. We need strong protections for rural Loudoun in the comp plan to keep momentary shortsightedness from ruining it forever.
243	The Rural Economic Development Council and Plans in their names are oxymorons. The effort should be to prevent development of rural Loudoun and sustain existing agricultural and other land preservation uses as well as encouraging more agricultural uses.
244	The Sustain section has good objectives but is not specific enough. For example, objective 4 in this section mentions "appropriate scale and design". Who defines "appropriate"? To a developer, putting 200 townhouses on a few acres is appropriate. To current residents of western Loudoun, we like our part of the county the way it is. If we wanted it to look like Ashburn, we'd live in Ashburn.
245	The "transition area" was meant to be a buffer between the over-developed Eastern Loudoun and rural Western Loudoun. That is a complete joke and the Board of Supervisors should be ashamed of themselves! By building in that area already, you have sent the wrong message and opened the door to developers. I moved from Eastern Loudoun out west because I was sick and tired of over-development and the burdens it brings to the county and taxpayers. I implore you to keep Western Loudoun the way it is...rural.
246	The transition and rural areas will remain primarily in open space and agricultural businesses. Views, historic landscapes and environmental preservation will be the focus in these areas. Commuters from West Virginia will find alternates to Rt 9 and Rt 7.
247	The various goals and the vision are in conflict with one another. Protecting rural spaces sounds good but is undermined by development. Calling developmen thoughtful doesn't make it any less invasive of the rural landscape. I'm discouraged at the direction of sprawl and how in the end, building out open spaces is the only thing the county seems to know how to do.
248	There is no change because we protected what we have
249	There is over development in Western Loudoun and the Transition area. Contributing to this is the county caving in to developer desires despite zoning and other restrictions/guidance. The county needs to hold the line on development by enforcing zoning restrictions, not granting exceptions and variants, and not changing zoning to permit more density. In the past it seems that a very liberal interpretation of "by right" has occurred which has permitted more development when a reasonable interpretation would not have allowed it.
250	There will always be pressure from developers to extend into new areas, and I feel that, almost by definition, new subdivisions contrast with and detract from the character of rural areas of the county when they are built there. I'm a bit disturbed by the relatively high density development that has been allowed in certain parts of the TPA and what the implications might be for the RPA once this space is exhausted.

	I also feel that the historic character of Loudoun's small towns and villages relies heavily on the historic structures within those places. The loss of one contributing structure or the erection of one out-of-character structure could have a significant negative impact, especially in the smaller villages. I find the proposed fire station in Aldie that relies on the destruction of historic houses (though ones currently in relative disrepair) disheartening, and I hope that the county makes future decisions that preserve, rather than detract from the historic character of these places.
251	There will be densely populated areas, farms and large public lands left as natural preserves.
252	Think of western Loudoun as green space between Washington and west
253	Think of western Loudoun as green space, preserve vulnerable landscapes; vibrant farming/agriculture; villages; wineries/breweries/bed & breakfast
254	Tighten up protection of open space, embrace plan-ecotourism in west, sustainable economy
255	To preserve and keep the varied land-use patterns (agricultural, etc.) in place to preserve the scenic quality of county
256	Too much growth too fast in the west. The rural area is losing its character.
257	Traffic concerns, rural heritage preservation; too much development & encroachment. Utilizing renewable energy sources, agricultural preservation - land use.
258	Train has left the station - can we come up with incentives to retain the true rural character - foundation report not unique/special
259	Transition and Rural Areas: I wanted to voice my support to maintain the transition zone boundaries and current zoning structures, which are what are fundamentally at stake as far as I see it. Part of what makes loudoun such a wonderful county is the west and its way of life. As a resident in Aldie I am constantly seeing more and more trees torn down and land developed with huge planned communities. Part of what I love about loudoun is the west and the farms/parks/vistas/etc. It is critical we maintain the transition zone boundaries to protect so much of what makes loudoun great. I could have easily chosen to live in fairfax but the draw of the western loudoun is ultimately what I fell in love with and in speaking with other residents so much of what has drawn them to loudoun as well.
260	Under goals three and four (Sustain and Support), there seems to be no mention of zoning. I'm very happy with the existing zoning in the west at least and would not be at all happy with downgrading it (i.e., allowing denser development in the west of the county).
261	Valuing our rural heritage. Develop a way to appreciate and value rural heritage
262	Vision statement - nothing is unique. Fail to making it unique to Loudoun. Can be used by any community. Rural west is of most valuable to county. Small farm - preserve not develop rural areas. Don't destroy western Loudoun because Purcellville overbuilt water system. Cant be everything for everyone in rural Loudoun.
263	Vision: Conservation of arable land (farm)
264	Vision: I'd like to see "preserving" (x2)
265	We can only "succeed" when the Loudoun County Board of Supervisors learns to say "enough is enough" to developers. You cannot continue to give special exceptions to allow building/developing. The Board needs to listen to their constituents when we say "no, we don't want that here" instead of listening to developers. If the Board doesn't start to say "no" then it is only a matter of time before Eastern Loudoun starts to encroach into Western Loudoun.
266	We need to protect the counties rural community.
267	We will know we succeeded when we stop building new schools, when the schools are not over crowded, when we stop threatening to close schools to cut operational costs, when our schools offer k-12 foreign language instruction and don't need the parents to BYO Technology and when the schools are supporting our farmers by serving food grown right here in Loudoun and when the schools are funded every year without making cuts.*It would be difficult to clear area or convert the W&OD to rail, but we need to acknowledge that mass transit it ecological and reduces cars and congestion - that exists today without

	the planned new residents. There should be mass transit options from West Virginia to DC be it rail/metro or bus (all day service). *Our county should proudly recognize and support our rural areas and respect the atmosphere and character that they create through their historic homes, gravel roads, small local businesses and small community centered schools. *Our county should look just as it does now, a mix of rural and suburban, with no more fields cleared for homes or shopping centers and Purcellville and Leesburg should stay the size they are and stop expanding their borders.
268	We need to protect western Loudoun from development and preserve the transition area from overdevelopment
269	We'll still have combines/farms/large farms
270	Western Loudoun does not need any more business strip malls. We have enough (witness the insanity happening on the Northeast corner of Berlin Turnpike and East Main Street in Purcellville). If a store wants to build, make them place it on a parcel of land similar to housing at a minimum of an acre. Thank you.
271	Western Loudoun has some of the most pristine farm and scenic vistas in the country. The per capita density has peaked and ugly, condensed, copy pasta housing is exploding at an alarming rate. Please protect what is beautiful. Limiting new construction density is the only option.
272	Western Loudoun needs to be preserved while maximizing its economic contributions to tourism, recreation, weddings, and spirits. Bicycle and hiking trails need to be planned and developed. Bus service between vineyards, brew pubs and distilleries could be operated. We can make it a treasured playground for Eastern Loudoun and the DC area in general, while preserving its natural, and rural character.
273	Western Loudoun MUST be protected! If I had wanted to live in Fairfax County, I would have stayed there instead of moving to Leesburg 10 years ago.
274	Western Loudoun no more dense than today; walkable/ridable Eastern (bikes)
275	We've succeeded when the open spaces and rural nature of our community retain their zoning status/requirements, and there aren't a million cookie cutter houses cluttering the landscape.
276	When farm businesses can operate without contributing to the detriment of the land, the roads, the quality of life of the residents in Western Loudoun, you will have succeeded.
277	When the amount of development west of Route 15 is kept to an absolute minimum.
278	When there are clear regulations protecting Western Loudoun.
279	Yes, good general concept with emphasis on maintaining the rural area feeling and traits.
280	Yes. I think they capture urban desires with keeping the rural areas safe.
281	Yes. It is in the implementation that the issues lie. Loudoun has a singular mix of historic countryside combined with proximity to the Nation's Capital. Just allowing housing and suburban sprawl to take over will not allow the envisioned goals to be reached. The historical heritage of the western part of the country would be lost. The extension of the metro is a frightening prospect unless the County Supervisors hold the line and assure development occurs only around them and not in the transition area or the rural west. We do not need more roads--we need improvements to existing roads. Please, NO MORE HOUSING DEVELOPMENTS in transition or rural areas to wreck our water supplies, rural economy, traffic, budget, etc.
282	Yes. I especially like the goal of "Sustain". The rural places in the County complement the urban and suburban amenities. It is the combination of these that makes Loudoun so special. It will take conscious and specific effort to maintain the open spaces.
283	You have the right concepts and themes in mind, but some of the plans for execution do not reflect those same concepts/themes. For example, you say you want some of the following: "4.A viable rural economy that builds upon the county's unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses; 7.A transportation network supportive of the County's overall vision to support economic development, create vibrant, safe communities and public spaces, and protect natural and heritage resources.; Goal: A

	well-functioning system of green infrastructure preserving natural beauty, open spaces, and cultural assets to include agricultural land, natural, scenic and historic resources.; Goal: 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." These are all wonderful goals and I support them fully. However, you also want to construct an 8-lane+ interstate from US 28 to I-270 in MD and are very comfortable destroying a wonderful, unique neighborhood in the process. This neighborhood has historical landmarks in it, large open spacing, use of Broad Run Creek and Potomac River, and a very strong community. The road that you all want to build would also damage the "agricultural heritage" of the neighboring Maryland area, which is hypocritical to say that we care about Loudoun, but not other areas. Most of all, constructing a bridge in said location (i.e. Project ID 24) will negatively impact Virginia home values in the neighboring areas, could threaten a major drinking water source for the region by interfering with an EPA Superfund site just upriver of the Fairfax County water intake, and cause more traffic problems than it solves. All I ask is that you put yourself in the shoes of others. Would you want your home, community, well-being be taken from you so that a road could be paved over it. It sounds great when you are not the one being impacted. The County needs to truly think of their people and find other means of reaching their goals.
284	You will know when you are succeeding when you find the boards sticking to the plans made for a rural end of the county, and when developers begin to hear the word 'no'.
285	You'll know you succeeded when developers are kept east of 15 and 50, and when western Loudoun remains rural.
286	Youth: health, good citizenship, who want and do stay/return to Loudoun and contribute to the county community. * Improved ecological services - cleaner water, habitat for wide range of organisms. These are easy to assess. * High performance buildings (energy efficiency). Distributed power generations (at the point of use). *More aesthetic development and landscape. *Rural enterprise. *Prime agricultural soils protected from development. * Important, strategic, and adjacent natural resources and views protected.
287	Zoning that keeps the densest housing in the east; the Transition Area in its current density status; and western Loudoun rural. Do not turn Loudoun County into Fairfax County where there is no choice in the type of housing or distinction in the landscape. I should note that I live in suburbia and see the benefit of open space and less housing density in the Transition Area and western Loudoun.

1.2 Preserve Rural Policy Area with Transfer of Development Rights (99)

Public comments convey support for using Transfer of Development Rights and Purchase of Development Rights as tools to preserve the Rural Policy Area. Within this category are seventy-one identical comments. Since these comments originated from unique URLs, staff considers them unique comments.

Table 4. Actual Public Comments – Preserve Rural Policy Area with Transfer of Development Rights	
#	Comment
1	1. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
2	10. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into

35	40. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
36	41. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
37	42. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
38	43. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
39	44. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
40	45. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
41	46. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
42	47. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
43	48. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
44	49. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
45	5. Goal: Sustain Objective #2: The preservation success story in Waterford was possible only because forward thinking citizens used available tools. These tools are still important. Add this: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources in perpetuity.
46	50. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
47	51. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
48	52. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
49	53. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
50	54. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.

	rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
68	70. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
69	71. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
70	8. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
71	9. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
72	Adopt a Transfer of Development Rights ordinance provisions to allow residential growth to be steered toward areas with adequate infrastructure with market balancing incentive conditions.
73	Create TDR program to reallocate residential
74	Develop stronger sense of community-spend much time in traffic, make transport improvements, consider TDRs
75	Development Zones, Transfer of Development Rights. Highly and well-developed East, rural West, Transition Area. Transfer of development rights (TDR) is a useful tool that allows landowners to earn the development value of their land without willy-nilly development patterns that so obviously ruin our valuable rural landscape. These only work (Chatahoochie Hills in Georgia is one example) as part of a comprehensive design for where and how that development occurs.
76	Establish TDR program and move out of County closer to D.C. or E. Loudoun Metro stop
77	Expand incentives for ag use-existing regulations, land use tax deferral program are cumbersome, need to be more streamlined. Transfer/purchase of development rights
78	Goal: Sustain objective #2 I would like to see the following added to the objective: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
79	Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
80	In securing productive farmland, tools such as Transfer of Development Rights, or the currently on the books but unfunded Purchase of Development Rights should be utilized. Loudoun's new metro corridor could be an ideal location to receive the development rights, and in turn secure the economic viability of farming in the west. Without a critical mass of acreage and real productive operations, this viability will be lost, and the support it provides to the wine and tourism industry will be lost as well, severely damaging those industries.
81	Investigate transfer of development rights program. Concern ref: 25k rural DU's possible. Prefer density transferred to the east.
82	I've tried twice in the past week to complete this form, but your system isn't allowing me to access all questions. So I will say my one suggestion here: Start a development rights purchase program in the rural policy area. I live in that part of Loudoun, two miles from the last dairy farm in the county. The best way to keep remaining farms as farms would be to allow farmers to sell development rights.
83	Montgomery County, Maryland - look at example; Reinstate TDR program
84	Need PDR's, TDR'; need to lower taxes on large farms
85	Need to look at transferring developing rights - Montgomery County
86	proffers, incentives for easements, TDRs

87	Promote and encourage traditional agriculture through tax breaks, purchase of development rights and zoning in rural area
88	Protect land equity through TDR program
89	Provided that LC implement and enable and Fund: 1) Purchase of Development Rights; 2) Transferable Development Rights 3) create a new Real estate tax on the land that is no longer develop-able 4) Impact fees
90	Purchase development rights from HIPPA needs to be looked. PDR has no funding.
91	Purchase of development rights concept for W Loudoun
92	Regulate Transfer of Development Rights West to East; reinstitute TDRs
93	Reintroduce or expand purchase development rights, preserve the land in Western Loudoun
94	Thank you for the opportunity to comment and make recommendations on Envision Loudoun. My comments and recommendations is based on the heading " Sustain: Strengthen natural and historic assets". Under this topic I notice that one of the goals is to preserve agricultural land. In the past the way our county government has done this is to downzone us, i.e. take away our development rights. I think there is an opportunity to preserve the remaining farmland in a fair and equitable manner with this new County Comprehensive Plan. I understand there is a lot of pressure to open up the transition zoned land to higher densities and planned communities. If you agree to this, you will make a hand full of land owners very very rich with a single vote and a stroke of a pen and do nothing to preserve farm land. To balance out the wealth and preserve farm land, I recommend reconsidering an old idea of purchasing development rights or TDR's (Transfer of Development Rights). This would require developers to purchase development rights from land owners in the west in order to increase density on the Transition zoned land in the east. I could go into more detail but I don't want to waste your time if this is something you are not interested in entertaining. However, if this is something that you are willing to consider and would like to discuss it in more detail please feel free to call me.
95	transfer density rights from west to east to save west
96	Transfer of development rights program
97	Transfer of development rights/prioritizing land use/offsetting development
98	You need a vision for rural Loudoun. Here is one: A vision for Loudoun's rural economy Loudoun's rural region will be characterized by prosperous farms, interspersed with villages as commercial and residential hubs, and economically sustained by our equine sector, farm products and by tourists drawn to equine events, farm markets, wineries, breweries, outdoor recreational pursuits and wedding and event centers a scenic rural setting. This vibrant tourism will sustain the rural economy, supported by Loudoun's government through: Support and publicity for the County's Farm Tours that include traditional farms. County regulations to ensure consistent standards for hours of operation, noise, lighting and road access. Necessary rural road improvements to address traffic problems after suitable public engagement. Farmland will be protected wherever possible by conservation easements held by land trusts that allow compatible rural enterprises, or by new county programs including Tradable Development Rights (TDRs) or Purchase of Development Rights (PDRs). TDRs are proven tools (as shown in Montgomery County, MD) to shift development rights from rural areas to areas more appropriately designated for greater development, such as lands around Metro Stations. PDRs offer county tools to protect strategically important areas whose critical aesthetic, wildlife, watershed or historic values are endangered and would otherwise be unprotected and lost. Farm-based commercial activities will be allowed where consistent with county regulations on water quality, threatened wildlife, noise, traffic, lighting and buffers. County policies will encourage farm productivity through grants to conservation-focused non-profit groups and by the adoption of policies to Reduce farm operating costs through measures that may include reduced county taxes Seek any additional or changed state policies needed to support Loudoun's rural goals, Encourage long-term farmland leasing for investment in fertility and quality production, and Provide incentives allowing young farmers access to farmland through leases or purchase.

99	<p>Thank you for the opportunity to comment and make recommendations on Envision Loudoun. My comments and recommendations is based on the heading " Sustain: Strengthen natural and historic assets". Under this topic I notice that one of the goals is to preserve agricultural land. In the past the way our county government has done this is to downzone us, i.e. take away our development rights. I think there is an opportunity to preserve the remaining farmland in a fair and equitable manner with this new County Comprehensive Plan. I understand there is a lot of pressure to open up the transition zoned land to higher densities and planned communities. If you agree to this, you will make a hand full of land owners very very rich with a single vote and a stroke of a pen and do nothing to preserve farm land. To balance out the wealth and preserve farm land, I recommend reconsidering an old idea of purchasing development rights or TDR's (Transfer of Development Rights). This would require developers to purchase development rights from land owners in the west in order to increase density on the Transition zoned land in the east. I could go into more detail but I don't want to waste your time if this is something you are not interested in entertaining. However, if this is something that you are willing to consider and would like to discuss it in more detail please feel free to call me.</p>
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1.3 Preserve Rural Policy Area with Conservation Easements (97)

Public comments convey support for using Conservation Easements as a tool to preserve the Rural Policy Area. Within this category are seventy-one identical comments. Since these comments originated from unique URLs, staff considers them unique comments.

Table 5. Actual Public Comments – Preserve Rural Policy Area with Conservation Easements	
#	Comment
1	1. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
2	10. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
3	11. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
4	12. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
5	13. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
6	14. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
7	15. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
8	16. Goal: Sustain, objective #2: Provide means such as conservation easements, property development

41	46. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
42	47. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
43	48. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
44	49. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
45	5. Goal: Sustain Objective #2: The preservation success story in Waterford was possible only because forward thinking citizens used available tools. These tools are still important. Add this: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources in perpetuity.
46	50. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
47	51. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
48	52. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
49	53. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
50	54. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
51	55. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
52	56. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
53	57. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
54	58. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
55	59. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
56	6. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.

57	60. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
58	61. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
59	62. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
60	63. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
61	64. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
62	65. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
63	66. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
64	67. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
65	68. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
66	69. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
67	7. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
68	70. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
69	71. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
70	8. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
71	9. Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
72	Aggressive developers. Help farmers and moderate income property holders to not sell or subdivide their land by means of advice, tax incentives and easement benefits.
73	Better protection of what is conservation easements

74	Conservation easement - may not be sufficient to do what vision/intention was for
75	Conservation easements - please protect!
76	Conservation easements on this area of land, more public spaces focused on nature and wildlife.
77	Conservative easements and county funding for land acquisition should be included to preserve the environment
78	Develop in clusters and open space; perpetual conservation easements.
79	Easements have to be planned for (in CIP)
80	Economic development, beekeeping, conservation easements program, expand on this more publically
81	Enforce conservation easements! Defining "performance standards" for zoning of Western Loudoun especially conservation easements
82	Fully fund a conservation planning department to ensure that conservation of natural resources and preservation of large tracts of land are preserved via land trusts, conservation easements, and county purchase to be undeveloped.
83	Goal: Sustain objective #2 I would like to see the following added to the objective: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
84	goal: sustain - What makes Loudoun unique is its commitment to preserving green space and history despite the pressure to pave over every available acre of land. The language about preservation and conservation is too vague and could apply to Any Place USA. It does not reflect Loudoun's unique niche in the environment and history. Use more language that would require developers to put open and green space in permanent conservation easements. Before they build require that they assess the impact on living systems, and require that they increase sustainable agriculture and eco-tourism. What's here would allow them to build more and more McMansion developments with easy promises of protection that later get forgotten and overlooked, and then are not enforceable.
85	Goal: Sustain, objective #2: Provide means such as conservation easements, property development rights, CIP funding and county land acquisition as tools to preserve environmental resources into perpetuity.
86	Hold onto or increase parks and green spaces and protect them with permanent conservation easements. Create walkable space and community rather than just having narrow sidewalks along busy roadways.
87	In cluster developments, green space must be dedicated to conservation easement
88	Make presevation of the environment the TOP priority in all planning. Not simply conservation easements, which are ideal and valuable, but Green initiatives in inevitable land development. Designate "Open Spaces" akin to communities like Boulder, CO. Develop and maintain a genuine network of Bicycle routes on ALL primary and secondary roads, not as an afterthought, but to facilitate a legitimate option for transportation (see Portland, OR).
89	Need emphasis on conservation easement
90	Objectives 1, 2, 5 & 6: Identify, map and establish networks of contiguous properties through supportive property options (conservation easements, County land acquisition, PDRs, etc.) to establish sizable areas of protected wildlife habitat, streams, forests, fields, wetlands and parklands to be conserved into perpetuity. (If rural Loudoun is developed without this strategic emphasis on large area land conservation, western Loudoun County's unique character will be lost forever.) Emphasize and measure improvements to air and water quality with monitoring and maintenance of forests, fields, wetlands, and watersheds.
91	PDR program - bring back to preserve land and compete with easement program
92	Preserve open spaces, largely in transition area, respect w/ person easements (?) and provide trails to connect
93	Protect Western Loudoun from further development. Have City staff supervise /monitor their easements
94	To create policies, regulations for sustainable environments, landscaping, habitats to enhance quality of life - scenic roads, meadows instead of cut grass, native plants, reduce noise/air pollution & water quality.

	Stormwater runoff, less burden on water supply. Canopy cover percentage increase. Contribute to property value (canopy cover for 20-30 year goal), connectivity of wildlife preserve, conservation easements, cluster development - maybe we shouldn't spread as much - adjust to where we live, developers can plant, no cost to taxpayers. Bioswales. Remember - Chesapeake Bay, way for county to save money. Make it standard for developers.
95	When we have integrated the economic entities in Western Loudoun so that they are interdependent and support each other. Also when we have fewer cyclists on the road and on trails. When we have more farms protected in conservation easements.
96	Would it be appropriate to recommend conservation easement. Encourage open space through open easements.
97	You need a vision for rural Loudoun. Here is one: A vision for Loudoun's rural economy Loudoun's rural region will be characterized by prosperous farms, interspersed with villages as commercial and residential hubs, and economically sustained by our equine sector, farm products and by tourists drawn to equine events, farm markets, wineries, breweries, outdoor recreational pursuits and wedding and event centers in a scenic rural setting. This vibrant tourism will sustain the rural economy, supported by Loudoun's government through: Support and publicity for the County's Farm Tours that include traditional farms. County regulations to ensure consistent standards for hours of operation, noise, lighting and road access. Necessary rural road improvements to address traffic problems after suitable public engagement. Farmland will be protected wherever possible by conservation easements held by land trusts that allow compatible rural enterprises, or by new county programs including Tradable Development Rights (TDRs) or Purchase of Development Rights (PDRs). TDRs are proven tools (as shown in Montgomery County, MD) to shift development rights from rural areas to areas more appropriately designated for greater development, such as lands around Metro Stations. PDRs offer county tools to protect strategically important areas whose critical aesthetic, wildlife, watershed or historic values are endangered and would otherwise be unprotected and lost. Farm-based commercial activities will be allowed where consistent with county regulations on water quality, threatened wildlife, noise, traffic, lighting and buffers. County policies will encourage farm productivity through grants to conservation-focused non-profit groups and by the adoption of policies to Reduce farm operating costs through measures that may include reduced county taxes Seek any additional or changed state policies needed to support Loudoun's rural goals, Encourage long-term farmland leasing for investment in fertility and quality production, and Provide incentives allowing young farmers access to farmland through leases or purchase.

1.4 Maintain Rural Character (52)

Public comments express the importance of maintaining western Loudoun County's rural character. The public used phrases including "rural identity," "rural feel," and "small town feel". Public comments indicate concerns that rural character is being lost or threatened by development. Based on public comments, this rural character is what gives western Loudoun County a sense of place and what makes western Loudoun County unique.

Table 6. Actual Public Comments – Maintain Rural Character	
#	Comment
1	Business office space new buildings and spaces for small businesses are available, additional rec center space is open including indoor pool, business support retail is open and more apartment buildings - mixed use - will be available. My preference is to follow the Village of Leesburg model so there is a center to the

	development and much of services can be walked to. Upgrade cable and internet access and expand to sub-stations for rural access. *County will still have a rural feel, but additional support services in new center is available in specific areas where built. More health friendly programs can be accessed due to rec centers and homes and businesses can achieve normal connection speeds and cable bundles that are available in suburbia but allow so much of the open space to remain in western Loudoun. *Success will be in 1. seeing the many small businesses that want small new space for business purposes and access to fast normal internet fill new buildings to profitable level without huge price tag per sq foot. Should be simple modern but nice small offices, not expect many larger ones. 2. Residents move into apartments to the point that the property is profitable. These should be nice higher end but not a high cost psf. 3. More rural properties can access high speed internet and cable tv bundles for normal cost because additional sub-stations - small sites to boost signal - has made this possible.
2	County should evaluate by-right density in western Loudoun County; down zone in order to protect the western character
3	Create a sense of identity through infrastructure and community space beyond wine industry (rural identity) (more inclusive); live and work in same area
4	Don't permit rezonings or special exception uses that increase the development intensity/density of rural Lo. Co.-don't change rural character of Western Lo. Co.
5	Embrace unique characteristics in each area of county-build on those (Technology, rural character)
6	Enhancing/encouraging "smallness" (e.g.. Villages, schools). Density in villages.
7	Ensure that the rural character is maintained. This can only be done with very conservative land development policies and adequate support infrastructure for agriculture.
8	I feel that Leesburg in particular is losing its small town feel with all the new developments being forced upon us.
9	I strongly support maintaining small community centered schools in the historic, rural communities. Hamilton, Lincoln, and Waterford Elementaries are treasures and as such, should be free from absorption into the larger super schools.
10	I was encouraged to see the emphasis on "unique sense of place" and the preservation of "natural and heritage resources" in the Vision for Loudoun. A key draw of moving our extended family (multiple households) to Loudoun instead Fairfax was the unique character of the communities -- which offer a blend of beautiful HOA-free self-directed communities and polished builder communities -- and deep historical roots or gathering places with a sense of longevity (such as Mosby's Landing, Oatlands Plantation, downtown Leesburg, etc). While we appreciate continued growth and the opportunities it provides, we feel strongly that Loudoun's diverse character and history is critical to maintain and what sets it apart from the increasingly sterile, artificial, and over-planned cookie-cuter environments resulting from some of the buildout of Arlington and Fairfax counties.
11	Identify the identity of Loudoun, rural, nature, open vistas, history, and the existing factors that brought people to Loudoun, and write limitive statements not all inclusive statements.
12	Invest in ways to make town communities inviting
13	It is important that this new plan: incorporate the county's scenic rivers and creeks and in doing so provide protections for them including: development (include or retain current creek valley ordinances: habitat(natural flora & fauna; historical (structures & dwellings); & visual (view shed requirements); and the connections that make these rivers special and important to our county. Please recognize and include on all County Maps the designation of Scenic River" for both the Catoctin Creek and Goose Creek. The above resources need to be protected and preserved in order to retain the rural and historic character of Loudoun County that has drawn so many people to it. Development in the west must be curtailed now.
14	Keep small towns active with opportunities for shopping, dining, amenities; too many empty buildings in the areas; strip developments are being built instead of utilizing existing buildings; Leesburg zoning; economic development policies too restrictive

15	Keep the rural character of western Loudoun. It is our open and agricultural land spaces that are presently enabling a thriving agro-economy. The encroachment of "spectrum price point housing" would quash the current flow our tourism to western Loudoun by enactment of subsuming open space for housing but also by the deterrent of traffic congestion. Rural roadways are part of the touristic "charm" of this area.
16	Keep towns in western Loudoun from expanding in order to preserve the rural character of the county--do not permit annexation that permits development that changes the rural character.
17	Keep western Loudoun rural! It is vital that the towns be given a fair say in their development, agricultural and viticultural landowners be protected and traffic mitigated by strong public transportation and walkable/bikeable paths and development -- not more "by right" housing developments and road expansions that merely attract more traffic without solving the problem. A future Loudoun should continue to draw strong eco-tourism and green businesses attracted by the character of the countryside, with support rather than hindrance from the county and developers. (This benefits the whole county, as the air and water quality on which all residents depend is controlled by the quality of the buffer in the undeveloped areas.)
18	Like the rural flavor
19	like to honor the character of the rural west - by not putting Potomac bridge crossing on RT. 15 - actively work on crossing elsewhere
20	Maintain character of rural area
21	Maintain character of transition and rural areas, towns, villages
22	Maintain small schools - historic schools - original
23	Mostly. However, it is of the utmost concern to every resident of Loudoun County--east and west--that we preserve the rural character of Western Loudoun. We must confine development, both residential and commercial to Eastern Loudoun as we have done in the current Comprehensive Plan. If we don't, we'll have one large, overtaxed, underfunded, unsustainable suburb that will benefit no one except developers.
24	Need to be careful about development in mountainous areas; balance water resources, mountain landscapes are sensitive ; need to preserve heritage/cultural resources to preserve history; maintain watershed, view sheds, landscapes in rural areas; flora/fauna; how do you support agribusiness and preserve the environment/rural; character?
25	No mega town centers. Deeply refurbished old towns which will maintain their quaint and attractive qualities. They will drive tourism.
26	No. I think it focuses too much on development and growth. The Sustain section is my top priority, preserving and developing more open green space and nature-based recreational options. More contrived, residential-commercial areas catering to millenials might be great for developers' profits and tax revenue, but they'll also crowd our roads and chip away at the rural character of this county we love. Please stress more conservation and limiting of development.
27	Opportunities to develop smaller communities in transition area not as dense as suburban/urban densities but with housing options
28	Our county should proudly recognize and support our rural areas and respect the atmosphere and character that they create through their historic homes, gravel roads, small local businesses and small community centered schools.
29	Preserve rural character of the West (address traffic issues on 15 and 19)
30	Preserve the rural character of W Loudoun
31	Preserve the rural character west of Rte. 15.
32	Preserve the rural character,esp north/west and south of Leesburg.
33	Protect the rural western part of the county. Limit housing levels and keep business uses there compatible with its rural character.
34	Reinvigorate small towns to preserve sense of community, smalls schools
35	Retain the rural character and open space of the western end of the county.

36	Rural vs. Urban animosity is our biggest stumbling block. Reassuring the rural population that they're a part of the success of the county and they won't be shut out is imperative. The rural community can profit, retain it's character while still being part of the capital region.
37	Sense of community - more in west; east more fractured. Need more defined connectivity between east + west education - accessibility to schools i.e. Lovettsville, distance affects quality of life ref. travel time. Traffic concerns at 287 & 9
38	Sense of place - more permanent farmer's market - infrastructure
39	Sense of place and diversity - what makes special (relate to context. Landscape - rural character) - to where it is
40	Slow down the residential growth in Ashburn and Leesburg. The County is starting to lose the small town, country charm.
41	Small Community Centered Schools. Numerous national studies over the past decade have documented that smaller schools create a greater sense of belonging to the community which results in; higher academic success; higher graduation rates; increased likelihood to take advanced level courses increased participation in extra-curricular activities and higher teacher satisfaction. Despite these studies there is a continued trend in Loudoun to build elementary schools that are twice the size of the national average elementary school AND larger than the national average high school. Small community centered schools = student success particularly for ELL and low income learners who thrive in a small school environments. New schools development should include a full life cycle cost analysis that includes land, transportation and residential housing patterns. Smaller schools suited to each neighborhood would also reduce boundary changes, lower transportation time and cost and create healthy walk areas. Larger schools are not cheaper because they require additional administration and teachers to operate effectively. SMALL SCHOOLS IN HISTORICAL RURAL COMMUNITIES ARE INTEGRAL TO THE VILLAGES/TOWNS AND SHOULD BE KEPT OPEN as they support the thriving rural areas that are the corner stone of the western Loudoun agricultural tourism industry.
42	Small town feel is what is marketable about loudoun. Protect the integrity of small towns.
43	Strictly maintain the rural character of Western Loudoun. Encourage local farming through tax breaks. Incentivize older farmers selling their land to conserve pieces of it.
44	Success: develop a sense of place based not only in our historical and agricultural heritage, but based in the future, too. A place where children who grow up here want to stay and settle as adults. A place that does right by future generations by protecting our local and regional resources as well as contributing to a better global future. For youth, young adults: Entertainment, activities. Help give better options than drugs and other unhealthy activities. Meaningful employment, low-rent housing options. Both community oriented- and standard job opportunities for young adults to fill. There are few low-rent housing options. Many cities such as Vancouver have adjusted zoning laws to allow for garage and basement apartments, for example.
45	Sustain vibrancy of west Loudoun towns; recognize each portion of county as as a unique place
46	The County as a whole faces difficult choices -about how and where to grow and how to provide for current residents and future residents. We have a unique mix of suburban and rural areas - those are our basic character and our competitive advantage - we need to preserve those distinct alternatives - while offering an urban option, around Metro, to provide both needed opportunities for entertainment and cultural activities - and additional living space for new residents.
47	Too much difference in density between E and W, but desire to protect rural character of W
48	train has left the station - can we come up with incentives to retain the true rural character - foundation report not unique/special
49	We achieve our goals when we create a community that our children call home and return to after traveling for their education. To accomplish this, we need to create a sense of place that is more than a residential development. Protecting the Rural and Transition Policy areas is an essential part in creating a sense of place. Any new comprehensive plan must give us the tools necessary to protect these areas. We

	need more than just another subdivision.
50	We will know we succeeded when we stop building new schools, when the schools are not over crowded, when we stop threatening to close schools to cut operational costs, when our schools offer k-12 foreign language instruction and don't need the parents to BYO Technology and when the schools are supporting our farmers by serving food grown right here in Loudoun and when the schools are funded every year without making cuts. It would be difficult to clear area or convert the W&OD to rail, but we need to acknowledge that mass transit is ecological and reduces cars and congestion - that exists today without the planned new residents. There should be mass transit options from West Virginia to DC be it rail/metro or bus (all day service). Our county should proudly recognize and support our rural areas and respect the atmosphere and character that they create through their historic homes, gravel roads, small local businesses and small community centered schools. Our county should look just as it does now, a mix of rural and suburban, with no more fields cleared for homes or shopping centers and Purcellville and Leesburg should stay the size they are and stop expanding their borders.
51	Western Loudoun needs to be preserved while maximizing its economic contributions to tourism, recreation, weddings, and spirits. Bicycle and hiking trails need to be planned and developed. Bus service between vineyards, brew pubs and distilleries could be operated. We can make it a treasured playground for Eastern Loudoun and the DC area in general, while preserving its natural, and rural character.
52	Western Loudoun will remain mainly rural and have small town feel in each small town. It will be an attraction for active individuals who like to cycle, hike, run, etc. I think we'll know we have succeeded in this when both local residents and tourists are in harmony and have a symbiotic relationship.

1.5 Consider Changes in Rural Policy Area (9)

Nine comments indicate a willingness to consider changes to the Rural Policy Area. These public comments express concerns about anti-growth sentiment and indicate support for “thoughtful,” “controlled,” or “responsible” development in the western portion of the County.

Table 7. Actual Public Comments – Consider Changes in Rural Policy Area	
#	Comment
1	Evergreen Mill/Red Hill - rural policy area - make TR-3 or TR-1 or TR-2 - suburban policy;
2	Key challenges are financing, designating the areas for expansion and public resistance for those properties contiguous, and installation of cable tv and internet grid. For 1. Purchasing large parcels can offset land issues, and lighting and access issues can be addressed as required for design. Also, anti growth sentiment that pervades county development stands in the way. Perhaps some subdivision applications for western parcels could be flagged for discussion for use of new center concept in lieu of application - or this can be an added note on application to contact applicant - when appropriate. This would provide a land owner or developer amenable to center concept. Developers with solid reputation with the county and who win a bid to develop a center could also work. Rec center could be added as part of or contiguous to new center. Or existing park land or community center could be expanded to include the new rec center complex, such as Lovettsville. Financing would be needed to support the internet and cable tv expansion and subscription, as this would not have the typical density to be profitable. However, those properties that benefit could perhaps pay a multi-year services-added property tax to fund or repay this for all properties eligible, for example - a 3 yr assessment. Should be a reasonable cost to each parcel regardless of size and should assess by number of dwelling units on parcel, not size of parcel.
3	Maintaining the rural landscape at the same time maintaining responsible development
4	Objective 3 & 4 in sustain - much wasted land in LoCo, should have farming & ag pursuits on 3 acres

	(smaller patches). Need better land use in all areas on county (see Lancaster, PA)
5	Respect historic character; retain rural agricultural vales; and consider thoughtful development with community input and incorporate comp plan
6	Rural area is hodge podge & should be looked at
7	Flexibility to develop historic villages when working w/ floodplain areas
8	No longer rural around property on Evergreen Mills , south of Heritage HS; would like to see it developed because it has already changed; area for teen centers, rec centers, around her property, mixed use, expansion of town of Leesburg south.
9	Allow controlled commercial growth in western Loudoun. Restaurants and shopping would be well received in this area and supplement the tourism industry that is growing out this way.

1.6 Develop Rural Policy Area (4)

Four public comments indicate support for opening up western Loudoun County for development. A reason given was limited land supply.

Table 8. Actual Public Comments – Develop Rural Policy Area	
#	Comment
1	Allow development of Western Loudoun. Most people living in Western Loudoun are living there because they cant afford to live in Eastern part. Those same people would love to have all the retail and resturantes the Eastern part has.It is not fair that due to select few we all have to suffer. I understand the history is important and we must preserve it, but there is a way to build communities, roads, retail etc. and still preserve the history.Again, there is a lot of people in the western part that are living there because they cant afford eastern part. I am one of those people the only reason I stayed in the county is because of better school which I found out even schools in the western loudoun are not as good as eastern its almost like west and east are 2 separate worlds.
2	Conservation unproportionately benefits wealthy landowners (horse farms)
3	It is right to move us in a prosperous and inclusive direction and as an economic force because that best allows people the "pursuit of happiness" as stated in our Declaration of Independence. The only real way to do this is to quit limiting the supply of real estate. The downzoning and limitations in the rural and transition areas up to this point have only hurt the goals of the Vision. Simple limited-supply and high-demand economic principle has driven housing prices too high for our general population. Well-to-do residents have pushed through downzoning in the past to control others' property to create this environment of exclusivity rather than the inclusivity that the Vision demands. I encourage you to open up development and allow all in Loudoun to live the American dream, including home ownership. Open up business development as well, allowing people better career opportunities to support an ever-increasing quality of life. As far as my particular situation, I live comfortably on ten acres along Evergreen Mills Road and welcome increased density. Of course I would benefit from this increase, or rather my children would benefit by my being able to subdivide and provide lots for them so they can afford to own their own homes. So, as part of increased housing opportunities I would like to see my area around the intersection of Evergreen Mills, Ryan, and Red Hill Roads changed to Suburban policy. This is consistent with the on-going infrastructure surrounding the area including central water and sewer with our own water tower. I encourage the supervisors of central and eastern Loudoun, easily a majority, who represent the less well-to-do citizens to vote for this increased density in spite of those people in the west that would confine others to limited-housing opportunities.
4	We need to develop Western Loudoun. West needs safe roads (287 and Rt.) you can't stop growth, so its

time to start building. *I don't understand people in West that don't want new roads. IT IS UNSAFE. SAFETY COMES FIRST. *I don't understand people in West, they don't want growth, so they are willing to drive 20miles to the store on the UNSAFE ROADS. I don't get it. *Please builddddddddddd in Western Loudoun. Its good for the economy and we need Safe roads.

2. Rural Economy (236)

Nineteen percent (19%) of the rural and towns public comments received pertain to the rural economy. A breakdown of rural economy comments is provided in Figure 3 and Table 9. Tables 10-14 provide actual public comments on the topics of agriculture and farming, agritourism, and wineries/breweries/event venues.

Figure 3. Public Comments about the Rural Economy

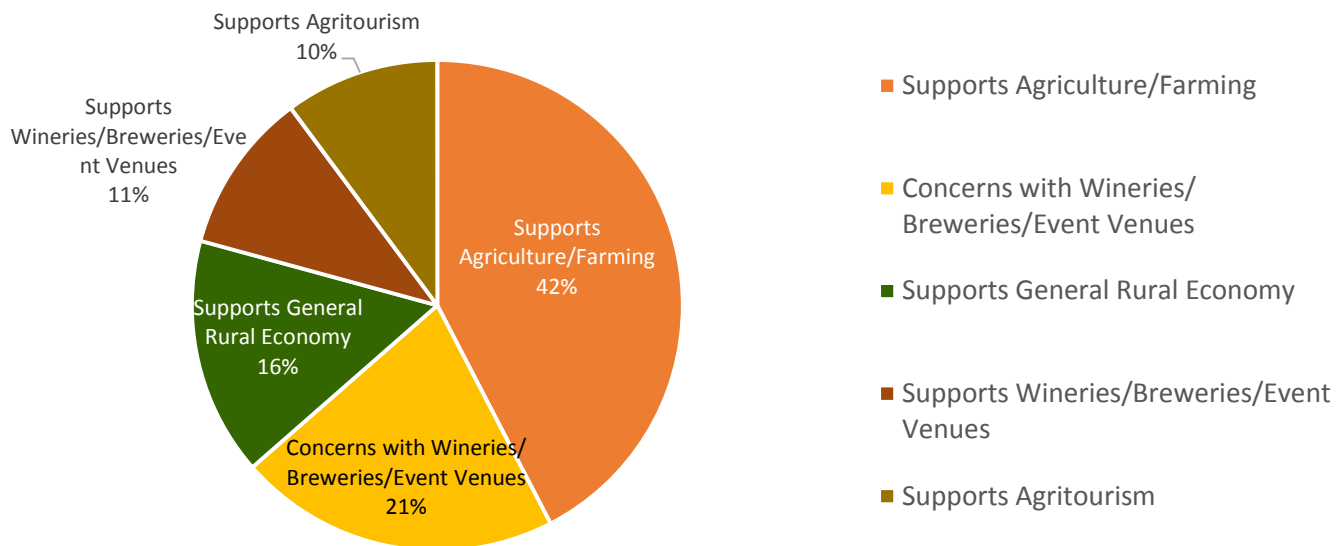


Table 9. Total Rural Economy Public Comments

Topic	Number of Comments	Percentage of Rural Economy Comments
Supports Agriculture/Farming	100	42%
Concerns about Wineries/Breweries/Event Venues	50	21%
Supports General Rural Economy	37	16%
Supports Wineries/Breweries/Event Venues	25	11%
Supports Agritourism	24	10%
TOTAL RURAL ECONOMY COMMENTS	236	100%

2.1 Support for Agriculture/Farming (100)

Public comments express the importance of preserving land in western Loudoun County for farming, livestock, and equine industries. Based on public comments, Loudoun County's agricultural heritage is what makes the County unique. Property owners—of small farms and large farms—seek County support to help them continue farming, livestock, and equine businesses. Public comments indicate that these rural industries are threatened by development pressures to sell farmland.

Table 10. Actual Public Comments – Support for Agriculture/Farming	
#	Comment
1	Ag is dwindling, don't lose it
2	Aggressive developers. Help farmers and moderate income property holders to not sell or subdivide their land by means of advice, tax incentives and easement benefits.
3	Agricultural incentives maintain large farm properties as they are without risk of subdivision.
4	Agriculture is missing from the vision.
5	Alt. ag market-promote "silicon valley of agriculture"
6	Assist horse industry with brood more farms
7	Business growth should be geared to support the aspects that make Loudoun unique, our beer/wine and equine industries, not just commercial data centers that bring more residents and increase the need to provide services. The hops processing plant and equine quarantine area at Dulles airport are good examples of businesses that support the rural unique culture of Loudoun.
8	Community supported agriculture
9	Conserve our pristine land, especially in Western Loudoun. Provide incentives for farmers / landowners NOT to sell to developers. Please protect Western Loudoun from development.
10	Continue to support various rural economy uses (wineries, breweries, agricultural)
11	County-wide community supported agriculture
12	Create a 21st century farming community in W. Loudoun, not traditional farming
13	Create a Loudoun County agricultural reserve using Montgomery County MD as an example
14	Develop "new" ag opportunities-very convenient location to buyers. New products. Diverse products. Organic. Herbs. There is a year-round market. Need to promote. Youth learn. Needs grant to start mentor program.
15	Encourage alternative forms of farming; provide incentives to farm
16	Encourage and promote more local farming
17	Encourage and protect small businesses and artisans. Particularly agricultural ventures.
18	Encourage farming and agri-business - incentivize
19	Encourage more rural/small businesses Vs. large cooperations - ease restrictions - no big box stores
20	Encouraging AG Gen to maintain farms
21	Equine industry is huge. Save the space and riding opportunities. I have been here since 1990 and we are an afterthought. This country is changing that I don't even recognize it. City mentality on our country roads.
22	Farmer's market, it will be denser.
23	Farms for raising livestock
24	First of all, thank you for your hard work in developing this outreach program. I feel the vision is too

	general in that we want to be all things for all people. Vision edits: Loudoun County continues to flourish as a prosperous and inclusive community that is anchored in its agricultural heritage and selective in high-return economic investments that guard against overdevelopment and congestion. The County will foster economic innovation, fiscal strength, and sustainability.
25	Goal: Sustain: Pays mere lip service to strengthening farms, historic buildings and culturally significant landscapes. However, we need an objective that states specifically that the equine industry and the beautiful and historic areas that bring tourists from within and without the county must be protected from over-emphasis on commercial hospitality venues and those permitted must be in appropriate and safe locations.
26	Goals: supporting the land developers. No support for continued farming. Play for the land of the developers. Nothing saying actively continue farming.
27	Help farmers keep farming
28	Help support baconers of rural areas; transition policy areas; suburban policy
29	How do we keep rural while growing economy, transportation. Pressure to intrude on transportation area because of lack of space. Economically feasible? West? Appeal to younger generation. Keep rural intact. Increases taxes for farmers buildings disconnect. Most valuable resource for protection. Unique to our area.
30	I believe when it comes to western Loudoun we are very close to where we need to be. The temptation is to allow special exceptions to increase development on certain parcels. As I noted above, that becomes death by a thousand cuts. We need to follow our comprehensive plan for maintaining a vibrant rural economy in Loudoun that includes all segments of agriculture. Loudoun currently ranks #1 in acreage in grape production, #1 in number of wineries, #1 in berry production, and is still on the top third of Virginia counties in beef cattle as well as sheep and goat production. This doesn't even touch on our 180 million dollar equine industry and our #1 ranked horse population for the state. In short, we need to recognize that we are doing a good job, and address small regulatory and zoning issues when they arise, but don't lose sight of the fact that it has been a success!
31	I like this: 4.A viable rural economy that builds upon the county's unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses. But I don't see how that is possible with all the building in Leesburg. Shouldn't destroying old farms NOT be on the agenda?
32	I think that the overall plan of the vision, goals and objectives moves the county forward in the correct direction, but with that being said, it is absolutely crucial that the distinction be made between the developed East and the rural West of the county. The Transition Zone must be protected and development in the western part of the county strictly controlled. Overall, the eastern part of the county gets the bulk of the attention, while the west is the beautiful area but lacks the support of the county to promote its historical, agricultural and equine significance to the county.
33	In western Loudoun small farms (and land use) should be aggressively supported.
34	Include Western Loudoun in Plan - Look at by-right - will hurt (equine) horse economy
35	Increase strategies/options for aging farming/heir families to help retain property ownership
36	Keep agriculture tax deferment, even if policy area changes
37	Keep Western Loudoun rural - livestock, agriculture, forestry
38	Keep Western Loudoun rural nature, ag in rural economy needs the focus-need ag in economy
39	Land use and zoning regulations that allow for a robust and innovative agricultural and rural economy that keeps Loudoun's farms and rural businesses viable and productive.
40	Land use for farming, Loudoun farm tour is an asset to Loudoun County commerce
41	Land values to owners who use it as retirement. Preserve farms.
42	Less traffic, preserved land to see around us, and support farmers to encourage farming and equine activities.

43	Losing farmland, lose hay to give county \$ for the horses we have, out of state to ride.
44	Loudoun Farm Bureau*Goals for Envision Loudoun* As Loudoun crafts its new comprehensive plan through the Envision Loudoun process, Loudoun County Farm Bureau makes the following recommendations for inclusion in the new plan.*Long term secure preservation of productive farmland must remain a priority. This includes recognizing that productive farmland is not just open space, but must include soils conducive to crop and pasture production. Many times properties set aside as rural economy lots in new subdivisions are full of hydric soils, steep slopes, floodplain, and other natural features that make them difficult if not impossible to farm productively. When and if subdivisions take place, lots set aside for production should have soils capable of engaging in sustainable, economically viable agricultural operations.
45	Loudoun is a diamond in the rough of northern Virginia. Too often, development pressure, empowered by political money has left many residents behind, while forcing them to deal with increased traffic congestion, poorly planned development, and corporate first policies, especially regarding rural broadband. I support (1) careful planning for commercial and residential; (2) greater control of rural business economic development so it better respects and protects our historic landscapes; (3) innovative transportation planning to deal with the tremendous traffic problems; and (4) communications infrastructure that supports the entire county (licensing for cable and internet should require providers to cover the ENTIRE county).
46	Loudoun must make an effort to ensure county staff are familiar with common agricultural practices before instituting new policies. In short, we wish to avoid situations where an agricultural implement like a chicken tractor is suddenly deemed a permanent fixed structure requiring a health department and zoning permit (of \$165.00 per unit), as if it was a barn. Mobile chicken coops for free range production are very common commercial practice in the county, as well as for folks just looking to raise a couple of backyard hens as a 4-H project or a family connecting themselves back to the land. These implements are smaller than many common pieces of agricultural machinery, and should be treated as such in county policy. This recommendation goes beyond just the chicken tractor issue though, in that we must have county staff who are familiar with farming in the county. Farm Bureau stands ready to assist in conducting tours of farms to show staff regular production techniques and familiarize them with what's happening in modern Loudoun ag.* Thank you for your consideration of these issues during the Envision Loudoun Process. Loudoun Farm Bureau appreciates the opportunity to be an active participant in securing the agricultural future of Loudoun!
47	Loudoun should incentivize long term lease agreements that enable new, and young producers to establish operations in the county, even with our extremely high land costs. This could include a tiered Land Use Tax Assessment system or utilizing the Ag and Forestal District Program and provide increased benefit to landowners to agree to long term signed leases with producers which will allow them to invest in things like fencing, lime, fertilizer, water systems and other infrastructure that is not affordable when working with year to year land agreements. This would also incentivize landowners to put their land into higher levels of production with vegetable, tree fruit, grape, intensive rotational grazed pasture, and high quality hay that will increase the value of Loudouns rural economy, and reduce the acreage in poor quality land use hay that might be cut once a year, and sit in the field.
48	Loudoun should make it a priority to establish a livestock processing facility in Loudoun. In the same way that the county was active in promoting the wine and vineyard sector, the craft brewery sector (including providing grant funds for the hops processing and barley malting facility in Lucketts), it should put its economic and permitting muscle behind a slaughter facility. Currently Loudoun producers must travel far outside the county to get their livestock processed to then bring back to Loudoun to serve our markets, restaurants and CSAs. This is inefficient, and is a drain on being able to further increase production to meet local demand for meat. The current slaughter facilities are stretched to limit of their capacity and cannot handle any additional production. Already, Loudoun producers need to schedule months in advance to secure a spot in the schedules of these existing facilities. This is not sustainable if we wish to

	increase direct market production, which is the only way these local livestock producers will remain viable with the high land and cost of living in Loudoun.
49	Maintain agricultural base but also have economic viability
50	Maintain strong agri-business economy
51	Maintain viability of ag economy in the West-support economic policies that maintain viability of agriculture
52	Maintain zoning and land use policies that promote the agricultural economy of western Loudoun. The special part of Loudoun is that we have the suburban East and the rural West. Agricultural enterprises need a critical mass of land on which to operate and once our land base drops below a certain threshold, the rest of the industry will suffer. Our farmers and rural business owners supply our eastern Farm Markets and restaurants, while also bringing tourists to the west to visit vineyards and wineries, to bike, and to enjoy pick your own operations. We have a real special balance and place here in Loudoun, please do not do anything to lose the agricultural and historic nature of western Loudoun.
53	Marketing and promotion of the rural economy and providing incentives to promote the rural economy. These include locally owned restaurants, food-related endeavors, farms, vineyards, farm markets, farm stores, traditional crafts, etc.
54	More land devoted to crop production. Reduce transportation costs to get food to consumer for the future when petroleum products cost more.
55	My comments will follow and are in response to statements from your website below: "Sustain: Strengthen natural and historic assets Goal: A well-functioning system of green infrastructure preserving natural beauty, open spaces, and cultural assets to include agricultural land, natural, scenic and historic resources." COMPETE: 4. A viable rural economy that builds upon the countys unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses. I live in Broad Run Farms and have for the past 21 plus years. It is a unique community of horses, chickens and families. People put their kayaks into the Potomac from backyards and community launches. One family has peacocks, ducks and geese in the front yard. I've been told bald eagles nest on my street. My in-laws moved here in the 1950s and raised two sons who now also have built homes in the community and raised families here. We are a unique community which does have both historic (Mosby house) and scenic value not to mention horse and landscaping businesses within our community.
56	My concern is the Rural Policy Area. Vision goals appear to support "rural scale agriculture, tourism and environmental protection."
57	Need agricultural and equestrian comment in goal/objective
58	Not allow inappropriate commercial activity; preserve equine operations and historic areas
59	Not enough at all in here about equine/agricultural resources
60	Objective 2. I appreciate calling out the need for a viable rural economy and noting the county's unique agricultural heritage and existing and emerging rural industries. I feel those are too often overlooked, discounted or given less weight than home building. More focus on building parks and preserving green space in the TPA.
61	Perform comprehensive analysis of rural economy to recognize that the rural economy exists with equine industry \$180,000/year
62	Please encourage agriculture and farming in general in the west. If you work to limit growth and keep the area west of Rt. 15 rural and as undeveloped as possible, all who come here will benefit. There are endless town centers and places to shop and eat. There are very few rural areas left.
63	Policies that are friendly to equestrians, cattlemen, farmers
64	Preserve ag history-bridge past to future, connect Easter economic centers to understanding of Western agricultural tradition-preserve views-focusing in small communities like Philomont, Hillsboro, Airmont, Lincoln

65	Preserve agricultural viability, keep the land to farm it, traditional corps, continue agricultural taxes for large farms
66	Preserve current agriculture/farms
67	Preserve family farms; make a place where family farms can thrive.
68	Preserve local farms; encourage them to expand; County take more of active role
69	Prioritize critical environment areas and farmland.
70	Promote small scale agriculture entrepreneurship.
71	Protect equine industry in W Loudoun
72	Protect large farms/ agr. -> have way for such landowner to "get out"
73	Responsible economic development; save rural/ag
74	Rural farms bring in executives and CEO's of economic development
75	Rural outbuilding tax - is the goal to force farmers to sell? Too many restrictions
76	Rural use should fit with the community, i.e. growing agricultural as opposed to a brewery that looks like it sells pumpkins - traffic and environmental input adversely affects adjacent lots - who is responsible to oversea business
77	Save farmland through the American Farmland Trust
78	Strictly maintain the rural character of Western Loudoun. Encourage local farming through tax breaks. Incentivize older farmers selling their land to conserve pieces of it.
79	Strong rural agricultural
80	Success If the farms are still here
81	Support all farming, not just industrial large scale farming, small businesses as well
82	Support and protect farming; education for people to W Loudoun about farming
83	Support area businesses, rural economy is sustainable with wineries, some farms are being preserved; also keep other small businesses; keep the agriculture as a viable economic alternative to housing development; put urban development in urban areas
84	Support equestrian industry
85	Support- farming heritage
86	Support rural business (can small bus. And artists afford?) (not just agribusiness)
87	Support small scale farms and existing rural business; stop bringing in large entertainment zones; they should be in appropriate areas
88	Supporting rural economy-Equestrian, wineries
89	Sustainable food production, a. Sustainable practices in soil farming (traditional farming), soil based green house farming, hydro and aero ponic vertical farming (multiple story hydro and aeroponic farming utilizing solar roses, Pv panels, and led lighting technology.
90	The transition and rural areas will remain primarily in open space and agricultural businesses. Views, historic landscapes and environmental preservation will be the focus in these areas. Commuters from West Virginia will find alternates to Rt 9 and Rt 7.
91	They are certainly comprehensive, by which I mean "all things to all people." They don't recognize that some items will have significant force on their own (economic development on raw land) while others have less (redevelopment). Similarly, our county can afford to slow the built environment--that preserves opportunity for the future--but forever loses its rural economy each time a family farm goes away, each time farmland is developed. The weighting of objectives should reflect these disparities in inherent momentum.
92	Upcoming farmers. Not all farmers are dying or retiring
93	VISION 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

	<p>settings. The County will foster economic innovation, fiscal strength, and sustainability. The Vision omits the single most important element -- the health, safety and welfare of its residents. A comprehensive plan should not ignore the fundamental rights of its residential property owners. The goal should not be to make the County a playground for tourists at the expense of rural property owners. Further, what is the definition of "fiscal strength?" My FOIA request to Loudoun County asking for specific fiscal information related to the "rural economy" yielded a negative records response, as there are no numbers. No revenue tracking, no projections, no winery/brewery/event center analysis of before and after the "rural economy" push. Defining "fiscal strength" requires a baseline knowledge of revenues, real and projected. Revenues are offset by expenditures, such as (1) decrease in property values of properties which are next to wineries, breweries, event centers; (2) decrease in number of western county residents who already participate in the equine-related agricultural and livestock economies, when they cannot live next to event center, wineries and breweries with their endless noise, traffic, dust, and tourists who are unfamiliar with the hundreds of miles of gravel roads. If Loudoun County is going to truly plan the future, it must recognize and respect what already exists. Loudoun County must not throw out the baby with the bath water. Accommodate the residents who already have invested in property in Loudoun County before you invite hundreds of thousands of tourists to small neighborhoods which do not have infrastructure to accommodate their desire to drink and party whilst driving by our scenic properties maintained at our expense.</p>
94	We want to relax with our farms. Loudoun has no center. The visions are too broad
95	We'll still have combines/farms/large farms
96	When farm businesses can operate without contributing to the detriment of the land, the roads, the quality of life of the residents in Western Loudoun, you will have succeeded.
97	When we have integrated the economic entities in Western Loudoun so that they are interdependent and support each other. Also when we have fewer cyclists on the road and on trails. When we have more farms protected in conservation easements.
98	<p>You have the right concepts and themes in mind, but some of the plans for execution do not reflect those same concepts/themes. For example, you say you want some of the following: "4.A viable rural economy that builds upon the county's unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses; 7.A transportation network supportive of the County's overall vision to support economic development, create vibrant, safe communities and public spaces, and protect natural and heritage resources.; Goal: A well-functioning system of green infrastructure preserving natural beauty, open spaces, and cultural assets to include agricultural land, natural, scenic and historic resources.; Goal: 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." These are all wonderful goals and I support them fully. However, you also want to construct an 8-lane+ interstate from US 28 to I-270 in MD and are very comfortable destroying a wonderful, unique neighborhood in the process. This neighborhood has historical landmarks in it, large open spacing, use of Broad Run Creek and Potomac River, and a very strong community. The road that you all want to build would also damage the "agricultural heritage" of the neighboring Maryland area, which is hypocritical to say that we care about Loudoun, but not other areas. Most of all, constructing a bridge in said location (i.e. Project ID 24) will negatively impact Virginia home values in the neighboring areas, could threaten a major drinking water source for the region by interfering with an EPA Superfund site just upriver of the Fairfax County water intake, and cause more traffic problems than it solves. All I ask is that you put yourself in the shoes of others. Would you want your home, community, well-being be taken from you so that a road could be paved over it. It sounds great when you are not the one being impacted. The County needs to truly think of their people and find other means of reaching their goals.</p>
99	<p>You need a vision for rural Loudoun. Here is one: A vision for Loudoun's rural economy Loudoun's rural region will be characterized by prosperous farms, interspersed with villages as</p>

	commercial and residential hubs, and economically sustained by our equine sector, farm products and by tourists drawn to equine events, farm markets, wineries, breweries, outdoor recreational pursuits and wedding and event centers in a scenic rural setting. This vibrant tourism will sustain the rural economy, supported by Loudoun's government through: support and publicity for the County's Farm Tours that include traditional farms. County regulations to ensure consistent standards for hours of operation, noise, lighting and road access. Necessary rural road improvements to address traffic problems after suitable public engagement. Farmland will be protected wherever possible by conservation easements held by land trusts that allow compatible rural enterprises, or by new county programs including Tradable Development Rights (TDRs) or Purchase of Development Rights (PDRs). TDRs are proven tools (as shown in Montgomery County, MD) to shift development rights from rural areas to areas more appropriately designated for greater development, such as lands around Metro Stations. PDRs offer county tools to protect strategically important areas whose critical aesthetic, wildlife, watershed or historic values are endangered and would otherwise be unprotected and lost. Farm-based commercial activities will be allowed where consistent with county regulations on water quality, threatened wildlife, noise, traffic, lighting and buffers. County policies will encourage farm productivity through grants to conservation-focused non-profit groups and by the adoption of policies to Reduce farm operating costs through measures that may include reduced county taxes. Seek any additional or changed state policies needed to support Loudoun's rural goals, Encourage long-term farmland leasing for investment in fertility and quality production, and Provide incentives allowing young farmers access to farmland through leases or purchase.
100	Zoning policy must include support structure. E. G. Beef cattle need access to butcher shops to get from trailer to table. Grapes and hops need processing locations sufficient. Ultimately we have to be more self sustaining if we are ever to get rid of the bedroom community stigma.

2.2 Concerns about Wineries, Breweries, and Event Venues (50)

Public comments indicate that some residents have concerns about the impacts associated with wineries, breweries, and event venues in rural Loudoun County. Based on public comments, these uses negatively impact the quality of life of residents and the peaceful rural environment.

Table 11. Actual Public Comments – Concerns about Wineries, Breweries, and Event Venues	
#	Comment
1	Beer parlours on gravel roads do not seem to be appropriate. How can it be an agricultural use when the hops come from another country, the grain comes from another state and the only product in the mix is the water which is coming from the domestic water well on site? Is water and agricultural product?
2	"Economic force" - even to sites near residences. Drunk drivers on the rural road, loud music
3	Broaden the view of development impact in Western Loudoun
4	Carefully consider which non-res uses permitted in res. Areas W. Loudoun
5	Compete economic growth that fits in w/ the city things in western Loudoun need to be compatible.
6	Compete: Be an economic force A viable rural economy that builds upon the county's unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses. Define "rural industries"; "agriculture"; "rural tourism"; and "hospitality uses." State and apply a balancing test for each scenario. For example, Loudoun County has allowed a wedding venue on our quiet rural unpaved road. The street consists of numerous horse farms. The residents are quiet and law-abiding. Yet, this entity it allowed dozens of events each year,

	until 11 pm, with outdoor bands and tour buses which block neighbors access to their private road. If the county has decided that the rights of this one couple outweigh the rights of all of the neighbors, please explain how that determination was made. Does the County receive say, \$100,000 in revenue from these events and if so, is any of that money spent to maintain the roads further degraded by tourism and event traffic? Does the county hire more noise enforcement personnel to respond to the neighbors' complaints? Who enforces noise complaints? The Sheriff's department or the county zoning office? At one such wedding event, the police and zoning officials were notified; yet, each said the other is responsible for enforcement. If a new use is to be created, above and beyond residents' right to live in peace and quiet and to expect the County to protect their rights, then should not the County explain what it plans to do in terms of compensation for those neighbors affected by the County's new uses?
7	Consider impacts as a whole, performance standards, restricted activities (bed/breakfast, wineries), computer models
8	County promotes rapid growth of breweries, wineries and event facilities without regard for negative impacts and controls
9	Do not allow noisy, intrusive activities in the Rural Area. Example is a brewery. The Rural Area has a large, expensive horse industry and intoxicated people on rural roads is not compatible.
10	Don't let the rural economy be just breweries and wineries; allow better broadband access to help this (more home based)
11	Eliminate by-right development. These developments are being built without any analysis to effect on roads, schools, and other necessary infrastructure, and resulting in rapid increase of traffic, population, and other unforeseen challenges on communities already stretched to the limit (Aldie, Leesburg areas). New developments should be vetted by a review board that considers these issues, allowing for reasonable, managed growth.
12	Environmental quality that provides healthy air and low levels of noise and light pollution for current and future residents. Yes, please protect western Loudoun residents from the noise generated by event centers, breweries and wineries as to date Loudoun County has failed in this duty. At an event at Higholdborne wedding venue last year, neighbors called the Sheriff's department and the zoning department. Each entity pointed its finger at the other as being responsible for enforcement. To date residents have not been told who is responsible. Clearly the buck does not stop anywhere so please do your jobs as officials and clarify everyone's roles. As for light pollution, please institute a lights off policy for non-safety-related outdoor lighting matters such as spotlights under trees in front of houses and large barn lights which are out-of-proportion to what is necessary, such as the lights utilized by Red Gate Farm on Foggy Bottom Road in Bluemont.
13	Establish performance criteria for rural enterprises. Unimpeded expansion and development has unintended consequences.
14	Goal- Compete: Objective 4. rural economy and emerging rural industries should not be allowed to the extent of devaluing the property of existing farms, homes, etc.
15	Growth in western Loudoun will slow. Allowing breweries, wineries and event centers in residential rural areas increases traffic and devalues real estate values significantly.
16	Healthy surface and groundwater water resources that adequately protect natural ecosystems, services Loudouns population, and supports the built environment. *Yes, please by all means protect Western Loudoun RESIDENTIAL property owners' rights to groundwater, ahead of commercial uses including manufacturing of wine and beer at so-called vineyards and farm-breweries. It is the government's responsibility to protect these assets for residents ahead of any one individual developer or business.
17	Implement equal performance standards for all zoning rural economy types. (Breweries, wineries - all business types.)
18	Less "alcohol based" rural economy
19	Look at language regarding bed and breakfasts, event centers (zoning) in Western Loudoun. Particularly "by right"

20	Loudoun County needs to bring their laws up to date concerning wineries and breweries. Why can wineries and breweries coexist on the same property but those drinking wine not sit with those drinking beer. This is just too hard to understand. These breweries and wineries are bringing in substantial revenues and any archaic laws such as these could inhibit their growth as well as tax revenues to the State/County.
21	Maintain balance of rural economy without ruining area
22	Nice residential mix with expanded open space; less focus on winery and distilleries; family friendly
23	No desire to set aside green areas. Water recharge comes from the western Loudoun. Protect water quality with standards for wineries.
24	No. These statements are so general and vague that they require nothing and protect nothing For example, "appropriate" economic development in rural parts of the county could mean anything. It should specify that a rural business needs to be tied to the land.
25	Prohibit rural businesses in residential areas that produce noise and drunk driving on rural roads
26	Property owners should have same rights to have special events as B&B Inn
27	Property rights need to be maintained in Western Loudoun. Protect citizens property rights.
28	Protect rights of residential rural property owners who moved to rural areas for quiet; protection of values and rights
29	Provide study of rural tourism and impacts on rural uses
30	Re-examine definition of "rural economy"; compatibility with adjoining; rural retreat; more specific review/reassess vision
31	Respect property rights of citizens in Western Loudoun with regard to rural ecodew
32	Rural use should fit with the community, i.e. growing agricultural as opposed to a brewery that looks like it sells pumpkins - traffic and environmental input adversely affects adjacent lots - who is responsible to oversea business
33	Save agricultural areas and open spaces, by managing and controlling growth in those areas. Farm or agricultural businesses and properties need to be encouraged to remain open space. Activities such as farm breweries and wineries need to be evaluated on a case-by-case and location basis. Some agricultural businesses tend to bring significant changes to local traffic. This has to be considered and weighed before allowing the business to open.
34	Sounds good on paper. However my experience with the BoS is one of lack of concern for Western Loudoun and preserving pur way of life. They are focused on growing the rural economy without regard for the effects on residents (wedding venues and brewery/wineries in my neighborhood!)
35	Sustain: Strengthen natural and historic assets. A pastoral rural landscape that incorporates appropriate scale and design of homes, commercial uses, and recreational amenities. Define pastoral. Does "pastoral" mean long lines of tourist-filled cars, generating dust storms, road bars, dangerous drivers unfamiliar with one-lane gravel roads who run residents off the road? Does pastoral mean "hard cider" signs leading up to Bluemont and throughout Bluemont, stuck along the road (basically governmental endorsement of "please, do drink and drive in Loudoun County?" Does "pastoral" mean event entities in residential, truly agricultural neighborhoods, bringing noise, dust, crowds, buses, and non-enforcement AND non-acceptance of responsibility for enforcement by our government officials? Bluemont has been pastoral for the 22 years we have lived here. It no longer is. We seemed to have moved to a rural economy Disneyland without notice that our health, safety and welfare rights have been trampled by the government that proceeds without recognition of residential rights. Commercial uses must be limited to strictly agricultural, in the true sense, not to "ale trails" and party "event centers." As for scale and design of homes, how about requiring a "lights out" dark skies policy for western Loudoun. Prohibit those tree "spotlights" in front of those McMansions along Snickersville Turnpike and elsewhere which only light up the otherwise dark and peaceful neighborhoods. We all have trees, we do not need to light them up for everyone to see.

36	The Board of Supervisors has to have the guts to draw a hard line that Western Loudoun will not be developed and that "event centers" and "wineries" will be evaluated on a case by case basis to determine whether they are appropriate or whether they are a detriment to the existing thriving community.
37	The rural areas are over run with wineries and breweries with no regard that people actually live here. We are not cattle. We live here. We don't need additional strains on the natural resources (such as our wells) or roads (too narrow for commercial traffic.) Please respect us. You wouldn't want a winery next to your home. Please don't do that to us.
38	The vision and goals SOUND good; however, we need to emphasize keeping the transition area under the original plan; and keeping western Loudoun as rural as possible, encouraging agricultural businesses other than so many wineries and breweries that have contributed to automobile accidents in the western part of the County. The expensive housing (including high end senior housing being marketed) in Loudoun makes it hard for lower income (below \$60,000) residents to find affordable safe housing. This needs to be addressed with more of a housing mix that benefits our hard working citizens and older residents as much as the developers.
39	There are too many by-right uses in the rural areas. Please respect that these are neighborhoods where we live too.
40	To protect and preserve rural western Loudoun there should be criteria for where rural businesses can be located. The current plan calls for businesses to be located in or near the towns not sprinkled around the countryside. This should be set out in location, access and performance standards that are strictly enforced .
41	Too intense rural economy opportunities are adverse; need to figure out better balance
42	Traffic impact winery and brewery and other events in west
43	Upgrade intersection at Foggy Bottom Road and Snickersville Pike due to heavy usage by patrons to winery/brewery/farm venue
44	VISION 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. The Vision omits the single most important element -- the health, safety and welfare of its residents. A comprehensive plan should not ignore the fundamental rights of its residential property owners. The goal should not be to make the County a playground for tourists at the expense of rural property owners. Further, what is the definition of "fiscal strength?" My FOIA request to Loudoun County asking for specific fiscal information related to the "rural economy" yielded a negative records response, as there are no numbers. No revenue tracking, no projections, no winery/brewery/event center analysis of before and after the "rural economy" push. Defining "fiscal strength" requires a baseline knowledge of revenues, real and projected. Revenues are offset by expenditures, such as (1) decrease in property values of properties which are next to wineries, breweries, event centers; (2) decrease in number of western county residents who already participate in the equine-related agricultural and livestock economies, when they cannot live next to event center, wineries and breweries with their endless noise, traffic, dust, and tourists who are unfamiliar with the hundreds of miles of gravel roads. If Loudoun County is going to truly plan the future, it must recognize and respect what already exists. Loudoun County must not throw out the baby with the bath water. Accommodate the residents who already have invested in property in Loudoun County before you invite hundreds of thousands of tourists to small neighborhoods which do not have infrastructure to accommodate their desire to drink and party whilst driving by our scenic properties maintained at our expense.
45	We need to come up with a way to measure pesticide use on all these new wineries, breweries popping up in the western part of the county. How can we have ecoganic or organic farming among increasing local pesticide use ? Here is a tracking example in CA : http://www.pesticideinfo.org/DS.jsp?sk=29143
46	Western Loudoun needs to be looked at as a roadway network from an economic standpoint (ex: access to wineries). Real traffic analysis.

47	When Loudoun County residents can go to sleep at night without living in fear that beautiful Western Loudoun could be developed or overrun by "event centers" and "wineries."
48	Wineries/breweries/wedding events should be stopped. We have enough
49	Winery - don't use environmental factors to decide what we allow in Loudoun County with business
50	You have the right concepts and themes in mind, but some of the plans for execution do not reflect those same concepts/themes. For example, you say you want some of the following: "4.A viable rural economy that builds upon the county's unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses; 7.A transportation network supportive of the County's overall vision to support economic development, create vibrant, safe communities and public spaces, and protect natural and heritage resources.; Goal: A well-functioning system of green infrastructure preserving natural beauty, open spaces, and cultural assets to include agricultural land, natural, scenic and historic resources.; Goal: 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." These are all wonderful goals and I support them fully. However, you also want to construct an 8-lane+ interstate from US 28 to I-270 in MD and are very comfortable destroying a wonderful, unique neighborhood in the process. This neighborhood has historical landmarks in it, large open spacing, use of Broad Run Creek and Potomac River, and a very strong community. The road that you all want to build would also damage the "agricultural heritage" of the neighboring Maryland area, which is hypocritical to say that we care about Loudoun, but not other areas. Most of all, constructing a bridge in said location (i.e. Project ID 24) will negatively impact Virginia home values in the neighboring areas, could threaten a major drinking water source for the region by interfering with an EPA Superfund site just upriver of the Fairfax County water intake, and cause more traffic problems than it solves. All I ask is that you put yourself in the shoes of others. Would you want your home, community, well-being be taken from you so that a road could be paved over it. It sounds great when you are not the one being impacted. The County needs to truly think of their people and find other means of reaching their goals.

2.3 Support for Wineries, Breweries, and Event Venues (25)

Some public comments indicate support for wineries, breweries, and event venues in rural Loudoun County. The reason given for this support is the revenue generated by tourism.

Table 12. Actual Public Comments – Support for Wineries, Breweries, and Event Venues	
#	Comment
1	A-1 zoning review and what is allowed; non-agricultural uses for smaller parcels (Breweries)
2	Can we make Loudoun a revenue-opportunity destination (ex. Winery, farm to table
3	Continue to support various rural economy uses (wineries, breweries, agricultural)
4	Garner public revenue from wineries and breweries - research/contact North Santa Barbara County, California
5	Hotels/B & B- by-night in W. Loudoun to support the breweries/wineries - some place to stay after events. Full service/destination event.
6	I don't know that one can ever say he or she has "succeeded" when it comes to protecting a valuable resource - it requires constant effort. I appreciate the subdivision policies in place in much of the RPA - I hope they are maintained and enforced. I think that the huge uptick in wineries is a great sign, and I hope to see a continued growth in industries that bring in tourists to experience Loudoun's rural and historical

	riches!
7	Keep western Loudoun free of "big box" stores, keep it commerical via agricultural and tourist businesses only. DO NOT approve much residential build out here. You have the opportunity to make western Loudoun a booming tourist area by keeping it open and green, and the tourists will come to visit the wineries and breweries. I would encourage AREA-SPECIFIC lodging that complements the area (nice hotels that are not low budget chains).
8	Leave western Loudoun as is! No more houses. Promote farms whether it be farms, wineries, orchards. Anything to promote wide open spaces.
9	Local food, wine, agriculture, and small business
10	Loudoun must commit itself to protect the natural resources that are critical not only to our environmental and agricultural health, but also to the tourism industry in the west. Protecting mountainsides, sensitive soils, steep slopes, and streams from impacts of development are critical. No one wants to visit a vineyard or bed and breakfast with stunning views of mountains marred by development. Tourism, rural business and especially agriculture are revenue positive for Loudoun county, while residential development is always a budget liability.
11	Old Rt 7 - we should market ourselves as the weekend destination from washington DC - drive past beautiful landscaped of wineries/small county stores
12	Preserve rural western Loudoun as a artisan and wine country.
13	Pressure from land developers, and demands for increased housing. Specifically, for the idea about adding bike lanes and wide shoulders on the roads, a major obstacle are the attitudes of riders and local drivers. This can be improved with improved road availability and usage, coupled with a desire to attract active tourists to the area to support local businesses and keep Western Loudoun rural.
14	Provide county support, especially in organizing and advertising, events and festivals hosted in the small towns of Western Loudoun to draw tourists to these communities and the small businesses in the area.
15	Recognize wineries as important to rural economy
16	Rural business opportunities-regulatory process-one stop shop for permitting-more user friendly, local level "how to open a B&B", etc. Tax reporting based on income level, property size-econ. Development assistance
17	Support area businesses, rural economy is sustainable with wineries, some farms are being preserved; also keep other small businesses; keep the agriculture as a viable economic alternative to housing development; put urban development in urban areas
18	Supporting rural economy-Equestrian, wineries
19	Think of western Loudoun as green space, preserve vulnerable landscapes; vibrant farming/agriculture; villages; wineries/breweries/bed & breakfast
20	Trail Hit Park, dining area, wineries. Bring people in the county.
21	We will know we have succeeded when people still want to live here and invest their money. People still want to visit and tour here (especially our rural west) and spend their money. And People still become entrepreneurs here with creative rural businesses in the West and high tech and cutting edge businesses in the east.* Our viticulture and beer industry should flourish under the right leadership adding to our commercial tax base and lessening the County's tendency to bleed the local resident's dry with excessive real estate taxation.
22	Western Loudoun needs to be preserved while maximizing its economic contributions to tourism, recreation, weddings, and spirits. Bicycle and hiking trails need to be planned and developed. Bus service between vineyards, brew pubs and distilleries could be operated. We can make it a treasured playground for Eastern Loudoun and the DC area in general, while preserving its natural, and rural character.
23	Wineries and breweries are fine for economic/business. What about transportation in the long run. Eg: Nelson county
24	Wineries are wonderful by attracting tourists. Breweries also good. More wineries.

25	<p>You need a vision for rural Loudoun. Here is one: A vision for Loudoun's rural economy Loudoun's rural region will be characterized by prosperous farms, interspersed with villages as commercial and residential hubs, and economically sustained by our equine sector, farm products and by tourists drawn to equine events, farm markets, wineries, breweries, outdoor recreational pursuits and wedding and event centers in a scenic rural setting. This vibrant tourism will sustain the rural economy, supported by Loudoun's government through: Support and publicity for the County's Farm Tours that include traditional farms. County regulations to ensure consistent standards for hours of operation, noise, lighting and road access. Necessary rural road improvements to address traffic problems after suitable public engagement. Farmland will be protected wherever possible by conservation easements held by land trusts that allow compatible rural enterprises, or by new county programs including Tradable Development Rights (TDRs) or Purchase of Development Rights (PDRs). TDRs are proven tools (as shown in Montgomery County, MD) to shift development rights from rural areas to areas more appropriately designated for greater development, such as lands around Metro Stations. PDRs offer county tools to protect strategically important areas whose critical aesthetic, wildlife, watershed or historic values are endangered and would otherwise be unprotected and lost. Farm-based commercial activities will be allowed where consistent with county regulations on water quality, threatened wildlife, noise, traffic, lighting and buffers. County policies will encourage farm productivity through grants to conservation-focused non-profit groups and by the adoption of policies to Reduce farm operating costs through measures that may include reduced county taxes Seek any additional or changed state policies needed to support Loudoun's rural goals, Encourage long-term farmland leasing for investment in fertility and quality production, and Provide incentives allowing young farmers access to farmland through leases or purchase.</p>
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2.4 Support for General Rural Economy (37)

Some public comments express general support for a diverse rural economy in the County. Comments stress the importance of striking a balance between preserving the Rural Policy Area and promoting a vibrant rural economy.

Table 13. Actual Public Comments – Support for General Rural Economy	
#	Comment
1	"Rural Economy" lots became sold, but big home sites/big homes
2	Broadband accessible throughout county; maintain strong rural economy
3	Continue support of rural economy
4	Continue to support various rural economy uses (wineries, breweries, agricultural)
5	Do not impede rural economy entrepreneurs with uneconomy equality and bureaucracy; est. uses where areas success and need not be impeded
6	Don't let the rural economy be just breweries and wineries; allow better broadband access to help this (more home based)
7	Economic benefit of west Loudoun
8	Economic development, beekeeping, conservation easements program, expand on this more publically
9	Embrace diversity in west, agriculture, history, economic development-rural economy
10	Encourage rural economy
11	Expanding rural economy to include more diverse types
12	Give extra support for objective #4 & #5 under compete - building on our unique rural heritage
13	Goal - sustain 4 - rural economy + commercial

14	I envision a future for the county that keeps the tech, commercial and industrial businesses concentrated in eastern Loudoun and at the same time preserves the rural economy and lifestyle of western Loudoun. Maintaining the transition zone is extremely important to accomplish this. This gives people a balance and choice. People residing in eastern Loudoun would have access to the natural world, farms and benefits of the rural experience in western Loudoun, and people in western Loudoun would have access to shopping, businesses and jobs in eastern Loudoun.
15	I believe when it comes to western Loudoun we are very close to where we need to be. The temptation is to allow special exceptions to increase development on certain parcels. As I noted above, that becomes death by a thousand cuts. We need to follow our comprehensive plan for maintaining a vibrant rural economy in Loudoun that includes all segments of agriculture. Loudoun currently ranks #1 in acreage in grape production, #1 in number of wineries, #1 in berry production, and is still on the top third of Virginia counties in beef cattle as well as sheep and goat production. This doesn't even touch on our 180 million dollar equine industry and our #1 ranked horse population for the state. In short, we need to recognize that we are doing a good job, and address small regulatory and zoning issues when they arise, but don't lose sight of the fact that it has been a success!
16	I like this: 4.A viable rural economy that builds upon the county's unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses. But I don't see how that is possible with all the building in Leesburg. Shouldn't destroying old farms NOT be on the agenda?
17	I think the goals and objectives do move Loudoun in the right direction. As a resident of western Loudoun, I particularly resonate with the following items: 1.accessible and safe parks and recreations spaces, 2. multi-modal transportation with an emphasis on improved public transportation and safe biking options, 3. a stronger and more diverse rural economy, 4.sustain and grow green spaces 5. support for historic resources 6. helping people age in place.
18	Increase rural business opportunities - "rural rustic program for roads"
19	Keep the western portion of the County rural and not suburban. Otherwise Loudoun will become just another urbanized suburb and our rural economy and tourism will die and our taxes go up, way up!
20	Logical rural businesses compatible with the West -> Draw
21	Maintain the rural aspect/economy with cultivating western County businesses to allow better understand; ease west/east divide; "had to let eastern County develop while west doesn't develop at all"
22	Marketing and promotion of the rural economy and providing incentives to promote the rural economy. These include locally owned restaurants, food-related endeavors, farms, vineyards, farm markets, farm stores, traditional crafts, etc.
23	More diverse rural economy (in addition to winery/brewery); other businesses and integrate throughout county
24	My comments will follow and are in response to statements from your website below: "Sustain: Strengthen natural and historic assets Goal: A well-functioning system of green infrastructure preserving natural beauty, open spaces, and cultural assets to include agricultural land, natural, scenic and historic resources." COMPETE: 4. A viable rural economy that builds upon the county's unique agricultural heritage and supports existing and emerging rural industries, including farming, agriculture, equine businesses, and rural tourism and hospitality uses.I live in Broad Run Farms and have for the past 21 plus years. It is a unique community of horses, chickens and families. People put their kayaks into the Potomac from backyards and community launches. One family has peacocks, ducks and geese in the front yard. I've been told bald eagles nest on my street. My in-laws moved here in the 1950s and raised two sons who now also have built homes in the community and raised families here. We are a unique community which does have both historic (Mosby house) and scenic value not to mention horse and landscaping businesses within our community.
25	Need to improve rural economy - but not nearby wineries
26	Need to make more rural uses. One dairy farm left. No more paintball. Rural commercial uses that serve

	the rural uses.
27	Objective 2. I appreciate calling out the need for a viable rural economy and noting the county's unique agricultural heritage and existing and emerging rural industries. I feel those are too often overlooked, discounted or given less weight than home building. More focus on building parks and preserving green space in the TPA.
28	"Pie in the sky" - need to address 20 - LC is a unique & special place - natural beauty, history - rural economy - striking a balance of growth
29	Preservation concerns - options for rural area - what is development strategy to preserve. Look at options for preserving - rural economy
30	Preserve our green space while also building rural economy correctly and with context
31	Preserve the scenic aspects of the county; the rural economy allows the small, unique businesses to come up
32	Protect the rural area and rural economy; ID impacts of suburban area or rural areas
33	Rural economy needs to be diverse and vibrant - have diverse permitted uses
34	Support area businesses, rural economy is sustainable with wineries, some farms are being preserved; also keep other small businesses; keep the agriculture as a viable economic alternative to housing development; put urban development in urban areas
35	Supporting rural economy-Equestrian, wineries
36	Sustainable develop of rural business while limiting residential development
37	Transit area - environment, rural economy, historic preservation, rural businesses, keep open space.

2.5 Support for Agritourism (24)

Some public comments indicate support for agritourism. These commenters support making western Loudoun County's rural industries—vineyards, wineries, breweries, horseback riding facilities—revenue-generating destinations. Commenters also support the farm-to-table effort. Some comments support improved bicycle and pedestrian trails between rural tourist destinations to better promote such uses.

Table 14. Actual Public Comments – Support for Agritourism	
#	Comment
1	Agri-tourism - separate item - maintain view sheds and ridgelines
2	Can we make Loudoun a revenue-opportunity destination (ex. Winery, farm to table
3	Clearer relationship between east and west, maximize complementary relationship (tourism, economic development).
4	Continue to develop sustainable agro-tourism in western Loudoun in order to maintain the rural beauty of the area, create jobs, and offer more community activities in the area.
5	Do everything possible to avoid further soul-deadening, monotonous, townhouse sprawl, devoid of retail life, street life, or anything distinctive of Loudoun character. Ditto for the meadow-muffin mansions that spring up in western Loudoun, designed with beautiful fronts and ugly, cheap vinyl and maybe one window on the remaining three sides"yet visible from all angles in the open, former pastures they now occupy. USE TOURISM ECONOMICS TO COUNTERACT THESE DEGRADING TYPES OF DEVELOPMENT. If more development is needed "doubtful "encourage rural-village concepts, with embedded retail.
6	Heritage - need the speak to its sustainability; energy efficiency & sustainability - agriculture, provide better food resources - get people to get outside, green crops within their own food; water-need to conserve - educate people about water use; stewardship of land & resources

7	I support further density around the coming metro development but I strong support holding the present zoning in the transition area. I want to keep the western Loudoun area as open as possible thereby allowing agricultural, equestrian and heritage tourism activities that bring in support for the county without the infrastructure costs in additional schools and road improvements. Keeping western Loudoun as rural as possible is a win win for the entire county!
8	Increase farm to table operations; increase agritourism
9	Integrated "farm to table" network; more "Loudoun unique" dining/shopping
10	Invest in tourism; horseback facilities
11	Keep western Loudoun a place that supports traditional ag, but is respectfully friendly to tourism and heritage tourism industry
12	Keep Western Loudoun as a destination-trails/equestrian/wineries/national park
13	Limit W Loudoun growth; protect agricultural tourism
14	Local food, wine, agriculture, and small business
15	Loudoun must commit itself to protect the natural resources that are critical not only to our environmental and agricultural health, but also to the tourism industry in the west. Protecting mountainsides, sensitive soils, steep slopes, and streams from impacts of development are critical. No one wants to visit a vineyard or bed and breakfast with stunning views of mountains marred by development. Tourism, rural business and especially agriculture are revenue positive for Loudoun county, while residential development is always a budget liability.
16	Maintain zoning and land use policies that promote the agricultural economy of western Loudoun. The special part of Loudoun is that we have the suburban East and the rural West. Agricultural enterprises need a critical mass of land on which to operate and once our land base drops below a certain threshold, the rest of the industry will suffer. Our farmers and rural business owners supply our eastern Farm Markets and restaurants, while also bringing tourists to the west to visit vineyards and wineries, to bike, and to enjoy pick your own operations. We have a real special balance and place here in Loudoun, please do not do anything to lose the agricultural and historic nature of western Loudoun.
17	Need different "farm to table" venue than farmers market
18	Old Rt 7 - we should market ourselves as the weekend destination from washington DC - drive past beautiful landscaped of wineries/small county stores
19	Preservation of our local and family farms so that our citizens have access to locally grown and fresh foods. This also supports our rural economy and enhances offerings at county restaurants.
20	Promote tourism while maintain rural area
21	Public to villages and do agriculture in the open
22	Support B&B economy/tourism economy
23	Tighten up protection of open space, embrace plan-ecotourism in west, sustainable economy
24	Western Loudoun needs to be preserved while maximizing its economic contributions to tourism, recreation, weddings, and spirits. Bicycle and hiking trails need to be planned and developed. Bus service between vineyards, brew pubs and distilleries could be operated. We can make it a treasured playground for Eastern Loudoun and the DC area in general, while preserving its natural, and rural character.

3. Rural Roads (98)

Eight percent (8%) of the rural public comments received pertain to rural roads. A breakdown of the rural roads comments is provided in Figure 4 and Table 15. Tables 16-19 provide actual public comments on the topics of traffic on rural roads, preserving rural roads (unpaved), paving rural roads, and maintaining rural roads.

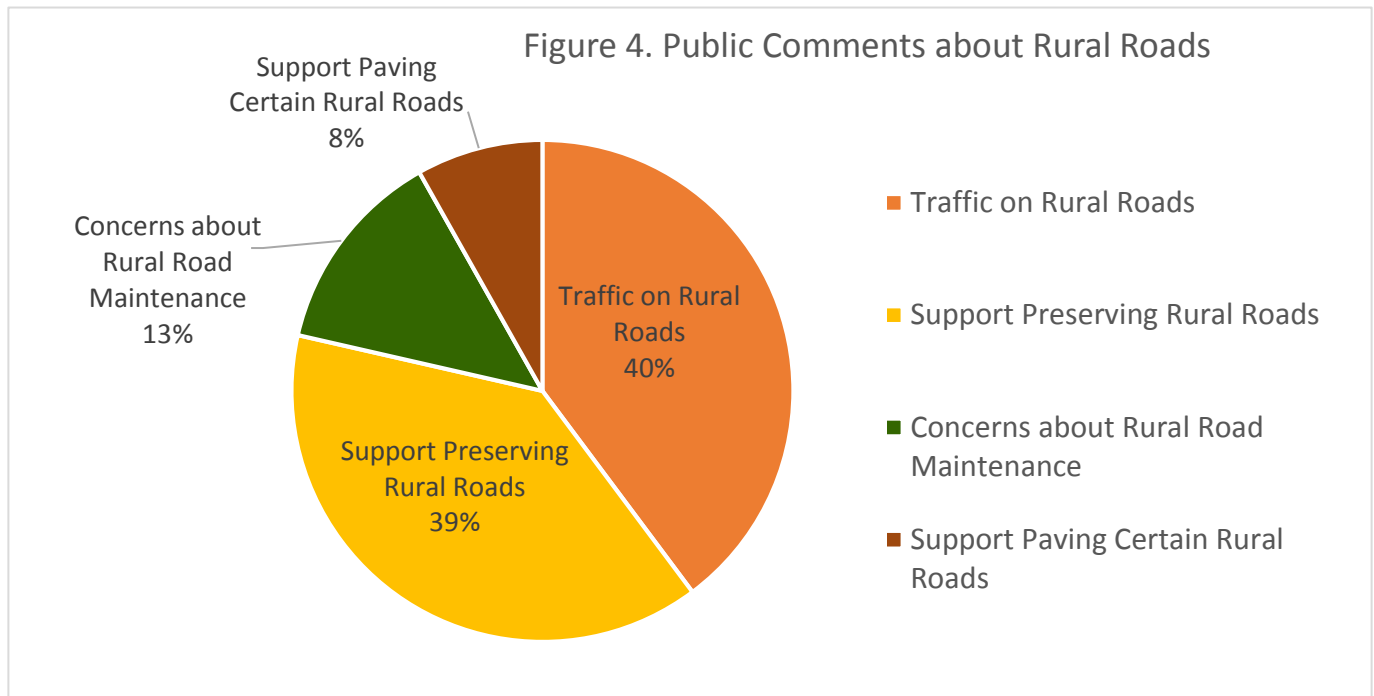


Table 15. Total Rural Roads Public Comments		
Topic	Number of Comments	Percentage of Rural Roads Comments
Concerns about Traffic on Rural Roads	39	40%
Support Preserving Rural Roads	38	39%
Concerns about Rural Road Maintenance	13	13%
Support Paving Rural Roads	8	8%
TOTAL RURAL ROADS COMMENTS	98	100%

3.1 Preserve Rural Roads (38)

Public comments indicate support for preserving the rural roads in western Loudoun County in their unpaved, unimproved condition. Based on public comments, maintaining the rural roads in their unimproved condition is integral to the rural context and character of the area. There is a concern that improving the rural roads would lead to undesirable increased traffic within the rural area.

Table 16. Actual Public Comments – Preserve Rural Roads	
#	Comment
1	A lack of appreciation for the intrinsic value of rural Loudoun and a real commitment to saving it for present and future generations. New residents want their rural roads paved and the residents of a subdivision often outnumber the property owners on the rural road so the paving is approved to the detriment of the character of rural Loudoun.
2	Address roads and paving; too much paving
3	adopt a policy not to pave gravel roads? Fix the drainage
4	Allder School Rd - leave it gravel - don't allow it to be a bypass
5	Do not pave gravel roads unless absolutely necessary to preserve the infrastructure of the road. Paving The Woods Road benefited very few taxpayers, and was extremely expensive.
6	Don't have dirt roads paved. Too much development will then come.
7	Educate County about and protect rural road network as a scenic historic reserve
8	good - good framework - need to deal with transportation west to east - need to account for/deal with people who don't take care of environment. Need \$ for environment - need bike lanes, bike opportunities. Need more quick hit opportunities - not so far down the road. Econ dev. very important - careful on JLMA, keep rural roads rural
9	Greggsville Road - prefer to stay gravel - stay rural
10	Improve amenities will destroy Loudoun. Road system is limited but like it. Some statements are broad - "development that integrates with historic, preserves the history. There is a desire to preserve the amenities of western Loudoun. The unique natural historic resources needs to be preserved. Recreation that are passive and low key. Sustain goal - "throughout the county"
11	Improve dirt road system; keep dirt roads
12	Increase rural business opportunities - "rural rustic program for roads"
13	Keep dirt roads and get VDOT to maintain
14	Keep rural Loudoun rural-Gravel roads
15	Keep the dirt roads/maintain the dirt roads
16	Keep the rural character of western Loudoun. It is our open and agricultural land spaces that are presently enabling a thriving agro-economy. The encroachment of "spectrum price point housing" would quash the current flow our tourism to western Loudoun by enactment of subsuming open space for housing but also by the deterrent of traffic congestion. Rural roadways are part of the touristic "charm" of this area.
17	Keep the rural roads in Loudoun graveled and unimproved
18	Leave our dirt roads alone
19	Limit paving on rural roads
20	Maintain and preserve historic rural gravel most rural roads
21	Maintain rural roads correctly (not-at least most times-paving, widening, straightening). Each road has its own context/situation to consider
22	Maintain wild places and rural roads, passive recreation in public domain
23	Money and tax base. Developers who want to develop it all and leave us, the citizens, with the bills for the infrastructure such as fire, police, schools, and transportation More challenges: getting metro through Leesburg and on to Purcellville Keep the country dirt roads-slows down the traffic and does not cost much to maintain Develop bike paths with under and overpasses to get more bikes in and out of the towns for local commuters.
24	More protection of western unpaved rural roads i.e. not like Greggsville Rd., local folks had no input

25	Our county should proudly recognize and support our rural areas and respect the atmosphere and character that they create through their historic homes, gravel roads, small local businesses and small community centered schools.*Our county should look just as it does now, a mix of rural and suburban, with no more fields cleared for homes or shopping centers and Purcellville and Leesburg should stay the size they are and stop expanding their borders.
26	Preserve network of historic rural roads. (not just in the rural roads district)
27	Protect rural roads, Bluemont area, rural villages
28	Require language be added to real estate documents that tells people buying in the Rural Area NOT to expect paved roads, sidewalks, street lighting and other suburban amenities.
29	Rural roads - maintain rural rustic roads - don't pave them
30	Rural roads are integral part; keep them
31	Rural roads should be left unpaved. If people move to the Rural Area it should be for the aesthetics of the area. If suburban amenities are desired, then please do not move to the Rural Area.
32	Some people living on dirt roads prefer it that way because it keeps traffic to a minimum.
33	Some people move westward for the rural character and then immediately want big box stores within 15 minutes. Realtors need to speak truths when selling houses...if house on gravel, it will stay on gravel road, appreciate the existing stores, appreciate the darkness (don't light up the sky)-sell what IS.
34	The amount of acreage saved for agriculture and open space will not diminish. The quality of water in our streams will improve. AR-1 and AR-2 zoning will not change. The Transition Area will be preserved. The Board of Supervisors will take sincere, proactive actions to protect rural Loudoun, not just pay lip service to it. Commercial enterprises which are not truly agricultural in nature will be located in or adjacent to the towns, not allowed to pop up on any available parcel or property. Rural roads will be maintained properly, not paved.
35	The rural road network of Western Loudoun County
36	Traffic is getting worse all the time. I moved to Loudoun because I wanted rural areas and dirt roads...but these things are being bulldozed, lost and paved over.
37	Transportation plan that limits on rural roads
38	We will know we succeeded when we stop building new schools, when the schools are not over crowded, when we stop threatening to close schools to cut operational costs, when our schools offer k-12 foreign language instruction and don't need the parents to BYO Technology and when the schools are supporting our farmers by serving food grown right here in Loudoun and when the schools are funded every year without making cuts. *It would be difficult to clear area or convert the W&OD to rail, but we need to acknowledge that mass transit is ecological and reduces cars and congestion - that exists today without the planned new residents. There should be mass transit options from West Virginia to DC be it rail/metro or bus (all day service). *Our county should proudly recognize and support our rural areas and respect the atmosphere and character that they create through their historic homes, gravel roads, small local businesses and small community centered schools. *Our county should look just as it does now, a mix of rural and suburban, with no more fields cleared for homes or shopping centers and Purcellville and Leesburg should stay the size they are and stop expanding their borders.

3.2 Concerns about Traffic on Rural Roads (39)

Public comments indicate concerns about traffic on rural roads. There are concerns about commuter traffic and cut-through traffic in rural areas and historic towns and villages. Additional comments about traffic concerns on Route 9 and Route 287 are found in the Transportation section of these public comments.

Table 17. Actual Public Comments – Concerns about Traffic on Rural Roads	
#	Comment
1	A public concerns re. the large areas of farmland that are being developed into housing areas - increased commuter traffic on historic roads built in the 1700s were not meant to support the trucks and 4-wheel humvees of today. Stop the development.
2	Add 4 feet in width to western roads
3	Better protect historic villages for posterity - improve traffic flow
4	Cutting through rural villages. Manage commuter traffic
5	Design solutions to mitigate/reduce cut-thru traffic in Waterford
6	Discourage commuter route on rural road
7	Do nothing that promotes heavy traffic on historic dirt roads
8	Find some way to divert West VA commuters from using rt 9.
9	Historic districts being used for commuter traffic. Historic villages aren't meant to support traffic
10	Historical villages and towns - Rt. 287 and Rt. 9 - commuter traffic - cut through historic sites - loosing integrity of commuters
11	Improved traffic management in Purcellville
12	Less congestive streets; utilize parallel highways; Round Hill and Lovettsville, especially
13	Manage traffic in Bluemont
14	More roundabouts in western Loudoun County; traffic calming in general; slow traffic down
15	Need a tunnel to remove non-local, through-traffic off of the streets of Hillsboro.
16	No. Under the heading, "Sustain: strengthen natural and historic assets," there is no mention of the threat ever-increasing traffic volume poses to our historic villages. Without intervention, we risk becoming like Pennsylvania -- a state where many historic villages have become commuter cut-throughs and can no longer be safely enjoyed on foot. Loudoun should restrict its historic villages (except Hillsboro, which has already been overtaken by Rt. 9) to local traffic only and prohibit all commuter cut-through traffic.
17	Poor internet service, overburdened roads, minimal network of trails, onerous taxes and paperwork burdens on Western Loudoun property owners who want to preserve the land. Too easy for developers and large corporations (like AT&T) to push through huge changes to current land use and zoning without County scrutiny and pushback.
18	Preserve rural character of the West (address traffic issues on 15 and 19)
19	protect historic villages from commuter "cut-through" traffic
20	Public transit at entry points to county to reduce commuter traffic
21	Roads in rural areas must not turn into mini highways. High speed traffic on small roads creates too much noise pollution.
22	Roundabouts are good; need one Lehnah and Route 50
23	Rural use should fit with the community, i.e. growing agricultural as opposed to a brewery that looks like it sells pumpkins - traffic and environmental input adversely affects adjacent lots - who is responsible to oversea business
24	Save agricultural areas and open spaces, by managing and controlling growth in those areas. Farm or agricultural businesses and properties need to be encouraged to remain open space. Activities such as farm breweries and wineries need to be evaluated on a case-by-case and location basis. Some agricultural businesses tend to bring significant changes to local traffic. This has to be considered and weighed before allowing the business to open.
25	Serious problems on rural roads

26	Speed bumps in gravel road
27	The county is gridlocked and transportation network is flawed (7, 9, 287); not everyone can be rerouted through the villages and still maintain their rustic quality
28	Traffic calming is needed for secondary and rural roads
29	Traffic concerns, rural heritage preservation; too much development & encroachment. Utilizing renewable energy sources, agricultural preservation - land use.
30	Traffic impact winery and brewery and other events in west
31	Traffic in Waterford Village will be reduced by two-thirds. Thirty-three percent of the owners of by-right building envelopes will surrender them in exchange for county tax breaks.
32	Traffic is getting worse all the time. I moved to Loudoun because I wanted rural areas and dirt roads...but these things are being bulldozed, lost and paved over.
33	Traffic issues and incomplete network need to be addressed and points west
34	Traffic on Route 9 don't widen it. Traffic concerns.
35	Traffic Rte. 9-too heavy-reroute to 340
36	Transportation plan that limits on rural roads
37	Western Loudoun needs to be looked at as a roadway network from an economic standpoint (ex: access to wineries). Real traffic analysis.
38	Western Loudoun wine trail/breweries marketing to vehicular traffic need to have safe transportation option
39	When traffic has been rerouted away from the geographic area north of leesburg, from the potomac river to lovettsville. when building new mass housing developments is moved to other areas that can tolerate the burden/ population density

3.3 Concerns about Rural Road Maintenance (13)

Some public comments indicate that while the public wants the County's rural unpaved roads to stay unpaved, they would appreciate some maintenance of these rural unpaved roads. Some commenters also seek more rural roadside cleanup efforts.

Table 18. Actual Public Comments – Support for General Rural Economy	
#	Comment
1	Create scenic roadsides: Loudoun has a lot of big roads. But they are usually landscaped with grass and has no interest. Making these roadsides landscaped with perennials will make Loudoun unique and beautiful. Driving around Loudoun will be a colorful and pleasant experience - improving the quality of life.
2	Do a better job of maintaining the roads in western loudoun -- dirt roads dont mean no maintenance is required again western loudoun is the last to get snow removed from the back roads both ends of the county pay the same taxes, all of loudoun should receive equal service --
3	Fix Purcellville roundabout
4	Improve and properly maintain rural roads. How do we help the State understand the importance of maintaining those roads
5	Improve dirt road system; keep dirt roads
6	Increase community cleanup and reduce traffic on 15
7	Keep dirt roads and get VDOT to maintain
8	Maintain rural roads correctly (not-at least most times-paving, widening, straightening). Each road has its own context/situation to consider

9	Need new standards and policies on gravel roads (plan should create framework for gravel roads) (safety)
10	Rural roads - maintain rural rustic roads - don't pave them
11	The amount of acreage saved for agriculture and open space will not diminish. The quality of water in our streams will improve. AR-1 and AR-2 zoning will not change. The Transition Area will be preserved. The Board of Supervisors will take sincere, proactive actions to protect rural Loudoun, not just pay lip service to it. Commercial enterprises which are not truly agricultural in nature will be located in or adjacent to the towns, not allowed to pop up on any available parcel or property. Rural roads will be maintained properly, not paved.
12	When farm businesses can operate without contributing to the detriment of the land, the roads, the quality of life of the residents in Western Loudoun, you will have succeeded.
13	Work w/ Dot on exploring alt. rural road maintenance vs. paving

3.4 Support for Paving Rural Roads (8)

There are a few (eight) public comments in support of paving rural roads or paving certain rural roads in western Loudoun County.

Table 19. Actual Public Comments – Support for Paving Rural Roads	
#	Comment
1	I suggest 2 miles off of Lovettsville off Bolington road should be paved to allow cyclists to ride and view the rural areas. This will offer ways for wounded warriors to do races for the community.
2	Lovettsville Road needs to be repaved
3	Necessary rural road improvements to address traffic problems after suitable public engagement.
4	Pave Old Waterford Rd; hazardous
5	Pave west section of Alder School Road - man rate from Round Hill to Woodgrove HS
6	This unpaved section of Lockridge Road should be paved, particularly with the new METRO going in and parking around this area being expanded.
7	Upgrade road network (rural unpaved roads)
8	When we've reduced the number of dirt roads by 80%

4. Desired Amenities and Needs within the Rural Policy Area (157)

Twelve percent (12%) of the rural public comments received speak to desired amenities and needs with the western portion of the County. A breakdown of these desired amenities and needs is provided in Figure 5 and Table 20. Tables 21-28 provide actual public comments on the topics of broadband, trails, affordable housing, parks and public facilities, alternative transportation, shopping, and entertainment.

Figure 5. Public Comments - Desired Amenities and Needs in the Rural Policy Area

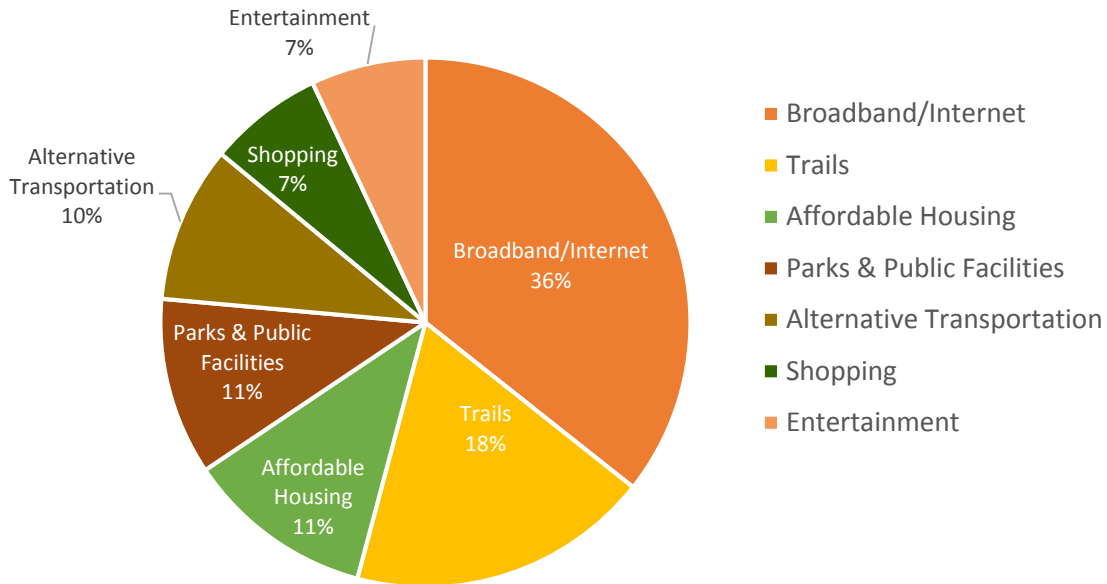


Table 20. Total Needs within the Rural Policy Area Public Comments

Topic	Number of Comments	Percentage of Desired Amenities Comments
Broadband/Internet	56	36%
Trails	29	18%
Affordable Housing	18	11%
Parks and Public Facilities	17	11%
Alternative Transportation	15	10%
Shopping	11	7%
Entertainment	11	7%
TOTAL DESIRED AMENITIES COMMENTS	157	100%

4.1 Broadband/Internet (56)

Public comments indicate public support for extending broadband and internet services into the western portion of the County. Cited reasons include promoting public convenience and quality of life and benefiting and diversifying the rural economy.

Table 21. Actual Public Comments – Broadband/Internet

#	Comment
1	Allow for broadband and telecommunications facilities in the western part of the county.

2	Becoming an economic force requires first class communications infrastructure. Our cellular service and complete lack of Broadband Internet will absolutely keep this from happening. No vendor should be invited to provide services that does not immediately reach ALL residents with the same level of service. This means no satellite, HDSL or LTE areas are acceptable. Newer technologies will be provided on a cherry-picked basis by vendors unless legislated against by the governing body.
3	Better broadband access in western Loudoun County (more telework to reduce traffic)
4	Better broadband internet access in western Loudoun County
5	Better Wi-Fi for western Loudoun; "rural electrification act"
6	Bring high speed internet to rural Loudoun.
7	Broadband accessible throughout county; maintain strong rural economy
8	Broadband create architectural contest to create more aesthetic towers
9	Broadband for entire county & affordable; regularity affairs with county - dealing with challenges with growth regulation - takes too long to get things done; coordinate better
10	Broadband in rural
11	Broadband in western Loudoun needs to be addressed
12	Broadband Internet, preferably high throughput, i.e. Fios-like data rates. Specifically, Western Loudoun
13	Broadband to all County residents (high speed)
14	Broadband to the West
15	Business office space new buildings and spaces for small businesses are available, additional rec center space is open including indoor pool, business support retail is open and more apartment buildings - mixed use - will be available. My preference is to follow the Village of Leesburg model so there is a center to the development and much of services can be walked to. Upgrade cable and internet access and expand to sub-stations for rural access. County will still have a rural feel, but additional support services in new center is available in specific areas where built. More health friendly programs can be accessed due to rec centers and homes and businesses can achieve normal connection speeds and cable bundles that are available in suburbia but allow so much of the open space to remain in western loudoun. Success will be in 1. seeing the many small businesses that want small new space for business purposes and access to fast normal internet fill new buildings to profitable level without huge price tag per sq foot. Should be simple modern but nice small offices, not expect many larger ones. 2. Residents move into apartments to the point that the property is profitable. These should be nice higher end but not a high cost psf. 3. More rural properties can access high speed internet and cable tv bundles for normal cost because additional sub-stations - small sites to boost signal - has made this possible.
16	Cellphone - no broadband connectivity - St. Louis-Willisville
17	Connect - need to provide broadband in west
18	Connect #4 - missing internet (ex: internet) BOLD major issue in the west
19	Develop cost effective way to improve internet speeds above 5 mb along the Blue Ridge. This will be a challenge while we also strive to keep the rural character of this region. Yes, I want my cake and to eat it, too. :)
20	Don't let the rural economy be just breweries and wineries; allow better broadband access to help this (more home based)
21	Encourage telecommunication through better broadband access in western county
22	Enhance internet infrastructure in Western part of county, support telecommuting (Bluemont and Waterford)--BROADBAND
23	Ensure businesses and residents in Western Loudoun have broadband service and internet as fast as in other parts of Loudoun. This is important for small businesses as customers want to pay with credit cards and search the web while visiting Western Loudoun.
24	Expand broadband services in western Loudoun; but not at the expense of added density I the west

25	Free Wi-Fi
26	Having lived in Western Loudoun for quite some time, we know the joys and beauty of the area. However, living in one of the Internet capitals of the world, it is frustrating not to have options for high speed Internet for our family. Currently we live 0.7 miles from the closest Fiber Optic network connection and only have options for satellite (slow and metered) and 3G/4G services (expensive and metered). As a family and a small community, the residents of this area deserve options for Internet which is now not a luxury but a utility.
27	High speed internet access; no xfinity or fios
28	Hi-speed internet throughout county; reasonable internet costs
29	Improve broadband in the west
30	Improve infrastructure--Broadband, renewable energy, smart transportation models in order to reduce traffic. How do we move people in a smart way
31	Improve internet connectivity for homes and businesses
32	Improve internet service in rural areas.
33	Include broadband in the connect goals
34	Infrastructure - internet in rural area - entire county (Plan better infrastructure)
35	Internet access County wide
36	Internet access lacking in W Loudoun
37	Internet connectivity problem in the west
38	Lack of County leadership and funding in redevelopment, broadband area. NIMBYism of western Loudoun residents to allow for commercial uses.
39	Loudoun is a diamond in the rough of northern Virginia. Too often, development pressure, empowered by political money has left many residents behind, while forcing them to deal with increased traffic congestion, poorly planned development, and corporate first policies, especially regarding rural broadband. I support (1) careful planning for commercial and residential; (2) greater control of rural business economic development so it better respects and protects our historic landscapes; (3) innovative transportation planning to deal with the tremendous traffic problems; and (4) communications infrastructure that supports the entire county (licensing for cable and internet should require providers to cover the ENTIRE county).
40	Lovettsville - cannot do tele-medicine because of lack of broadband
41	More broadband & universal access
42	More communication infrastructure for the county as a whole/showing graphic of planning
43	Need broadband in western Loudoun
44	Need improved internet service in western Loudoun (other support)
45	On connect - need to explain what connect means / spell it out - push for broadband in rural areas
46	Pervasive broadband in the rural areas for workers/students
47	Poor internet service, overburdened roads, minimal network of trails, onerous taxes and paperwork burdens on Western Loudoun property owners who want to preserve the land. Too easy for developers and large corporations (like AT&T) to push through huge changes to current land use and zoning without County scrutiny and pushback.
48	Provide better and faster internet coverage to the surrounding community. Broadband currently available is not sufficient for daily work activities.
49	Provide internet, high speed "infrastructure" in western Loudoun
50	Rural Internet. We are lacking in the availability of high speed internet outside of developments. The existing providers have fallen short and not met the goals they have stated.
51	Safety issues - no cell service, power outage, no land lines, impassable roads in winter

52	Short Hill - Neersville - fiber optics for area
53	The biggest challenge to Broadband Internet has been the public's opposition to towers, such as cell towers. It is time to revisit this and develop a coordinated approach to either non-obtrusive towers, additional fiber routes through western that can be tapped into by a group or co-op, etc. or a combination of both. Controlling development will always be challenged by the developers which represent a very powerful lobby in Loudoun County. While they are very knowledgeable and provide much insight via advisory boards, etc., there needs to be a balance, a vision and a goal that all can work towards rather than a competition.
54	Very poor internet connectivity in the rural area of county
55	Western Loudoun - lousy internet (lives in Waterford)
56	Western Loudoun broad band access

4.2 Trails (29)

Public comments indicate some public support for extending or creating bicycle, pedestrian, and equestrian trail networks through western Loudoun County. Commenters desire connectivity between eastern and western Loudoun County, towns and villages, and wineries and breweries. There are also concerns regarding the absence of bike lanes along rural roads and conflicts between cars and bicycles.

Table 22. Actual Public Comments – Trails	
#	Comment
1	Cycling is a big activity in the Dulles South area, and growing bigger every year. This area is in dire need of a trail, like the W&OD trail, perhaps from Chantilly/South Riding west thru Middleburg up to Round Hill/Purcellville area connecting to the W&OD Trail Head .
2	Better bike/ped connections throughout Western Loudoun
3	Bike trails in Western Loudoun, for people to enjoy the rural areas
4	Connect 3: Make a Trail System to create a bicycle friendly community connecting major attractions (Dulles Town Center, One Loudoun, Town of Leesburg, Wineries). There are lots of areas including Eastern Loudoun, Sterling, Ashburn that lack those connections aside from the W&OD.
5	Connect communities with trails (e.g.. Round Hill to Purcellville, Hillsboro etc.)
6	Developing pedestrian walkways in Round Hill, along with limited destinations in town (e.g., a coffee shop, a bookstore, etc.)
7	Endorse plans being dev for bike & ped paths off the roads connecting wineries, breweries, connecting all these great assets
8	Expand bike paths into western areas especially Waterford and Lovettsville. Bikers and motorists are at risk along Clarks Gap Road and Milltown Road which are popular bike routes.
9	Having horse/walking trails along some of the rural roads throughout the western part of the county.
10	Historic Aldie, on John Mosby hwy needs a sidewalk
11	I think the goals and objectives do move Loudoun in the right direction. As a resident of western Loudoun, I particularly resonate with the following items: 1.accessible and safe parks and recreations spaces, 2. multi-modal transportation with an emphasis on improved public transportation and safe biking options, 3. a stronger and more diverse rural economy, 4.sustain and grow green spaces 5. support for historic resources 6. helping people age in place.
12	Improve shoulders on Western Loudoun roads to enhance cyclist safety (without widening road or changing topography)

13	Land based recreational activities...horseback riding trails, nature trails, hiking trails.Preserve/expand agri-businesses to maintain our natural resources, minimize impact to our land.
14	Make the county pedestrian friendly (east and west). Trail and sidewalk connectivity, as well as innovative pedestrian safety improvements (e.g. glow in the dark striping, audible signal devices for pedestrians, etc.)
15	Money and tax base. Developers who want to develop it all and leave us, the citizens, with the bills for the infrastructure such as fire,police, schools, and transportation More challenges: getting metro through Leesburg and on to Purcellville Keep the country dirt roads-slows down the traffic and does not cost much to maintain Develop bike paths with under and overpasses to get more bikes in and out of the towns for local commuters.
16	Need bicycle/trail in rural areas (scenery, curvy roads)
17	Need bike lanes along some of the rural roads, blind curves dangerous for cyclists and drivers
18	Need more connections (bike and bus) between Lovettsville and Purcellville. Still miss the bus between Purcellville and the rail line at Brunswick. There is no alternative but to drive. 287 unsafe for bikes, and it seems silly to drive to a bike trail.
19	Parks with passive recreation are supported throughout the county.
20	Preserve west - plan parks/recreation areas
21	Pressure from land developers, and demands for increased housing. Specifically, for the idea about adding bike lanes and wide shoulders on the roads, a major obstacle are the attitudes of riders and local drivers. This can be improved with improved road availability and usage, coupled with a desire to attract active tourists to the area to support local businesses and keep Western Loudoun rural.
22	Problem with roads in western Loudoun for bikes (ex. Snickerville Road)
23	Provide non-vehicular trails in both eastern and western Loudoun; non car connected corridors
24	Put "Share the roads" with bike signs on roads in Leesburg and Purcellville.
25	Strengthen the downtowns of towns and make Loudoun more safely interconnected for pedestrians and cyclists (RT 7)
26	Success is not having to drive an hour to get to a place to rent canoes/kayaks * 2. Success is when pedestrians can walk freely in the historic leesburg area without waiting for traffic lights to cross the street.
27	Trail that go around the rural area. Equestrian as well as biking + walking
28	We could definitely use more bicycle infrastructure in downtown Leesburg, such as racks, bike lanes, etc, and educating people about their use.
29	We need to add bike lanes and/or wide shoulders on country roads. This will help promote tourism in Western Loudoun, and also help decrease tension between drivers and cyclists. The trail is a great resource, but it is very crowded, and dangerous during peak hours. If we have more options, we can spread out the volume and increase access to small towns with shops and cafes.

4.3 Affordable Housing (18)

There is some public support for affordable housing in the Rural Policy Area, specifically in the towns where residents can walk to amenities. Specific groups mentioned include the workforce, young professionals, and seniors.

Table 23. Actual Public Comments – Affordable Housing	
#	Comment
1	Add affordable housing in towns (west)
2	Affordable housing, work force housing throughout County; fire/rescue; LCPS; government workers

3	Affordability-particularly housing, blend of housing, retirees also need affordability, applied to the whole county
4	Affordable housing - for first time home buyers; around metro, but throughout the county
5	Encourage more loft apartments in Historic Leesburg. School teachers are commuting from West Virginia because they cannot afford rents in Loudoun. Loft apartments upstairs from Leesburg businesses would add life to Leesburg and help our teachers.
6	Find incongruency on rural housing vs. what we want to protect. The number is so high, wheres it coming from. Housing affordability wont be addressed.
7	Have to support business, building affordable housing in western Loudoun to accommodate to the lack there of in eastern Loudoun
8	Historic district - affordable housing (young/old); walkable community; movie theater
9	Housing opportunities-affordable, in country, must have affordability, preserve ag/open space--farmers can transfer their knowledge and equipment to future farmers as needed
10	How can the county move forward with the affordable housing they just voted on when you have the transition area with only 1 house per 3 acres. The transition area needs to be moved on up beyond Rt 15 and let the transition area move forward. I hope this has been put into the envision Loudoun draft.
11	More Affordable housing for the elderly (60) in the Town of Leesburg
12	more affordable housing in leesburg
13	Need more affordable housing options county-wide, not just McMansions and Townhouses
14	Need for mixed use development, especially in western (affordable housing)
15	Need to make areas of county easily accessible to a diverse community; affordable to live in-especially Western Loudoun
16	Providing affordable/adequate housing for western Loudoun residents & workers. Won<force housing.
17	There needs to be more housing for young professionals in western Loudoun
18	Work force and retirement housing in Western Loudoun County at affordable prices

4.4 Parks and Public Facilities (17)

A few public comments indicate a desire for more public facilities in the western portion of the County. There are several mentions of a recreational facility (like Ida Lee or Claude Moore). Other mentions include: teen center, senior center, library, parks, and playgrounds.

Table 24. Actual Public Comments – Parks and Public Facilities	
#	Comment
1	Complete the existing infrastructure (i.e. roads) in the County which is still not complete. Fund the transportation projects so the County can grow. Invest in the West by building a recreation center. Geographical this portion of the county does not have a rec center like the East and the town of Leesburg. Stop robbing Peter to pay Paul by equalizing the tax rate. Raise the rate by 1.5 cents to fund these projects along with funding raises for County employees. Stop relying on developers.
2	Focus on providing more recreational facilities in western Loudoun, i.e. Claude Moore and 10A Lee West
3	Indoor Recreational facility (similar to Ida Lee) in Western Loudoun. It is wonderful to have ball fields - but they are limited to seasonal use and limited ages - and indoor facility including a competition length pool would benefit all ages and be used year round. Also, schools could use facility for classes and teams
4	Install Some Parks and Playgrounds. My kids attended Round Hill E.S. For 10 years I was a parent there and they had one piece of playground equipment that kids were never allowed on! Our community Center

	playground was removed except for tiny tot stuff. With suicide a growing problem in the schools and communities out here in the Western county, it highlights even more the need for outdoor spaces, parks and playgrounds for residents to get outside and connect with one another. I have never seen anyplace that is so lacking in outdoor recreation space as Western Loudoun. Where is the giant wad of Tax money we have paid over 20 plus years gone? The Bluemont area needs a playground badly. Not a tot lot for goodness sakes, a real playground!! These kids out here deserve it after these long long hours on the bus each week. It would help the current mental health crisis going on too.
5	lack of amenities in western Loudoun. it would be nice to have a library in round hill and a community / senior center.
6	Maintain wild places and rural roads, passive recreation in public domain
7	More recreational facilities in the Western portion of the County.
8	No longer rural around property on Evergreen Mills , south of Heritage HS; would like to see it developed because it has already changed; area for teen centers, rec centers, around her property, mixed use, expansion of town of Leesburg south.
9	Rec center could be added as part of or contiguous to new center. Or existing park land or community center could be expanded to include the new rec center complex, such as Lovettsville.
10	Recreation center in W County
11	Round Hill needs community center / swimming pool
12	There is no County recreational facility on the west of 267 like Claude Moore park that offers swimming facilities to residents. They could build one on Belmont Ridge Drive.
13	Western Loudoun County needs a hospital. Satellite facility, Emergency room
14	When the youth in the western end of the county have opportunities outside of organized sports.
15	When we have the same infrastructure support and parks/rec support as Eastern Loudoun County.
16	Would love an archery range, either indoor or outdoor in Loudoun County (Leesburg would be best). Or at least a designated time where some of the existing soccer fields or other open areas could be used for archery. Archery is an activity enjoyed by people of all ages and has had an uptick in recent years by youth. We have enough soccer fields.
17	Youth in western Loudoun County; nothing for them to do; provide opportunities; amenities and activities for kids, especially

4.5 Alternative Transportation (15)

A few public comments indicate support for alternative modes of transportation in the Rural Policy Area. Comments mention the following: Uber, vans, buses, light rail, and metro.

Table 25. Actual Public Comments – Alternative Transportation	
#	Comment
1	Alternative transportation (cycling, buses), in Western Loudoun
2	Be able to get to parks and farms through public transportation
3	Encourage users of ride private services in western Loudoun, such as Uber Lift
4	Expansion of metro to Leesburg
5	Focusing residential and commercial together development at Metro. Focus housing near Metro. Utilize light rail to connect communities to Metro and to connect the West.
6	get a new metro system all the way to leesburg

7	Have better mass transportation options (vans/buses) to visit western Loudoun
8	Inexpensive public transportation options should be made available from Round Hill to Leesburg Employment areas, commuter lots in Leesburg and Ashburn and ultimately to metro stops once completed in Loudoun.
9	Money and tax base. Developers who want to develop it all and leave us, the citizens, with the bills for the infrastructure such as fire, police, schools, and transportation More challenges: getting metro through Leesburg and on to Purcellville Keep the country dirt roads-slows down the traffic and does not cost much to maintain Develop bike paths with under and overpasses to get more bikes in and out of the towns for local commuters.
10	Public transportation improved in Western county
11	Public transportation in Rural area - Bluemont to Purcellville
12	Run MARC on weekends-shuttle or transit into Leesburg-increase tourism too and from DC
13	Should be more bus connectivity - single seat to Tysons Corner, etc. from western Loudoun
14	When i do not see ugly denuded developments can navigate route 7 at rush hour without needing 90 minutes to get somewhereCan enjoy commute by mass transit from leesburg to tysons
15	When my commute time from Round Hill, VA to Tysons, VA is MUCH shorter, or I have options like the Metro. The bus does not work for me since I have to get myself from Round Hill to Purcellville where the bus station is.

4.6 Entertainment (11)

A few public comments indicate a desire for more entertainment in western Loudoun County. There are several mentions in support of a performing arts center, particularly in Leesburg.

Table 26. Actual Public Comments – Entertainment	
#	Comment
1	Establish performance arts center so residents dont have to fight their way in and out of dc to see accomplished performers. This could revitalize historic leesburg
2	Leesburg needs a public performing arts venue.
3	Loudoun County needs a performing arts center in Leesburg and Eastern Loudoun. Theatre, dance, and other performing arts companies lack space for rehearsals and performances which were previously held in schools.
4	Make more places for teenagers to hang out in a safe but fun environment in leesburg area
5	Need a Center for the Arts with seating for 800-1200; ideally in Leesburg
6	New businesses and hangouts in downtown leesburg
7	Performing arts center in the County (Leesburg area); outdoor/indoor
8	Provide performing arts centers (more than 1 because of County size)
9	The western end needs to have more things to do besides alcohol related venues. A movie theater; an indoor pool; a bowling alley...any of these amenities will help.
10	Various special events in rural - make environment encouraging for land owners have some entertainment other than wineries
11	Wolf Trap in the rural area - performing arts center in the County

4.7 Shopping (11)

Eleven public comments express a desire for more restaurants and shopping opportunities in the western portion of the County.

Table 27. Actual Public Comments – Shopping	
#	Comment
1	Add a grocery store in Lovettsville. The closest grocery store for the residents is in New Brunswick, MD or Purcellville.
2	Allow controlled commercial growth in western Loudoun. Restaurants and shopping would be well received in this area and supplement the tourism industry that is growing out this way.
3	Developing pedestrian walkways in Round Hill, along with limited destinations in town (e.g., a coffee shop, a bookstore, etc.)
4	I like the direction. I especially want to stress the need for mixed use development and commercial establishments in the rural transition areas to create walkable, bikeable communities so that residents do not have to drive a long way or sit in traffic in order to dine out, shop for groceries or obtain needed basic items. As it is now, residents who live in the Lucketts area drive all the way to Frederick to shop for groceries and eat out rather than deal with traffic in Leesburg. If there was some local commercial establishments in these areas residents could support local businesses while avoiding long drives. I also support a good public transportation network and support for bike trails.
5	I live 2 miles outside of Lovettsville.... I respect the whole aspect of rural livingBut I commute outside to do all my shopping. It would be very help to have 24 Harris teeter off of Berlin turnpike. It is highly recommend... We live in a day in time where technology is evolving. Lovettsville is a beautiful place. A coffee shop and Gas station would be amazing. Most importantly can rural Lovettsville off of Bolington road get high speed internet. Thank you!!!
6	I would like to see several more urban centers, similar to Loudoun One, but closer to Leesburg for shopping, movies, and residential.
7	Lovettsville needs a small town center with a grocery store and a Starbucks .
8	More shopping closer to Leesburg
9	More small independent restaurants and stores, like Leesburg. See this county-wide.
10	The why 50 corridor through South Riding, Stone Ridge and Aldie is in need of restaurants and shopping similar to Leesburg Village and Brambleton.
11	Western Loudoun - lacks retail; lacks walkability; school system should be two zones

5. Towns (236)

Public comments about Towns pertain to a broad range of town-specific topics that are summarized under each section below. Table 28 summarizes the number and percentage of comments received about town. Tables 29-36 provide actual public comments on the topics of Leesburg, Purcellville, Middleburg, Lovettsville, Round Hill, the Joint Land Management Area, and collaboration between the County and Towns.

Table 28. Total Towns Public Comments		
Topic	Number of Comments	Percentage of Towns Comments
Leesburg	92	39%
Towns in General	37	16%
Purcellville	26	11%
Middleburg and Aldie	23	10%
Lovettsville	20	8%
Round Hill	17	7%
Joint Land Management Area	12	5%
Collaboration between County and Towns	9	4%
TOTAL TOWNS COMMENTS	236	100%

5.1 Leesburg (92)

Public comments about the Town of Leesburg relate to varied topics. A common theme is traffic north of Leesburg on Route 15. Additional comments about Route 15 are found in the Transportation section of these public comments. There are a few comments in support of more affordable housing and more entertainment venues in Leesburg. There are also a few comments in support of extending the Metrorail to Leesburg.

Table 29. Actual Public Comments – Leesburg	
#	Comment
1	15 North of Leesburg - too much traffic
2	Address the lack of transportation capacity in the Route 9 corridor and the Route 15 corridor north of Leesburg.
3	All of Evergreen Mills should be designated Suburban because we already have several large developments and schools on the road. Route 15 north of Leesburg needs to be widened due to the EXTREME traffic problems in the afternoons. The Toll Road should be priced per exit - NO FLAT RATE because it is vital as the number of cars increases but is currently cost prohibitive for the early exits.
4	Botanical Garden or artistic park space. Downtown Leesburg (and Loudoun in general) is bereft of public places that are beautiful to hang out and eat lunch in or host public outdoor events in.
5	Build adequate road, schools and public facilities needed prior to expanding residential housing. Encourage shops and restarters in down town Leesburg to extend their hours of operation in the evening, especially on weekends.
6	Campaign on "what's great about Loudoun", especially for Sterling and Leesburg
7	Close off downtown Leesburg as a pedestrian only area and widen the sidewalks. Widening the sidewalk minimally was a waste of money and it still is not easy or safe to walk on the other side of the street, especially with children. In the map I refer to closing the parts of King Street to traffic and not the cross streets but having good lights for pedestrians to cross there.
8	Connect: Bring people & places together. Suggest consideration of adding seasonal/regional flights out of Leesburg Executive Airport to make better use of the airport for our citizens. Could use prop jets or something similar to the large jets we see arriving/departing the airport.
9	Cost, land use, coordination between Loudoun County and Leesburg.
10	Develop more resilient and regenerative communities (e.g. Leesburg)
11	Developers only make money when they are building houses. Administrators of Loudoun County Public

	Schools are historically very bad/incompetent at anticipating growth levels. Historic Leesburg real estate, I am told, is in the hands of one owner who has no imagination and is not adding upstairs apartments to all those boring antique shops.
12	Disallow/restrict further high density developments in Leesburg and points west. High density development bringing down quality of life in Loudoun.
13	Eliminate by-right development. These developments are being built without any analysis to effect on roads, schools, and other necessary infrastructure, and resulting in rapid increase of traffic, population, and other unforeseen challenges on communities already stretched to the limit (Aldie, Leesburg areas). New developments should be vetted by a review board that considers these issues, allowing for reasonable, managed growth.
14	Encourage more loft apartments in Historic Leesburg. School teachers are commuting from West Virginia because they cannot afford rents in Loudoun. Loft apartments upstairs from Leesburg businesses would add life to Leesburg and help our teachers.
15	Entertainment is lacking around Leesburg Rte 7
16	Establish performance arts center so residents dont have to fight their way in and out of dc to see accomplished performers. This could revitalize historic leesburg
17	Expansion of metro to Leesburg
18	Extend Metro to Leesburg.
19	Extend Silver Line to Leesburg
20	Financial impact and marketability of building lower cost housing within/near downtown Leesburg.
21	Fix route 15 N. of Leesburg
22	get a new metro system all the way to leesburg
23	Get rid of the flight schools at the Leesburg Airport, they fly too low and do not allow for pilot error around all the residential areas. A disaster is going to happen.
24	Have more teen activities in downtown Leesburg
25	I feel that Leesburg in particular is losing its small town feel with all the new developments being forced upon us.
26	I just moved here less then 6 months ago I am a High School senior adding something to the leesburg area would be incredibly beneficial to the kids and people around there something like a JCC would be great even though there is Ida Lee allowing kids to have something in Leesburg would be nice considering there is a plethora of unfortunate people in trailer homes connecting these people could lead to the growth of the area.
27	I know this has been discussed at length, but I feel it would be a good idea to restrict/reduce traffic flow through the heart of old town leesburg. Spending time downtown is not pleasant with worry about family members getting hit by cars. Or having to wait for traffic lights to cross a street to get to another store. Love the calmness of the downtown/oldtown Winchester area.
28	I like the direction. I especially want to stress the need for mixed use development and commercial establishments in the rural transition areas to create walkable, bikeable communities so that residents do not have to drive a long way or sit in traffic in order to dine out, shop for groceries or obtain needed basic items. As it is now, residents who live in the Lucketts area drive all the way to Frederick to shop for groceries and eat out rather than deal with traffic in Leesburg. If there was some local commercial establishments in these areas residents could support local businesses while avoiding long drives. I also support a good public transportation network and support for bike trails.
29	I would be interested in seeing more carriage homes being built in the new developments that are going up in and around downtown Leesburg - connected single story homes/condos with a small backyard and attached garage. While 55 community housing within walking distance to downtown Leesburg would be ideal, offering carriage-type homes would be a huge attraction to 55 families.
30	I would like to see several more urban centers, similar to Loudoun One, but closer to Leesburg for

	shopping, movies, and residential.
31	Improve Route 15 from Leesburg to Point of Rocks to eliminate the daily nightmare for travelers on that road. Sitting in traffic on Route 15 discourages tourists from visiting the area and supporting the businesses in Western Loudoun.
32	Improve Transportation through Leesburg Area
33	Include more office space near the newer mixed use developments, in SE Leesburg, such as Leesburg village, airport, compass, Best Buy, cardinal. Also buy back the greenway to keep till money within the state , county.
34	Increase residential density and economic diversity in Leesburg and other areas of county
35	Inexpensive public transportation options should be made available from Round Hill to Leesburg Employment areas, commuter lots in Leesburg and Ashburn and ultimately to metro stops once completed in Loudoun.
36	it is vital to expand 15 north to deal with the traffic north of leesburg
37	It will take time, dedication and a clear plan that the BOS is willing to stick with instead of the quick money plans they seem only to go with now. Small business bootstrapping is nearly impossible in county anymore. Rental costs have skyrocketed, traffic is down and businesses are leaving Leesburg and Loudoun in droves.
38	Keep small towns active with opportunities for shopping, dining, amenities; too many empty buildings in the areas; strip developments are being built instead of utilizing existing buildings; Leesburg zoning; economic development policies too restrictive
39	LAND USE? So far a disaster. That super-ugly new "Towncenter" in Leesburg opposite the bike trail? With the 600k and up prices? What does this add to the beauty and quaintness of Leesburg? THERE IS STILL BUILDING ON DATA CENTERS! WHAT DOES THIS DO FOR JOBS? THEY ARE IN ASHBURN RIGHT OPPOSITE THE SENIOR CENTERS AND TOO CLOSE TO ME, I FEAR. Who is pocketing the money from those eyesores?
40	Leesburg - a gem in the rough; historic lamps; 2nd floor buildings are commercial are vacant
41	Leesburg needs a public performing arts venue.
42	Leesburg needs more development to revitalize their downtown core.
43	Looking for a suitable location for a large warehouse-like facility What sport-specific fields to have in the facility (not necessarily full-sized fields) Whether or not to have more than one location (Leesburg would be a good location because of the many soccer and football players)
44	Loudoun County needs a performing arts center in Leesburg and Eastern Loudoun. Theatre, dance, and other performing arts companies lack space for rehearsals and performances which were previously held in schools.
45	Make more places for teenagers to hang out in a safe but fun environment in leesburg area
46	Make sure there is outdoor community spaces in every mall. The playground and water features in the Village of Leesburg and OneLoudoun are great. There is no such space at GooseCreek and other Ashburn plazas where grocery stores, gas stations, and restaurants are constantly going out of business. To prevent this we need to add areas for families and children to enjoy. This is critical for the success of our businesses and the future of our culture.
47	Make the green space at Ida Lee usable for families to set a picnic or watch movies or have live music. Put the potential splash park here or up by the playground. This is great space for that because it is not dangerous in terms of cars for children and it is so close to historic Leesburg. I definitely do not recommend development here but just addition of places to sit and access for people to use the green space which unfortunately is becoming scarce. Make the best playground in the county here and people will come.
48	Money and tax base. Developers who want to develop it all and leave us, the citizens, with the bills for the infrastructure such as fire,police, schools, and transportation More challenges: getting metro through Leesburg and on to Purcellville Keep the country dirt roads-slows down the traffic and does not cost much to maintain Develop bike paths with under and overpasses to get more bikes in and out of the towns for

	local commuters.
49	More Affordable housing for the elderly (60) in the Town of Leesburg
50	more affordable housing in leesburg
51	More jobs in the Western area (Leesburg area)
52	More roads with retail and shopping, between Ashburn and Leesburg is badly needed. Sycolin Road area should be greatly expanded
53	More shopping closer to Leesburg
54	Need a Center for the Arts with seating for 800-1200; ideally in Leesburg
55	Need to address Leesburg JMLA what does it need to be
56	Need to work with multistate jurisdiction in protecting the Potomac River watershed as this is drinking water source for Town of Leesburg and in the future will be the primary source of drinking water for eastern Loudoun via Loudoun Water
57	New businesses and hangouts in downtown leesburg
58	Nighttime regulations, updating and modernizing buildings and spaces in historic downtowns to attract businesses, parking, no family friendly businesses currently in downtown historic Leesburg
59	No longer rural around property on Evergreen Mills , south of Heritage HS; would like to see it developed because it has already changed; area for teen centers, rec centers, around her property, mixed use, expansion of town of Leesburg south.
60	No more grocery stores, banks in Leesburg; its excessive
61	Northern route around Leesburg
62	Our county should look just as it does now, a mix of rural and suburban, with no more fields cleared for homes or shopping centers and Purcellville and Leesburg should stay the size they are and stop expanding their borders.
63	please stop building new neighborhoods or industry on 15 north of leesburg. Between the sinkholes, karst, limestone caverns, water contamination, and the traffic on route 15, we are becoming stuck in a septic quagmire.
64	Promote cultural events (also things like garden show in Leesburg)
65	Put "Share the roads" with bike signs on roads in Leesburg and Purcellville.
66	Putting money into historic district downtown Leesburg - need more viable businesses
67	Redesign Route 15 with roundabouts north of Leesburg which support that economy. To facilitate flow, access, and safety while preserving while maintaining historic/scenic assets.
68	Reduce daily rush hour traffic back up on RT 15 north of Leesburg between outlet mall and Point of Rocks.
69	Relieve transportation concerns on major road ways through Leesburg, particularly on 15 North toward Maryland.
70	Route 15 north of Leesburg needs to be widened due to the EXTREME traffic problems in the afternoons. The Toll Road should be priced per exit - NO FLAT RATE because it is vital as the number of cars increases but is currently cost prohibitive for the early exits.
71	Route 7, Leesburg East create roads to lessen the traffic
72	Run MARC on weekends-shuttle or transit into Leesburg-increase tourism too and from DC
73	Schools continue to rank in the top 10% of the nation. Take the total open park land now and increase it by 30% in the next five years to offset the huge developments getting ready and already occurring just south of Leesburg along the route 15 corridor. Rethink shopping-not to give all the business to Wal-Mart, but a super Wal-Mart will cover all anyone will need for the most part so a bunch of little stores are just not needed in the community. I realize the current rage is shopping such as the Wegman's area but do not feel these small shops are the way to go.
74	Shopping in Leesburg - help historic Leesburg - cut traffic on King and Market & Loudoun streets -

	pedestrian zone
75	Slow down the residential growth in Ashburn and Leesburg. The County is starting to lose the small town, country charm.
76	STOP ALL DEVELOPMENT in Western Loudoun (meaning Leesburg and west of Leesburg)! The rural atmosphere, and the small towns, are the reason people move out here, and the reason people visit. If you create another cookie-cutter suburban development, it will blight the rural small-town charm.
77	Stop closing all downtown Leesburg roads for events effectively stopping residents from moving through; Especially during rush hour.
78	Stop have leesburg pd focus on petty crimes and focus on the bigger picture
79	Success is not having to drive an hour to get to a place to rent canoes/kayaks 2. Success is when pedestrians can walk freely in the historic leesburg area without waiting for traffic lights to cross the street.
80	Support for downtown Leesburg and other towns; commercial area
81	Support historical preservation , shutting down roads in downtown Leesburg, and facilitate more outside art events
82	the museum in Leesburg is having a hard time with funding. So what is "envision loudoun" going to do about that?
83	To get more cars off the road we need the silver line extended into Leesburg.
84	Too much encroachment of development in transition/JLMA on south side of Leesburg. Rezone that area to increase density because low density is no longer compatible with sports complex, schools etc.
85	Town of Leesburg - Area with walking mall w/o cars. Pedestrian only area (not personal property restrictions)
86	We could definitely use more bicycle infrastructure in downtown Leesburg, such as racks, bike lanes, etc, and educating people about their use.
87	We will know we succeeded when we stop building new schools, when the schools are not over crowded, when we stop threatening to close schools to cut operational costs, when our schools offer k-12 foreign language instruction and don't need the parents to BYO Technology and when the schools are supporting our farmers by serving food grown right here in Loudoun and when the schools are funded every year without making cuts. It would be difficult to clear area or convert the W&OD to rail, but we need to acknowledge that mass transit is ecological and reduces cars and congestion - that exists today without the planned new residents. There should be mass transit options from West Virginia to DC be it rail/metro or bus (all day service). Our county should proudly recognize and support our rural areas and respect the atmosphere and character that they create through their historic homes, gravel roads, small local businesses and small community centered schools. Our county should look just as it does now, a mix of rural and suburban, with no more fields cleared for homes or shopping centers and Purcellville and Leesburg should stay the size they are and stop expanding their borders.
88	when traffic has been rerouted away from the geographic area north of leesburg, from the potomac river to lovettsville. when building new mass housing developments is moved to other areas that can tolerate the burden/ population density
89	Widen 15 north of Leesburg to reduce traffic.
90	woefully short on public spaces, but expensive attractions abound, including Ida Lee, which collects fees for anyone outside of Leesburg. With very expensive tennis.
91	Working with the Town of Leesburg
92	You all have been completely shown up by a city that decided years ago to take care of their own. https://www.burlingtontelecom.com Leesburg, for example, could go 100% solar, provide wifi for every resident, and free bus service on Sundays. This is, after all, 2017.

5.2 Purcellville (26)

There are a few public comments about Purcellville. Some common themes include concerns about traffic, development, and bicycle/car conflicts. Comments about traffic concerns and commuter traffic along Route 9 and Route 287 are found in the Transportation section of these comments.

Table 30. Actual Public Comments – Purcellville

#	Comment
1	Change JMLA zoning to RPA zoning around Purcellville (because Purcellville doesn't want to expand)
2	Connect communities with trails (e.g.. Round Hill to Purcellville, Hillsboro etc.)
3	Fix Purcellville roundabout
4	Fix roundabout at 9 at 7
5	I believe that development should be very limited to maintain the current amount of farm land and rural setting in this part of Loudoun County (Purcellville, Hamilton, etc.). This rural setting is the county's greatest asset and draw to this area. When I bought my home here, it was because this part of Loudon County with its country roads, beautiful trees and gorgeous farmland did not look like the over built areas of Northern Virginia which so many people detest and regret now.
6	If Loudoun County makes it through the next ten years without concreting over all the green spaces between Hamilton, Purcellville and Round Hill, you'll have succeeded. If not, the three will run into each other as Leesburg, Lansdowne and Ashburn do out East, and while the developers will profit greatly, the County will not.
7	Improved traffic management in Purcellville
8	Money and tax base. Developers who want to develop it all and leave us, the citizens, with the bills for the infrastructure such as fire,police, schools, and transportation More challenges: getting metro through Leesburg and on to Purcellville Keep the country dirt roads-slows down the traffic and does not cost much to maintain Develop bike paths with under and overpasses to get more bikes in and out of the towns for local commuters.
9	More challenges: getting metro through Leesburg and on to Purcellville
10	Need more connections (bike and bus) between Lovettsville and Purcellville. Still miss the bus between Purcellville and the rail line at Brunswick. There is no alternative but to drive. 287 unsafe for bikes, and it seems silly to drive to a bike trail.
11	NO!!!! STOP trying to over develop Western Loudoun. We moved to Purcellville to get away from the urban sprawl of Ashburn. And, now, you want to move your urban sprawl (high density housing, "big box" stores, etc.) to Western Loudoun. This over development MUST STOP! We the PEOPLE WANT the rural appeal that Western Loudon!
12	Online input on county/town issues like Town of Purcellville website-great way to get well thought out comments
13	Our county should look just as it does now, a mix of rural and suburban, with no more fields cleared for homes or shopping centers and Purcellville and Leesburg should stay the size they are and stop expanding their borders.
14	Plan is a guest idea. Farmers are aging and want to sell. Water only available by Purcellville but residents not wanting to build out. Lack of water resources.
15	Public transportation in Rural area - Bluemont to Purcellville
16	Purcellville area needs additional on/off ramps off Rt 7. The intesection of Route 7 and 287 needs help - traffic is always backing up under the overpass there!!!

17	Purcellville is building out; can only grow with annex
18	Put "Share the roads" with bike signs on roads in Leesburg and Purcellville.
19	Remove developed communities from the Joint Land Management Area around the towns, specifically the Town of Purcellville.
20	Remove northern collector rd. from the map north of Purcellville.
21	Safe bike and walk trail connect Bluemont to Purcellville
22	Stop Rt. 9 traffic through Purcellville-congestion in terrible
23	The Chapman-Demary Trail is a park and outdoor classroom in Purcellville. At this time it is privately owned. I would like to see the county acquire this park and the land adjacent to it to protect and expand this wildlife sanctuary and outdoor classroom.
24	Towns need better job of doing development to support county's overall vision (Purcellville doesn't need another drugstore)
25	Towns not spread, ie Purcellville-stay within limits...do not extend limits for commercial purposes..better use what already exists.
26	Vision statement - nothing is unique. Fail to making it unique to Loudoun. Can be used by any community. Rural west is of most valuable to county. Small farm - preserve not develop rural areas. Don't destroy western Loudoun because Purcellville overbuilt water system. Cant be everything for everyone in rural Loudoun.

5.3 Middleburg and Aldie (23)

Twenty-three public comments pertain specifically to Middleburg and Aldie. Of these comments, concerns include too much traffic, development pressures for increased housing in Aldie, and overcrowded schools in Aldie. Desires include an expanded and connected trail system, more restaurants and neighborhood shopping opportunities (grocery store and gas station), entertainment and recreation opportunities, and better commuter options to Washington, D. C.

Table 32. Actual Public Comments – Middleburg and Aldie	
#	Comment
1	Aldie schools overcrowded-more facilities
2	Cycling is a big activity in the Dulles South area, and growing bigger every year. This area is in dire need of a trail, like the W&OD trail, perhaps from Chantilly/South Riding west thru Middleburg up to Round Hill/Purcellville area connecting to the W&OD Trail Head .
3	Eliminate by-right development. These developments are being built without any analysis to effect on roads, schools, and other necessary infrastructure, and resulting in rapid increase of traffic, population, and other unforeseen challenges on communities already stretched to the limit (Aldie, Leesburg areas). New developments should be vetted by a review board that considers these issues, allowing for reasonable, managed growth.
4	Focus on supporting small businesses (didn't start business in Middleburg...dying)
5	Historic Aldie, on John Mosby hwy needs a sidewalk
6	I am glad to see the development of more entertainment amenities in southeastern Loudoun county, and I just want to reiterate support for the proposed shopping/dining/movie theater development at Avonlea. Our closest movie theater to South Riding is Brambleton, and there are very few nicer restaurants to take out-of-town family to in the South Riding/Avonlea/Aldie area. The project seems to have been delayed for over a year, so I hope the construction continues to proceed. I know the county has limited power over private development, so this is mostly just a vote in support of the project in general. I am very happy with

	the widening and extension of Tall Cedars Parkway to Gum Springs Rd. Thank you for supporting the coming development and making our area more entertainment-friendly.
7	I sincerely hope that Loudoun is not allowed to become overcrowded with development. The tremendous amount of townhouses and condos being built contribute to traffic and the over crowding of schools. I see this occurring in the Brambleton, Ashburn and Aldie areas. It detracts from the reason we live here. The county should work to slow development. Often residential development occurs in Loudoun faster than the development of infrastructures to support it. This is a huge problem here. Also, the beautiful scenery which draws people to Loudoun is destroyed when development after development of town homes and condos are built. With overcrowding comes crime and traffic. We moved here for a peaceful suburban lifestyle, and would like to see it remain that way.
8	Improve public transportation in to D.C. From the south of the county where lots of new development is underway, e.g. Willowsford in Aldie
9	Increase quality non-chain restaurants/social gathering locations and organic focused grocery stores (Whole Foods, Wegmans, Fresh Market) in the southern Loudoun area (South Riding/Aldie/Stone Ridge).
10	Middleburg needs a second gas station preferably outside of town that can encompass a 7/11 type of facility, The intersection of Rt. 50 and Rt. 709 (Zulla Rd) Would be an ideal site 40,000 vehicals a day utilize it.
11	Multipurpose park, tennis, swimming facilities that are not in one community, that can be shared by all of Ashburn. Preferably this would be in Brambleton/Aldie area.
12	Near Middleburg Performing Art Center
13	No. I believe our county especially in aldie is becoming one huge housing project where our beautiful land is being overcrowded by houses on top of each other and overcrowded schools that cannot accommodate the students they presently have enrolled. The scenic beauty was one reason we bought in aldie and that will no longer exist with all of the housing developments that you have allowed. Very disappointing.
14	Now the developers are salivating over the Transitional land near Aldie...why not just leave it alone or make it a park or recreational center? I am with Charlie Houston in Paeonian Springs: Protect these areas or they will be gone. Look what the planning commission has done to South Riding Bedroom Community. We are educating all those children and they need services. How are we going to pay for that?
15	Please note that my perspective/opinion comes from living in the Aldie/ South Riding area... which has yet to have community centers developed like you would find in Ashburn or One Loudoun.
16	Stop expansion of Route 50 beyond Aldie. Preserve the idyllic countryside on the way to Middleburg, and protect Civil War sites near Middleburg and Unison/Upperville.
17	The why 50 corridor through South Riding, Stone Ridge and Aldie is in need of restaurants and shopping similar to Leesburg Village and Brambleton.
18	There is simply too much money to be made, developers make tens of millions of dollars and are allowed to ruin the landscape. Why are developers not responsible for adding a lane to route 50 in the Aldie area? Why are they allowed to install such poor landscaping plans that do little to protect the view and nature of the land?
19	There will always be pressure from developers to extend into new areas, and I feel that, almost by definition, new subdivisions contrast with and detract from the character of rural areas of the county when they are built there. I'm a bit disturbed by the relatively high density development that has been allowed in certain parts of the TPA and what the implications might be for the RPA once this space is exhausted. I also feel that the historic character of Loudoun's small towns and villages relies heavily on the historic structures within those places. The loss of one contributing structure or the erection of one out-of-character structure could have a significant negative impact, especially in the smaller villages. I find the proposed fire station in Aldie that relies on the destruction of historic houses (though ones currently in relative disrepair) disheartening, and I hope that the county makes future decisions that preserve, rather than detract from the historic character of these places.
20	Traffic-infrastructure-roads do not accommodate residential development. Also, putting up traffic lights

	in a timely manner (currently a huge weakness), reducing the ridiculous amount of roundabouts being put in the Aldie area.
21	Transition and Rural Areas: I wanted to voice my support to maintain the transition zone boundaries and current zoning structures, which are what are fundamentally at stake as far as I see it. Part of what makes Loudoun such a wonderful county is the west and its way of life. As a resident in Aldie I am constantly seeing more and more trees torn down and land developed with huge planned communities. Part of what I love about Loudoun is the west and the farms/parks/vistas/etc. It is critical we maintain the transition zone boundaries to protect so much of what makes Loudoun great. I could have easily chosen to live in Fairfax but the draw of the western Loudoun is ultimately what I fell in love with and in speaking with other residents so much of what has drawn them to Loudoun as well.
22	water utilities extended to the villages of St Louis and Aldie
23	We need enhanced commuter options for those in Aldie/South Riding who travel to DC every day. As completion of the metro nears, those of us to the south continue to feel like an afterthought. The commuter bus is frequently full, has only a few times and most routes make unnecessary stops in Rosslyn.

5.4 Lovettsville (20)

Twenty public comments are specific to Lovettsville. These comments indicate support for more neighborhood shopping, such as a grocery store, gas station, and coffee shop. There are also concerns about too much traffic, over-capacity schools, and the lack of broadband. Commenters express a desire for expanded bus service and bicycle/pedestrian trail connections.

Table 31. Actual Public Comments – Lovettsville	
#	Comment
1	Add a grocery store in Lovettsville. The closest grocery store for the residents is in New Brunswick, MD or Purcellville.
2	Design solutions to mitigate/reduce cut-thru traffic in Waterford
3	Enhance internet infrastructure in Western part of county, support telecommuting (Bluemont and Waterford)--BROADBAND
4	Expand bike paths into western areas especially Waterford and Lovettsville. Bikers and motorists are at risk along Clarks Gap Road and Milltown Road which are popular bike routes.
5	I live 2 miles outside of Lovettsville.... I respect the whole aspect of rural living But I commute outside to do all my shopping. It would be very help to have 24 Harris teeter off of Berlin turnpike. It is highly recommend... We live in a day in time where technology is evolving. Lovettsville is a beautiful place. A coffee shop and Gas station would be amazing. Most importantly can rural Lovettsville off of Bolington road get high speed internet. Thank you!!!
6	I strongly support maintaining small community centered schools in the historic, rural communities. Hamilton, Lincoln, and Waterford Elementaries are treasures and as such, should be free from absorption into the larger super schools.
7	I suggest 2 miles off of lovettsville off Bolington road should be paved to allow cyclists to ride and view the rural areas. This will offer ways for wounded warriors to do races for the community.
8	In west (Lovettsville), schools are maxed out - need better planning; more facilities
9	Less congestive streets; utilize parallel highways; Round Hill and Lovettsville, especially
10	Lovettsville - cannot do tele-medicine because of lack of broadband
11	Lovettsville and Waterford need a 4 lane highway that connects to Rt. 7. Reason for this is because the population keeps increasing and the single lane roads are becoming unsafe. I understand we want to preserve history but I think safe roads should be our priority.

12	Lovettsville needs a small town center with a grocery store and a Starbucks.
13	Lovettsville needs better roads, we need to make two land roads to service the growing population in Western Loudoun.
14	Lovettsville Road needs to be repaved
15	Middle & high schools in Lovettsville
16	Need high school in Lovettsville. Would alleviate traffic on 287 & Rt. 9 (several made same comment)
17	Need more connections (bike and bus) between Lovettsville and Purcellville. Still miss the bus between Purcellville and the rail line at Brunswick. There is no alternative but to drive. 287 unsafe for bikes, and it seems silly to drive to a bike trail.
18	Need more shops nearby (Lovettsville), also amenities
19	Sense of community - more in west; east more fractured. Need more defined connectivity between east + west education - accessibility to schools i.e. Lovettsville, distance affects quality of life ref. travel time. Traffic concerns at 287 & 9
20	when traffic has been rerouted away from the geographic area north of leesburg, from the potomac river to lovettsville. when building new mass housing developments is moved to other areas that can tolerate the burden/ population density

5.5 Round Hill (17)

Seventeen public comments are specific to Round Hill. Concerns include too much development and housing, too much traffic, and lack of broadband/internet services. Desires include more parks and playgrounds, a community center (like Ida Lee or Claude Moore), a library, a senior center, more public transportation options, more sidewalks and trail connectivity, and more neighborhood commercial options, such as a coffee shop or bookstore.

Table 33. Actual Public Comments – Round Hill	
#	Comment
1	Connect communities with trails (e.g. Round Hill to Purcellville, Hillsboro etc.)
2	Enhance internet infrastructure in Western part of county, support telecommuting (Bluemont and Waterford)--BROADBAND
3	Developing pedestrian walkways in Round Hill, along with limited destinations in town (e.g., a coffee shop, a bookstore, etc.)
4	Huge homes in Round Hill do not fit into landscape
5	I live in Western Loudoun (Round Hill) and have been very unhappy with the "build out" mentality of putting homes everywhere. We need to keep green space as is! Both humans and animals need it. Please limit future homes to minimum of FIVE ACRES EACH LOT. Thank you for listening!
6	If Loudoun County makes it through the next ten years without concreting over all the green spaces between Hamilton, Purcellville and Round Hill, you'll have succeeded. If not, the three will run into each other as Leesburg, Lansdowne and Ashburn do out East, and while the developers will profit greatly, the County will not.
7	Inexpensive public transportation options should be made available from Round Hill to Leesburg Employment areas, commuter lots in Leesburg and Ashburn and ultimately to metro stops once completed in Loudoun.
8	Install Some Parks and Playgrounds. My kids attended Round Hill E.S. For 10 years I was a parent there and they had one piece of playground equipment that kids were never allowed on! Our community Center

	playground was removed except for tiny tot stuff. With suicide a growing problem in the schools and communities out here in the Western county, it highlights even more the need for outdoor spaces, parks and playgrounds for residents to get outside and connect with one another. I have never seen anyplace that is so lacking in outdoor recreation space as Western Loudoun. Where is the giant wad of Tax money we have paid over 20 plus years gone? The Bluemont area needs a playground badly. Not a tot lot for goodness sakes, a real playground!!These kids out here deserve it after these long long hours on the bus each week.It would help the current mental health crisis going on too.
9	lack of amenities in western Loudoun. it would be nice to have a library in round hill and a community / senior center.
10	Less congestive streets; utilize parallel highways; Round Hill and Lovettsville, especially
11	Manage traffic in Bluemont
12	Place a moratorium on new residential development (Ex. Village of Round Hill)
13	Protect rural roads, Bluemont area, rural villages
14	Public transportation in Rural area - Bluemont to Purcellville
15	Round Hill needs community center / swimming pool
16	Safe bike and walk trail connect Bluemont to Purcellville
17	Shopping in Fairfax and living in Round Hill because of traffic

5.6 Joint Land Management Area (JLMA) (12)

Twelve public comments speak to Joint Land Management Areas (JLMA).

Table 34. Actual Public Comments – JLMA	
#	Comment
1	Cochran Mill Road - utility issues; 80 acres; vacant land JLMA-3 should be GI/Heavy Industrial
2	Do away with JLMA around towns
3	JLMA - Town/county agreement of infrastructure (transportation, water/sewer, electric)
4	Need to address Leesburg JMLA what does it need to be
5	People & places together - no coordination between county and towns
6	Redefine JLMA as prime farm production and market
7	Remove developed communities from the Joint Land Management Area around the towns, specifically the Town of Purcellville.
8	Revisit JLMA as how impact small town
9	Take already-developed areas OUT of JLMA
10	The towns do not want to give up the control of the JLMAs even though some of these areas are developed.
11	The Transition areas should continue to be protected against a new assault by developers. Developers should focus on redeveloping Eastern Loudoun in more sustainable ways, especially around the metro stations. JLMA must be protected even more carefully than the Transition areas, due to the pressure to develop that is applied on two fronts (county and town).
12	Too much encroachment of development in transition/JLMA on south side of Leesburg. Rezone that area to increase density because low density is no longer compatible with sports complex, schools etc.

5.7 Collaboration between County and Towns (9)

A few public comments express general support of collaboration and coordination between Loudoun County and the Towns.

Table 35. Actual Public Comments – Collaboration between County and Towns	
#	Comment
1	Collaboration with outside jurisdictions
2	County should work with towns to achieve mutually beneficial goals; not impose bureaucratic
3	EDAC and REDC have done good. Loudoun gets good mark with Ag business. Coord w/ PW and Mont. Co. to build off of each other's rural area success
4	Get towns to work together--pay attention to water supplies
5	Cost, land use, coordination between Loudoun County and Leesburg.
6	Working with townships and understanding zoning and planning
7	More town/county coordination in planning
8	Towns not mentioned in the plans (county conflicts with their ideas)
9	Towns have own development policies and county needs to coordinate development to preserve

5.8 Towns in General (37)

Some public comments are about the Towns in general; these cover a broad range of topics. One common theme is in support of focusing development around the Towns and preserving the remainder of the rural area. Other common themes include supporting connectivity (bus and trails) between Towns and protecting and supporting downtown businesses.

Table 36. Actual Public Comments – Towns in General	
#	Comment
1	Add affordable housing in towns (west)
2	Areas around towns should be focus for growth
3	Connectivity issues in the towns
4	Continue protecting what makes Loudoun unique. Heritage, sites, villages, old roads (rural), Small towns
5	create more living spaces for seniors with access to shopping and dining. encourage developers and zoning officials throughout all the Towns to build one story with pedestrian access.
6	Developers have too much control over Loudoun communities. When a town council disapproves the plans for a proposed a community, the developers should not be able to resubmit within two months with minimal changes.
7	Discourage special interests between developers and town council members. Rewrite what is acceptable and not acceptable if necessary.
8	Ensure our unique Towns are not swamped by suburban development by maintain Rural Policy area
9	Geographically decentralize activity & business in/near small towns, vs. "avoid sprawl" (difference of opinion at table)
10	Improve current roadway network in communities and towns to be more multi-modal
11	Increase efforts to enhance activity and nighttime economy in towns
12	Keep commercial development around towns and pop areas

13	Keep rural areas rural and build around the existing towns.
14	Keep small towns active with opportunities for shopping, dining, amenities; too many empty buildings in the areas; strip developments are being built instead of utilizing existing buildings; Leesburg zoning; economic development policies too restrictive
15	Keep western Loudoun rural and as undeveloped as possible. No commercial development outside the towns. Severely restrict residential development, along the lines of the current Comprehensive plan
16	Keeping population informed. Slow growth in zoning changes. Do not disturb as _____. Connectivity between towns. Implementation plan is not included (for different areas)
17	Maintain the historical areas of Loudoun (towns, etc.)
18	Make towns more dense (already have development)
19	More density around our towns and villages
20	More public art and murals around the town! This is in most cities and it makes the people feel unified.
21	Need better bus between towns
22	Need to make downtown more busy, keep the small businesses but maybe put in 2 big name stores like Forever 21, Pink, Torrid, etc. It would allow for more profit and more teens going downtown and seeing how beautiful it is.
23	no shopping centers outside of Town
24	Our downtown areas are filled with banks. We need more restaurants and shops. Village Market where Wegman's is must charge an absurdly high amount in rent, as they have had terrible turnover with shops fleeing in the night. We need a post office, a liquor store, more places to eat and shop.
25	Plan for orderly expansion of towns - where utilities exist
26	Preserve the historic towns and help them thrive - i.e. help town market selfbetter; thru car free pedestrian only downtowns
27	Prevent sprawl - limit expansion of towns
28	Promote integrity of villages and towns to protect hard edge of village - immediate green space without sprawl at edge
29	Provide county support, especially in organizing and advertising, events and festivals hosted in the small towns of Western Loudoun to draw tourists to these communities and the small businesses in the area.
30	Strategy to manage evolution of land use; cumulative impact of land use changes
31	Strengthen the downtowns of towns and make Loudoun more safely interconnected for pedestrians and cyclists (RT 7)
32	Support for downtown Leesburg and other towns; commercial area
33	Towns not spread, ie Purcellville-stay within limits...do not extend limits for commercial purposes. better use what already exists.
34	Update Waterford area master plan
35	Water/sewer compliance: support for using town alternatives-to Town Spring
36	Western Loudoun - lousy internet (lives in Waterford)
37	When development is clustered around towns and infrastructure rather than along route 15 north.

End of Supplemental Packet

STAKEHOLDERS MEETING AGENDA

Monday, March 5, 2018

6:00 PM Welcome / Administrative Items / Information Updates

- Introductory Comments from Committee Chair – Jeff Salmon
- Meeting Objectives – Alaina Ray

6:10 – 6:30 PM Update from Board of Supervisors February 22 Meeting

- Staff Briefing
- Stakeholders Committee Questions / Comments

6:30 – 6:45 PM Quality Development Policies, Strategies, and Actions

- Staff Presentation
- Stakeholders Committee Questions / Comments

6:45 – 7:15 PM Envision Loudoun 2040 Comprehensive Plan Chapter Presentation

- Staff Presentation – Chapter 1: Introduction
- Stakeholders Committee Questions / Comments

7:15 – 7:25 PM Break

7:25 – 8:30 PM Small Work Groups: Quality Development and Plan Chapter

- Exercise Setup
- Small Work Group Session

8:30 – 9:00 PM Small Groups Report Out

Important Documents

- A. Agenda 03-05-18**
- B. Staff Cover Memo 3-5-18**
- C. Project Timeline**
- D. Comprehensive Plan Draft Outline**
- E. Quality Development Topic Paper**
- F. Envision Loudoun 2040 Chapter 1: Introduction**
- G. Responses to Stakeholders Committee Requests for Information**

County of Loudoun
Department of Planning & Zoning
MEMORANDUM

DATE: February 26, 2018

TO: Stakeholders Committee

FROM: Ricky Barker, Director of Planning & Zoning

SUBJECT: March 5, 2018 Stakeholders Committee Meeting

In keeping with the Plan Charter, staff provided an update regarding the status of the Envision Loudoun process and the work of the Stakeholders Committee to the Board of Supervisors (Board) on February 22, 2018. This update provided:

1. Background and Updates on Stakeholder Committee Progress;
2. Status of Stakeholder Committee Land Use Recommendations for the TPA and SPA;
3. Approach to Evaluating Impacts of Land Use Recommendations; and
4. Updates to Project Work Plan and Schedule.

During the February 22 meeting, the Board took the following actions:

1. Directed staff to amend the Comprehensive Plan Charter dated April 28, 2016 to address the Policy Carry-over efforts and updates to the Towns and JLMA policies;
2. Confirmed the project schedule; and
3. Directed that subsequent committee discussions on Land Use and Transportation Policy components of the Envision project be forwarded to the Transportation and Land Use Committee, and further discussions of the fiscal impact modeling component of the Envision project be forwarded to the Finance/Government Operations and Economic Development Committee.

As discussed at the Stakeholders Committee meeting on February 20, an additional Stakeholders Committee meeting has been scheduled for July 9. This meeting will provide an opportunity for the Stakeholders Committee to review and comment on the full model results for the fiscal and transportation impacts. This will be in addition to the high-level staff evaluation of the fiscal and transportation impacts of the Committee's land use recommendations, scheduled to be presented on April 9.

Also at the February 20 Stakeholders Committee Meeting, staff provided a presentation regarding a revised draft Comprehensive Plan Outline. This Draft Outline is provided in the March 5 agenda packet for reference (Attachment D). It should be noted that the chapter and section titles, as well as the included content, are still being developed and are subject to further revisions.

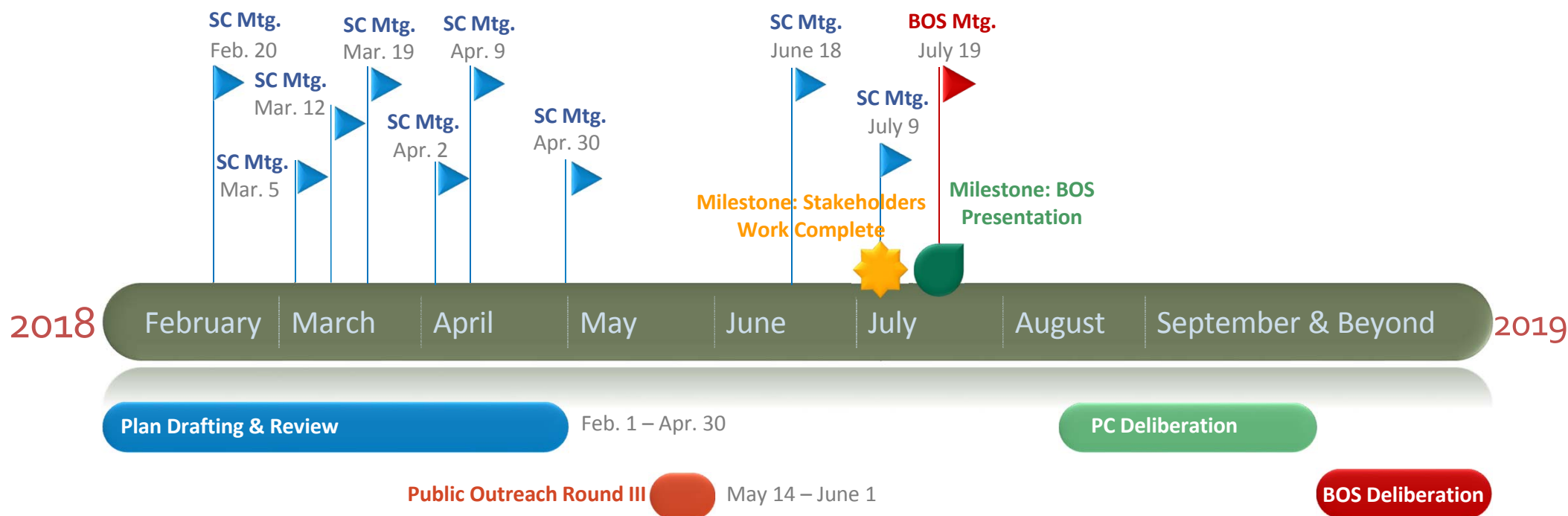
At the March 5 Stakeholders Committee meeting, staff will provide presentations regarding the following documents, which are included in the March 5 Agenda Packet:

- Quality Development Policies, Strategies, and Actions (Attachment E); and
- Comprehensive Plan Chapter 1: Introduction (Attachment F).

The Comprehensive Plan Chapter provided in the March 5 Agenda Packet does not yet include maps or graphics. The draft Chapter is not presented in the publishing program format that will be used for the Plan; however, the Stakeholders Committee will have the opportunity to review and comment on the publishable format for the entire Plan once the chapters have been further refined. The development of the draft Chapters is an iterative process and staff anticipates the Chapters to evolve and be revised throughout the Plan review and adoption process.

As staff delivers the draft Plan Chapters to the Stakeholders Committee, there may be instances when staff does not support certain draft recommendations and/or when staff recommends revisions to the draft Chapters. Staff will provide these Staff Positions to the Stakeholders Committee for consideration and these Staff Positions will be carried forward for consideration by the Planning Commission and Board, if the Positions are still applicable at that time.

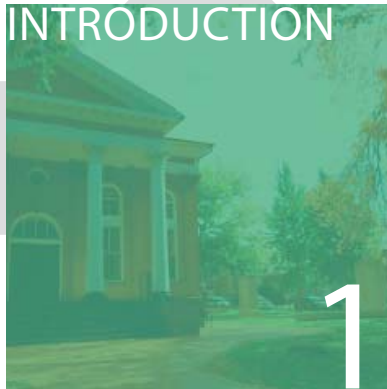
Project Timeline



EXECUTIVE
SUMMARY



INTRODUCTION



1

BUILT
ENVIRONMENT/
LAND USE



2

ENVIRONMENTAL
& HERITAGE
RESOURCES



3

HOUSING



4

ECONOMIC
DEVELOPMENT



5

FISCAL
MANAGEMENT
& PLANNING



6

IMPLEMENTATION



7

APPENDICES



DRAFT ENVISION LOUDOUN 2040 COMPREHENSIVE PLAN LAYOUT

Executive Summary

Chapter 1

- Introduction
 - Purpose of the Plan
 - Vision and Goals
 - Shape, Connect, Compete, Support, Sustain
 - Loudoun's Planning Area
 - Trends and Influences
 - How this Plan is Different
 - Community Outreach and Engagement
 - Using the Plan and Relation to Other Documents
 - Legal Basis for the Plan

Chapter Titles, Section Titles, and content are still in development and are subject to change.

Chapter 2: Built Environment / Land Use

- Main Introduction
 - Vision statement
 - Table of contents for chapter
- Introduction
 - Where we are
 - What we heard
 - Where we want to go
 - Principles
- Community Framework
- Place Types
- Challenges and Opportunities
- Growth Management
 - Introduction
 - Background Information
 - Principles
 - Policies
 - Strategies
 - Actions
 - Guidelines
- Redevelopment & Infill
 - Introduction
 - Background Information
 - Principles
 - Policies
 - Strategies

- Actions
 - Guidelines
- Quality Development
 - Introduction
 - Background Information
 - Principles
 - Policies
 - Strategies
 - Actions
 - Guidelines
- Policy Area: Urban Policy Area
 - Main Introduction and Vision Statement
 - Policies
 - Strategies
 - Actions
 - Place Types
 - Policies
 - Guidelines
- Policy Area: Suburban Policy Area
 - Main Introduction and Vision Statement
 - Policies
 - Strategies
 - Actions
 - Place Types
 - Policies
 - Guidelines
- Policy Area: Transition Policy Area
 - Main Introduction and Vision Statement
 - Policies
 - Strategies
 - Actions
 - Place Types
 - Policies
 - Guidelines
- Policy Area: Rural Policy Area
 - Main Introduction and Vision Statement
 - Policies
 - Strategies
 - Actions
 - Place Types
 - Policies
 - Guidelines
- Towns & JLMA
 - Main Introduction and Vision Statement

- Policies
 - Strategies
 - Actions
- Place Types
 - Policies
 - Guidelines

Chapter 3: Environmental and Heritage Resources

- Main Introduction
 - Vision statement
 - Table of contents for each chapter
- Introduction
 - Where we are
 - What we heard
 - Where we want to go
 - Principles
- Topics
 - Background information
 - River and Stream Corridor Resources
 - Scenic Rivers and the Potomac River
 - Surface and Groundwater; Water Quality
 - Geologic and Soils
 - Forests, Trees, Vegetation, and Wildlife Habitats
 - Air Quality
 - Night Sky
 - Other Resources?
- Challenges and Opportunities
- Policies, Strategies, and Actions
 - Policies
 - Strategies
 - Actions
 - Guidelines

Chapter 4: Housing

- Main Introduction
 - Vision statement
 - Table of contents for each chapter
- Introduction
 - Where we are
 - What we heard
 - Where we want to go
 - Principles
- Topics

- Background information
 - Affordable Dwelling Units
 - Legislative Authority
- Challenges and Opportunities
 - Cost of Living
 - Job-Housing Balance
 - Housing Inventory and Market Needs
 - Household and Market Changes
 - Housing Impact of Government Services
 - County Programs
- Policies, Strategies, and Actions
 - Policies
 - Strategies
 - Actions
 - Guidelines

Chapter 5: Economic Development (DED writing; Chapter outline may change)

- Main Introduction
 - Vision statement
 - Table of contents for each chapter
- Introduction
 - Where we are and what we heard
 - Where we want to go
 - Principles
- Topics
 - Background information
 - Assets in the County
- Challenges and Opportunities
- Policies, Strategies, and Actions
 - Policies
 - Strategies
 - Actions
 - Guidelines

Chapter 6: Fiscal management and Planning

- Main Introduction
 - Vision statement
 - Table of contents for each chapter
- Introduction
 - Where we are and what we heard
 - Where we want to go
 - Principles
- Topics
 - Background information

- Fiscal Planning, Budgeting
 - Capital Infrastructure Planning
 - Proffers
 - Other
- Assets and Services in the County
 - Schools
 - Library Services
 - Fire and Rescue Services
 - Human Services
 - Parks and Recreation
 - Community Services
 - Cultural Arts
 - Others
- Challenges and Opportunities
- Policies, Strategies, and Actions
 - Policies
 - Strategies
 - Actions
 - Guidelines

Chapter 7: Implementation

- Introduction
 - Purpose of Chapter
 - How to use the Chapter
- Implementation Table

Appendices

envision

LOUDOUN

our county • our future

Quality Development

Topic Paper

3/5/18

Department of Planning and Zoning



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Introduction

Background Summary

Loudoun County has consistently focused on promoting a high quality of life for its residents by establishing standards that encourage high quality developments. For the purpose of this policy discussion, Quality Development refers to a broad area of topics related to the visual and physical qualities that new development should possess, such as sensitive integration of the natural and built environments, sustainable energy technology, pedestrian and bike friendly environments that promote activity and connectivity in spaces between buildings and developments, accessible and connected parks and open spaces, context sensitive site and building design that promotes compatibility between adjacent developments and land uses, well-designed architecture that promotes visual appeal and interest throughout the County. By encouraging quality development, distinctive identities can be realized for certain areas through the use of high quality design, siting, landscaping, architecture, signage, sustainability and other design elements. Loudoun County intends to encourage a return to historic patterns with an emphasis on conservation design, compact walkability, and public spaces that can be integrated into the evolution of existing places and in the design of new developments.

Purpose of Topic Paper

Quality Development is a complex topic and touches upon many aspects of daily life. It defines where and how one lives, works, and plays in the County. To maintain and build upon the Quality of Life in Loudoun County, policies and overarching design guidelines are presented that match future growth and change. More specific information on multimodal transportation, complete streets, infill development, and conservation will be provided in the Countywide Transportation Plan, Redevelopment and Infill sections, and Green Infrastructure section.

Part 1: What We've Heard

The context and appearance of the built environment was the second largest theme from the Listening and Learning workshops, where the community had 825 ideas. Comments from participants mainly concerned preservation and maintenance of natural landscapes and open space, high quality development where it is approved, and the protection of environmental corridors. As existing developments age, redevelopment will increase and, therefore, policies are needed to ensure this is done well. Lastly, the community expressed a desire to ensure that a high priority is placed on the character of new development, especially in terms of how it contributes to the county's overall identity.

1.1 Public Input

Throughout the Envision Loudoun comprehensive planning process, residents have shared their concerns and suggestions. The following are some of the main themes that were expressed by participants regarding quality development at public input sessions and online engagement activities: Protecting green space (263 comments), preserving natural resources (211 comments), enhancing building and site design (169 comments), and

encouraging green infrastructure (141 comments) and renewable energy (121 comments).

Part 2: Relevant Policies, Regulations, and Programs

2.1 Revised General Plan

The Revised General Plan holds over 70 pages of design guidelines that can be found throughout the plan in various chapters. The Revised General Plan touched upon interim general guidelines in Chapter 11, the implementation section. These guidelines are lengthy and considered interim with no new design guidelines being adopted since adoption. The current Revised General Plan provides guidance in varying levels of detail, sometimes in multiple areas within the Plan, on many design features, such as:

- Architectural Design Policies
- Landscaping and Buffers Policies
- Site Design
- Street and Block
- Streetscapes
- Building Placement and Design
- Parking
- Parks, Civic, and Open Space
- Signage
- Site and Exterior Building
- Lighting

2.2 Adopted Zoning Ordinance

Loudoun County's zoning regulations support quality development through a variety of inter-related provisions. Fundamentally, the lot and building standards applicable in each zoning district are intended to ensure the proportionality of new development to the surrounding community, with the integration of open space as a design component in all geographic settings. The urban and suburban zoning districts further require such open space include active recreation amenities. These district-specific standards are complemented by a series of environmental overlay districts applicable throughout the County, the implementation of which both protects sensitive natural resources in perpetuity and promotes their integration in new development consistent with the principles of conservation design. The County's zoning regulations also enhance the quality of new development through requirements for minimum tree canopy, buffer landscaping and screening, and increased setbacks from major road corridors.

2.3 Proffers

In addition to the Zoning Ordinance, Loudoun County has a history of accepting proffered design guidelines as a component of the rezoning or legislative application process to help ensure quality design of buildings, development sites and civic/public spaces. In addition to proffered sets of design guidelines, singular proffers and conditions of approval related to land development applications can include specific language that provides commitments to meet the specific, relevant design policies of the RGP. In addition to providing specific design criteria within the proffer document, other details can be included such as site development layouts, illustrative drawings, commitments to building and parking layout, architectural cohesiveness, and a safe pedestrian and vehicular network. In this circumstance, a developer or property owner may offer design guidelines that help to

regulate design features, such as:

- Architectural design (materials, fenestration, architectural styles, etc.)
- Site design
- Civic and public space design, including pedestrian circulation
- Streets design, parking, and site circulation for vehicles
- Landscaping, buffering, and site vegetation
- Signage
- Public art and site details

While this offers a flexible and creative way for developers or property owners to self-regulate design at the front-end of a project, this process comes with challenges that will be discussed further in this report.

2.4 Retail Plan Policies

The Countywide Retail Policy was a Comprehensive Plan Amendment (CPAM) designed as a strategic plan for retail commercial development in the County's Eastern Urban Growth Area, generally the current Suburban Policy Area. It is intended to provide policy guidance to enable the County to capture the retail expenditures of Loudoun's citizens without having the County become a retail center for the Washington Metropolitan Area. It provides specific and comprehensive guidance about the function, location and design of commercial retail centers and uses. As such, these policies supersede the RGP and area plan policies relating to retail commercial development. The policy document was last revised in March 2011, is still an active planning tool, and is regularly consulted as a comprehensive planning consideration during the legislative application process. This planning tool addresses a number of quality development and design attributes for retail development:


- Types of retail development
- Locational requirements/considerations
- Building placement and design
- Site circulation, parking, and loading
- Landscaping and buffering
- Signage and lighting

These guidelines are applicable only to developments with retail components. These guidelines are relatively successful in providing support for staff recommendations regarding building scale and massing; however, the guidelines have not kept pace with changing market trends and do not provide significant usefulness for mixed-use projects and non-destination retail uses.

2.5 Energy and Sustainability Programs

Several programs have been implemented in the County that work towards a more sustainable County. Green Loudoun (Loudoun County General Services) entails [Clean Waters Initiative](#), [Energy Management \(Energy Strategy 2009\)](#), [Environmental Policy](#), Stormwater Management ([Plan 2013-2018](#)), and Solid Waste Management ([Plan](#) from 2004, reviews in 2006 and 2011). The Energy Strategy was successful in implementing the projects it established in 2009 and has continued to monitor the energy usage and efficiency of government buildings. It is in need of an update to address outdated data, address new trends in energy use and efficiency, and put forth new projects for the future. From FY2010 to FY2018, Energy Use has shifted from using 56% Electric, 40% Natural Gas, 1% Oil, 2% Propane to 75% Electric, 24% Natural Gas, 1% Oil.

Loudoun County Department of Parks, Recreation, and Community Services each year hosts a Living Healthy,



Living Green in Loudoun event at a community center. This event promotes sustainability and educates the community on resources in the County.

A community group started [Sustainable Loudoun](#) in 2010 and hosts a yearly energy summit. Its mission is to promote the development of a local community economy based on environmental stewardship and the sustainable use of resources.

The Loudoun County Chamber of Commerce has a [Green Business Initiative](#) that promotes a [Loudoun Sustainable Business Certification](#).

The new Comprehensive Plan could support these programs through appropriate policies, strategies, and actions.

Part 3: Challenges and Opportunities

The abundance of natural resources within the County, combined with the significant growth that has taken place in a relatively short period of time, presents both challenges and opportunities for the future.

3.1 Challenges

In general, the County has developed a number of policies, actions, guidelines, and standards to help achieve quality developments over time; however, the guidance and/or development requirements are scattered throughout policy documents and the Zoning Ordinance. In some cases, policy guidance only addresses one use type or type of development, as is the case with the Retail Policy Plan. Proffered design guidelines or conditions also represent challenges, as proffered design guidelines can be written vaguely or with wide-ranging options that make them virtually unenforceable and regulate very little in the way of quality site and building design.

In addition, much of the policy work and design regulations are predicated on a 'greenfield' development paradigm. New conditions such as infill development, adaptive reuse, redevelopment, revitalization, and transit oriented development are now at the forefront of current and future development types in the County with different design and development considerations than 'greenfield' development.


Possible steps Loudoun County could take to address these challenges include:

1. Endeavor to unify design guidance within the new Plan that is synchronized with street and roadway design in the new Countywide Transportation Plan.
2. Enhance nonresidential design guidelines for all major areas in the County (based on the land use types, Policy Areas (Rural, Transition, Suburban and Urban), and more specific ones in targeted areas in the County.
3. Establish or enhance a sense of place from development to development and create vibrant spaces and buildings for human activity, but should not be cumbersome or overly prescriptive so as to inhibit development.
4. Promote programs that encourage sustainability, environmental stewardship, and protection of the environment.

The Route 50 Corridor Design Guidelines is an example of a program that has worked reasonably well, but faces challenges. The guidelines have been the impetus for consolidation of small parcels and have supported enhancement of the visual character of the corridor. However, saturation of retail centers limits the effectiveness of the guidelines.

3.2 Opportunities

The Board of Supervisors has directed staff to undertake a concerted effort regarding non-residential building design guidelines, as concerns about building design and appearance has been a frequent recurring topic of Board discussion in recent years. Despite the prevalence of building design discussions during the legislative process, the lack of clarity and agreement about desired outcomes yields design commitments from applicants that are relatively vague. Preparing policy guidelines that outline expectations for building design will provide the predictability necessary for applicants to proactively include such commitments in land use applications, and



further ensure that feedback provided during the legislative process is consistent and constructive across all levels of review, ultimately enabling the improved appearance of newly developed non-residential buildings. This effort is currently being planned, with the resultant design guidelines to be provided to the Planning Commission for consideration and recommendation, and the Board's consideration and adoption. Examples of quality development occurring in Loudoun County are Cascades Overlook, Lansdowne Town Center, Brambleton Town Center, and Loudoun Station. These four developments have unique features that give vibrancy and a sense of place, from a well-designed parking garage to plazas with fountains and seating areas, gateways that invite people into the space, and pedestrian focused signage and lighting. Other non-residential development examples include the Raytheon Campus, which utilizes dense evergreen trees to provide a visual buffer, and Quantum Park, which incorporates deep setbacks, building design, open space and ponds to provide visual appeal and interest to the site.

Part 4: Recommended Policies for Consideration

Recommended policies for the new plan include design guidelines as well ways to maintain and build upon the quality of life in the County. These are overarching policies for the County. The main goal of the policies and design guidelines below are to give a framework for the County as a whole on what can be achieved in regards to quality of life and provide a streamlined approach that encompasses more than just buildings, but also how the community will interact and live, work, and play in the County.

Below is the list of carryover policies and design guidelines with a few new policies and design guidelines that will make the new Plan user friendly and provide implementation steps for the future.

4.1 Recommended Policies, Strategies, and Actions

Policy 1: County has design guidelines for all major areas in the County and more specific ones in priority areas in the County.

Strategy: Identify and prioritize areas in the County for more specific design guidelines (Historic areas, Infill development, Redevelopment, Main Streets, Corridors, Metro Stations, Shopping Centers and other Non-Residential Development)

Action: Develop a user-friendly, illustrative design handbook(s). Promotes an overall sense of place through design elements that relate to block size, circulation and connectivity, streetscape and street sections, building form, placement (setbacks), orientation, articulation, Parks and Open Spaces, Public and Civic uses, landscaping and sustainability.

Policy 2: Development must create a pattern of travel shorter distances, inter-parcel connectivity, and connected open spaces that ensure interaction of people and place.

Strategy: Related County guidelines and regulations ensure this development pattern.

Action: Update County regulations to support this development pattern.

Policy 3: Development must be flexible and versatile providing diverse environments and experiences, community opportunities, and support for human activity within all areas of the County.

Strategy: Ensure development considers its context and development potential by integrating uses and the natural environmental features from site to site.

Action: Develop guidelines and regulations that supports this policy.

Policy 4: Space is designed to maximize pedestrian and bicyclist activity, comfort and convenience.

Strategy: Development must ensure pedestrian and bicyclist connectivity and safety while pursuing high quality design.

Action: Create guidelines and regulations that ensure bike lanes, shared spaces and paths of travel, and

other innovative traffic calming designs.

Policy 5: Development has open and soft edges that encourage greater interaction between activity inside and outside of buildings and the public realm.

Strategy: Design guidelines that emphasize the quality of experience in public spaces.

Action: Develop eye-level design guidelines, regulatory features, and additional design elements that contribute to the quality of the human experience of space and the built environment.

Policy 6: Development will feature invitations to enjoy longer stays in spaces and activity in order to create vibrant areas and create a sense of place.

Strategy: Inviting areas will have high quality design elements that imply the ability to stay for increasing vibrancy, which may include public/civic gathering spaces, outdoor rooms, public art spaces and passive / active recreation spaces.

Action: Create guidelines that ensures the siting of public seating, art, landscaping, outdoor rooms, safety, and other innovative elements maximizes public life opportunities.

Policy 7: Encourage promotion of strong architectural, site, and landscape design in all development.

Strategy: Development of general design guidelines to support architectural consistency throughout the corridor areas, activity nodes, and priority areas to promote a sense of place and provide attractive areas for business and tourism opportunities.

Strategy: Encouragement of the submission of site development and architectural guidelines for new developments, where applicable.

Policy 8: Encourage sustainability efforts comprehensively throughout the County.

Strategy: Support sustainability practices within the Loudoun County Government.

Action: Continue to evaluate the energy demands of government buildings as well as transportation needs and develop plans for energy efficiency.

Action: All county-constructed facilities shall be constructed to a minimum of LEED Silver, or equivalent standards.

Action: Continue to evaluate all sustainability efforts.


Action: Support Loudoun Water in the expansion of the reclaimed water network.

Strategy: Evaluation of the need for a Sustainability Plan and/or Sustainability Initiatives Annual Report.

Strategy: Support environmental practices.

Action: Update and implement the County Energy Strategy (CES) to reduce the impacts of climate change.

Action: Evaluate the energy demands of residential and non-residential buildings, including data centers as well as transportation needs and develop plans for energy efficiency.



Action: Encourage benchmarking the energy use of existing and planned buildings to establish a baseline for energy demand estimates.

Action: Research opportunities for micro-grid energy.

Strategy: Support sustainable economic practices.

Action: Promote the Loudoun Sustainable Business Certification with the Chamber of Commerce.

Strategy: Support social equity practices.

Policy 2: Encourage sustainable development practices, including long-term water conservation, green building principles, sustainable site design, renewable energy, and integrated energy management planning.

Strategy: Promotion of water conservation through innovative, cost effective reuse systems, domestic water saving devices, and low impact development techniques, which integrate hydrologically functional designs with methods for preventing pollution and educational programs.

Action: Educate and encourage the harvesting of rainwater for non-potable use, such as landscape irrigation.

Action: Establish incentives for sustainable development.

Strategy: Promotion of the use of salvaged, recycled or locally produced materials whenever possible.

Strategy: Evaluation of the establishment of Eco-districts within the County.

Strategy: Promotion of green building standards and green building.

4.2 Recommended Countywide Design Guidelines

A. Building Placement and Design

1. All development should include a site design that is compact and makes buildings the prominent feature of the site as viewed from adjoining/adjacent roads, especially along major thoroughfares. Site design and development should strive to minimize site disturbance and minimize removal of existing, viable vegetation.
2. It is desirable to have civic, open spaces, green spaces, and vegetation to separate parking lots from buildings and areas for human activity. Civic spaces and green spaces are encouraged to have public art enhancements.
3. Buildings within larger multi-building developments should exhibit a unity of design through the use of similar elements such as rooflines, exterior materials, facade treatments, window/fenestration arrangements, sign location, and architectural styles and details.
4. Large freestanding stores, retail centers, commercial centers, and restaurants should be encouraged to provide usable outdoor civic or public spaces.
5. Required drainage and stormwater management facilities, such as holding basins, drainage swales, and culverts should be incorporated as features into the site design of the project, to the extent possible. Natural drainage features should be conserved to the greatest extent possible, minimizing impervious facilities to the extent technically feasible.
6. Building massing and walls should be varied to break down the scale of large buildings and commercial/retail centers. Long, flat facades are strongly discouraged. It is desirable that building facades should incorporate wall relief, recesses, off-sets, angular forms, or other features to avoid presenting a "blank side" to neighboring properties.
7. Pitched, mansard, and other distinctive roof forms are strongly encouraged.
8. Rooftop mechanical equipment should be screened. Preferably, screening should be incorporated into the roof form. Ground mounted mechanical equipment should be screened.
9. High traffic non-residential buildings should incorporate continuous arcades over the front walkway to provide weather protection for shoppers and create a pedestrian-oriented environment.

B. Circulation, Parking, and Loading

1. All development should strive to create inter-parcel connectivity for pedestrian and vehicular circulation to increase pedestrian activity and decrease vehicular traffic on roadways necessitated by broken inter-parcel connections.
2. Pedestrian traffic, internal to non-residential centers, should be provided with a safe travel route from the parking area to the building with a demarcated pathway and clear directional signage. Trees and other plantings should be provided along the walkway.
3. Sidewalks should be provided to all development to accommodate benches, bikes, strollers, trees, and planters.

4. Parking areas should be visually screened from adjacent streets and residential areas by heavy landscaping, depressing the parking area, and/or by constructing earthen berms.
5. All loading and storage areas must comply with Zoning Ordinance regulations and must be screened from adjacent residential areas by earthen berms, masonry walls, permanent wooden fencing, or dense landscaping.

C. Landscaping and Buffer

1. Large parking areas should be landscaped with trees and shrubs throughout to reduce the visual impact, provide shade, and reduce the heat island effect or heat absorption of the parking area.
2. The street frontage of development should be landscaped with trees to help create a green edge on both sides of the street.
3. Existing natural environmental features such as natural topography, hedgerows, mature trees, and berms should be integrated into the landscape plan for non-residential centers, when feasible.
4. Non-residential buildings and parking areas should be sufficiently screened and buffered from adjoining residential areas by distance, transitional uses, landscaping, and/or natural vegetation to mitigate the effects of noise, lighting, and traffic on the surrounding residences.
5. Residential areas should be buffered from adjacent retail non-residential uses by trees, fences, and hedges.


D. Signs and Lighting

1. Signs for development should be developed as an integral part of the overall center design. A unified graphic design scheme is strongly encouraged and in conformance with an appropriate regulatory framework.
2. Site and building lighting should reduce glare and spillage of light onto adjoining properties and streets. Fixtures should be attractive site elements that are compatible with the architecture of the non-residential activity centers.
3. Both lighting and signs should be designed for pedestrians, bicyclists, and vehicles.

Context for the Rural, Suburban, and Urban Policy Areas:

Rural: Analyze the impact a potential development may have on the landscape, considering not only appearance, but practical considerations such as proximity to utilities and means of daily life. Development should respond to the local context and reinforce the landscape's character. Sustainability requires maximum consideration for utilizing the landscape for benefits such as solar heat gain or shelter from wind. It is realistic and necessary to treat buildings as objects in the landscape and give due attention to their form. Development should avoid locating close to the road or removing natural shelters in order to "maximize presentation." Bulky designs must be avoided by breaking down the mass into smaller elements that follow natural contours. Developments should contribute to rural place-making by working with site features, rather than simply attempting to place sub-urban design onto the rural landscape. Rural integration additionally needs particular consideration as to the distance to local facilities such as schools, shops, post offices, or recreational activities to limit travel distances.

Suburban/Urban: Analyze the impact a potential development may have on the urbanizing landscape, considering not only appearance, but practical considerations such as proximity and quality of connections to utilities and means of daily life or end-users. Development should respond to the local context and build and improve upon



regional character. Sustainability requires maximum consideration for utilizing the natural landscape for benefits such as solar heat gain or shelter from wind. Dense areas of buildings should contribute to a hospitable microclimate. Development should locate close to the road and avoid isolating itself on the site in order to “maximize presentation.” The bulk of the design should be appropriate to the function of the development. Developments should contribute to suburban place-making by working with site features rather than simply attempting to land themselves into the community.

Appendix A: Sources

[Loudoun County Zoning Ordinance](#)

[Loudoun County Energy Strategy, December 2009](#)

Appendix B: Definitions

Design Guideline: A set of design parameters for development which apply within a design district, sub-district, or overlay zone. The guidelines are adopted public statements of intent and are used to evaluate the acceptability of a project's design.

Development Guideline:

A development guideline provides regulatory-level direction for a variety of land use decisions and establishes the foundation for potential ordinance regulations. These will consist of many of the policies in the currently adopted Revised General Plan that provide very detailed guidance for development approvals or to guide design of developments, and are more aligned with zoning district and development standards that are traditionally included in a land development ordinance (i.e., zoning or subdivision ordinance). Placing these policies in a Development Guidelines Manual will allow for carrying forward relevant detailed land use policies with a goal of appropriately incorporating them into a land development ordinance in the future.

Land Use Type:

Land Use Types provide different options for land development under the enduring Policy Area Growth Management and broad Land Use Structure recognized by Loudoun County, specifically, the Suburban, Urban, Transition, and Rural Policy Areas. Place Land Use Types provide more detail on the desired land uses and built form for particular types of development while describe a variety of characteristics: recommended land uses, relationship of uses (separated/mixed), mix of uses desired, street connectivity, density/intensity of use, height and other elements. The Land Use Types are used to identify the appropriate application for the developable and re-developable lands throughout the County. These are mapped in the Loudoun County Future Land Use Map to assist in guiding future land development and capital facilities planning decisions for the County.

Quality Development:

This term refers to a broad area of topics related to the visual and physical qualities that new development should possess, such as sensitive integration of the natural and environment, pedestrian and bike friendly environments that promote activity and connectivity in spaces between buildings and developments, accessible and connected parks and open spaces, context sensitive site and building design that promotes compatibility between adjacent developments and land uses, and well-designed architecture that promotes visual appeal and interest throughout the County.

Envision Loudoun 2040

Chapter 1

I. INTRODUCTION

The purpose of *Envision Loudoun 2040*, Loudoun County's new comprehensive plan, is to set forth the community-based vision for Loudoun's future and to serve as the Board-adopted policy document that will:

1. Guide public decision-making related to public and private land development proposals;
2. Guide the future actions of our community in addressing the County's most pressing challenges;
3. Serve as the foundation for planning for future service and facility needs;
4. Coordinate planning efforts between Towns and adjacent jurisdictions; and
5. Guide annual work plans for County Departments

Loudoun's 2001 *Revised General Plan* has been very successful in accomplishing the community's vision, which at that time, was as follows:

"At the start of this new millennium, we, the Loudoun County Board of Supervisors (BOS), envision Loudoun County as:

- *a prominent, sustainable community;*
- *at the global crossroads of the information technology industry and with a vibrant rural economy;*
- *preserving our historic and environmental heritage and the character of our towns and neighborhoods;*
- *fostering a strong sense of community, with robust economic, educational and recreational activity, recognized as a superb place for families and individuals to live, learn, work, worship, invest and visit."*

Conditions in the County have significantly changed since the last major comprehensive planning effort. Changing conditions include a shrinking supply of land designated to accommodate future residential development, new demand for urban type development, continued population growth, and new planned transit expansions. These changing dynamics necessitated the County consider updates to the Comprehensive Plan and new planning policies to guide the County into the future.

The *Envision Loudoun 2040* vision and goals below describe the County's desire to continue to emphasize what has led to Loudoun's success while setting a new path forward to address challenges that lie ahead.

Our Vision

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.

Our Goals

Shape: Make great places

Well-designed places providing a full spectrum of housing and employment options linked to supporting commercial, entertainment, educational, agricultural, and recreation activity.

Compete: Be an economic force

An attractive economic environment that builds on existing strengths and fosters new, innovative, and diverse business opportunities.

Connect: Bring people & places together

Efficient infrastructure networks that safely connect people to places within the community, to the region, and to the world.

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.

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.

Within the various chapters included in *Envision Loudoun 2040*, policies, actions, and strategies are set forth to achieve the vision and goals. For example, the Economic Development Chapter addresses how our County can continue to be an economic force in the region while some of the other goals may be achieved through policies in several of the chapters.

II. Basis for the Comprehensive Plan

State and Local Code

The basis for the new General Plan and the accompanying Countywide Transportation Plan is rooted in the Code of Virginia. Virginia Code Title §15.2-2223, states: “The local commission shall prepare and recommend a comprehensive plan for the physical development of the territory within its jurisdiction.” The County’s Planning Commission is responsible for preparing and recommending to the Board of Supervisors elements of the County’s Comprehensive Plan. Within statutory limitation afforded by the Dillon Rule, the County can manage development in accordance with the land use policies of its Comprehensive Plan.

State case law envisions strong links between a comprehensive plan, zoning and subdivision regulations and the capital improvements program that establishes location, financing and timing of local public facilities (Virginia Code Title 15.2-2239). This integrated planning approach is expected to provide a growth-management strategy that will sustain local jurisdictions as they grow.

Title § 15.2-2223 also states that ‘the comprehensive plan shall be made with the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the territory which will, in accordance with present and probable future needs and resources, best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, including the elderly and persons with disabilities’ and may be composed of, but is not limited to:

- Designation of land areas for various types of public and private development and uses
- Transportation plan that designates a system of transportation infrastructure needs and recommendations
- Designation of areas for ground water protection measures
- Designation of historical areas
- Designation of areas of urban renewal or other treatment
- Designation of areas and implementation of measures for construction, rehabilitation and maintenance of affordable housing
- Capital improvements program, a subdivision ordinance, a zoning ordinance and zoning district maps, mineral resource district maps and agricultural and forestall district maps, where applicable
- Designation of a system of community service facilities:
 - parks, sports playing fields,
 - forests,
 - schools, playgrounds,
 - public buildings and institutions,
 - hospitals, nursing homes, assisted living facilities,
 - community centers,
 - waterworks, sewage disposal or waste disposal areas

III. RELATION TO COMPREHENSIVE PLAN DOCUMENTS

The County’s current Comprehensive Plan consists of several related documents, including the *Revised General Plan* and amendments thereto, specific area plans, strategic plans and the *Revised Countywide Transportation Plan*. The Comprehensive Plan provides guidance and policy for the County and is implemented through zoning ordinances, subdivision regulations, legislative

processes for land development, construction permitting and the physical act of constructing facilities and infrastructure.

The 2001 *Revised General Plan* replaced the County's 1991 *General Plan* as the "umbrella" document for the County's planning efforts. The revision process reinforced and refined countywide goals and policies not only for the *General Plan*, but also for subsequent area plans. In addition to area plans, the County also prepares specific service plans for essential County facilities and services such as parks, libraries, and fire and rescue services. These plans, prepared by various County agencies, establish detailed service level guidelines. The standards contained in each of these service plans are referenced throughout the General Plan and are also an essential part of the County's overall planning policy.

The County's Comprehensive Plan currently consists of the following components:

1. *Revised General Plan* ("Plan") and Amendments
2. Revised Countywide Transportation Plan (CTP)
3. Bicycle and Pedestrian Mobility Master Plan
4. Strategic Plans:
 - a. Strategic Land Use Plan for Telecommunications Facilities
 - b. Countywide Retail Policy Plan Amendment
 - c. Heritage Preservation Plan
 - d. Greenways and Trails Policies
5. Small Area Plans
 - a. Arcola Area/Route 50 Corridor Plan
 - b. Route 28 Corridor Plan
6. Area Management Plans
7. Several outreach and study efforts in recent years can be drawn upon as a resource for future planning efforts. These include:
 - a. Ashburn Community Outreach
 - b. Dulles Community Outreach
 - c. Potomac/Sterling Community Outreach
 - d. Retail, Entertainment & Culture Cluster Study

The Loudoun County's new General Plan supersedes and deems the following Comprehensive Plan components obsolete:

1. *Revised General Plan* ("Plan") and Amendments
2. 2010 *Revised Countywide Transportation Plan* (CTP)

3. Bicycle and Pedestrian Mobility Master Plan
4. Strategic Plans:
 - a. Strategic Land Use Plan for Telecommunications Facilities
 - b. Countywide Retail Policy Plan Amendment
 - c. Greenways and Trails Policies
5. Retail, Entertainment & Culture Cluster Study
6. Retail Plan

The Heritage Preservation Plan, Arcola Area/Route 50 Corridor Plan, Route 28 Corridor Plan remain in effect and are incorporated in the new Comprehensive Plan by reference.

In the future, the County will seek to grow and modernize its compendium of planning resources that will help shape the County by updating and enhancing existing strategic plans and developing a new system for detailed planning for specific areas or geographies. As the County's various built and natural landscapes evolve, detailed planning, such as small area plans, will become increasingly important to retaining the unique environments present in Loudoun County.

IV. Relationship of *Envision Loudoun 2040* to the Revised 1993 Loudoun County Zoning Ordinance

Envision Loudoun 2040 sets forth the community-based vision for Loudoun's future and is a policy document that provides guidance to the County's decision makers regarding land development, capital improvements and public programs. The Revised 1993 Loudoun County Zoning Ordinance (Ordinance) actually establishes the rules governing the use of land. The Ordinance divides the County into different zoning districts and spells out allowable uses for each district such as agriculture, industry or commercial use. It includes texts that describe the rules for such things as zoning districts and include a separate map showing the location and boundaries of zoning districts and overlays.

The Ordinance regulations specify permitted uses on properties, establish the density and intensity of development, and establish design parameters for developments. These regulations also provide "entitlements" or certain rights of property owners to develop their property.

In contrast, *Envision Loudoun 2040* provides guidance to decision makers regarding future development or use of property; the Ordinance defines the actual regulations that apply to each property in the County. Implementation of *Envision Loudoun 2040* will require amendments to the Ordinance. The process for Ordinance amendments is separate and independent of *Envision Loudoun 2040* and will occur after the Plan's adoption.

V. Characteristics of *Envision Loudoun 2040*:

In an effort for *Envision Loudoun 2040* to be successful, the Plan is designed to be strategic, easy-to-understand, overarching, and flexible. The Plan is designed to be user-friendly, while also

providing enduring and useful guidance for decision-makers and the public. These characteristics are instilled throughout the Comprehensive Plan as a means to ensure the Plan retains its functionality over time.

1. **Strategic:** The Plan must be economically feasible and rooted in the realities of changing demographics, market realities, and fiscal soundness. The Plan should serve as a foundation for economic prosperity for the County.
2. **Easy to Understand:** The new plan should be highly illustrative, clear, concise, and easy to use. To ensure ease of comprehension and availability, multiple formats of the plan should be available for easy dissemination to the general public.
3. **Overarching:** The plan should serve as a bridge between different functions and plans by including a broad vision, goals, and objectives for the County. The plan should be integrated with other relevant County's plans and policies. It should be comprehensive enough to ensure wide-spread implementation and instill confidence in its policies and goals.
4. **Flexible:** The new plan must be adaptable, but enduring, in order to accommodate changing technologies, demographics, and markets. The plan will be focused at the policy level and will not be "ordinance-like" with precise criteria to follow.

VI. USING THE PLAN

Plan Organization

Envision Loudoun 2040 is organized into eight chapters. Following the Introduction, Chapter 2 sets forth the major land use and land development guidance Countywide, for the Towns and Joint Land Management Areas, for the Policy Areas that are generally recognized by the community as an enduring growth management and land use structure. Chapter 3 contains policies related to the County's rich Environmental and Heritage Resources. Chapters 4 and 5 are devoted entirely to a discussion of policies for Housing and Economic Development. Chapter 6 contains the policies for the County's Fiscal Management and Planning as well as policies for Capital Facilities and Public Infrastructure. The final chapter of the Plan, Chapter 7, contains recommendations about how the Plan will be implemented, including managing and updating the plan, an implementation matrix, and how the County will pursue methods to measure the success of the plan over time.

The new General Plan also contains a useful set of appendices that include: useful terms and definitions, more detailed information about the work of the Stakeholders Committee and the Public Outreach process, as well as additional development guidance related to specific uses and specific development conditions to be used in the review of legislative and land development application processes.

Plan Guidance:

The Plan's guidance is set out through:

1. The Vision and Goals that provide the overall guidance;
2. Policy Statements that aid in providing specific guidance in decision making to achieve the overall vision and goals;
3. Strategies that also aid in providing more detailed guidance for decision making; and
4. Actions that the County may take to make the vision and goals a reality (These actions are provided within each chapter and are used in the development of the Implementation Chapter).

VII. Loudoun's Planning and Policy Areas

Loudoun County is located in the northern section of Virginia, south of and adjacent to the Potomac River, east of Fairfax County, and approximately 28 miles west of Washington DC. It is bounded by Fairfax to the east, Fauquier and Prince William to the south and Clark County, Virginia, Jefferson County, West Virginia to the west, and Maryland and the Potomac River to the north. Mostly located in the Piedmont Physiographic Province, with a small strip in the western portion of the County in the Blue Ridge Physiographic Province, Loudoun County encompasses approximately 517 square miles (330,880 acres) of level to gently rolling land. The elevation ranges from 180 feet above sea level to 1,900 feet in the western portion of the County. County drainage ways include the Potomac River, Goose Creek, Catoctin Creek, Dutchman's Creek, Broad Run, and Piney Run.

The core framework for land planning in the County is the designation of Policy Areas—Suburban Policy Area, Transition Policy Area, and Rural Policy Area. These Policy Areas represent Loudoun County's diverse character.

The Suburban Policy Area is in the eastern portion of the County near Dulles Airport and towards Washington, DC. The 60,000-acre Suburban Policy Area, as shown in the County's comprehensive plan, is the easternmost area where most of the residential and commercial growth has occurred since the last plan adoption. Routes 7 and 28 have evolved into critical transportation corridors that are contributing Loudoun County's reputation as an international center for technology, communications and global data management sectors. Given its connection to Dulles International Airport, Route 28 is expected to continue play a major economic role for Loudoun County as key location for on-going development.

The Rural Policy Area, which represents nearly two thirds of the County's land area, is located in the western portion of the County and is designed to preserve the agricultural, historical, and natural heritage of Loudoun. The *Revised General Plan* states that the "Rural Policy Area land use pattern and design strategy is fundamentally committed to retaining the rural area as an essential asset of Loudoun County." This includes the rich agricultural and rural heritage of crossroads settlements, wineries, breweries, equine stables, abundant natural resources, and picturesque landscapes.

The Transition Policy Area is between the Suburban Policy Area and the Rural Policy Area, and as its name implies is intended to be a land use transition between the two. The area is predominantly residential, however there are some industrial spaces focused on quarry activity and energy infrastructure. The land use policy vision for this area is implemented primarily through protected open space and large lot or clustered developments.

These three Policy Areas are used to manage growth in a manner that is compatible with the respective landscape and character of each area by influencing the effect of development regulations and guiding the location, design, and timing of infrastructure investments. *Envision Loudoun 2040* maintains these established policy areas for land use planning.

With the County's connection to the regional Metrorail network through the Silver Line extension in 2020, the Urban Policy Area has been established through *Envision Loudoun 2040*. The Urban Policy Area is intended to become a complete community that accommodates living, working, shopping, learning, and playing in close proximity to Metrorail. This policy area will have a high-quality public environment with accessible and connected spaces, and a rich mix of uses that give a sense of place and distinctiveness. It will be an urban community with development types, patterns, and densities that will create jobs, grow the tax base, and be fiscally sustainable.

Loudoun County's seven towns exercise planning and zoning controls within their corporate limits. In addition to the three growth Policy Areas, the County has partnered with several of its towns to develop Joint Land Management Areas (JLMA) around the edges of the towns. The JLMA is a joint planning area where Loudoun and each respective town sets the limits for municipal water and sewer extension. The JLMA effectively serves as a growth boundary for each town. The map on the previous page illustrates the boundaries of these Policy Areas.

VIII. DEVELOPING THE PLAN

PLAN CHARTER

On March 1, 2016, the Board of Supervisors unanimously approved the initiation of the New Comprehensive Plan effort. The recommended first step in this initiation is to establish a "plan to do the plan" or a Plan Charter. At the April 21, 2016 Business Meeting, the Board unanimously endorsed the New Comprehensive Plan Charter¹, which outlined the process for development of the New Comprehensive Plan for Loudoun County. Endorsement of the Plan Charter also directed County staff to form two committees: (1) a 26 member Stakeholders Committee comprised of citizens within the County representing the magisterial district geography of the entire county and a wide range of industry/interest groups; and (2) the Staff Technical Advisory Committee (STAC) comprised of County staff and other outside agencies such as Virginia Department of Transportation (VDOT), Metropolitan Washington Airport Authority (MWAA) and utility providers. The Board finalized appointments to the Stakeholders Committee for the planning effort in June 2016.

¹ [Loudoun County Comprehensive Plan - Plan Charter](#)

The Stakeholders Committee, consisting of selected community stakeholder representing a broad range of citizens, community groups and interests, has worked collaboratively with the County Staff to develop the plan, plan policies and technical products. This multi-faceted, multi-disciplinary Stakeholder Committee has also worked to balance of public and private interests, the protection of valuable resources and so that the collective vision of the community is achieved.

Subsequently, the Stakeholders Committee held their first monthly meeting on June 21, 2016 and met almost 40 times through July 2018 to develop and deliver a draft plan for the public, the Planning Commission and the Board of Supervisors to consider. The STAC first met on June 13, 2016. Both committees will be continuing to meet and work on various aspects of the planning process through 2017 and potentially into the early months of 2018.

The Plan 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 Plan Charter identified nine key planning issues that were to be addressed in the New Comprehensive Plan and shaped the planning work throughout the *Envision Loudoun* process:

- Economic Development
- Transition Policy Area
- Residential Housing Choice and Diversity
- Redevelopment/Revitalization
- Suburban Policy Area
- Community Facilities and Supporting Infrastructure
- Quality Development
- Fiscal Management
- Growth Management

The Stakeholders Committee explored and evaluated each of these topics and has attempted to address them through policies, strategies and actions. Some of these topics are addressed through an individual chapter or throughout many of the chapters.

(NOTE: Additional paragraphs will be added here to include the review and adoption phases for the Planning Commission and Board of Supervisors.)

ENVISION LOUDOUN COMMUNITY OUTREACH & ENGAGEMENT

In order to achieve successful outcomes, an open, inclusive and accessible community outreach and engagement process was implemented to provide ample opportunity for public participation.

The Community Outreach and Engagement Strategy has included three sets of community meetings at different stages of the project and at strategic locations of the county based on established planning priorities and issues. The outreach strategy relied heavily upon a range of on-demand and remote outlets for electronic participation via web-based techniques (e.g. web surveys, on-line visual preference surveys, or webpage comment boards).

The associated public input process was designed to achieve three goals:

Openness and Inclusivity - This process was designed and facilitated so that everyone in the community was comfortable engaging and sharing their ideas. It welcomed and respected the diversity of experiences and opinions that make Loudoun unique.

Opportunity - The planning process was a key means to explore opportunities, such as, creating “complete communities”. The process ensured the County moves forward to identify and meet the challenges and embrace the opportunities of today and in the future.

Connectivity - The New Comprehensive Plan process was a County-wide initiative and an opportunity to connect people and issues to consider for the future. The process was designed and executed to motivate and facilitate deeper participation and connections with our neighbors and fellow residents. The County is diverse with respect to development (rural, suburban, and urban), varying points of view, and culture.

Public Input Round 1: Listening and Learning Community Outreach and Engagement

In 2016, six live, in-person meetings were held on November 7, 14, 15, 16 and December 5 and 8. The sessions engaged participants in discussion questions through small group work sessions to help identify the community’s ideas for the future of Loudoun County. Over 900 citizens and stakeholders participated in the in-person Listening and Learning Workshops. An online forum that provided the same activity and input opportunity was open from December 14, 2016 to January 11, 2017. Based final estimates, 600 to 800 additional participants offered input through the on-line tool. The public outreach effort resulted in more than 1, 400 people participating in these events and the generation of 5,000 ideas for Loudoun County. The [Listening & Learning Phase I Input Summary Report](#) can be found on the County’s website.

Public Input Round 2: Envision the Future Community Outreach and Engagement

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, with 485 in-person participants and at least 350 participating online. The *Envision the Future* Workshops were designed to: 1) Collect feedback on draft Vision, Goals, and Objectives and 2) Understand residents’ needs and concerns related to specific topic areas and geographies of the county. These topics included infill development in suburban neighborhoods, redevelopment in maturing neighborhoods, investment in commerce districts, Transition and Rural Policy Areas, and transportation. The consultant team produced an [Engagement Round 2: Envision the Future Summary Report](#) provides an overview of the content and general statistics of the commentary received.

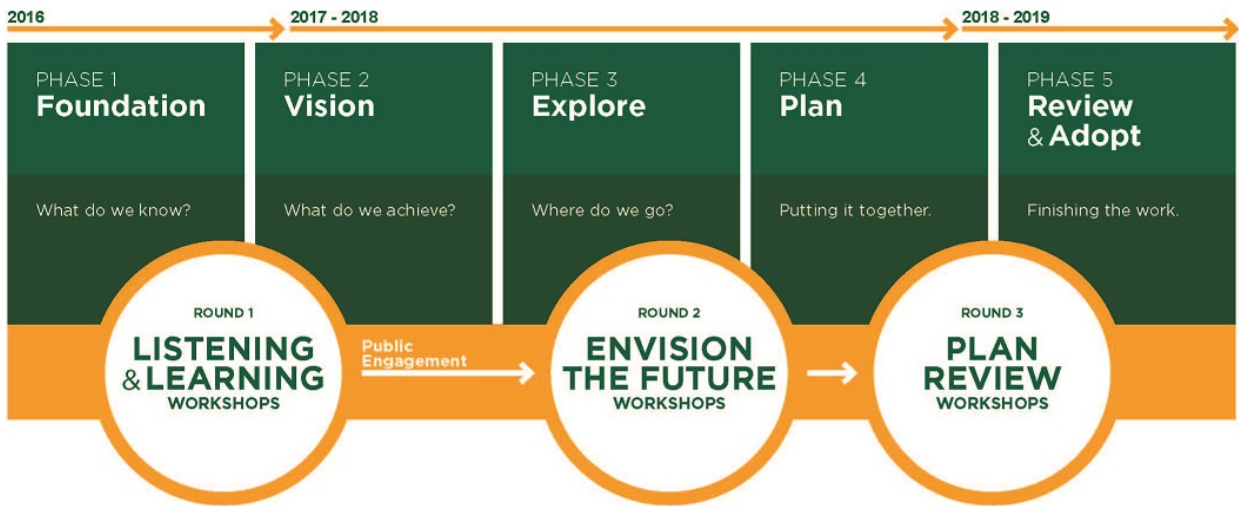
Public Input Round 3: Our New Plan Community Outreach and Engagement

(NOTE: This section will be updated to include information from the Public Input Round 3 Workshops.)

Each section and chapter of this plan contains broad topical themes and issues that were brought up through the Community Outreach and Engagement Process that helped connect the land use plan, policies, actions, strategies and development guidelines to the community’ concerns, issues and ideas for the future.

Overview of the Planning Process:

The County developed a five phase planning process for *Envision Loudoun 2040* to complete a new *General Plan* and *Countywide Transportation Plan*.



FOUNDATIONS PHASE

Phase 1 Foundation, completed in February 2017, established the fundamentals of planning for the project. In this phase, the trends and forces shaping Loudoun County's past and future were investigated, and the first round of public engagement were conducted in a hands-on format that was devised to listen and learn about our community ideas for the future of Loudoun County. In addition to completion of the *Listening and Learning* public input activities, the Consultant Team provided two foundational documents for delivery in Phase 1 which include: (1) the [Foundations Report](#) and (2) the [Listening & Learning Phase 1 Input Summary Report](#).

VISION

The Vision takes the values and trends from the foundations and crafts a mission for the future. A guide around which the plan recommendations should be structured.

The Vision Phase, completed in May 2017 with Board endorsement, was relatively short (approximately 2 months) but overlapped in schedule with efforts in the Foundations Phase. The primary objective of this phase was the identification of community values to help guide the creation of recommended actions for the future of the County. Those vision and goals statements are captured in later sections of this chapter.

EXPLORE

The Explore Phase builds on the vision and identifies critical questions the county needs to address to achieve the Vision and Goals, presents options or alternatives to get there, and tests ideas for feasibility against the goals. This allows creation of specific objectives and identification of a preferred approach to planning for the future.

The Explore Phase was designed to explore alternative futures before selecting a preferred strategy for growth. With a clearer picture of what the County wants to be in the future based on the values expressed in the Vision Phase, the project team examined the potential outcomes of different types of decisions the county could make regarding land use, transportation, and other policy elements in the plan. The primary objective of this phase was to explore choices and identify specific objectives, policies, and strategies to accomplish the County's new Vision and Goals and identify a preferred growth strategy around which to build the General Plan (land use and policies) and the Countywide Transportation Plan recommendations. This phase was completed in November 2017

PLAN

Plan builds on the preferences and priorities identified in the Explore phase and document the recommendations in maps, images, and policy direction.

The Plan Phase is essentially a document preparations and drafting phase, with regular review schedule at incremental points in the process. The Phase launched after the second round of public meetings and the development of a draft land use plan and growth strategies (objectives) by the Board of Supervisors. County staff led the effort to develop policies, actions and strategies for the General Plan and retained responsibility for the preparation of the Countywide Transportation Plan documents. In addition, the project team evaluated the draft land use plan for fiscal and transportation impacts in order to deliver a feasible plan to the community during a third round of public input, and to the Planning Commission for evaluation and recommendation to the Board.

REVIEW & ADOPT

Review and adopt makes the new plan the official document that guides development and public projects for the coming decade(s).

The Review and Adopt Phase was designed to allow for iterative review of the plan by the public, Planning Commission and ultimately the Board of Supervisors. The project team collected comments from each review body and made any necessary modifications for their recommendation to the next entity. The Planning Commission and Board of Supervisors reviewed the plan and hold public hearings as part of the adoption process, which concluded in _____ 2019.

The adoption of the Plan signified the completion and culmination of the hard work and diligence of all the participants and stakeholders to develop the new vision and guidance for the future of the County.

IX. TRENDS AND INFLUENCES:

The County has accommodated a high rate of growth over the past five decades by concentrating new development in the Suburban Policy Area where utilities and roadways can serve the population more efficiently. Accommodating the planned growth while maintaining a rural landscape and agricultural economy in the West is one of the reasons that Loudoun is recognized as one of the best counties in the United States to live, work, and play.

Loudoun will continue to be an attractive place for development given its geographic location in the region, school system performance, and notable quality of life measures. However, there are several key trends and influences that should be acknowledged as the County plans for the future.

Limited Land for Development

Analyses reveal that much of Loudoun County’s residential land, particularly land in the Suburban Policy Area, is either developed or is considered “in the pipeline” with some level of development approvals. The remaining uncommitted or underdeveloped residential land that could be developed in the future is approximately only two percent (2%) of residential land in the Suburban Policy Area. Future development within the Suburban Policy Area will likely result in a shift toward redevelopment of existing sites and infill development of land with access to public infrastructure. With limited land for development, much of the new projects will come in the form of infill development and redevelopment/reuse of existing properties. In addition, the pace of growth will most likely slow down.

Attracted to Loudoun’s beautiful scenery and proximity to employment, the Dulles International Airport, and Washington DC, the County’s population has grown by over 160,000 people since 2000 to approximately 380,000 today, more than doubling in size. With Metrorail planning to commence operations in 2020, and the improving economy, the demand for residential and non-residential growth are expected to continue.

Catering to a Millennial Workforce Leads to a Focus on Mixed Uses

To attract top talent, many employers are focusing on employee satisfaction when considering locations and designs of office space. With a keen focus on the growing Millennial workforce—persons generally born between 1980-2000—this is resulting in a resurgence for development in urban or mixed-use locations. Employers in professional services, technology, and innovation sectors are shifting away from traditional suburban offices towards a “live, work, play” environment to enhance quality of life. This has more commonly taken shape through places where employees can walk to a cafe, movie, gym, or have a dinner with out-of-town colleagues or clients who are staying at a nearby hotel.

Similar to National Trends, Loudoun County Is Becoming Racially and Ethnically Diverse

The percentage of residents identifying as a racial minority has grown in the past fifteen years. Between 2000 and 2015, the percentage of people identifying as Hispanic or Latino more than doubled from six percent (6%) to 13.6 percent. During the same time period, the percentage of Loudoun’s population identifying as Asian has grown from five percent (5%) to 18 percent. The percentage of residents identifying as Black or African American is also growing, though at a much slower rate, increasing from seven percent to eight percent from 2000 to 2015. Overall, Loudoun’s foreign born population has grown in share to nearly one quarter of the population in 2015.

Growing Diversity May Lead to Demand for New Housing Types

National trends show that aging seniors, empty nesters, couples without children, millennials, and single person households may demand different housing types, public services, and lifestyle options than provided in the past. These trends may have an impact on how we plan for future development, particularly housing preferences. There is also a general trend toward more people

living in multigenerational households (households where the kids remain home after school, where grandparents have moved in, or where extended family lives together). This trend exists across demographic categories. It also happens to be more pronounced in two minority populations that are making up an increasingly larger portion of the County: those identifying as Asian or Hispanic. Multigenerational households may require different types of units, with more bedrooms, bigger common areas, places for privacy, or other attributes that help accommodate growing household sizes.

Affordable/Attainable Housing Opportunities are Very Limited

Housing affordability and attainability is a complex quality of life issue that has impacted Loudoun economically, including the transportation system. Currently, forty-eight percent (48%) of Loudoun's workforce earn less than forty percent (40%) of the area median income (AMI) and forty-four percent (44%) commute into the County daily. The lack of attainable housing undercuts the ability of employers to attract workforce and causes workforce instability especially in lower paying industries. This challenge also leads to long commutes from jobs to more affordable housing outside of Loudoun, which causes increased congestion on roadways.

The Silver Line Will Open New Opportunities in the County

The County's connection to the regional Metrorail network through the Silver Line extension in 2020 will have an impact on future development opportunities. The stations create an opportunity to create high density urban mixed-use environments. Other Washington-area communities are taking advantage of new transit connections to increase the density of buildings around transit nodes.

X. WHAT IS NEW IN ENVISION LOUDOUN 2040?

Envision Loudoun has incorporated many relevant policies of the current *Revised General Plan*, as well as set forth new policies, actions, and strategies.

Integration of Land Use and Transportation Plans

Envision Loudoun sets forth land use recommendations for potential new growth and development. This projected new growth is being evaluated to determine the impacts on the County's transportation network and provides transportation plan recommendations to adequately plan for future growth. In addition, the entire Countywide Transportation Plan is being updated to address current trends and address public feedback and future community needs. In response to a significant amount of public feedback, Envision Loudoun focuses on policies and plans for greater connections to existing trails and the provision of new multi-modal opportunities.

Economic Policies and Strategies

The economy has changed significantly since 2001 and new policies and strategies are needed to continue our success as a leader in the region. Envision Loudoun focuses on developing Mixed Use Employment Areas by proposing housing and other non-residential uses near where people are working – many of these areas were previously designated for Keynote Employment – primarily office use. The primary use would still be employment but this designation would also allow for higher density residential nearby. This Plan also focuses the majority of our new office development adjacent to our future metro stations.

Housing Choices and Diversity

An adequate supply of housing—varied in type and price, both rental and for-sale, in convenient locations—is a fundamental component of a complete, inclusive, and enduring community. The creation and demand of affordable and attainable housing requires that the pattern of residential development—its design, density, location, cost, and performance—benefit the user and community now and over time. This plan creates the critical connection between providing this type of housing for us to remain competitive and successful as a community. This plan calls for providing the right type of housing at the right locations near the jobs, schools, transportation facilities. The plan also calls for greater public/private partnerships, changes to our zoning regulations, and looking for opportunities for adaptive reuse. This plan seeks to find a realistic and economic way to provide the appropriate incentives for overall increase in residential density in exchange for more workforce and affordable housing with new development.

Infill and Redevelopment

With a limited amount of land available to meet a demand for new housing, the County is making a transition from a greenfield community to a maturing community. This will result in a focus on how the remaining land in the suburban area develops. This plan takes some of these infill properties and increases the proposed residential densities with a focus on promoting smaller lots and more attainable and diverse housing. This will require appropriate development standards to make reasonable transitions with existing lower density development. With regard to redevelopment, Envision Loudoun encourages more flexible regulations and appropriate and realistic incentives for redevelopment of older non-residential areas.

New Urban Policy Area

This Plan proposes the designating of Urban Policy Areas, which also include the Silver Line planning area. The Urban Areas have been divided, generally, into two mixed use types: 1) Silver Line Metro Stations with highest intensity/transit-oriented uses, and, 2) walkable places that are not Metro-related with lesser intensity of use along Route 7 (Attachment 2). The intent of these areas is to provide for walkable mixed-use and transit-oriented development that will support anticipated growth, offer a diversity of housing to meet changing housing needs, and offer flexible land use policies to allow for innovation and changing market demands over time.

Designating Transit Station Mixed Use

The land area around the proposed Silver Line Metro Stations has been designated as a Transit Station Mixed Use Place Type. These Transit Station Mixed Use areas are recommended for a mix of uses in an urban environment. This land use recommendation specifies vertical development providing for multi-family, commercial, entertainment, cultural, civic, and recreational uses to support denser urban living.

The forthcoming chapters set forth a new path forward for Loudoun and will demand consistent and dependable follow-through to implement the plan following its adoption.

STAKEHOLDERS COMMITTEE REQUESTS FOR INFORMATION

Below is a list of information that has been requested from staff during recent Stakeholders Committee Meetings. Staff's responses to these requests are provided in red.

February 19, 2018

Towns and JLMA

- Who did Staff contact from each of the Towns for input on the Towns and JLMA Policies, Strategies, and Actions?
 - The following are the Town contacts:
 - Leesburg: Sue Berry Hill, Director of Planning
 - Lovettsville: Josh Bateman, Town Planner/Zoning Administrator
 - Middleburg: Martha Semmes, Town Administrator
 - Purcellville: Patrick Sullivan, Director of Community Development; and Erin Goodrich, Planner
 - Round Hill: Melissa Hynes, Town Planner/Zoning Administrator
 - Hamilton: Dan Galindo, Zoning Administrator
 - Hillsboro: Mayor Roger Vance (Did not respond)