



SILVER LINE CPAM STUDY UPDATE

Board of Supervisors

January 21, 2016



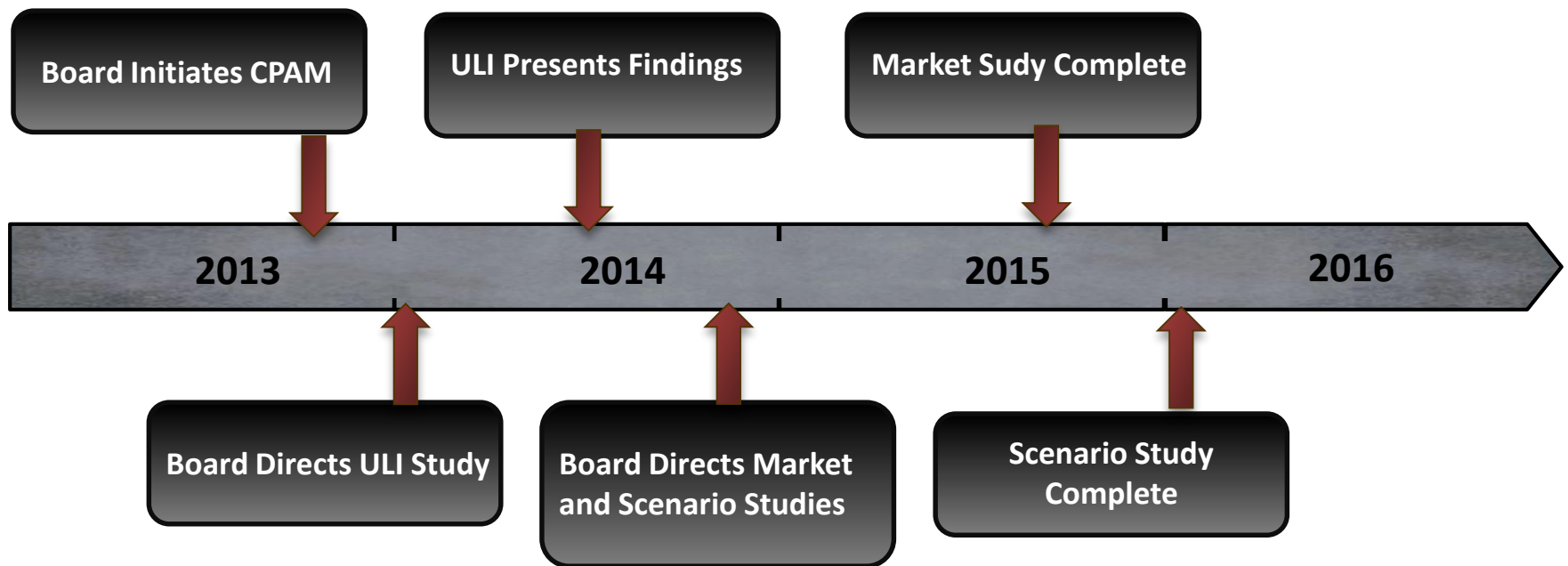
PURPOSE

- Review Previous Efforts
- Present Consultant Recommended Scenario
- Discuss Recommendations and Next Steps



PROJECT BACKGROUND

Project History





CPAM GOALS



Desirable Land Use Patterns



Employment Opportunities



Potential Tax Revenue



Managing Impacts on the
Transportation System

MARKET ANALYSIS AND BEST PRACTICES STUDY



MARKET ANALYSIS AND BEST PRACTICES

Airport Compatibility Studies





MARKET ANALYSIS AND BEST PRACTICES

Anchors and Catalytic Projects



CONVENTION CENTER



RETAIL/ENTERTAINMENT



RESEARCH CENTER



TECH INCUBATOR



INDOOR SPORTS



SPORTS STADIUM



MARKET ANALYSIS AND BEST PRACTICES

Final Recommendations

#1. Maintain current Plan Policy and Zoning at the Loudoun Gateway Station Area to promote job-generating, airport-compatible uses.

#2. Consider a catalytic anchor use at the Loudoun Gateway Station Area, if the office market remains stagnant.

#3. Work with MWAA to encourage airport-compatible development at the Loudoun Gateway Station Area.

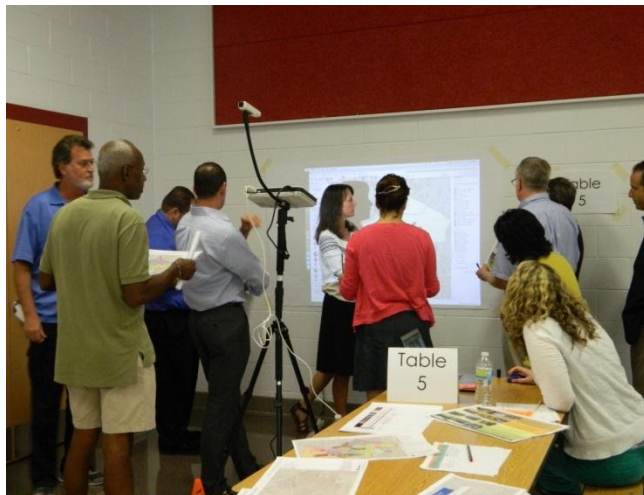
#4. Continue to pursue commercial development at the Ashburn Station Area.

#5. Consider interim uses at the Station Areas to activate them, provide income for property owners, and generate tax revenues.

SCENARIO PLANNING STUDY

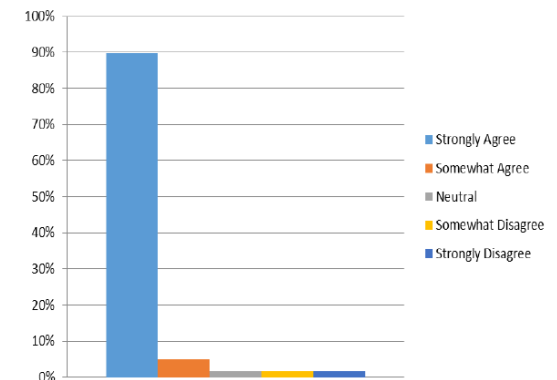


PUBLIC OUTREACH



I think the study area should have one or more walkable, mixed-use centers, similar to Reston or One Loudoun.

- A. Strongly Agree
- B. Somewhat Agree
- C. Neutral
- D. Somewhat Disagree
- E. Strongly Disagree





SCENARIO PLANNING STUDY

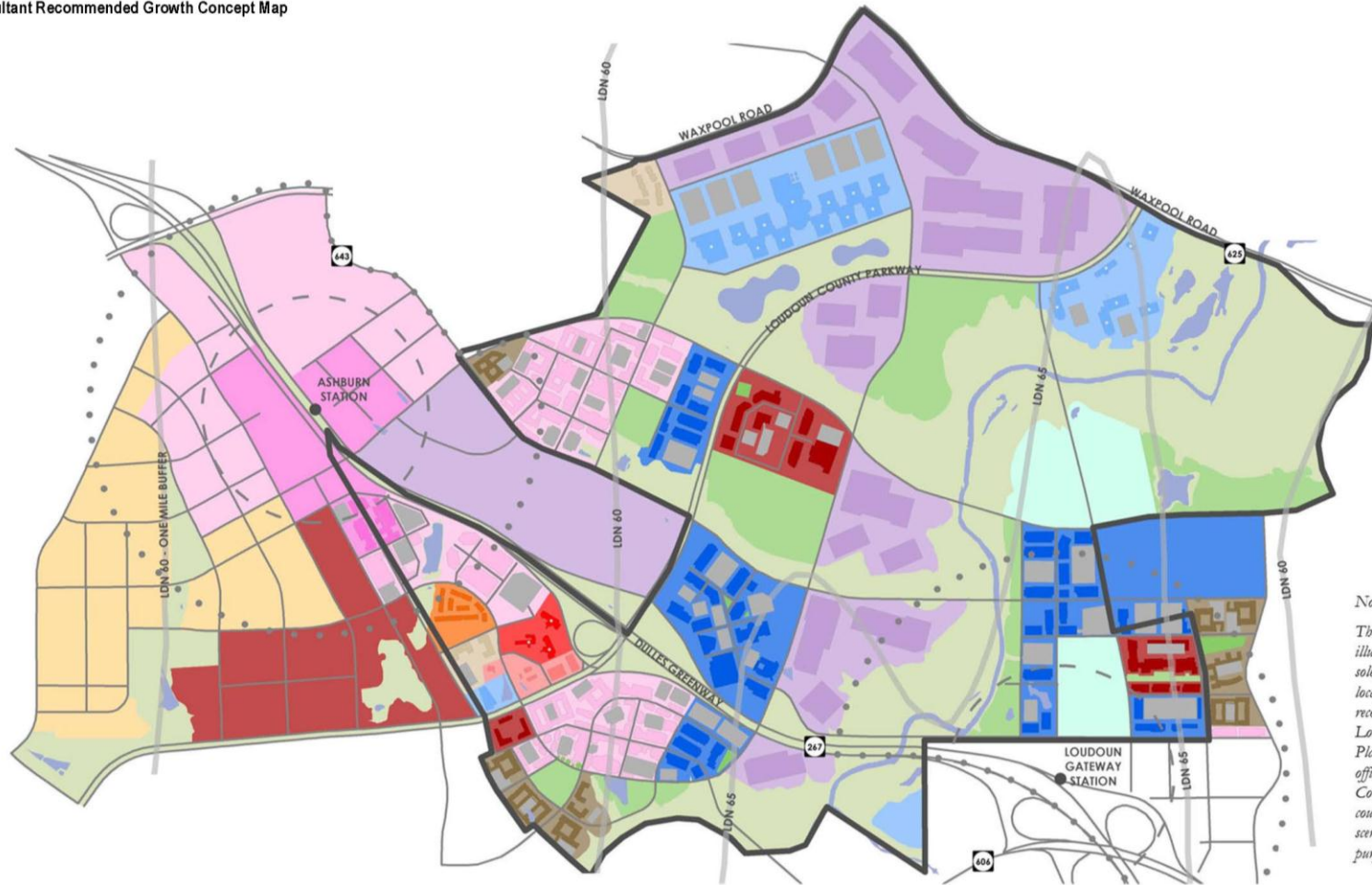
Guiding Principles

- #1. Become a Complete Community
- #2. Ensure Long-Term Economic Well-Being
- #3. Support Urban Development Patterns
- #4. Protect Dulles International Airport
- #5. Concentrate Development at Metrorail Stations
- #6. Move People Throughout the Study Area
- #7. Embrace the Technology Industry
- #8. Phase Long-Term Development Goals



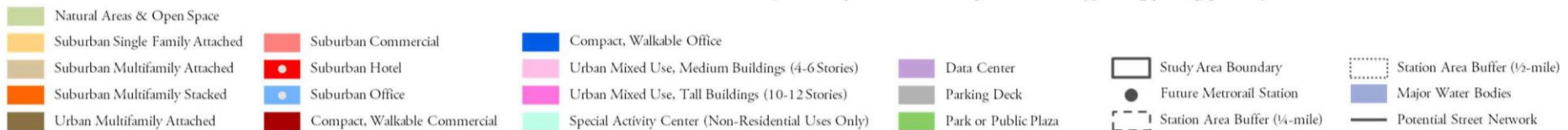
CONSULTANT RECOMMENDATION

Map 3 — Consultant Recommended Growth Concept Map



Note:

The growth concept map is for illustrative purposes only, and created solely for depicting development types, locations, patterns and intensities recommended by the consultant for the Loudoun County Land Use Scenario Planning Study. It is not something officially supported by the Loudoun County Board of Supervisors (or any county department participating in the scenario planning study) beyond the purpose stated above.





SCENARIO PLANNING STUDY

Map 5 — Priority Growth Areas

Tier 2 – Mixed-Use Community

A high priority growth area for programming future year infrastructure projects that support walkable, mixed-use urban development principles.

Tier 1A – Ashburn Metrorail Station Area Buffer

A high priority growth area for programming future year infrastructure projects that support walkable, mixed-use urban development principles.

Tier 2 – Mixed-Use Community

A high priority growth area for programming future year infrastructure projects that support walkable, mixed-use urban development principles.

Tier 4 – Supporting Suburban Development

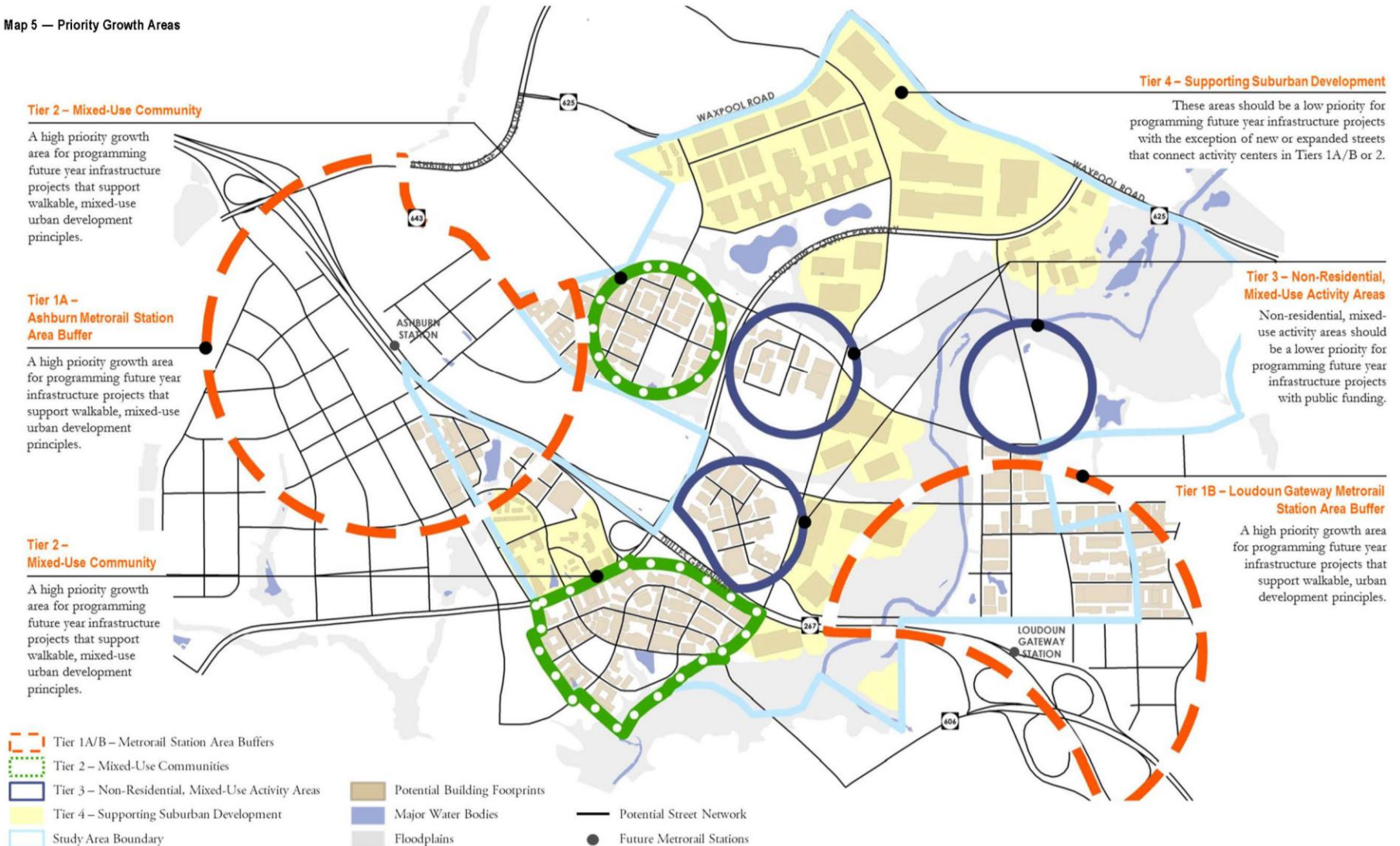
These areas should be a low priority for programming future year infrastructure projects with the exception of new or expanded streets that connect activity centers in Tiers 1A/B or 2.

Tier 3 – Non-Residential, Mixed-Use Activity Areas

Non-residential, mixed-use activity areas should be a lower priority for programming future year infrastructure projects with public funding.

Tier 1B – Loudoun Gateway Metrorail Station Area Buffer

A high priority growth area for programming future year infrastructure projects that support walkable, urban development principles.





SCENARIO PLANNING STUDY

Additional Consultant Recommendations

Provide abundant green space



Use green infrastructure as an open space amenity



Identify sites for schools and facilities





SCENARIO PLANNING STUDY

Additional Consultant Recommendations

Incorporate circulator bus service

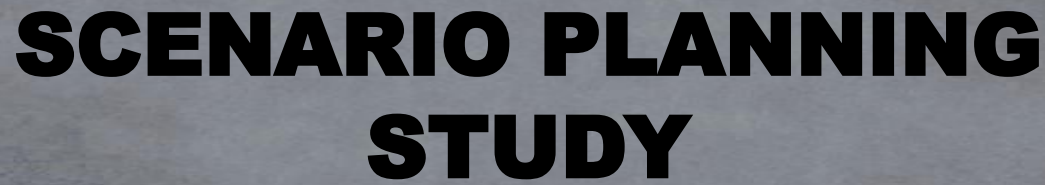


Promote walkability and active living

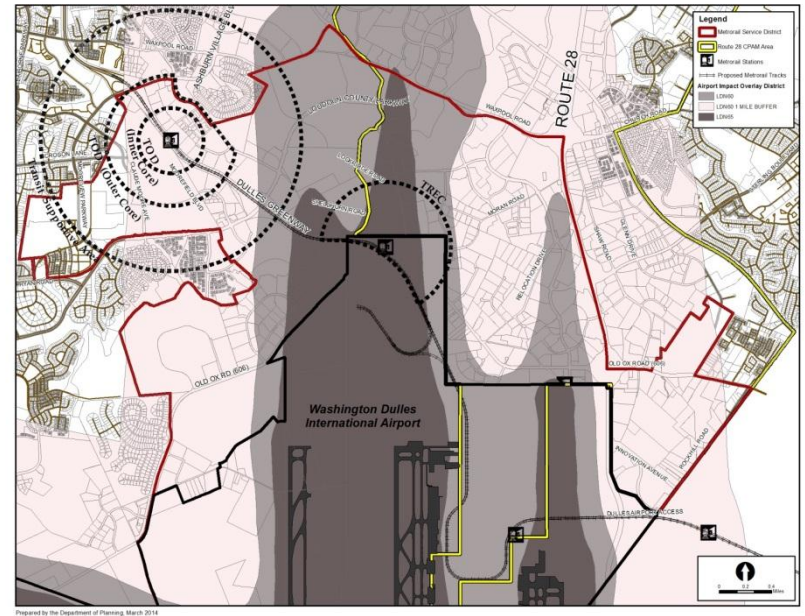


Encourage development patterns
favored by young professionals





Allow data centers in strategic areas





SCENARIO PLANNING STUDY

Additional Consultant Recommendations

Allow phased development



Discourage single family uses





STAFF RECOMMENDATION

- Additional Review in TLUC
- Prepare Small Area Plan



TLUC DISCUSSION

- Boundary
- Process
- Schedule
- Potential Outcomes



SILVER LINE CPAM

Questions and Feedback?



STAFF RECOMMENDATION

Small Area Plan – Preliminary Boundary

