



LOUDOUN VIRGINIA

ECONOMIC DEVELOPMENT

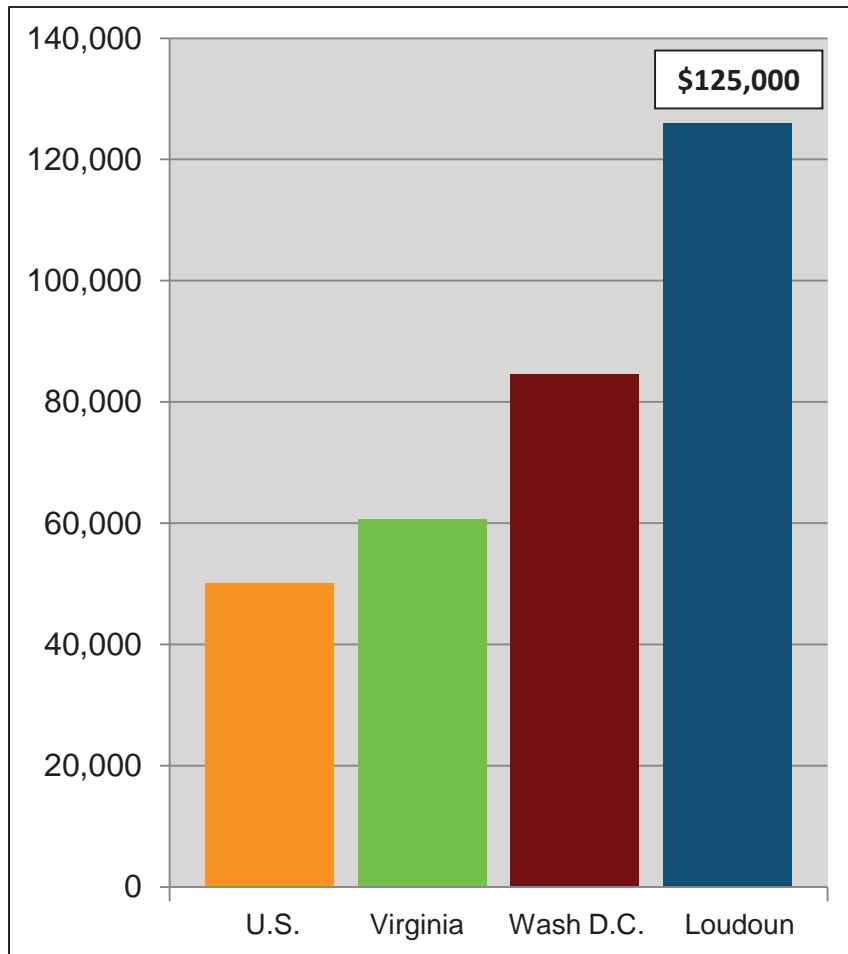
#LoudounPossible

Envision Loudoun Stakeholder Committee

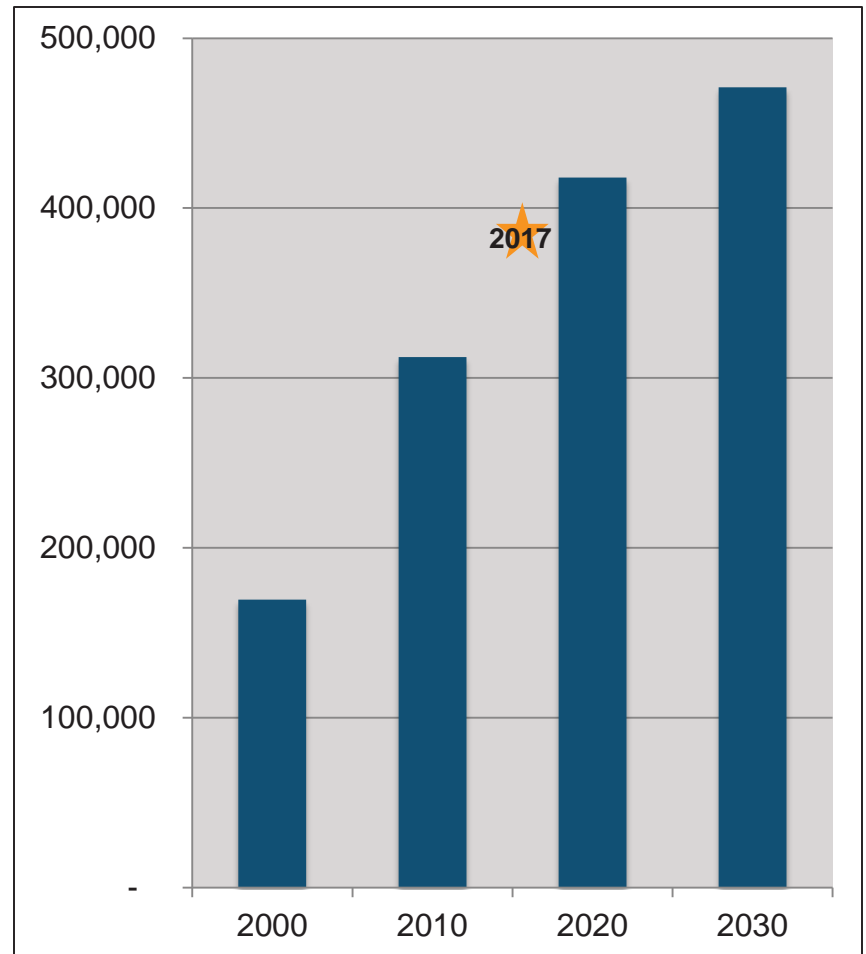
August 14, 2017

PROSPERING COMMUNITY

Median Household Income

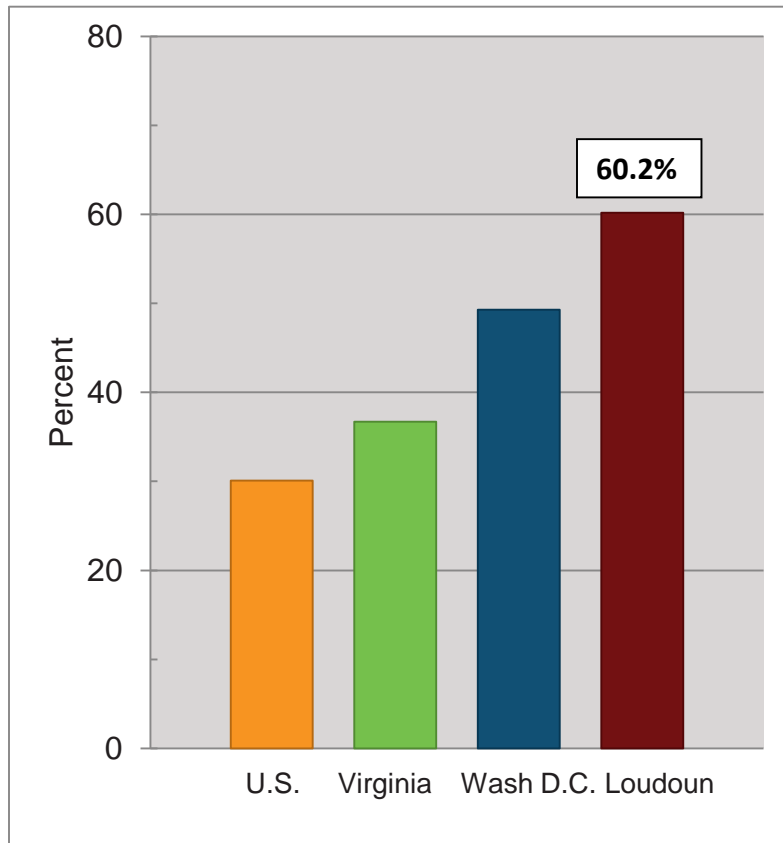


Population Growth (2000-2030)



EDUCATED, HIGH-TECH WORKFORCE

Residents with a University Degree or Higher



96%

of Loudoun County students graduate high school



7

higher education facilities reside in Loudoun County



#3

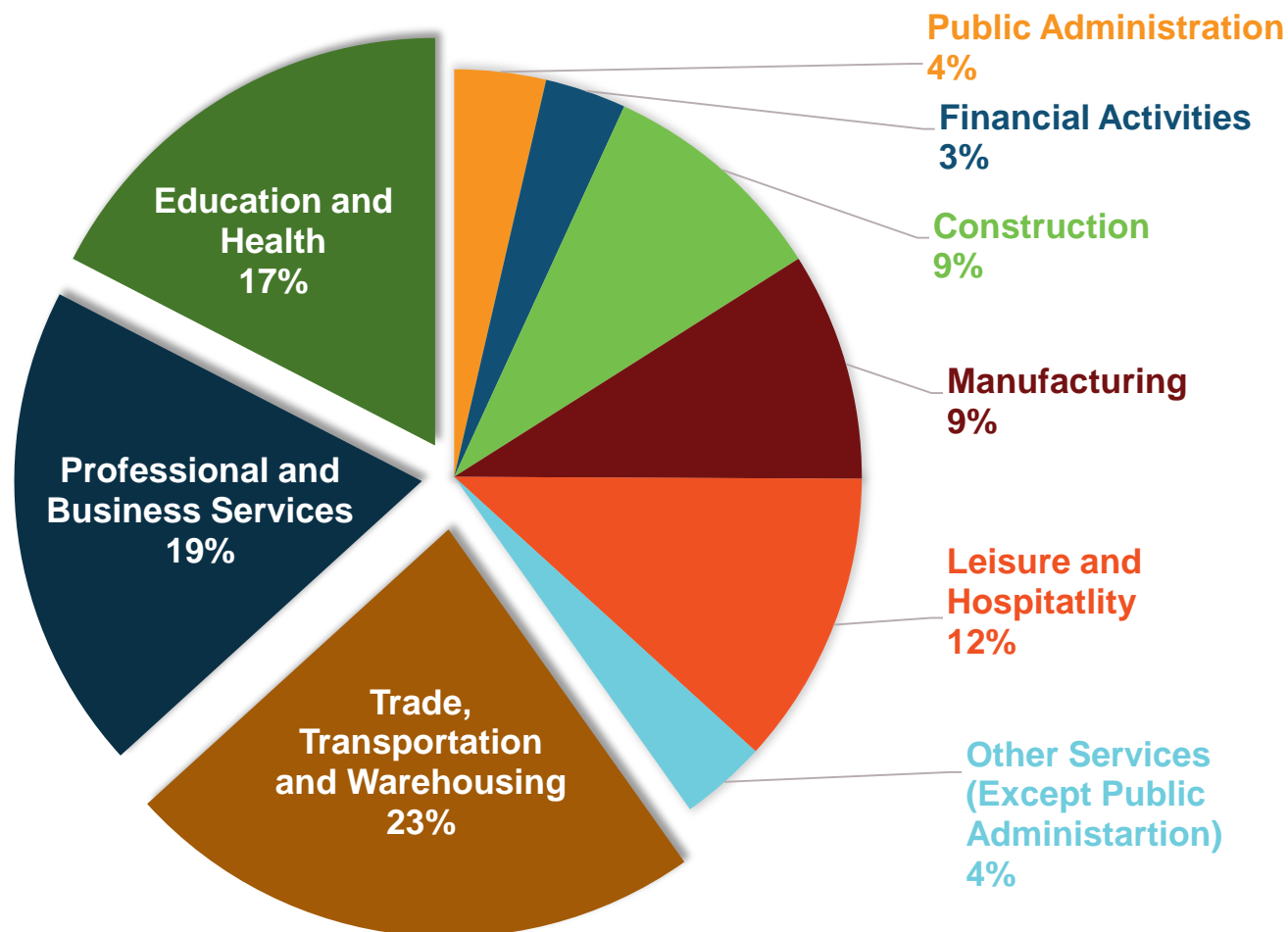
In job growth in America



765,180

Workers in the region are employed in science, technology, engineering and math

WORKFORCE



MAJOR EMPLOYERS

Company Name	Industry	Employment Range
1 Loudoun County Public Schools	Educational Services	10,000+
2 Loudoun County Government	Public Administration	1,000-4,999
3 Verizon	Information	1,000-4,999
4 U.S. Dept. of Homeland Security	Public Administration	1,000-4,999
5 United Air Lines Inc.	Transportation & Warehousing	1,000-4,999
6 Inova Loudoun Hospital	Health Care & Social Assistance	1,000-4,999
7 Raytheon Company	Engineering Services	1,000-4,999
8 Orbital ATK, Inc.	Manufacturing	1,000-4,999
9 Swissport USA	Air Cargo	1,000-4,999
10 U.S. Postal Service	Public Administration	1,000-4,99

EIGHT WAYS LOUDOUN COUNTY, VIRGINIA IS No. 1

**Top U.S.
Household
Income**



**Healthiest
County in
Virginia**



**Safest County
in the D.C. Area**



**Happiest
County in
America**



**Most Wineries
and Breweries
in Virginia**



**Most Horses,
Wine Grapes
and Bee Farms
in Virginia**



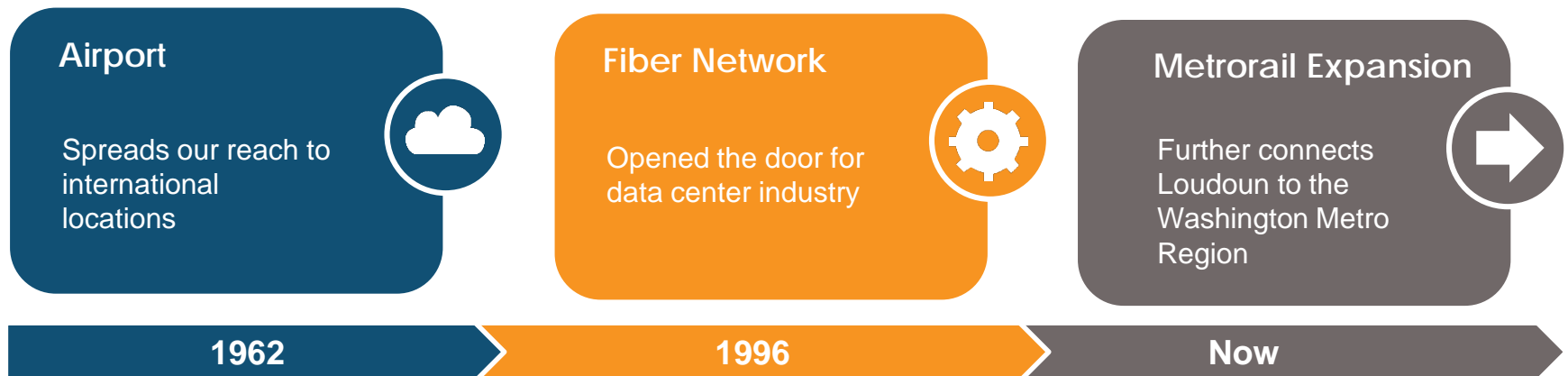
**Top Business
Investment for
Counties
of Its Size**



**Top Data
Center Market
in the World**



MAJOR ECONOMIC DRIVERS



DULLES INTERNATIONAL AIRPORT GROWTH



"One of the main reasons we located here was the access to Dulles airport. Dulles offers us access to Europe, multi flights to London, a six hour flight to Brussels, so it gives us access to a global, commercial economy."

Karl Nobert, CEO,
ReCellerate

FIBER NETWORK = DATA CENTERS

70%

of the world's Web
traffic goes through
Loudoun

5

of the top 10 cloud
campuses are in
Northern Virginia

10 million

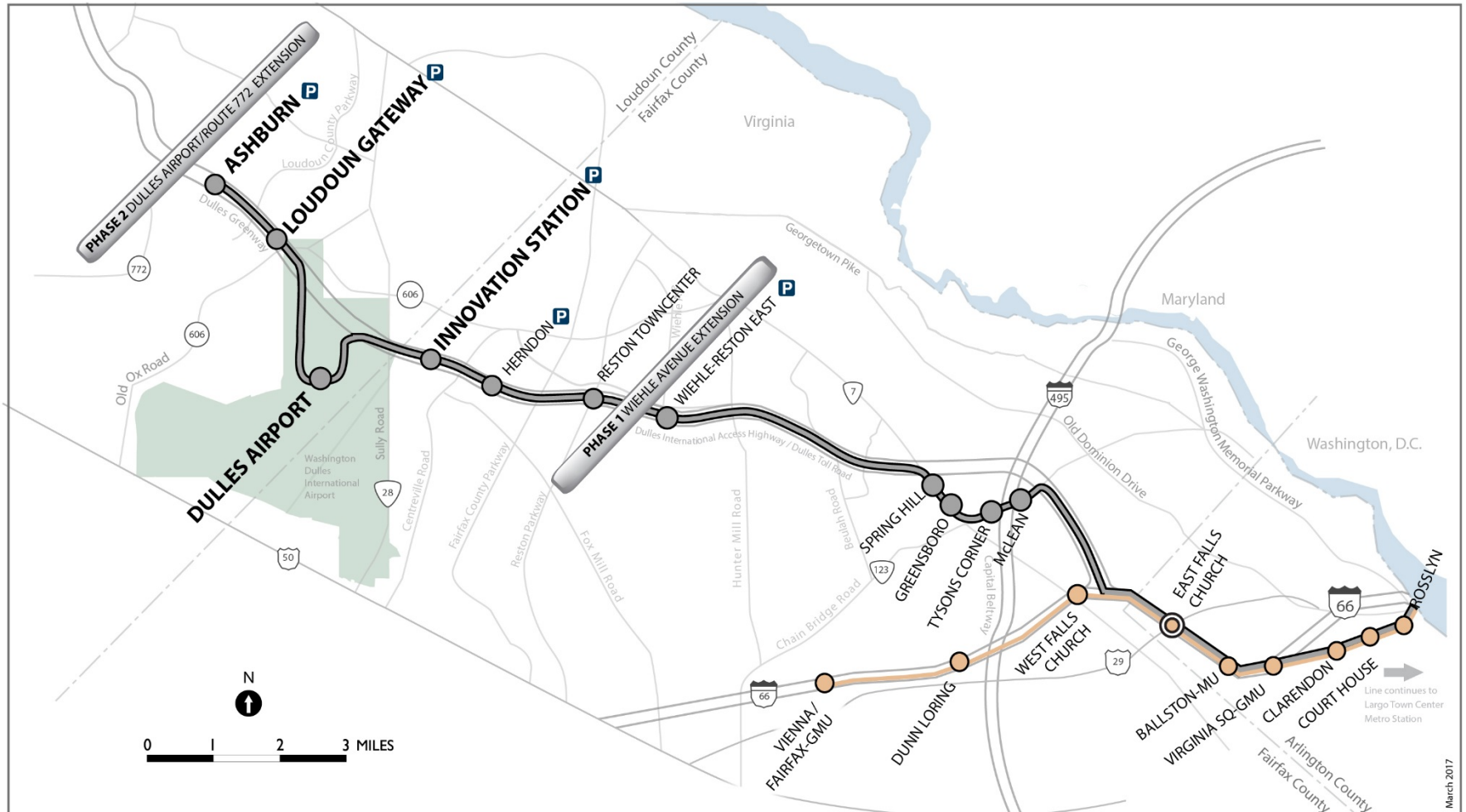
square feet of data
centers are currently
operational or under
development

\$150 million in local tax revenue

METRORAIL IN LOUDOUN: 2020



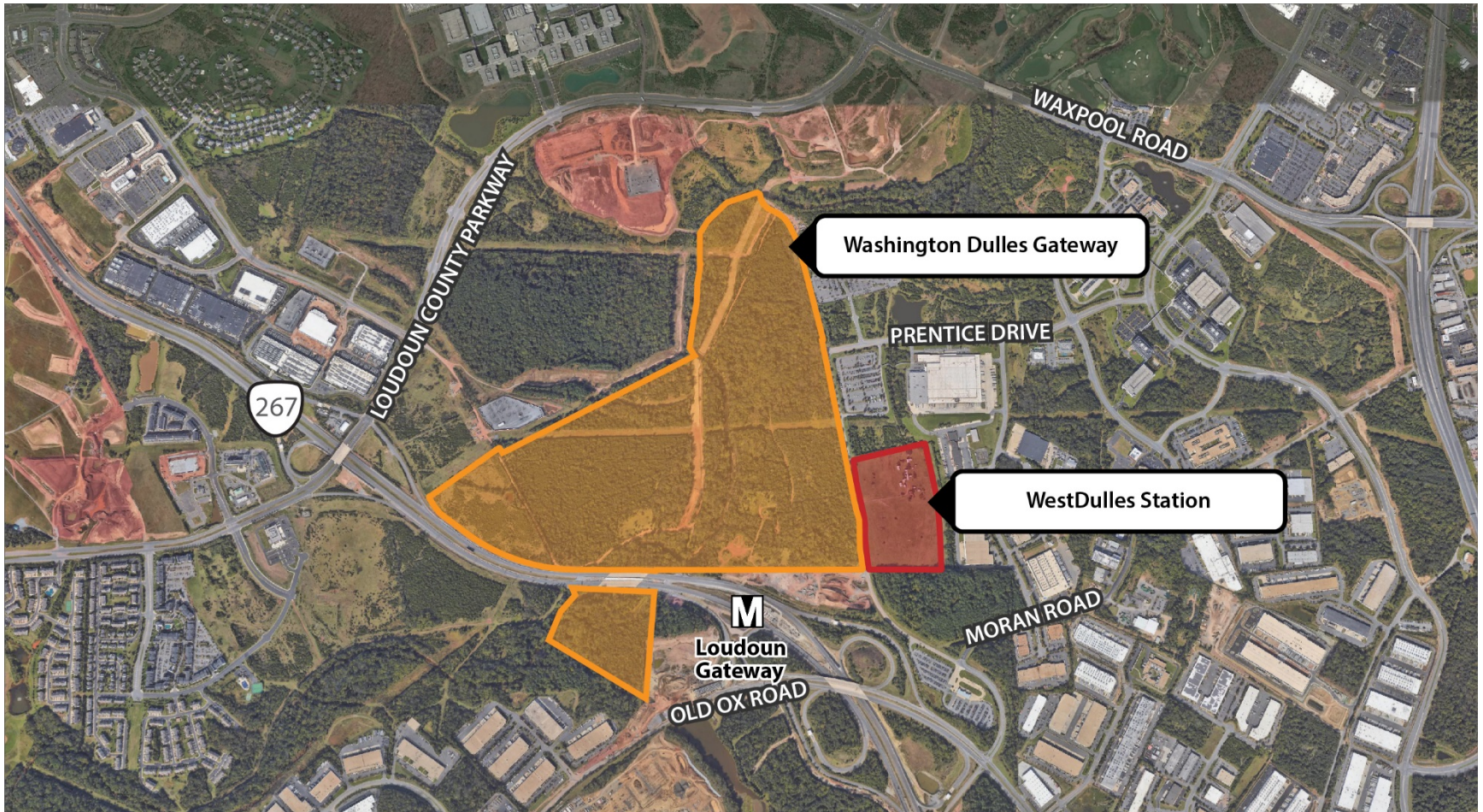
LOUDOUN: WHERE THE SILVER LINE REALLY BEGINS



ASHBURN STATION



LOUDOUN GATEWAY STATION

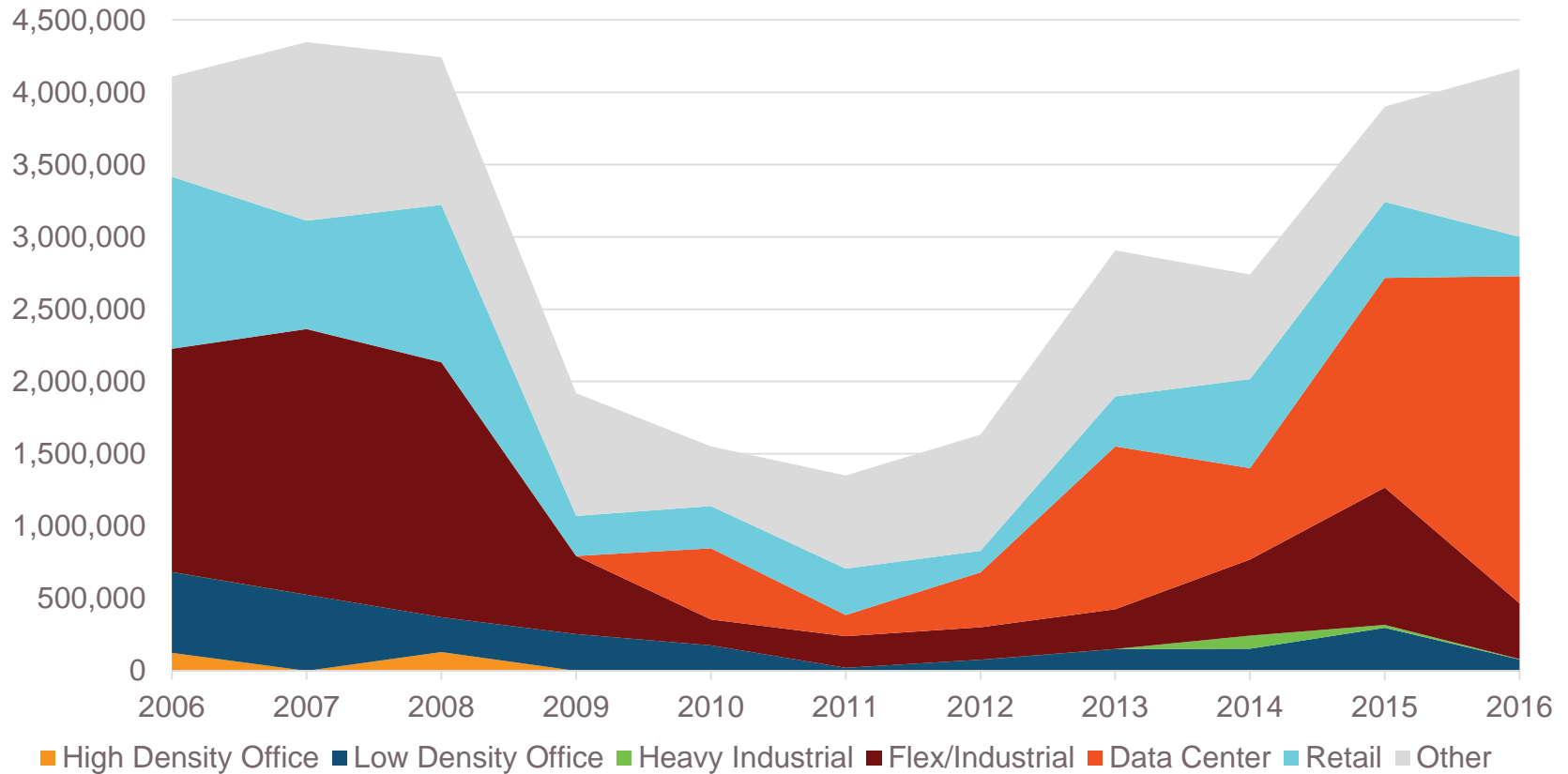


INNOVATION STATION

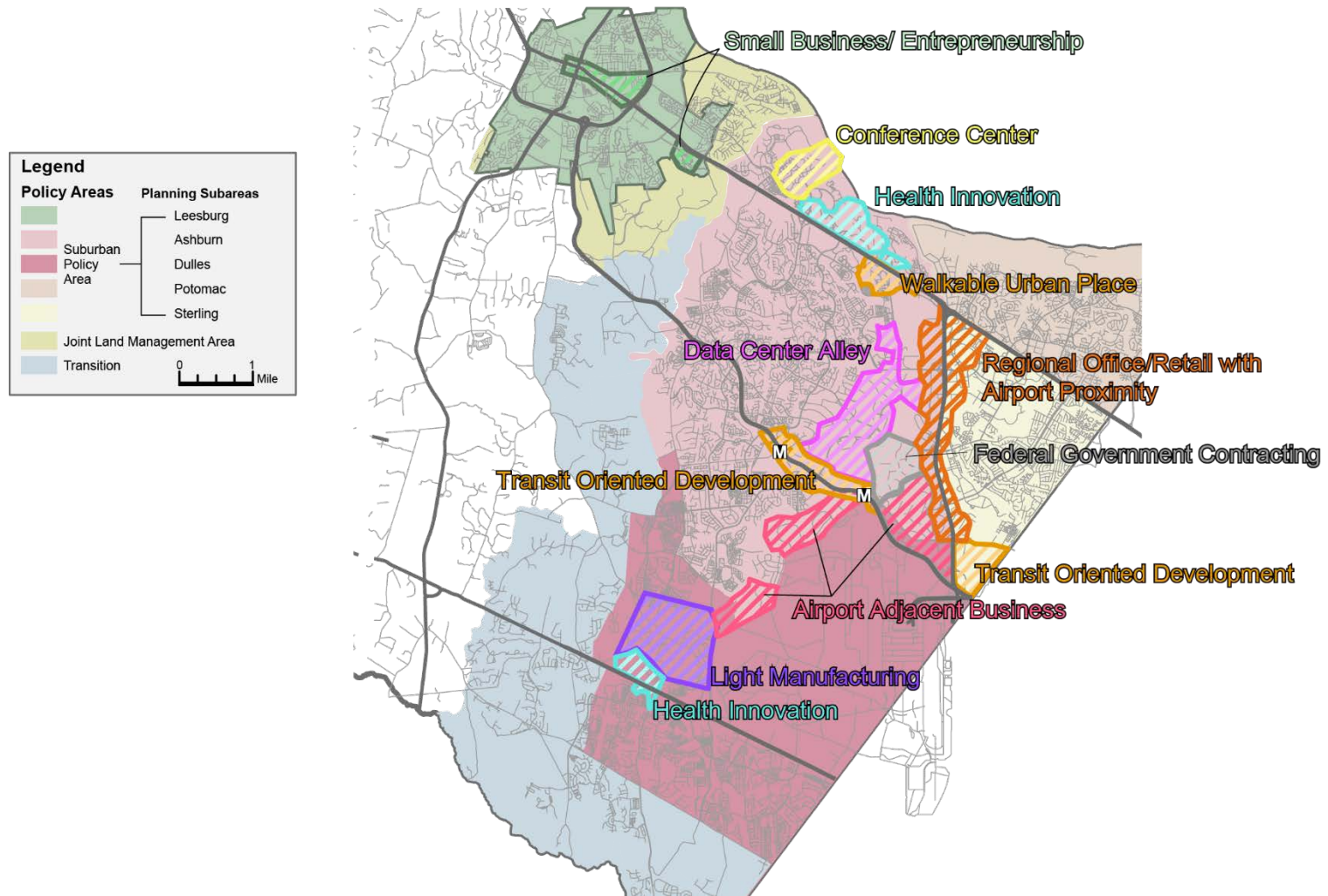


PERMIT ACTIVITY

Annual Permitted Nonresidential Square Feet

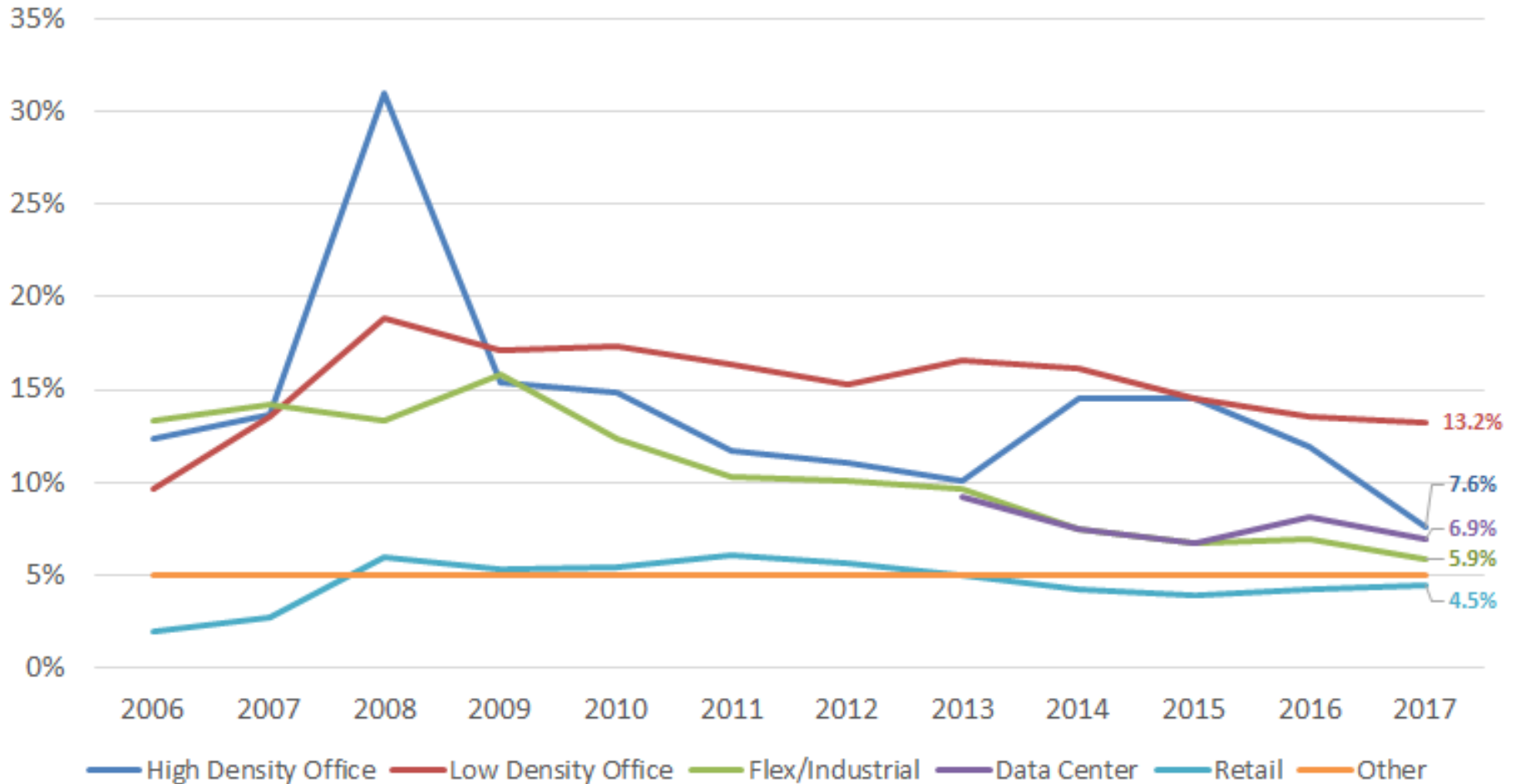


GEOGRAPHIC ECONOMIC ACTIVITY ZONES

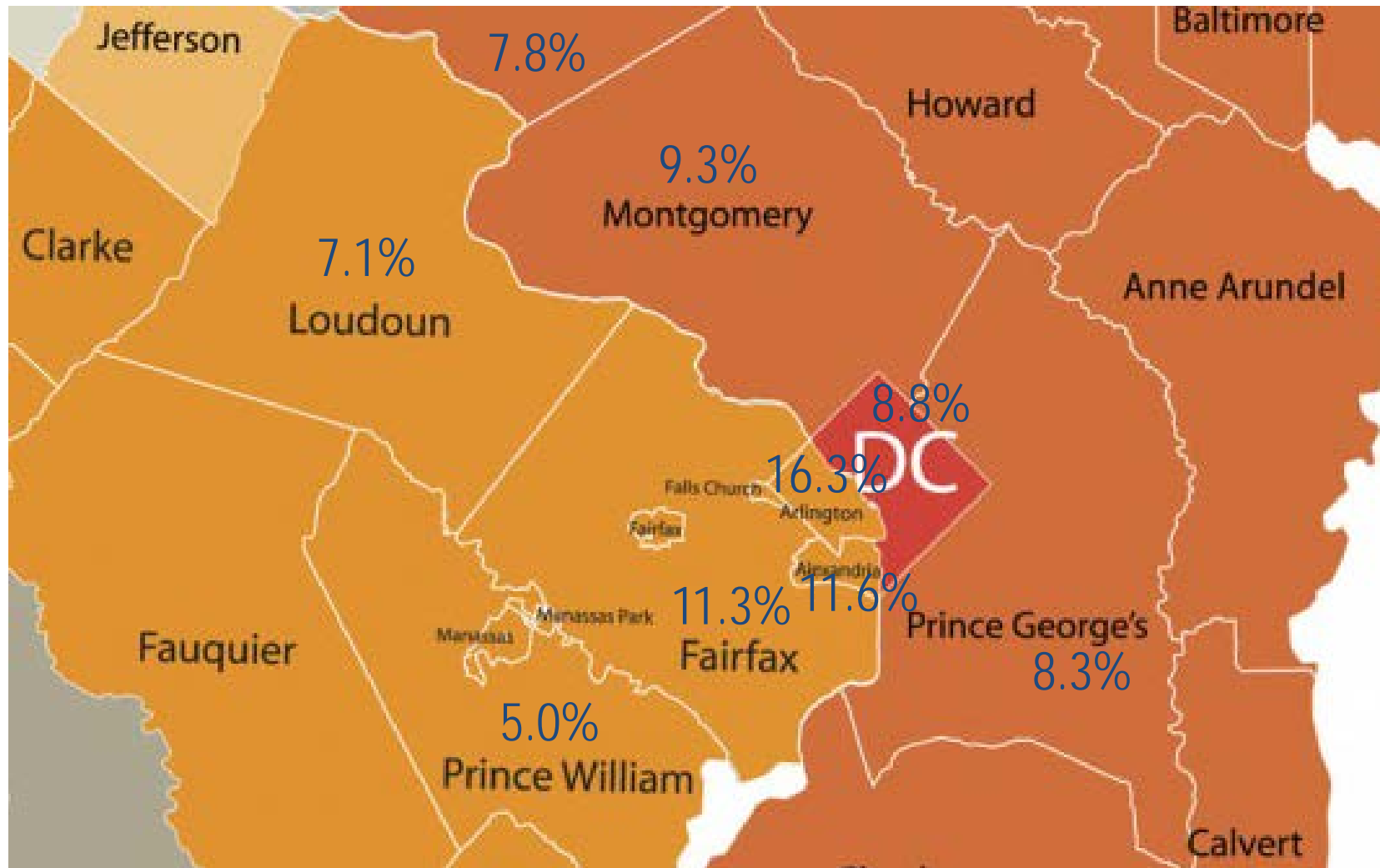


VACANCY RATES

Nonresidential Vacant Available Percent Trend



OVERALL VACANCY RATE: REGIONAL COMPARISON



NONRESIDENTIAL PIPELINE

Major Entitled Vacant Land (square feet)¹

The HUB (Dulles World)
Moorfield Station

Transit-Oriented
22%

Belmont
Pacific Park (Waterside)
Loudoun Parkway Center
Dupont Fabros Property

Office
23%

Arcola Center
Dulles Town Center
Kincora
Waterside

Mixed-Use
20%

Flex and Data
Center
28%

Arcola Commercial Center
Compass Creek
Stonewall

Industrial
7%

¹ Projects greater than 20 acres

n = estimated 58.2M square feet

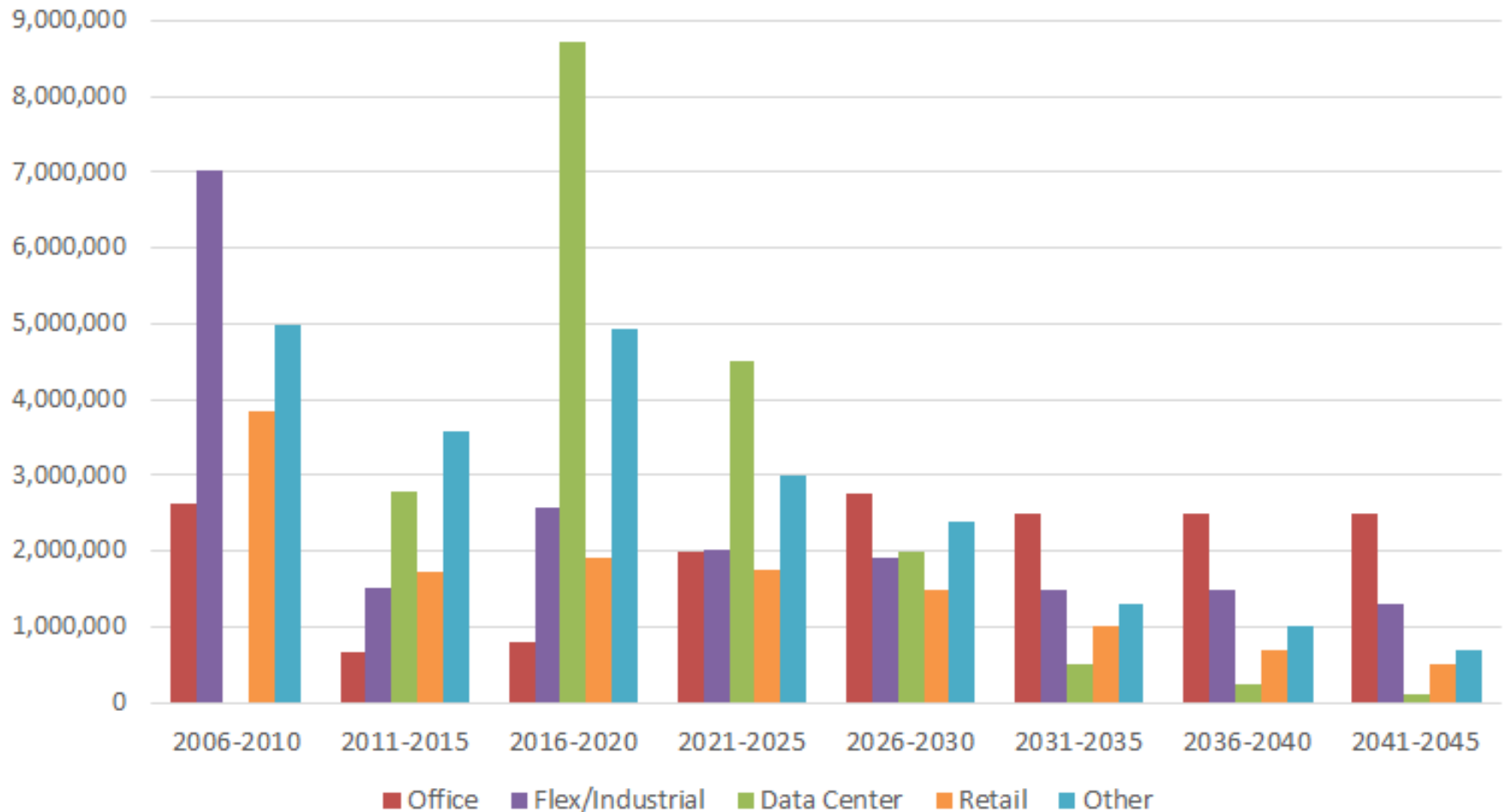
1-(800)-LOUDOUN

Brambleton
Northwoods

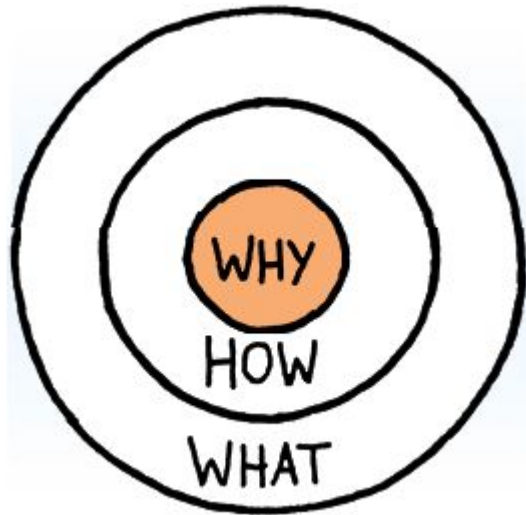
biz.loudoun.gov

FORECASTS: SQUARE FOOTAGE

New Nonresidential Delivered Square Footage Forecasts by Type



ECONOMIC DEVELOPMENT STRATEGY



WHY: HELP BUILD A STRONG COMMUNITY



How: DED's VISION

Our vision is a
diverse and
globally
competitive
Loudoun economy.



How: STRATEGIC GOALS

1. **Diversify** the economy by strengthening targeted clusters



2. **Market** the county as a world-class business ecosystem



3. **Create** iconic walkable urban places for metro stations



WHAT: DED'S MISSION



To **strengthen** and **diversify** Loudoun's
economy by providing **world-class** and
innovative customer-focused
services to **attract, grow** and **retain**
targeted **businesses** of all sizes.

DIVERSIFY: LOUDOUN'S TARGETED CLUSTERS

- Data Centers
- ICT/Big Data and Analytics
- Health Innovation and Technology
- Cybersecurity/Defense
- Federal Government Contracting
- Aerospace/Aviation/
Transportation
- International
- Small Business/Entrepreneurship
- Agriculture



DIVERSIFY: FAST-TRACK COMMERCIAL INCENTIVE

- Streamlined site plan approval
 - Dedicated project manager and reviewers
 - Priority processing
- Aggressive timelines - average time to conditional approval less than 60 days



MARKET: #LOUDOUNPOSSIBLE



Loudoun County
General Plan

Indian County Revised General Plan Amendments				
Case Number	Case Name	Adoption Date	Chapters/Sections Affected	
CPAM 2001-0001	Round Hill E.P./McKee Plan Extension	March 4, 2002	Chapter 9	
CPAM 2002-0005	Utility Fee Revisions-Transit Parks Area	January 14, 2003	Chapters 2, 6, 8	
CPAM 2002-0006	Active and Passive Recreation in ES/CSD	June 1, 2004	Chapter 5	
CPAM 2002-0009	Extension of Central Utilities into the Trentwood Area	April 20, 2004	Chapters 2, 5, 8	
CPAM 2003-0009	Revision of Boundaries of the Joint Land Management Area for the Towns of Round Hill and Triageation and of Lionsville	June 1, 2004	Chapter 9 CPVW-0007	
CPAM 2004-0034	Location of B. (Retail Commercial) Zoning Districts	January 4, 2005	Chapters 4-6, 7	
CPAM 2004-0017	Countywide Healthcare Facilities Plan	March 8, 2005	Chapter 2 (Zoning)	
CPAM 2004-0008	East Gate Ascendence	July 7, 2005	Chapter 9 PLU Map	
CPAM 2004-0007	Pearson Reserve	July 5, 2005	Chapter 6 PLU Map	
CPAM 2004-0026	Victoria Station	July 5, 2005	Chapter 6 PLU Map	
CPAM 2005-0001	Density Revision in the Northern Portion of the Lower Ball Run Subarea	July 5, 2005	Chapter 8	
CPAM 2004-0006	Personas Village Age Restricted	October 26, 2005	Chapter 2 (Zoning)	
CPAM 2004-0011	Ashburn Village Age Restricted			
CPAM 2004-0012	Brantcliffe Age Restricted			
CPAM 2004-0023	Enclave			
CPAM 2004-0027	Stonegate	February 7, 2006	PLU Map	
CPAM 2006-0001	Profited and Site Valuation Criteria Amendments to the Rural Policies of the Loudoun County Comprehensive Plan	June 14, 2006	Chapters 3, 6, 11	
CPAM 2005-0003	Amendments to the Rural Policies of the Loudoun County Comprehensive Plan	September 6, 2006	Chapters 2, 7, 11	
CPAM 2005-0007	Acacia Acondado 50	October 17, 2006	Chapters 4 & 6 PLU Map	
CPAM 2006-0002	Crossroad	December 5, 2006	Chapter 9 PLU Map	
N/A	Planned Land Use Map (PLU Map)	Amended through 2006	Countywide	

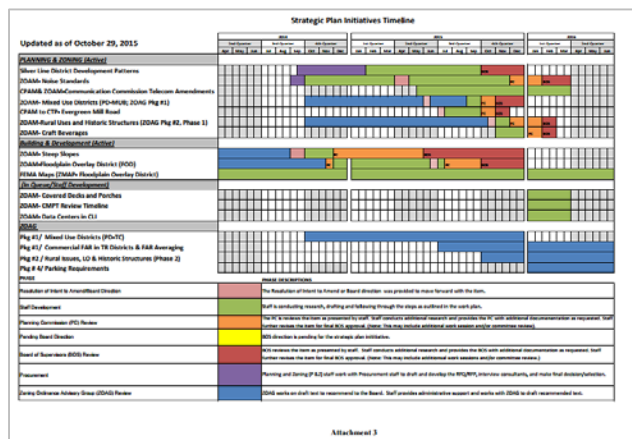
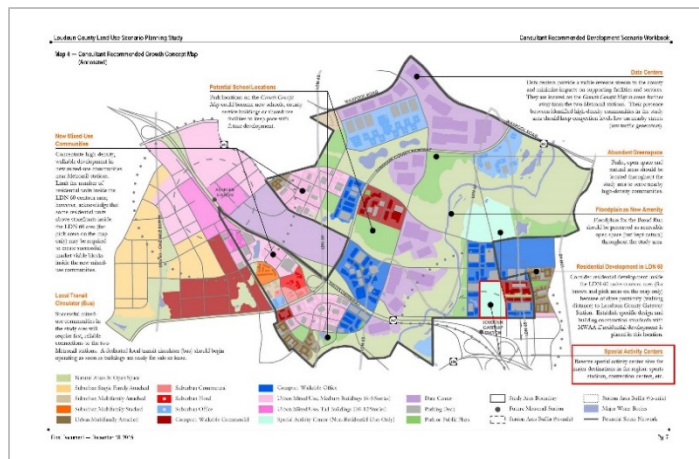
RETAIL, ENTERTAINMENT & CULTURE CLUSTER STUDY

LOUDOUN COUNTY, VA
JANUARY 2016

streetsense

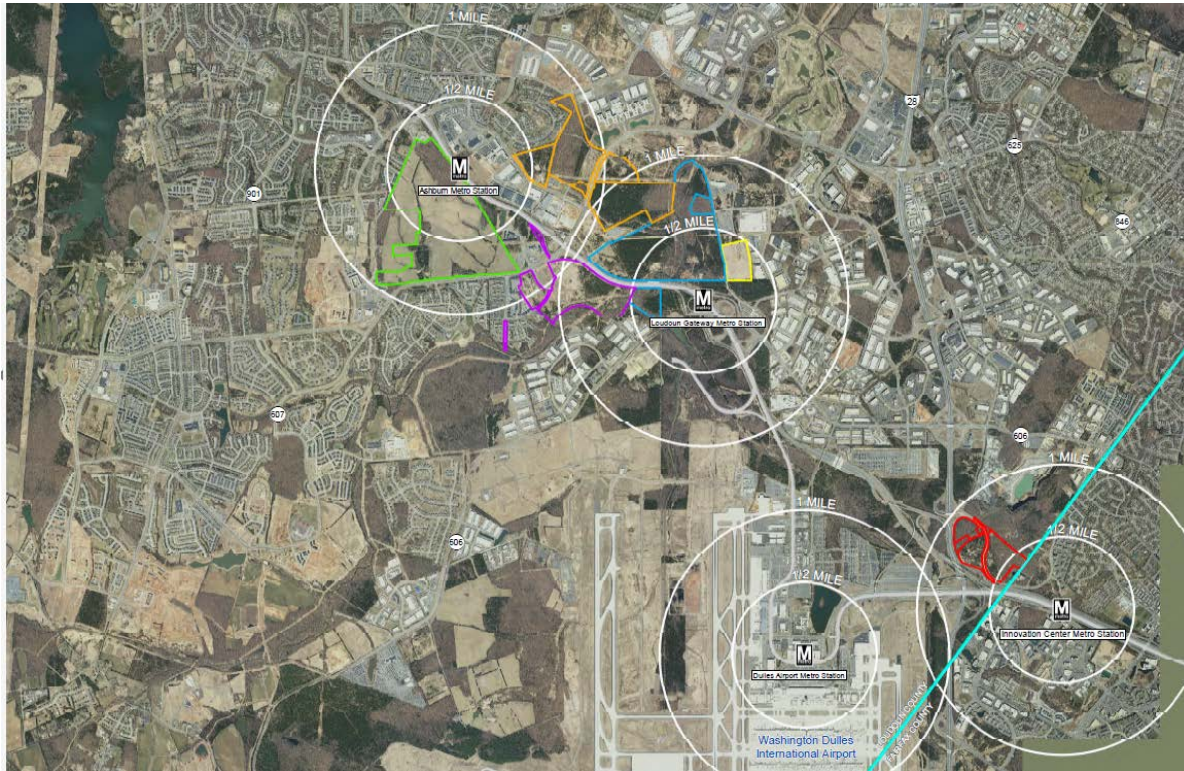



HELP BUILD LOUDOUN'S NIGHTTIME ECONOMY



Attachment 3

CREATE: METRORAIL AND CURATED COMMUNITIES



Loudoun's metro stops can embody all that we've become - a world class location where people want to come and businesses want to grow.

CREATE: WALKABLE URBAN PLACES



CREATE: THRIVING RURAL ECONOMY



45 Farm Wineries

27 Breweries

2 Distilleries

Total craft beverage manufacturers today = 74

BASELINE FOR POLICY

1. Allow for flexibility as the market changes
2. Add elements of DED Strategic Plan
 - a. Diversify, Market, Create
3. Add more specifics on being “business friendly”
4. Focus on creating business ecosystems
5. Adequate amount of land for targeted industries
6. Grow entrepreneurship and start-ups (including rural)
7. Include all infrastructure: complete streets, power, water, fiber
8. Align with airport authority’s planning policies
9. Maintain Loudoun’s competitive advantages
10. Make “keynote employment” the exception not the rule





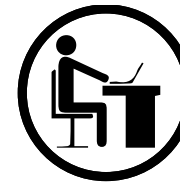
**LOUDOUN
VIRGINIA**
ECONOMIC DEVELOPMENT

James David, Manager of Strategic Initiatives
571-258-3530
James.David@loudoun.gov

LOUDOUN STATION



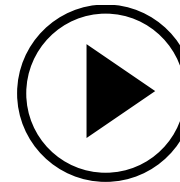
1,500+
Residential
Units



1.5m sf
Of Office



300k sf
Of Retail



11-screen
Movie Theater

MOOREFIELD



6,000
Residential
Units

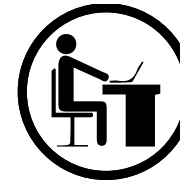


9.75m sf
Of Mixed Use

GRAMERCY DISTRICT



1,470
Residential
Units



514k sf
Of Office



440k sf
Of Retail



250 key
Boutique Hotel

THE HUB



1,265
Residential
Units



3.5m sf
Of Office



400k sf
Of Retail



350 key
Boutique Hotel