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Agenda

1. Welcome / Sign-in / Administrative Items
2. Meeting Outcomes
3. Economic Development Policy Review
4. Rural Policy Area & Villages Policy Carryover - Small Work Groups
5. Break
6. Green Infrastructure Policy Carryover – Small Work Group
7. Adjourn

Outcomes of Meeting

1) Economic Development Carryover Recommendations
2) Rural Policy and Villages Carryover Recommendations
3) Green Infrastructure Carryover Recommendations
4) Complete Policy Discussions, Actions / Strategies and Implementation Brainstorming
   a. *Rural Policy Area and Villages*
   b. *Green Infrastructure*
5) Review Next Steps

Economic Development Carryover Policy Recommendations

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Subcommittee Recommendations

- September 25 Stakeholder Meeting: Staff presented the Economic Development Subcommittee's recommendations for new policies, actions and strategies.
- The Stakeholders agreed to the recommendations with minor changes.
- The Subcommittee also separately reviewed the Revised General Plan's (RGP) policies related to Economic Development to determine what additional policies should be carried over.

Carry-Over Policy Recommendations

- 1 policy and 4 actions/strategies added from RGP
- Most RGP policies were already captured by the policies, actions and strategies previously reviewed by the Stakeholders.

- Policy 2: Create desirable places in key commercial corridors and employment centers.
  + *2.9. Extend support to the Towns to plan for enhancing the economic base.*

Carry-Over Policy Recommendations

+ *Policy 5: Support the promotion and development of Loudoun County as a tourism destination.*
    + *5.1. Support the development and enhancement of tourist attractions and hospitality infrastructure, including hotels, bed and breakfasts and rural event facilities, which are important to the visitor experience.*
    + *5.2. Encourage and support regional tourism attractions and events.*
    + *5.3. Develop a unified tourism directional signage network in cooperation with Visit Loudoun and the Virginia Department of Transportation (VDOT).*

Economic Ecosystem Definition

A business ecosystem is the same as an industry cluster. It is a holistic view that considers that economic growth happens when related businesses locate in close proximity. The idea is that these businesses fuel each other and incite competition which can lead to innovation.

Rural Policy Area and Villages Carryover Policy

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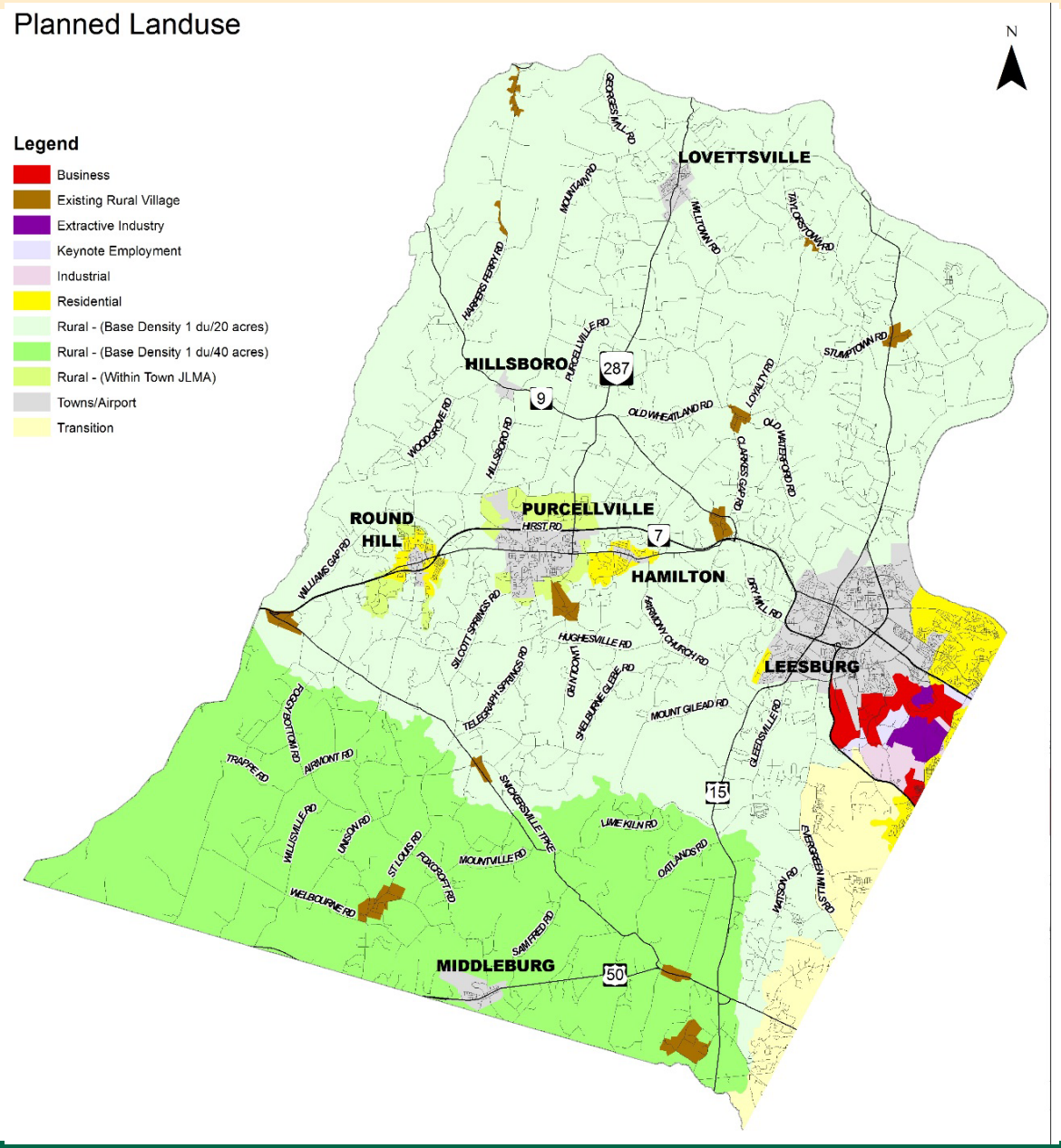
Rural Policy Area and Existing Villages

- *230,000 Acres- 67% of land Area*
- *12 of the County's 13 Existing Villages*
- *Current population 40,400*

Revised General Plan Policies

- *Limited Residential Development*
- *Rural Economy Uses*
- *Maintain Character of Existing Villages*



Rural Policy Area and Existing Villages Guidance

- Board direction to strengthen and enhance enduring policies (Plan Charter)
- Stakeholders Subcommittee review and recommendations complete
- Staff has refined policies, actions, and strategies

Rural Policy Area and Existing Villages Public Comments

- What we heard:
  - *Maintain the current development pattern and density.*
  - *Preserve the rural landscape and environmental resources.*
  - *Support the rural economy and agriculture.*
  - *Ensure rural business are compatible with surrounding uses.*
  - *Maintain the distinctive character of the Existing Villages.*
  - *Address existing and future transportation issues.*
  - *Preserve the character of rural roads.*
  - *Extend wireless broadband and internet services.*
  - *Consider multi-purpose trail network.*

Rural Policy Area and Existing Villages Topic Paper

- Some Key Policy Carryover Recommendations

Rural Policy Area

- *Support the Rural Policy as a permanent rural landscape comprised of natural and manmade environments.*
- *Ensure compatible residential and non-residential development*
- *Support growth of rural economy with a range of traditional and non-traditional agricultural-based businesses*

Existing Village Policies

- *Maintain the character and development pattern of the individual Existing Villages with compatible residential and non-residential development.*

Rural Policy Area and Existing Villages Process

- Review draft policies and consider actions and strategies for implementation.
- Key considerations
  - *Public Input*
  - *Retain successful and enduring policies*
  - *Remove obsolete and outdated policies*
  - *New policies to address new and emerging conditions*
- Receive Stakeholders feedback
- Refine statements to be simpler, easy to understand and comprehensive

Purpose of Small Work Group Exercise

1) Gather Stakeholder feedback for new and carryover policy recommendations
2) Identify policy gaps and missing implementation opportunities responding to public feedback
3) Brainstorming additional ideas for policies, actions and strategies
4) Incorporate Stakeholders comments into policy, actions and strategies for public review

Small Work Group Exercise

1) Primarily a brainstorming exercise
2) Spend 45 – 50 minutes on Rural Policy Area and Existing Village Policies
3) Select a representative to report out

Questions for Feedback

1) What feedback do you have on the revised carryover policy statements?

2) What additional ideas (if any) are needed for the Rural Policy Area and Existing Villages?

3) What additional ideas (if any) for Implementation of the policies for Rural Policy Area and Existing Villages?

Small Work Group Activity and Report Out

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Green Infrastructure Carryover Policy

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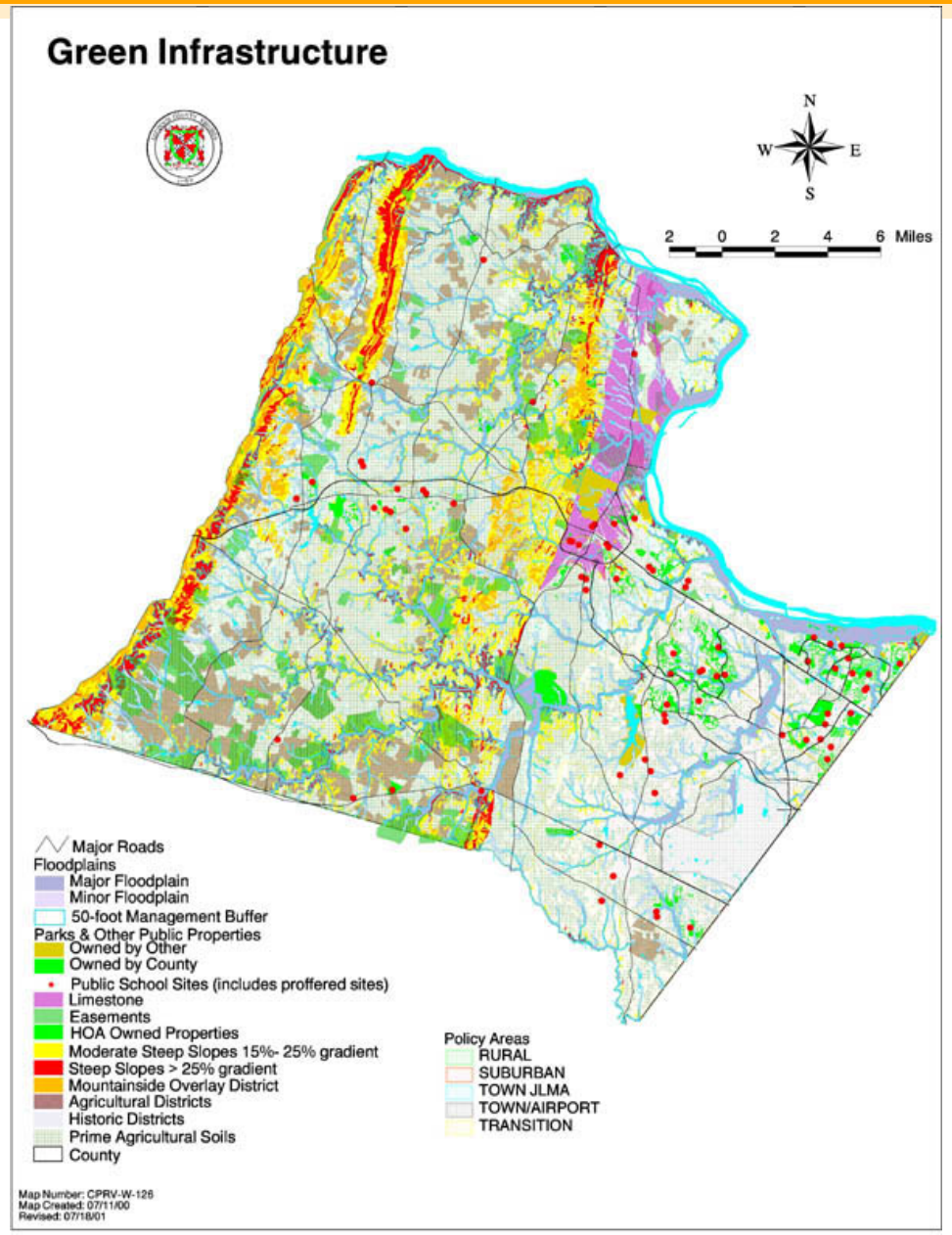
Green Infrastructure

Integrated system of resources under a variety of ownerships and management strategies that form a countywide network



Green Infrastructure Guidance

- Board direction to include within the Quality Development topic (Plan Charter)
- Provide for protection of environmental resources with high quality development
- Stakeholders Subcommittee review and recommendations complete
- Staff has refined policies
  - *Staff is working to organize RGP actions and strategies statements*
  - *Considered feedback from the Heritage Commission*

Green Infrastructure Topic Paper

- What we heard:
  - *Preservation of natural resources*
  - *Preserving existing and creating new green spaces*
  - *Network of connected green spaces*
  - *Renewable energy*
  - *Sustainable development*
  - *Noise/Light Issues, Pollution, Recycling*
  - *Retain and update Heritage Preservation Policies (HC)*

Green Infrastructure Topic Paper

- Some Key Policy Recommendations
  - *Retain conservation, preservation, and restoration of the Green Infrastructure elements*
  - *Merge and incorporate carryover policies*
  - *Move Extractive Industry to Place Type discussion and Highway Noise to the CTP*
  - *Reference Heritage Preservation Plan*
  - *Add water quality actions and strategies to improve water quality*
  - *Add sustainable development actions and strategies*

Green Infrastructure Topic Paper

- Some Key Public Comment Considerations for Implementation
  - *Conservation Design or similar process that incorporates Green Infrastructure Elements*
  - *Incentives for preservation of green space (Purchase of Development Rights (PDR) / Transfer of Development Rights (TDR) Programs / Conservation Easements)*
  - *Protection of water resources (River and Stream Corridor Overlay District (RSCOD) / Chesapeake Bay Ordinance)*
  - *Energy Efficiency / Renewable Energy*
  - *Retain redundant Heritage Preservation Policies per Heritage Commission letter*

Small Work Group Exercise

1) Primarily a brainstorming exercise

2) Spend 70 minutes on Green Infrastructure Policies

3) Select a representative to report out

Questions for Feedback

1) What feedback do you have on the revised carryover policy statements?

2) What additional ideas (if any) are needed for Green Infrastructure?

3) What additional ideas (if any) for Implementation of the policies for Green Infrastructure?

Small Work Group Activity and Report Out

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Next Meetings/Where We Are Going

- Test preliminary Stakeholder land use recommendations to evaluate fiscal impacts and transportation needs
- January/February Stakeholder Committee Meetings:
  - *Complete Carry-Over Policies Recommendations*
  - *Provide feedback on Policy, Action, Strategies statements for Topic Areas*
  - *Transportation Planning Discussion and Recommendations*
  - *Public Facility Planning Overview, Policies and Maps*
  - *Preliminary Fiscal Impact Analysis and Land Use Forecast Discussion*
  - *Public Outreach Format and Committee Workshop Support*
- Plan Public Outreach 2018

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