

What is Loudoun 2040?

Loudoun County's draft Comprehensive Plan, *Loudoun 2040*, includes the *General Plan* and the *Countywide Transportation Plan*. *Loudoun 2040* presents a community-based vision for Loudoun's future and will eventually become the land use and transportation policy document adopted by the Board.

Loudoun 2040 will:

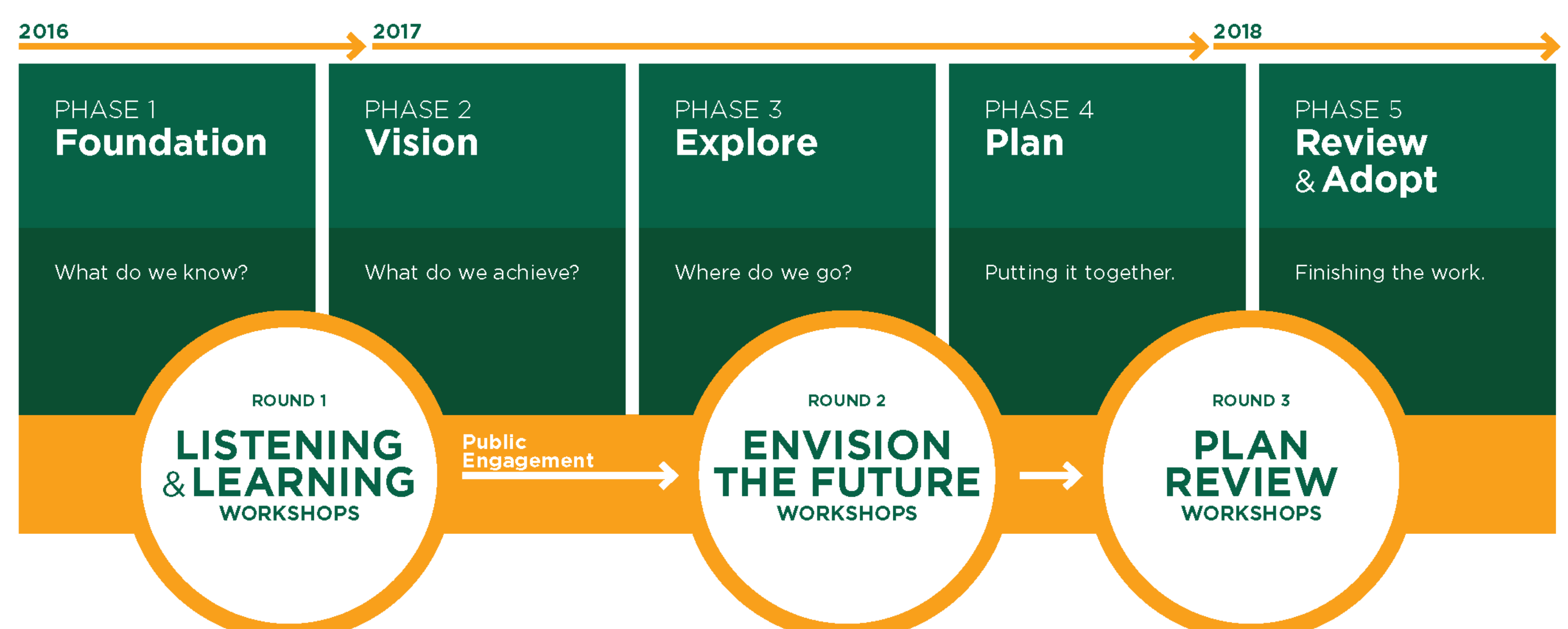
- Guide the future actions of our community in addressing the County's most pressing challenges;
- Guide public decision-making related to public and private land development proposals;
- Serve as the foundation for planning for future service and facility needs;
- Coordinate planning efforts between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

Key Objectives

The *Loudoun 2040 Comprehensive Plan* is designed to be:

- Strategic
- Easy to Understand
- Overarching
- Responsive

The Process





Public Input

KEY THEMES	CHAPTERS
Balance development with green open space	2, 3, 6
Locate higher density development in eastern Loudoun especially along major transportation routes and near Metrorail Stations	2, 5
Provide interconnected sidewalks and trails	2, 3, 6
Preserve and maintain natural landscapes and open space	2, 3
Ensure development is high quality	2, 5
Improve amenities, services, and infrastructure such as retail stores, entertainment and performance arts venues, recreational facilities, teen centers, senior centers, libraries, parks, playgrounds, and transportation options	2, 3, 5, 6
Maintain current Transition Policy Area policies	2



KEY THEMES	CHAPTERS
Preserve land in western Loudoun for agriculture, crop and livestock production, and equine activities	2, 3, 5
Preserve the County’s natural and cultural resources for public enjoyment and to protect the environment	3, 6
Need more parks and public spaces	2, 3, 6
Provide greater range of housing choices	2, 4, 5
Increase options for affordable and workforce housing	2, 4, 5
Create a more diverse job market	5
Increase County support for small businesses and entrepreneurial activity	5
Identify opportunities for public/private partnerships	2, 3, 4, 5, 6



Are Residential Density Increases Proposed?

Approximately 133,000 Residential Units currently exist within Loudoun. Additional potential new Residential Units, above those allowed by the current *Revised General Plan*, are proposed for targeted areas in *Loudoun 2040*.

❑ Urban and Suburban Policy Areas:

- **Approximately 13,500** potential new additional units by 2040
- Primarily surrounding Metro Stations

❑ Transition Policy Area:

- **Approximately 1,500** potential new additional units by 2040
- Includes Stakeholders Committee recommendation to reclassify two Rural Policy Area land bays to Transition Policy Area
- Located near existing amenities and public infrastructure

❑ Rural Policy Area:

- **No density increases**

Loudoun 2040 General Plan

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Chapter 1

Introduction

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.

Goals

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.

Be an Economic Force

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

Bring People & Places Together

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

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.

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.

Chapter 1

Introduction

What's New in the *Loudoun 2040 General Plan*

- **Urban Policy Areas**
- **Economic Leadership**
- **Natural and Heritage Resources**
- **Housing Choices and Diversity**
- **Infill and Redevelopment**

Using the Plan

The *Loudoun 2040 General Plan* begins with overarching vision and goals, sets forth policies for various topics, then focuses in to specific strategies and actions. These components are designed to be evaluated as a whole and individually to carry out the vision and goals.

The *Loudoun 2040 General Plan*'s guidance is set out through:

- The Vision and Goals that provide overall guidance,
- Policy statements that provide the approach to decision-making for topics or issues to achieve the overall vision and goals,
- Strategies providing more focused, measurable guidance for decision-making on specific aspects of a topic or issue, and
- Actions that target specific steps to realize the vision and goals.



Chapter 2

Land Use

Vision

Loudoun will carry forth our successful land use and growth management policy while promoting the well-planned development of unique and appealing places providing a full spectrum of housing and employment options linked to supporting commercial, entertainment, educational, agricultural, and recreational activity.



Chapter 2

Land Use – Quality Development

Vision

Loudoun County has a mix of complementary land uses and project designs that ensure the long-term sustainability, or environmental and economic health, of both the individual development and the broader community. Distinctive identities will be realized in the County through the use of high quality design, siting, landscaping, architecture, signage, sustainability and other design elements.

Policies

- ❖ Provide flexible design guidelines in all Policy Areas in the County and in priority areas of the County create more specific design guidelines that encourage innovation.
- ❖ Development must create a walkable pattern of compact development that is implemented by smaller blocks, shorter distances, inter-parcel connectivity, greater diversity of uses on the same street, and connected open spaces that facilitate interaction of people and offers a more affordable and convenient lifestyle.
- ❖ Development must provide diverse environments and experiences.
- ❖ Space is designed to maximize pedestrian and bicyclist activity, comfort, and convenience.

Policies

- ❖ Development should encourage greater interaction between activity inside buildings and the public realm.
- ❖ Development with high-quality design and a mix of uses encourages longer stays in spaces and activity in order to create vibrant areas and create a sense of place.
- ❖ Encourage high-quality architectural, site, and landscape design in all development.
- ❖ Encourage sustainability efforts throughout the County and within all sectors.
- ❖ Encourage sustainable development practices, including long-term water conservation, green building principles, sustainable site design, renewable energy, adaptive re-use of historic structures, and integrated energy management planning.



Chapter 2

Land Use – Infill & Redevelopment

Vision

A community where careful public investment in services, facilities, and growth management can maintain neighborhood vitality, revitalize underused areas, and facilitate complete, connected, and distinct communities.

Policies

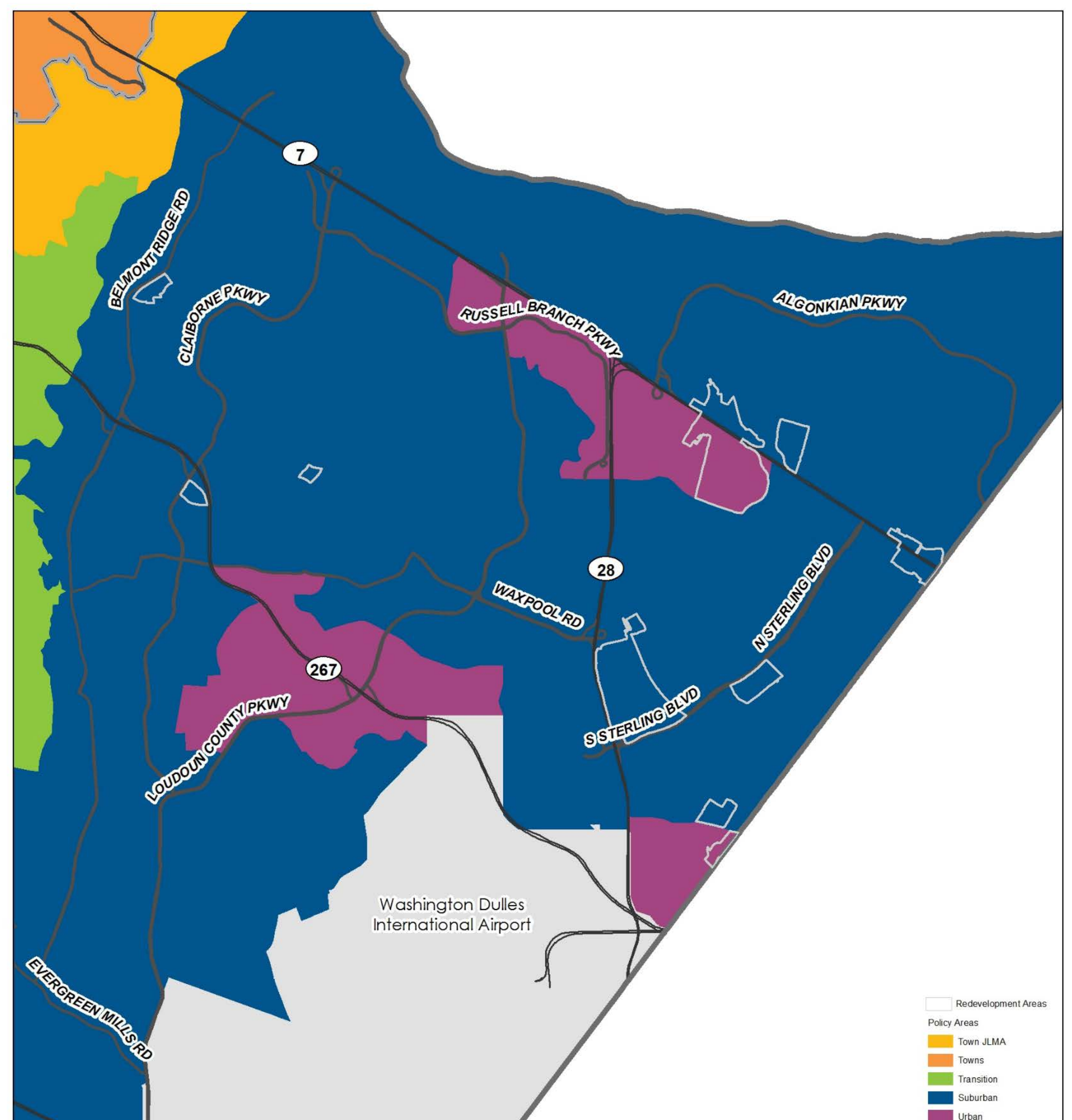
- ❖ Redevelopment, infill development, and adaptive reuse projects and revitalization initiatives will enhance quality of life and neighborhood character, fulfill community needs, and improve economic opportunities.
- ❖ Recognize adaptive reuse of existing unused or underutilized buildings as an opportunity to establish or reinforce a community's identity and sense of place.
- ❖ Promote redevelopment and infill projects that balance compatibility and integration with new housing choices and innovative designs.

Priority Commercial Redevelopment Areas

What's New

Policies, strategies, and actions improved and strengthened to:

- Support community engagement
- Promote identifying and prioritizing sites in the County
- Support changes to development regulations
- Promote incentives, technical assistance, and streamlined review
- Anticipate replacement for loss of market-provided affordable housing



Chapter 2

Land Use – Place Types

What is a Place Type?

A Place Type is a new, more flexible and comprehensive approach to land use planning. The approach differs from traditional land use planning in that it provides a way to shape the future of Loudoun by concentrating on context—the look and feel of places, their form, and their character—instead of focusing only on conventional land use categories and specific uses.

Place Types are not meant to be synonymous with traditional use-based zoning districts; they are simply a direct way of connecting the day-to-day experiences and preferences of the community with the more specialized and technical world of land use planning.

The *Loudoun 2040 General Plan's* Place Types will be:

1. Used to identify and describe the present condition and environment of our community's places and the desired future for those areas;
2. Mapped similarly to a traditional future land use map and used to determine change; and
3. Linked to a future comprehensive Zoning Ordinance revision, which will create a new set of zoning districts and enhanced development standards that better align with the desired character of place.

The Place Types described in this chapter have been carefully chosen to reflect the built and natural character of the County. Each Place Type has been created around factors such as:

- o General development pattern (e.g., clustered, separated uses, or mixed uses)
- o Residential development density
- o Non-residential development density
- o Building heights and setbacks
- o Block size and type
- o Configuration of public open space
- o Configuration of parking



Chapter 2

Land Use – Urban

Vision

The Urban Policy Areas (UPA) are complete communities that accommodate living, working, shopping, learning, and playing in dense urban environments of walkable mixed-use and transit-oriented development, some of which have access to the Metrorail. These areas are a high-quality public environment with accessible and connected spaces, and a rich mix of uses that give a sense of place and distinctiveness. UPA communities are envisioned to support development types, patterns, and densities that will create jobs, grow the tax base, and be fiscally sustainable.

Policies

- ❖ Ensure walkable development and connectivity to the community throughout the UPA as it is important to foster the urban character.
- ❖ Key element of the Urban Policy Area is a public realm that is multilayered within the development.
- ❖ Provide a diverse mix of choices in all development.

What's New

- The Urban Policy Areas
- Metrorail Stations



Chapter 2

Land Use – Suburban

Vision

The Suburban Policy Area contains self-sustaining communities that offer a mix of residential, commercial, and employment uses; a full complement of public services and facilities; amenities that support a high quality of life; and a design that incorporates a holistic approach to preserving and improving community character through compatible development.



Policies

- ❖ Foster community identity within the Suburban Policy Area.
- ❖ Create environments where individuals can work, live, and have convenient access to services, shops, and recreation.
- ❖ Support the Route 28 Highway Transportation Improvement District, established by the State as a means of providing additional local revenue to pay for improvements to Route 28.



What's New

- Elimination of the Keynote Employment land use
- Introduction of mixed use environments
- Priority Infill and Redevelopment areas



Chapter 2

Land Use – Transition

Vision

The Transition Policy Area (TPA) is a visually distinct area, providing expansive open space and recreational opportunities and accommodating a development pattern that promotes environmental protection, housing diversity, quality design and economic growth.

Policies

- ❖ Ensure the Transition Policy Area provides a visual transition between the Suburban Policy Area and the Rural Policy Area, using compact development concepts, substantial open space, and low profile construction to minimize visual intrusion into the natural environment.
- ❖ Offer safe and accessible parks and recreation opportunities that provide diverse activities for all ages, interests, and abilities.
- ❖ Non-residential uses will define the Transition Policy Area as a unique planning area and include a range of uses that are compatible with desired development patterns and the rural landscape.



What's New

- Limited expansion of commercial uses to serve TPA residents
- New housing choices in targeted areas
- Limited expansion of light industrial uses along Sycolin Road & Greenway
- Greater emphasis on useable and publicly accessible open space
- Open space throughout TPA is minimum of 50% of site
- Proposed inclusion of two targeted rural areas within the TPA



Chapter 2

Land Use – Rural

Vision

The Rural Policy Area (RPA) 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.

Policies

- ❖ 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.
- ❖ 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.
- ❖ 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.

What's New

- Support public/private partnerships to leverage efforts and funding to support recordation of additional conservation easements
- Support public education and job training in agricultural-based careers to ensure a stable agricultural work force
- Develop publicly accessible multi-use trail network to link private and public lands
- Design Guidelines which encourage development to blend with the landscape and incorporate existing natural and heritage resources



Chapter 2

Land Use – Rural Village

Vision

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

Policies

- ❖ New development and uses in Rural Villages must be compatible with the historic development pattern, community character, visual identity, intensity, and scale of the individual villages and enhance the quality of life for residents.

What's New

- Develop small area plans and master plans for the Rural 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
- Design Guidelines which encourage compatible development to blend with the character of the village



Chapter 2

Land Use – Towns and JLMAs

Vision

The western Towns will continue to be hubs of economic and cultural activity in western Loudoun.

Policy

- ❖ The County will support conservation of historical and cultural resources in and around the Towns to preserve the identity of each Town distinct from the surrounding rural area.

What's New

- Greater emphasis on protecting and enhancing gateways to the towns
- Specific Design Guidelines to encourage a pattern that complements the town pattern
- Encourage protection of schools for their cultural and economic role

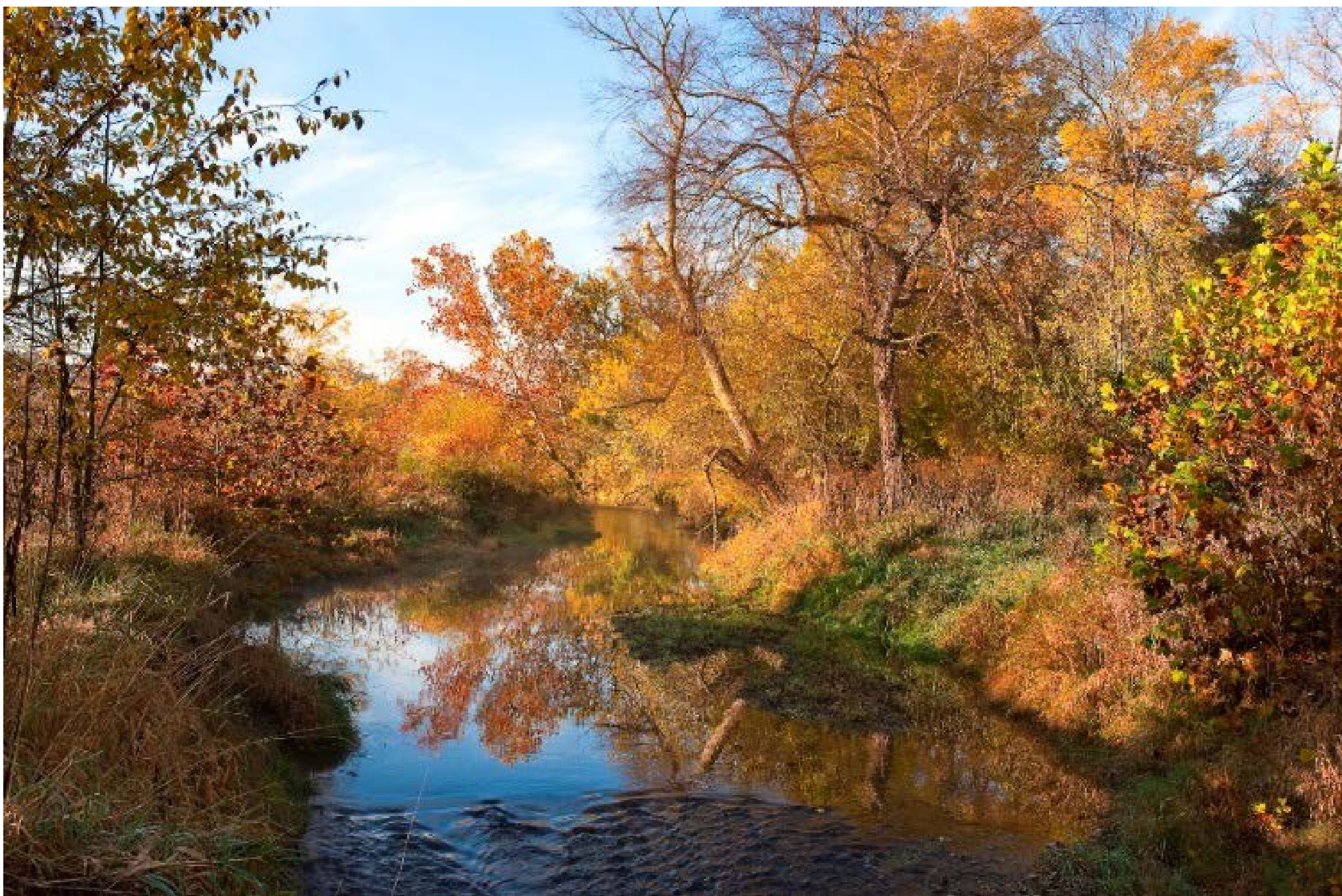


Chapter 3

Green Infrastructure: Environmental, Natural, & Heritage Resources

Vision

Protect and enhance the County's natural and heritage resources, which are fundamental to the health, safety, welfare, and enjoyment of current and future generations.



Chapter 3

Green Infrastructure: Environmental, Natural, & Heritage Resources

Policies

Natural and Heritage Resources

- ❖ Provide protection for natural and heritage resources.

River and Stream Corridor Resources

- ❖ The County will protect natural ecosystems, restore water quality, serve Loudoun's population, and support the built environment through healthy surface and groundwater resources.

Soils and Geologic Resources

- ❖ Preserve and protect the County's soils, unique geologic characteristics, farmland, steep slopes, mountainsides, and ridgelines recognizing their sensitivity to land disturbance and development as well as their contribution to healthy ecosystems and the quality of life valued by residents and visitors.

Forests, Trees, and Vegetation

- ❖ Preserve, protect, and manage Loudoun County's forests and trees for current and future use and enjoyment, recognizing these resources provide many benefits, such as improving air and water quality; offering important habitat for birds, small mammals and other wildlife; providing buffers between communities; conserving energy; reducing wind speed and redirecting airflow; and reducing stormwater runoff and soil erosion.

Complementary Elements

- ❖ The County promotes healthy air and low levels of noise and light pollution as essential elements for current and future residents.

Chapter 3

Green Infrastructure: Environmental, Natural, & Heritage Resources

Policies

Historic, Archaeologic, and Scenic Resources

- ❖ Loudoun County's distinctive cultural landscapes are comprised of scenic and heritage resources which include Scenic Rivers and Byways, historic buildings, archaeological sites, battlefields, and historic cemeteries. These resources are foundational elements of the County's changing landscape that together tell the story of the formation and settlement of the County. The County will protect and enhance these resources, recognizing them as relevant, character-defining elements of both the natural and built environments.

Natural Heritage Resources

- ❖ Preserve, protect, and create a network of privately and publicly protected open space, favoring large contiguous areas over smaller disconnected areas, maintaining green infrastructure assets, preventing habitat fragmentation, and reinforcing the unique character of the diverse communities in the County.

What's New

- Measures to improve and enhance water quality as a top priority
- Additional measures to protect ridgelines and existing tree cover
- Additional measures to protect important heritage resources



Chapter 4

Housing

Vision

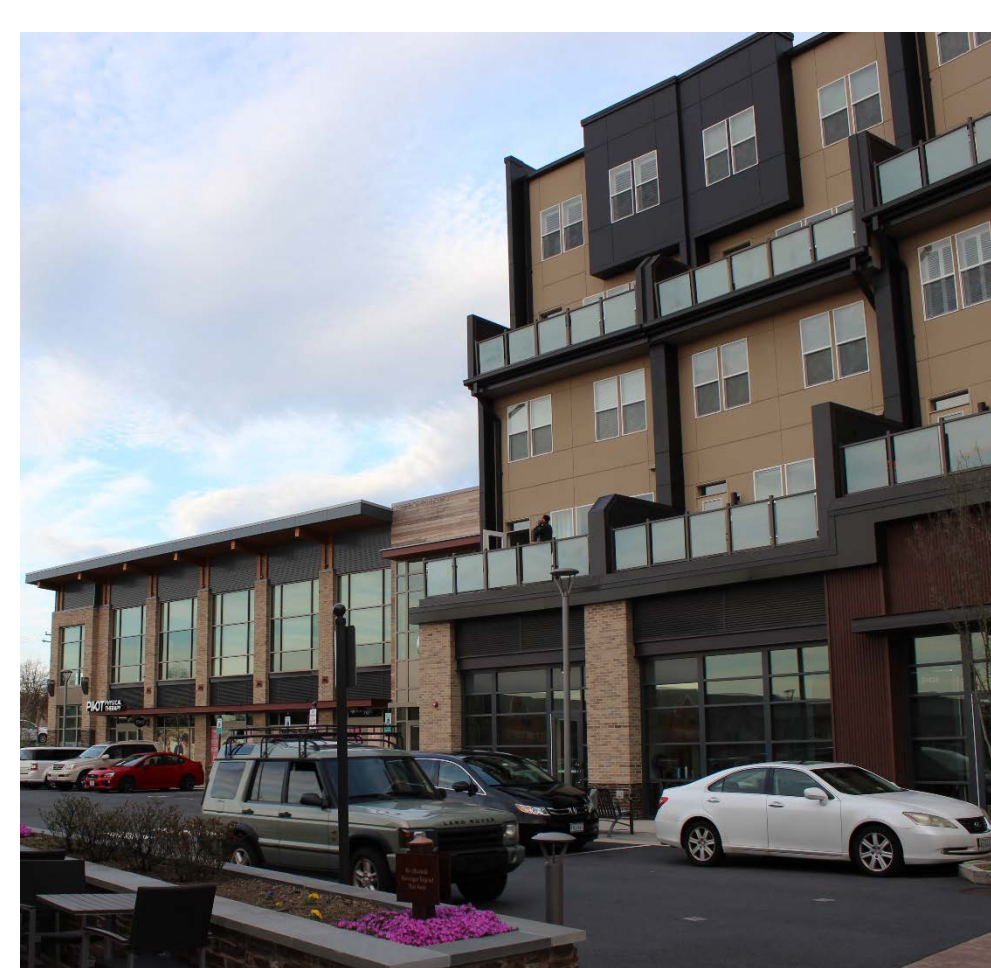
Provide housing options—for all people who want to work and live in Loudoun County—that can accommodate a variety of lifestyles, households, ages, cultures, market preferences, incomes, and special needs.

Policies

- ❖ Increase the amount and diversity of housing unit types, sizes, and prices and promote innovative designs throughout Loudoun County that are desirable and attainable to all income levels.
- ❖ Preserve existing affordable housing stock levels and ensure housing remains safe and habitable.

What's New

- Emphasizes providing a greater diversity of housing types near jobs, schools, and transportation facilities
- Greater public/private partnerships, proposed changes to zoning regulations, and opportunities for adaptive reuse
- Appropriate incentives for overall increases in residential density to create a continuum of housing choices



Chapter 5

Economic Development

Vision

A diverse and globally competitive Loudoun Economy.

Policies

- ❖ Diversify the economy by strengthening targeted industry clusters.
- ❖ Create desirable places in key corridors and employment centers.
- ❖ Invest in the skilled workforce needed for continued economic growth.
- ❖ Market the County as a world-class business ecosystem.
- ❖ Support the promotion and development of Loudoun County as a tourism destination.

What's New

- Stronger diversification strategies to grow targeted industry clusters
- Refreshed analysis on emerging market opportunities
- New emphasis on workforce development in response to critical needs of existing and future businesses
- Placemaking strategies to help create walkable amenity-rich places
- Input from business leaders and community at-large



Chapter 6

Fiscal Management & Public Infrastructure

Vision

County residents will benefit from high quality, efficient and environmentally sensitive infrastructure systems supporting County growth management goals and providing innovative services to the community.

Policies

Public Facilities

- ❖ Provide public facilities to meet identified needs.

Open Space

- ❖ Retain the County's unique combination of urban, suburban and rural communities by using useable open space to protect natural resources and habitat, to create a network of high-quality active and passive recreation spaces, and to delineate our built environments.

Public Utilities

Sewer and Water

- ❖ The County will work with Loudoun Water, the Health Department and Town officials to ensure timely provision of central, municipal, shared, or on-site sewer and water in accord with the land use policies of this Plan.



Chapter 6

Fiscal Management & Public Infrastructure

Policies

Towns and Joint Land Management Areas – Municipal Water and Sewer

- ❖ Town municipal systems will be the utility providers for the Towns and surrounding Joint Land Management Areas unless the Town, Loudoun Water, and the Health Department agree to an alternative provider.

Solid Waste Management

- ❖ Continue to implement an integrated solid waste management strategy that places priority on reduction, reuse, and recycling of solid waste above resource recovery, incineration, and disposal into landfills.

Electrical

- ❖ Support expanded electrical capacity through generation facilities that use clean burning and environmentally sound fuel sources including gas, wind, and solar.

Communication

- ❖ The County supports the development of a high-quality wired and wireless telecommunications network to serve businesses, residents, and visitors.

Fiscal Management

- ❖ The County will link the goals of the Board of Supervisors' adopted Fiscal Policy and the County's Comprehensive Plan.
- ❖ Use the following capital facilities proffer guidelines to evaluate proposed capital facility proffers.

Chapter 6

Fiscal Management & Public Infrastructure

Policies

Emergency Services Development Standards

- Enhance efficient and effective public safety and emergency services response through the implementation of appropriate development standards.

What's New

- Encourage more innovation in public facility design, co-location, and shared use
- Greater focus on publicly accessible and useable open space
- Support funding to assist in acquisition of conservation easements or to defray costs to create easements
- Added support for conversion of quarries to water reservoirs
- Support alternative energy generation
- Minimize visual impact of electrical substations and transmission lines by location, stealth design and consolidation of facilities
- Encourage open access conduit to be required in new developments for future broadband

