

**BOARD OF SUPERVISORS
BUSINESS MEETING
ACTION ITEM**

SUBJECT: **Envision Loudoun Vision and Goals**

ELECTION DISTRICT: Countywide

CRITICAL ACTION DATE: At the pleasure of the Board

STAFF CONTACTS: Christopher Garcia, AICP, Project Manager, Planning and Zoning
Ricky Barker, AICP, Director, Planning and Zoning

PURPOSE: The purpose of this item is to present an update for the Board of Supervisors (Board) concerning the current status of the *Envision Loudoun* Comprehensive Plan process since the last Board update in February 2017. Staff will also present the draft Vision and Goals for *Envision Loudoun* developed by the Comprehensive Plan Stakeholders Committee (Stakeholders Committee) for the Board's review and endorsement.

RECOMMENDATION: Staff recommends the Board endorse the draft Vision and Goals (Attachment 1), and direct staff to continue the *Envision Loudoun* Process as detailed in the Board-endorsed New Comprehensive Plan Charter (Plan Charter).

BACKGROUND AND UPDATE:

***Envision Loudoun* Process at a Glance:**

The *Envision Loudoun* process has thus far been successful in meeting the goals and objectives directed in the Board-endorsed Plan Charter. The process is graphically depicted below:



As a review of the process, the project phases and current status are briefly described below:

FOUNDATIONS

In the Foundations Phase, the project work plan is established, and the critical elements including the project management, team organization and the structure for logistical completion of the plan are established. This is supported by the foundations for the plan content through the exploration of trends and data, inventories, and forces affecting the future of Loudoun County.

The Foundation Phase (Phase 1) culminated in the identification of critical issues and trends to address in the planning process for both the General Plan and the Countywide Transportation Plan, which are documented in the (1) the *Foundations Report* and (2) the *Listening & Learning Phase 1 Input Summary Report*, which was distributed to the Board and the community in March 2017. Several themes emerged from *Foundations Report* and the comments received from the public as found in the *Listening & Learning Phase 1 Input Summary Report*. These included a number of broad topics and issues such as transportation connectivity and options, preserving the natural environment and Loudoun County's rich historic and cultural heritage, diversity in our economy and opportunities for economic success, housing diversity and choice, diversity in the County's population, and ensuring quality in the built environment. Both of these final documents can be found at: <http://envision-loudoun.org/resources/>. These emerging themes and issues were used collaboratively by staff, the Stakeholders Committee, and the Consultant Team to help formulate the new Vision and Goals presented in Attachment 1.

VISION

The Vision translates the community's concerns and values, and the County's trends related to change over time from the foundational documents (the Foundations Report and the Listening & Learning Phase 1 Input Summary Report), into a concise, well-crafted description of the desired future for Loudoun County. A guide around which the plan recommendations should be structured.

The Vision Phase began on February 21, 2017, and overlapped in schedule with efforts in the Foundation Phase. The primary objective of this phase is the identification of community values

to help guide the creation of recommended actions for the future of the County. The Stakeholders Committee, Staff Technical Advisory Committee, and the Consultant Team have completed work on this Phase by providing a preliminary draft of the new Vision and Goals after several collaborative work sessions (Attachment 1). The draft Vision and Goals were developed through considering the information found in the *Foundations Report*, the public comments found in the *Listening & Learning Phase 1 Input Summary Report*, and thoughtful deliberation of the various contributing project groups mentioned earlier. The draft Vision and Goals are now being used by the Stakeholders Committee to develop more detailed objectives.

ROUND 2 COMMUNITY OUTREACH AND ENGAGEMENT – *ENVISION THE FUTURE*

The planning process has been successfully reaching the desired milestones through Phases 1 and 2 accomplishments and product delivery from the Consultant Team. Staff has recommended holding five (5) community outreach meetings in the Round 2 *Envision the Future* period instead of six (6). The meeting held at the Washington Dulles International Airport Marriott was not well attended compared to the other *Listening and Learning* Workshops. Staff believes this area is well served by planned meetings in Sterling and Dulles.

Staff has developed a tentative plan for the next round of community outreach and engagement for the first two full weeks in June 2017. As of today, the tentative public meeting schedule is set for the following (Attachment 2):

- Monday, June 5th, Harper Park Middle School
- Wednesday, June 7th, Cascades Senior Center
- Thursday, June 8th, Harmony Middle School
- Monday, June 12th Broad Run High School
- Thursday, June 15th, Mercer Middle School

All meetings are tentatively scheduled to begin at 7:00 PM and end at 9:00 PM.

Stakeholders Committee Activities and Contribution

The Stakeholders Committee met four (4) times since the last Board update to develop draft Vision, Goals and Objectives that will serve as the framework for the plan and support further development of detailed policies, actions, and initiatives for the new plan. The Committee has also received detailed presentations on the Board-directed Housing Needs Assessment, Fiscal Planning in Loudoun County, the Countywide Transportation Plan and the Transition Policy Area History and Current Conditions. The Stakeholders Committee are continuing its work on identifying areas for potential changes in proposed land uses and developing preliminary information about these areas.

The Stakeholders Committee will also continue to have an instrumental role with the community outreach and engagement efforts scheduled for June 2017. The Committee members will again assist in promoting the next round of public workshops through their respective communications networks to increase meeting attendance. The County has been fortunate to have dedicated Committee members that continue to give their time to assist with outreach efforts, small group facilitation and recording comments during the *Envision the Future* Workshops.

Additional Meetings with Industry and Interest Groups

In February 2017, County staff began meeting with industry and interest groups to open a forum and dialogue to address issues, concerns and ideas from these groups that may not be captured in an on-line or in-person meeting forum. As of the date of this report, County staff and the Consultant Team have met with representatives from the Northern Virginia Building Industry Association, NAIOP Northern Virginia, Purcellville Business Association, the Loudoun County CEO Cabinet, the Loudoun County Chamber of Commerce, and Loudoun County Preservation and Conservation Coalition to discuss the process and receive additional input for these groups. Staff will continue to meet with these types of interested organizations, provide more information about the *Envision Loudoun* process, and engage the community more broadly.

Next Steps

With Phase 2 nearing completion, Phase 3 is already underway with a focus on developing more detailed objectives and a land use strategy/concept for the future of Loudoun County.

- **Phase 3: Explore** Exploration is examining best practices, new and challenging ideas and choices for the future. In this phase, we will hold the second round of public engagement to identify community preferences for approaches to reaching our goals. This phase will also include looking at potential growth and development options. Phase 3 will culminate in a preferred growth strategy for the plan that will be used to create the updated policies and elements of a new General Plan later in Phase 4. Once a preferred growth strategy is reached along with more detailed planning objectives, the team will begin drafting the plan elements. Phase 3 is addressing many policy topics distilled from the *Foundations Report* and the *Listening & Learning Phase 1 Input Summary* that are within the nine (9) planning topic areas the Board directed staff to address in the Plan Charter.
- **Phase 4: Plan** This will include the updated future land use plan, the transportation plan, a new set of plan objectives, policies, actions, fiscal analysis, and other elements of both the *General Plan* and *Countywide Transportation Plan*. Phase 4 is anticipated to be completed in late September or early October 2017.
- **Phase 5: Adoption** This phase will include finalizing the new *General Plan* and new *Countywide Transportation Plan* with the 3rd Round of public outreach and engagement giving the public the opportunity to review and comment on the drafted plan before the Board considers it for adoption.

Key Decision and Check-in Points for the Board

Staff is committed to ensuring that the Board remain connected and engaged in the planning process in accordance with the Plan Charter. Thus two important decision points along with tentative time-frames have been identified:

- Endorsement of the Preferred Growth Strategy (Late September/October 2017) – The Project Team will have completed development and analysis of options for future growth, Round 2 Public Engagement, refinement of a preferred growth strategy, and development of a preferred land use plan. The Board will be asked to review and endorse the preferred land use plan and growth strategy to ensure alignment with the vision and

goals. After endorsement of a preferred land use plan and growth strategy, the project team will begin evaluating and testing the land use plan for fiscal and transportation impacts.

- Adoption of the New Comprehensive Plan (Tentatively scheduled for July 2018) – The Planning Commission and Board will have the opportunity to thoroughly review and adopt the new General Plan and new Countywide Transportation Plan, which will include a new land use plan, a new countywide transportation plan and a comprehensive set of policies that will guide Loudoun County into the future.

Tentative dates for the Board to receive updates and briefings regarding the process and progress are listed below:

- Briefing of Development Exploration Efforts performed with Phase 3 (Summer 2017)
- Briefing of Draft Comprehensive Plan before Public Review and Adoption Process (tentatively February 2018)
- Staff will also be including any relevant updates from the Envision Process to the Board as needed for the upcoming Transit, Transportation, and Housing Summits.

FISCAL IMPACT: The FY 2017 Adopted Budget included \$400,000 for planning consultant services allowing the Department of Planning and Zoning to begin the Comprehensive Plan process. During budget deliberations, the Board voted to consider additional funding for the Comprehensive Plan during the annual fund balance discussion. On January 3, 2017, the Board approved the use of an additional \$1.3 million of FY 2016 General Fund Balance to complete funding needs for the Consultant Team contract for professional services (approximately \$1.148 million) supporting the *Envision Loudoun* process and to provide sufficient departmental resources (approximately \$162,000) to complete the process. With the Board's approval of the increase to the Consultant Team's (led by Kimley-Horn and Associates) contract, now totaling \$1.548 million, at the February 23, 2017 Board Business Meeting, the established resources are expected be sufficient to complete the project based on current progress. As of the date of this report, there are no additional fiscal impacts for the Board's consideration. The process will include analysis of future land use and growth strategies and identification of the fiscal impact of those strategies.

ALTERNATIVES: The Board may choose to endorse the attached Vision and Goals as drafted, suggest revisions or choose to provide additional guidance to staff and return the Vision and Goals to the Stakeholders Committee, Staff Technical Advisory Committee and the Consultant Team for additional collaborative work.

DRAFT MOTIONS:

1. I move that the Board of Supervisors endorse the draft Vision and Goals as developed by the *Envision Loudoun* project team included in Attachment 1 of the May 2, 2017, Board of Supervisors Business Meeting Action Item, and direct staff to continue implementing the planning process as set forth by the Board in the New Comprehensive Plan Charter.

OR

2. I move that the Board of Supervisors endorse the draft Vision and Goals with Board-directed changes as provided at the May 2, 2017, Board of Supervisors Business Meeting, and direct staff to continue implementing the planning process as set forth by the Board in the New Comprehensive Plan Charter.

OR

3. I move an alternate motion.

ATTACHMENTS:

1. Draft Vision and Goals
2. Draft *Envision the Future* Workshop Schedule and Distribution Map

ENVISION LOUDOUN VISION AND GOALS

1. Updated Vision and Goals

Updated Vision Statement

Loudoun County continues to evolve as a prosperous and inclusive community. Its well-deserved reputation for great places, natural and built as well as historic and new, in rural, suburban, and urban settings, will foster economic innovation, fiscal strength, and sustainability.

Updated Goals

Shape: Make a great place

Well-designed places providing a full spectrum of housing and employment options linked to supporting commercial, entertainment, 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

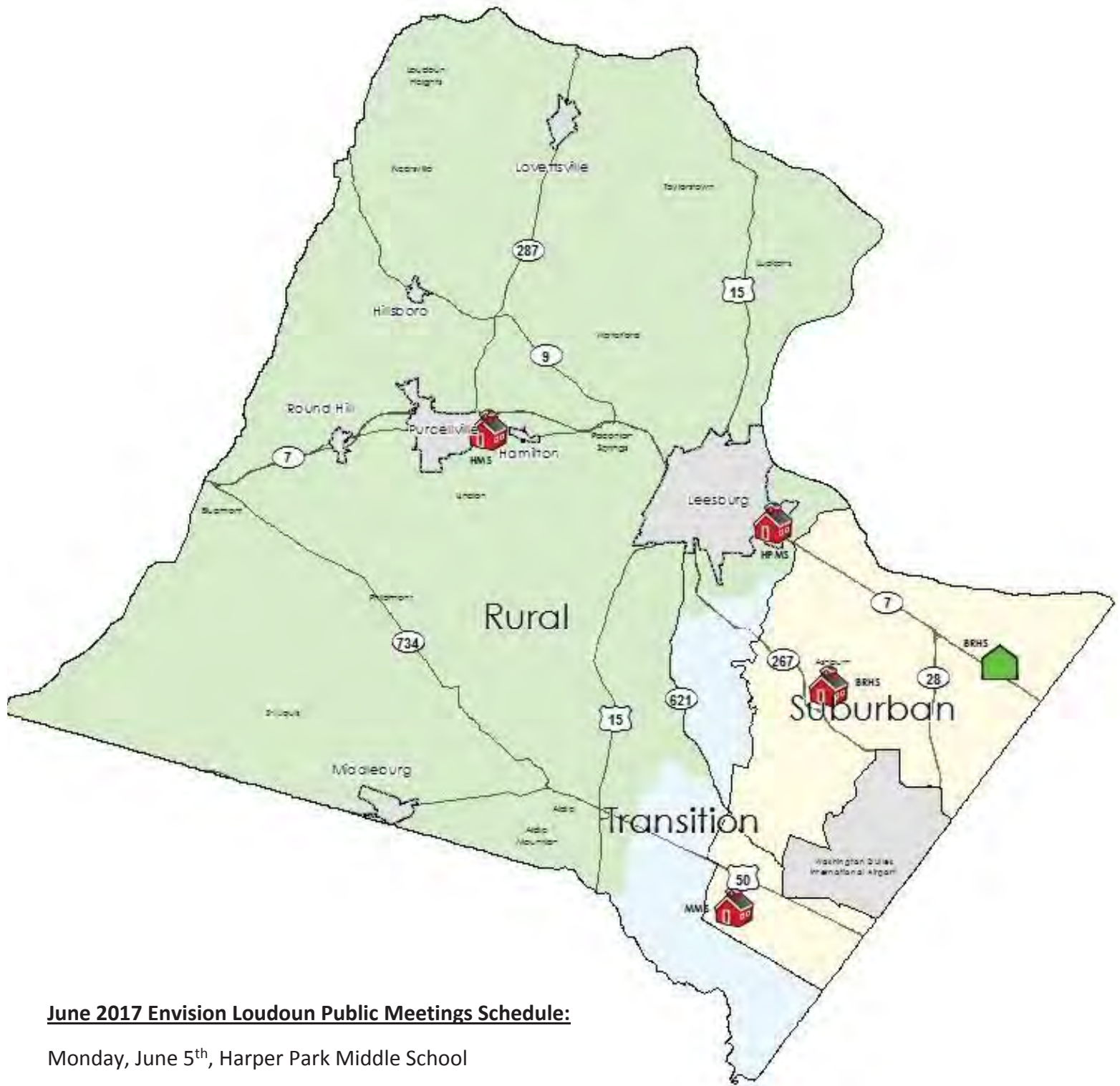
An efficient, multi-modal transportation network that safely connects people to places within the community, to the region, and to the world.

Sustain: Strengthen natural and historic assets

A well-functioning natural system of green infrastructure preserving open space and cultural resources to include agricultural land and heritage.

Support: Enhance quality of life

A community of diverse individuals, linked together to ensure that all residents enjoy a high quality of life through a vibrant, fulfilling and active lifestyle, celebrating all that is unique to the county.



June 2017 Envision Loudoun Public Meetings Schedule:

Monday, June 5th, Harper Park Middle School

Wednesday, June 7th, Cascades Senior Center

Thursday, June 8th, Harmony Middle School

Monday, June 12th Broad Run High School

Thursday, June 15th, Mercer Middle School

Revised 4-13-17