

**BOARD OF SUPERVISORS
BUSINESS MEETING
ACTION ITEM**

SUBJECT: Silver Line Comprehensive Plan Amendment Update

ELECTION DISTRICT: Broad Run and Dulles

CRITICAL ACTION DATE: At the pleasure of the Board

STAFF CONTACTS: Richard Klusek AICP, Project Manager, Planning and Zoning
Ricky Barker, AICP, Director, Planning and Zoning

PURPOSE: This item provides an update of ongoing activities associated with the Market Analysis and Best Practices Study and Scenario Planning Study being conducted as part of the Silver Line Comprehensive Plan Amendment (CPAM). In addition, this item seeks Board approval of performance measures that will be used to evaluate alternative scenarios in the Scenario Planning Study.

RECOMMENDATION: Staff recommends that the Board of Supervisors (Board) direct staff to evaluate alternative land use scenarios based on the performance measures contained in this staff report.

BACKGROUND: On September 17, 2014, the Board directed Staff to prepare Request for Proposals (RFPs) for consultant services for a market analysis and best practices study (6-2-1, Reid, Delgaudio opposed, Clarke absent) and a land use scenario planning study (7-1-1, Delgaudio opposed, Clarke absent) in accordance with the scopes of services outlined in the September 17, 2014 Board of Supervisors Business Meeting Action Item. Consultants for each of these studies have been procured and work for the studies is in progress. The consultant teams have interacted with one another and information will be shared between the consultant teams to the extent that efforts can help inform the respective studies. The discussion below summarizes the completed and planned activities for each project.

A. Market Analysis and Best Practices Study for the Route 606 and Route 772 Station

The Market Analysis and Best Practices Study is being conducted by the consultant team of HRA Advisors and Kimley Horn Associates. Consistent with the Board's approved work plan, the study is progressing through the following four key tasks. The Research and Background Task has been completed and the Market Analysis task is approaching completion. These tasks involved assembling background information, identifying airport case studies, interviewing key property owners and stakeholders, and researching market conditions. In the coming month, the Airport Land Use Compatibility Task will be completed. The final report and recommendations

task will follow. Preliminary findings from the market analysis research indicate that the market for office development is lagging and that most new office development in the region is occurring in compact mixed-use centers. Preliminary airport compatibility studies have found that traditional residential development in airport flight paths is rare and that noise issues have led to significant limitations on airport operations or public expenditures for noise mitigation in the instances that residential development was placed in the airport flight path. Accordingly, the consultant team is researching the feasibility of major destinations or activity centers such as convention centers or major stadiums, and ways to provide additional momentum for such uses. Since these findings are preliminary, Staff anticipates that details will be fleshed out in the coming months and presented to the Board in September, 2015.

B. Scenario Planning Study

The scenario planning study is being led by Stantec Consulting. To date, the project team has undertaken background research activities, refined the scope of work to address the project needs, developed a project specific website, conducted the first public workshop, met with stakeholders, identified priority issues, and developed conceptual land use scenarios. Information regarding the schedule, purpose, and methodology for the study was posted to the project website at www.silverlinescenarioplanning.com.

The scenario planning process includes two public workshops and stakeholder sessions, a Board of Supervisors work session, and a presentation of final recommendations to the Board. The first workshop, as described below is intended to better understand issues that are important to the community. The subsequent workshop and Board work session will demonstrate impacts and benefits associated with alternative scenarios using CommunityVIZ software (www.communityviz.com).

May 28 and 29 Workshop Summary

The first workshop took place on May 28 and May 29, 2015. The May 28th meeting was held at 6:30 p.m. at Moorefield Station Elementary School. Approximately 75 people attended the public workshop. Attendees were comprised primarily of Loudoun residents and included the general public and the development community. The primary purpose of the workshop was to help the project team get a better understanding of the issues and concerns most important to the community in order to develop performance measures to evaluate each scenario. Following the workshop, on May 29th the project team met with stakeholders at the Government Center throughout day to hear additional discussion of issues. Then, from June 2 to June 4, the project team conducted an internal charrette to identify performance measures and prepare conceptual plans for scenarios that address the community's issues and concerns.

The workshop included a presentation to provide a project update and explain the scenario planning process. Following the presentation, participants participated in a live keypad polling survey and visited a series of workstations to provide feedback regarding the issues most important to me. While survey information from the workshop is still being tabulated, preliminary results indicate that nearly 80 percent of participants were Loudoun residents. Roughly 50 percent of participants described their affiliation as resident, roughly 30 percent%

described their affiliation as developer or consultant, and the remaining 20 percent described their affiliation as business owners or special interest groups.

Overwhelmingly, the workshop participants favored high-density mixed-use development as the desired land use pattern for the study area. For example, when asked do you strongly agree, agree, feel neutral, disagree, or strongly disagree, roughly 90 percent of participants said that they strongly agree with the following statement: “I think the study area should have one or more walkable, mixed-use centers, similar to Reston or One Loudoun.” Similarly, roughly 93 percent strongly agreed with the following statement: Having more travel options (walk, bike, transit) in the study area would be important to me. Roughly 90 percent of all workshop participants also stated that they were willing to see development in the study area even if it means that the County has to pay more for schools, roads, and other infrastructure. Participants also identified photographs of walkable, urban, mixed-use development as being the most desirable form of development.

The overall sentiment from meetings with stakeholders that took place on May 29th was similar. The overall themes emphasized the desire for mixed-use development, the lack of a market for traditional suburban office development, and the need to evaluate projects based on impacts of specific types of development. In the coming weeks, Staff will be working with the consultant team to further synthesize the survey results and workshop themes and place them on the project website: www.silverlinescenario.planning.com. Staff will also be working with the consultant team to develop and refine the first three scenarios to be presented at the public meeting.

STAFF RECOMMENDATIONS:

Scenario Evaluation Criteria

With the feedback received during the public workshop, the project’s scope of work, and the four key goals of the CPAM, the project team has identified ten performance measures that will be used to score the impacts and benefits of each land use scenario. Staff is seeking the Board’s agreement on the performance measures so work can begin on evaluating the alternative land use scenarios.

For example, since strong sentiment for walkable urban mixed-use centers was expressed at the public workshop and stakeholder sessions, one recommended performance measure is intended to measure the amount of walkable and active street frontage within each scenario. Similarly, other performance measures will gauge the degree to which each land use scenario can be efficiently served by public transit since 93% of participants expressed the need for alternates to private automobiles. Additional basic data such as number of residential units, average housing unit size, acreage of parks and open space, and amount of retail space will also be provided for each scenario. We are requesting the Board’s endorsement because the performance measures require greater analysis and modeling that must be completed in advance of scenario testing.

In addition to addressing the public’s sentiment, the ten performance measures also directly relate to the overall intent of the CPAM when it was initiated in October 2013. As per Board direction at the time, the intent is to evaluate the existing planned land uses around the future

Metrorail Stations and to ensure that they strike the desired balance between 1) Prompt realization of tax revenues to support future Metrorail operations, 2) Maximizing future employment generation, 3) Achieving the desired land use pattern, and 4) Minimizing demands on the County's transportation infrastructure.

With approval from the Board, the next step for the project team will be to research each performance measure and develop a specific methodology to calculate the measure. Given the budget and time constraints for the project, and the consultant's recommendation to limit the number of performance measures to ten for easier comparison of scenarios, additional performance measures would likely require elimination of others. It should also be noted that scenarios will be evaluated at full build-out as well as for interim timeframes recognizing that absorption of development will occur over time and that different types of development will be absorbed more quickly than others.

Proposed Scenario Planning Performance Measures

1. Capital Impact (Cost of Facilities and Services)
2. Fiscal Impact (Tax Revenue)
3. Traffic Impact (Effect on County Transportation Model)
4. Transit Accessibility (How much development is close to existing or potential transit?)
5. Transit Feasibility/Efficiency (How efficient will transit serving the development be?)
6. Amount of Walkable and Active Street Frontage
7. Number of Students
8. Type and Number of Jobs
9. Jobs Housing Balance
10. Housing Affordability

ALTERNATIVES: The Board may accept the proposed performance measures; choose alternative performance measures; or expand the list of performance measures or identify more complex measures if the scope and budget of the scenario planning study are expanded.

FISCAL IMPACT: The Board has previously approved funding for the ongoing Silver Line CPAM Studies. The performance measures identified will be evaluated under the existing contract for consultant services and there is no fiscal impact.

DRAFT MOTIONS:

1. I move that the Board of Supervisors direct Staff to work with the scenario planning consultant team to evaluate alternative land use scenarios based on the ten performance measures as outlined in the June 17, 2015 Board of Supervisors Business Meeting Action Item.

OR

2. I move an alternate motion.