

**BOARD OF SUPERVISORS
BUSINESS MEETING
ACTION ITEM**

SUBJECT: **Envision Loudoun-Updated 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 the updated draft Vision and Goals for the *Envision Loudoun* process for the Board of Supervisors' (Board) review and endorsement as modified and directed by the Board at the May 2, 2017, Board Business Meeting.

RECOMMENDATION: **Staff** recommends the Board endorse the updated draft Vision and Goals (Attachment 1).

BACKGROUND: At the Board Business Meeting on May 2, 2017, the Board was presented with draft Vision and Goal statements that have been developed by the Stakeholder Committee, staff and the project consultants (collectively, the project team). Prior to the May 2nd Business Meeting, staff had met with Board members individually to receive initial feedback, which was presented to the full Board for consideration. During the discussion of the Vision and Goals, the Board identified several changes. The item was forwarded (9-0) to the Board Business Meeting on May 18, 2017, for staff to incorporate the requested edits and for further review.

The draft Vision and Goals were developed using the information found in the *Foundations Report*¹, the public comments found in the *Listening & Learning Phase 1 Input Summary Report*¹, and thoughtful deliberation of the various contributing project groups mentioned earlier. The public comments from the *Listening & Learning Phase 1 Input Summary Report*, in particular, were used by the project team as a basis for the drafting of the Vision and Goals presented to the Board. The Stakeholders Committee met five (5) times since the last Board update in February 2017 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. The Stakeholders Committee completed several small workgroup sessions during those meetings to carefully craft a

¹ *Foundations Report* and *Listening and Learning Phase 1 Input Summary Report*
Web link: <http://envision-loudoun.org/resources/>

vision and the goal statements that broadly capture the community's values, needs, and concerns that the *Envision Loudoun* planning process will be addressing through development of a new comprehensive plan. The draft Vision and Goals are now being used by the Stakeholders Committee to complete more detailed objectives that will be discussed with the community at the Round 2: *Envision the Future* Workshops scheduled for the first two weeks of June.

In addition to establishing the framework for the County's New Comprehensive Plan, this new Vision and new set of Goals helps to fulfill the Board's Strategic Plan, which includes focus areas and desired outcomes which were previously approved by the Board and confirmed on March 2, 2017. The Board's Strategic Plan, as it relates to the Envision Loudoun process, includes an anticipated outcome to create a balance between preserving rural areas (Rural and Transition Policy Areas) and revitalizing other areas (Suburban Policy Area) while considering changes and enhancements to existing policies that need to be updated. Endorsement of the Vision and Goals is another step forward to implementing the Board's Strategic Plan, and also is a critical milestone in the *Envision Loudoun* process. Board endorsement of the statements will allow the Stakeholders Committee, staff and the consultant team to move forward on more detailed policy and strategies, using the Vision and Goals to provide direction and to evaluate alternatives.

The Board recommended changes are highlighted in Attachment 1.

Round 2: Envision the Future

Community Outreach and Engagement

As reported previously, 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 *Envision the Future* Workshops schedule is set for the following (Attachment 2):

- Monday, June 5th, Harper Park Middle School
- Wednesday, June 7th, Cascades Senior Center
- Monday, June 12th, Broad Run High School
- Thursday, June 13th, Harmony Middle School
- Thursday, June 15th, Mercer Middle School

All workshops are tentatively scheduled to begin at 7:00 p.m. and end at 9:00 p.m., except for the June 13th workshop at Harmony Middle School, which will be held from 7:30 p.m. to 9:30 p.m. The meeting locations will be open 30 minutes prior to the meeting start time for participant registration and for participants to learn more about the process and information that will be presented and discussed in an open house format. These workshops will be crafted to focus on

planning issues and influences most pertinent to the area where the meetings is located. For example, the Wednesday, June 7th, at Cascades Senior Center may focus on redevelopment, revitalization and infill development that are characteristic issues, among others, for that area of the County. Though there will be unique, focused topic area discussions at each workshop, there will still be opportunity for participants to provide input on wide range other countywide issues, such as transportation, during these workshops. The workshops will be designed to identify development influences, planning considerations, and community preferences to achieve our vision, goals and objectives.

The input received through the *Envision the Future* Workshops will be used to continue exploration of community issues, planning best practices, new and challenging ideas, and choices for the future. The staff, Stakeholders Committee, and consultant team will continue to evaluate and discuss potential growth and development options, which will culminate in a preferred growth strategy for the plan. This preferred growth strategy will be used as a centerpiece to shape and create a new land use plan with an accompany countywide transportation system, updated policies and the elements of a new General Plan and Countywide Transportation Plan that will be eventually be sent to the Board for adoption.

FISCAL IMPACT: There is no fiscal impact associated with the Board decision on the Vision and Goals. The review and endorsement of the statements was incorporated in the *Envision Loudoun* process. A delay in finalizing the statements may delay work on more detailed strategies and policies.

ALTERNATIVES: The Board may choose to endorse the attached Vision and Goals as revised by the Board on May 2, 2017, suggest additional revisions or provide additional guidance to staff and return the Vision and Goals to the Stakeholders Committee for further work.

DRAFT MOTIONS:

1. I move that the Board of Supervisors endorse the updated draft Vision and Goals included as Attachment 1 to the May 18, 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 updated draft Vision and Goals included as Attachment 1 to the May 18, 2017, Board of Supervisors Business Meeting Action Item with Board modifications as directed at the May 18, 2017, 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. Updated Draft Vision and Goals
2. Updated *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 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.

Updated Goals

Shape: Make a great place

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

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

Sustain: Strengthen natural and historic assets

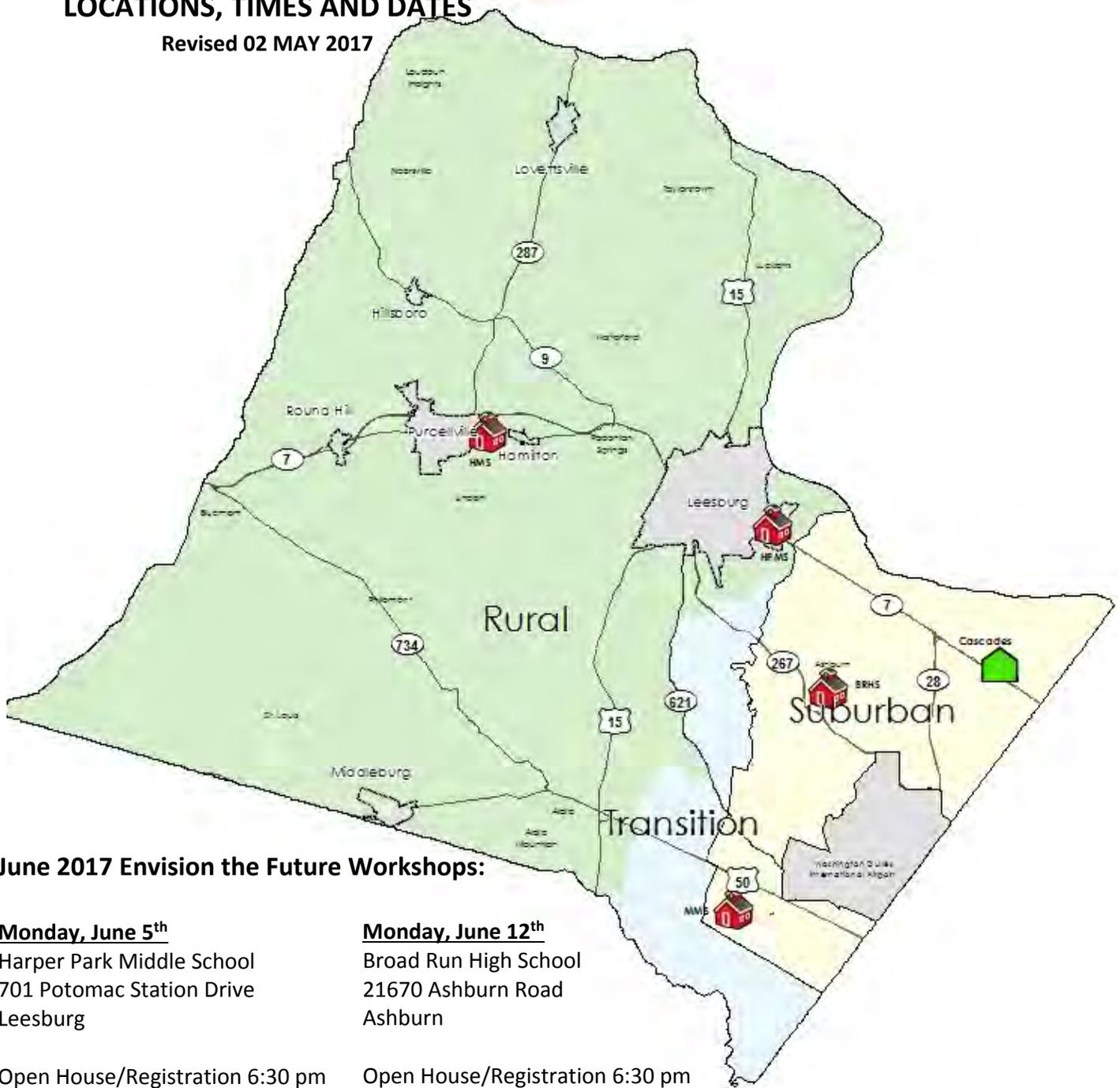
A well-functioning system of green infrastructure preserving- natural beauty, open spaces, and cultural assets to include agricultural land, natural, scenic and historic resources.

Support: 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.

ENVISION LOUDOUN
ENVISION THE FUTURE WORKSHOPS
LOCATIONS, TIMES AND DATES

Revised 02 MAY 2017



June 2017 Envision the Future Workshops:

Monday, June 5th
 Harper Park Middle School
 701 Potomac Station Drive
 Leesburg

Open House/Registration 6:30 pm
 Meeting 7:00 pm-9:00 pm

Monday, June 12th
 Broad Run High School
 21670 Ashburn Road
 Ashburn

Open House/Registration 6:30 pm
 Meeting 7:00 pm-9:00 pm

Wednesday, June 7th
 Cascades Senior Center
 21060 Whitfield Place
 Sterling

Open House/Registration 6:30 pm
 Meeting 7:00 pm-9:00 pm

Tuesday, June 13th
 Harmony Middle School
 38174 W Colonial Highway
 Hamilton

Open House/Registration 7:00 pm
 Meeting 7:30 pm-9:30 pm

Thursday, June 15th
 Mercer Middle School
 42149 Greenstone Drive
 Aldie

Open House/Registration 6:30 pm
 Meeting 7:00 pm-9:00 pm