

Loudoun's Comprehensive Plan

PLAN CHARTER

Planning for a Successful Planning Project



Goals for Presentation

1. Background and Need for a Plan Charter
2. Components of the Charter
3. Processes Used
4. Outcomes
5. Lesson's Learned



Loudoun Virginia Distinctions

- #2 Fastest Growing Large County
- Most Business Investment
- 70% of the World's Internet Traffic
- Largest Equine Industry in Virginia
- 15,000 horses
- Most Wineries and Breweries in Virginia 44 wineries 21 breweries



Access To Metrorail



Dulles Airport Station

- Three rail stations planned in Loudoun, including one at Washington Dulles International Airport
- Direct access to Washington, D.C. and one million regional employees
- Six transit-oriented and mixed-use developments approved or now under construction



Why a Plan Charter?

- 1. Major Undertaking and Investment of Time and Resource**
- 2. Need for a “Plan on How to Do the Plan” or Road Map to Success**
- 3. Receive agreed-upon direction from governing body - Parameters for Staff, Consultants, Stakeholders Committee and General Public (Manage Expectations)**

What is a Plan Charter

1. A “Plan to do a Plan” (or any other major project)
2. Developed by Staff and Endorsed/Approved by Governing Body
3. Usually Takes 3 to 6 months to Develop and Receive Endorsement

Components of a Plan Charter

1. What is being done (Major Components/Outcomes)?
2. Why is it being done?
3. How will it be accomplished (cost and process – public involvement)?
4. Who will be involved (roles and responsibilities – organizational structure?)
5. When will it start and end?

Begin with End In Mind
Engaging

Uniting

Balance

Predictability

Exciting



Plan Charter Components

- 1. Topics to be addressed**
- 2. Organizational structure**
- 3. Community outreach /
engagement**
- 4. Process and schedule**
- 5. Resources/support required**

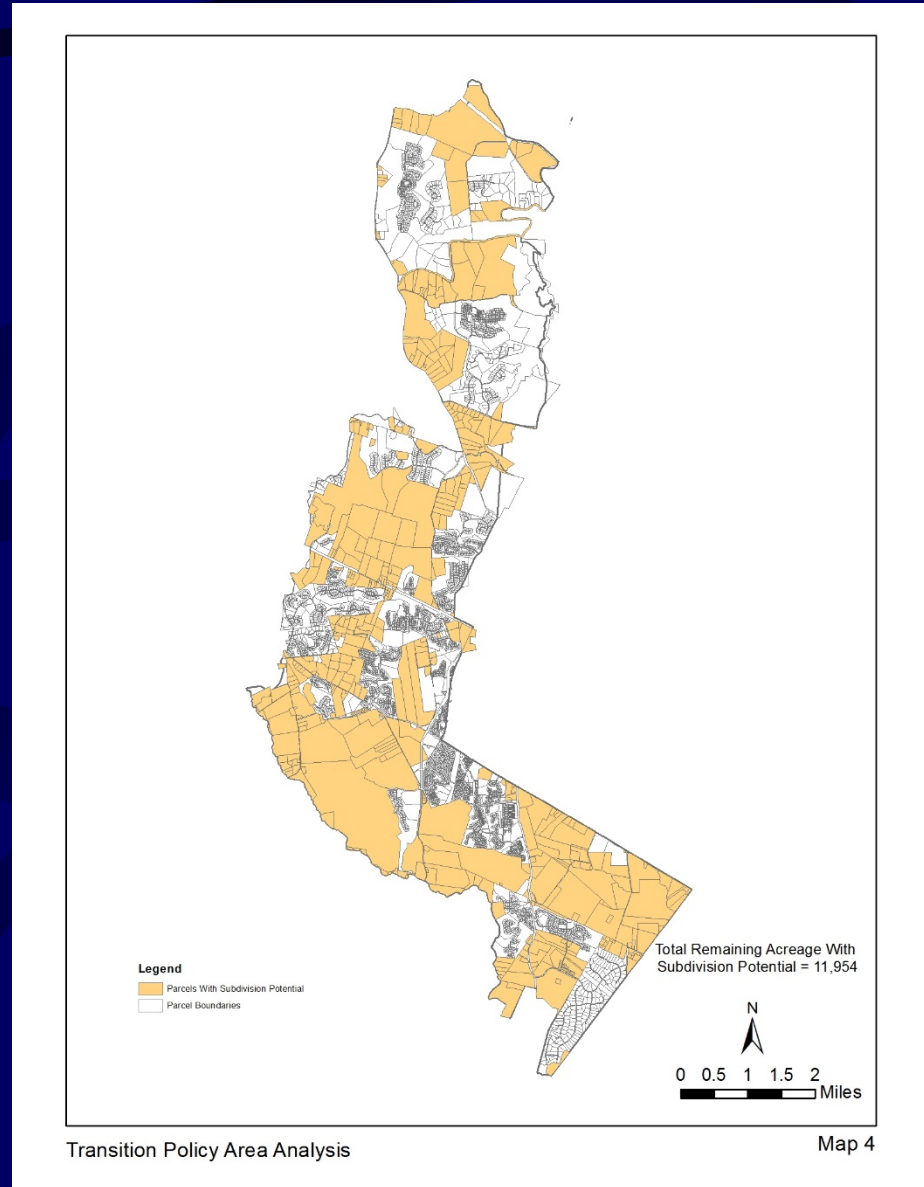
1. Topic Area: Economic Development



Loudoun County

2. Transition Area

- **Gray Areas Already Developed**
- **Vacant (Mustard):**
7,000 Acres



3. Topic Area: Housing Choice and Diversity



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4. Topic Area: Redevelopment & Revitalization



5. Topic Area: Suburban Policy Area



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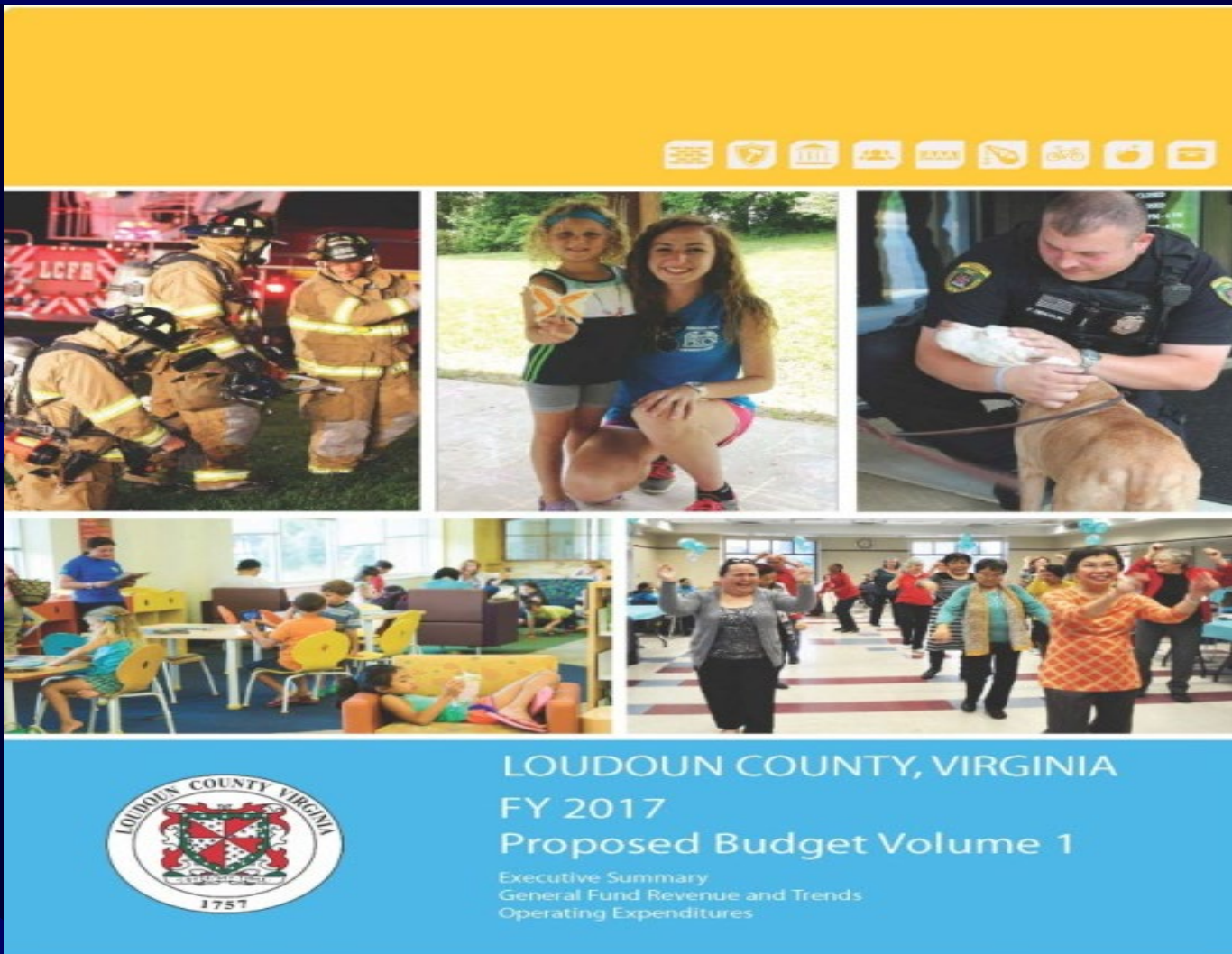
6. Topic Area: Community Facilities and Infrastructure



7. Topic Area: Quality Development



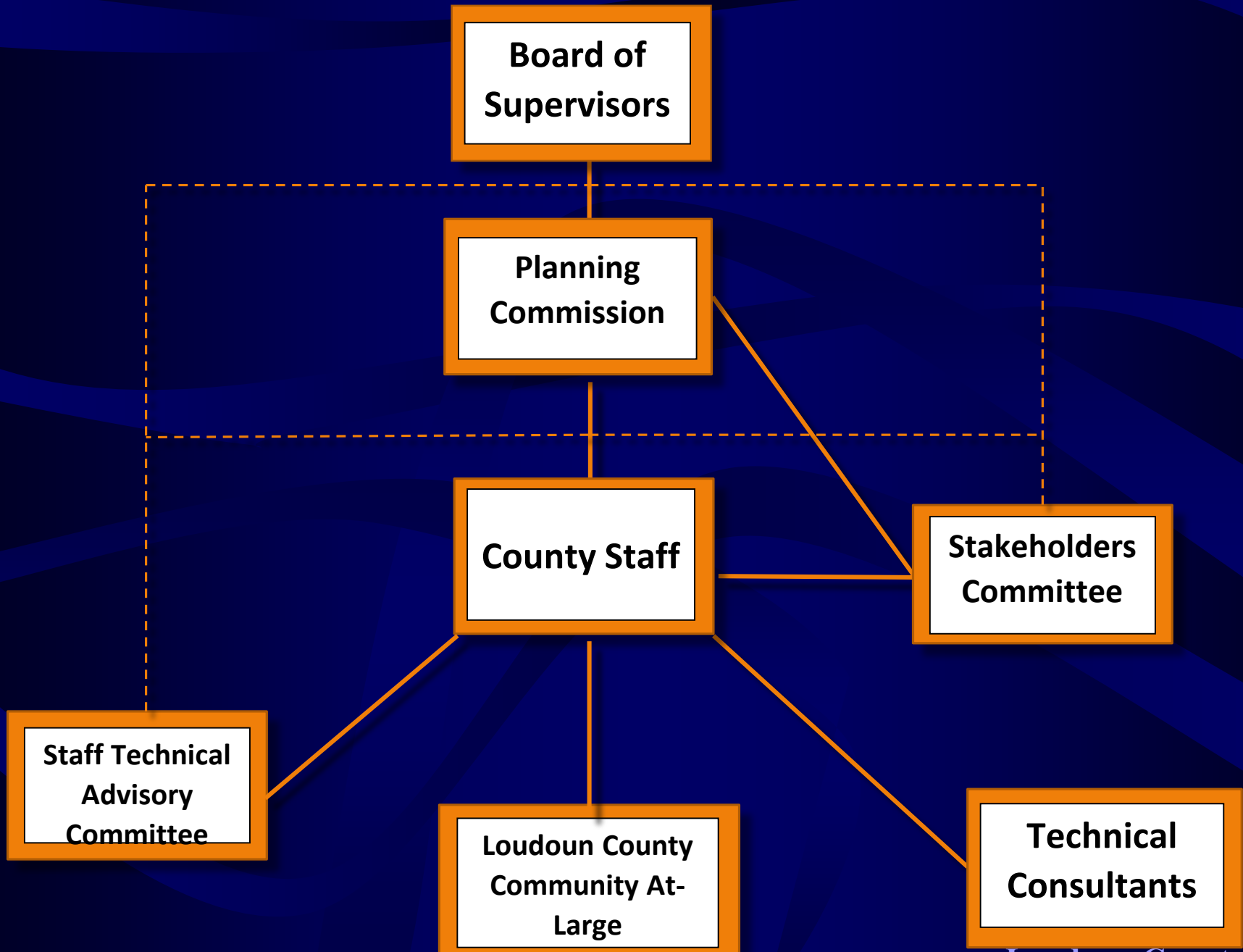
8. Topic Area: Fiscal Management



9. Topic Area: Growth Management



Organizational Structure



Stakeholders Committee

Stakeholder Committee consisting of approximately 26 representatives:

- **Two (2) Planning Commissioners (Chair and Vice Chair of the Task Force)**
- **Nine (9) Board-appointed citizens**
- **Fifteen (15) interest-specific members**

Stakeholder Committee

1. Chamber of Commerce
2. Commercial Real Estate Development Association (NAIOP)
3. Dulles Area Association of Realtors (DAAR)
4. Economic Development Advisory Commission
5. Housing Advisory Board
6. Loudoun Preservation and Conservation Coalition
7. Northern Virginia Community College Board
8. Northern Virginia Transportation Alliance
9. NOVA Parks (former NVRPA)
10. Rural Economic Development Council (REDC)
11. Northern Virginia Building Industry Association (NVBIA)
12. Piedmont Environmental Council
13. Visit Loudoun
14. Washington Airports Taskforce (WATF)
15. Zoning Ordinance Action Group

envision



LOUDOUN

our county • our future

Envision Loudoun Process and Status



Community Engagement

- **Characteristics of an appropriate community engagement strategy:**
 - **Open and inclusive**
 - **Multiple In-Person and On-Demand input opportunities**
 - **Builds on previous success**
 - **Set of three meetings at five key locations**
 - **Informational Meetings Along the Way**

Public Engagement



Resources / Support Needs

- **Use of consultants and resources to support:**
 - **Transportation Planning**
 - **Technical Planning Assistance**
 - **Economic Analysis & Fiscal Impacts**
 - **Outreach / Public Engagement**
- **Board Commitment To The Process and Engagement**
- **1.6 Million For Consultants and Other Expenditures**

Outcomes

- **Staying On Schedule**
- **Staying on Topic**
- **Keeping Board Informed but Out of Plan Development**
- **Efficient and Effective Use of Resources**
- **Staff Confidence in Making the Right Decisions to Move Process Forward**

Lessons Learned

- **Cover Interactions With Media and Stakeholder Committee Members**
- **Engage Board in Location of Public Meetings and Number**
- **Expect to “Add Flesh to the Bones” of Work Program – More Specifics to Show What Will Be Done and When**
- **Decide About Weekly Coordination Meetings and Decision Making between Staff and Consultants**

A photograph of a tree-lined path in autumn. The path is paved and covered with fallen brown leaves. The trees on either side have vibrant yellow and orange foliage. In the background, a wooden fence and a green field are visible. The word "Questions?" is overlaid in large, bold, yellow text in the center of the image.

Questions?