



LOUDOUN COUNTY CHAMBER OF COMMERCE SILVER LINE SMALL AREA PLAN POLICIES

- 1) Transit-Oriented Development: The Chamber supports transit-oriented development principles around Metrorail stations which encourage multimodal transit use, reduce automobile traffic, incorporate safe pedestrian and bicycle options, increase the County's commercial tax base, attract a quality workforce, and reduce the County's environmental footprint. Specifically the Chamber:
 - a. Silver Line CPAM: Encourages adoption of the Silver Line Small Area Plan Comprehensive Plan Amendment (Silver Line CPAM) to provide creative and flexible framework policies for guiding the overall type of development and convenience desired for the Metrorail station areas.
 - i. The Silver Line CPAM should capitalize on the maximum economic potential of the County's Metrorail investment — instead of limiting the financial focus on the County's obligation of Silver Line capital and operational expenses.
 - ii. The Silver Line CPAM should emphasize project designs that encourage the interaction of residents, workers and visitors, and enhances the sense of community within the projects.
 - iii. Development applications that propose a substantial change in use, intensity, or density near designated Metrorail stations should be consistent with the Silver Line CPAM's planning policies. Special care should be made to ensure such development does not detract from Loudoun's existing economic assets, such as Dulles International Airport.
 - b. Higher Density: Supports maximizing development intensity at levels appropriate to Loudoun County as a way to create compact mixed-use pedestrian- and bicycle-friendly activity centers with easy access to transit.
 - c. Residential Development: Supports compact urban forms of residential development as a way to: (i) enhance the ability to recruit Class A office tenants; (ii) attract mixed-use development and deliver new commercial space; (iii) encourage different types of activities throughout the day and evening; (iv) provide the critical mass necessary to incorporate amenities and public-oriented spaces; (v) achieve ideal live-work centers of activity focused near public transportation; (vi) reduce household living expenses by providing transportation alternatives to vehicle ownership; (vii) is compatible with surrounding land uses; and (viii) support the County's existing economic development objectives and policy priorities.
 - d. Flexible Ordinance Requirements: Encourages appropriate amendments to the Loudoun County Zoning Ordinance and Loudoun County Subdivision and Development Ordinance to provide additional flexibility regarding transit-oriented development, interim uses, workforce housing, parking, public art, development phasing, and redevelopment potential.
 - e. Urban Design: Encourages excellence in urban design and master planning, including site planning, streetscape and architecture while creating desirable places with a pedestrian-focused sense of place.
 - f. Public Art: Encourages the development of a public art program and the use of art in proximity to Metrorail stations to enhance both public and private development, and inspire a sense of identity, culture, and economic vitality.
- 2) Metrorail: The Chamber supports:
 - a. A safe and reliable Metrorail system as a critical component of the County's economy;
 - b. Management and organization reforms at the Washington Metropolitan Area Transit Authority that will enhance transparency, fiscal management, system operations, and safety;

- c. Increased funding for necessary infrastructure improvements; and
 - d. Efforts to increase traction power, quickly deliver long-awaited eight-car trains, and address congestion at the Rosslyn tunnel.
- 3) Workforce Housing Around Stations: The Chamber supports:
- a. A diversity of housing stock in close proximity to Metrorail stations that offer a mixture of types and sizes to enhance opportunities for residents with different income levels to live in proximity to transit;
 - b. Federal, state, and local incentives to maximize the production of appropriately located affordable and workforce housing in transit-oriented, higher-density development projects at Metrorail stations.
- 4) Access to Stations: The Chamber supports state and County efforts to enhance roadway, multimodal transit, pedestrian, and bicycle access to Metrorail stations as a way to enhance ridership. Specific policies include:
- a. Adequate Roadway Network: Development of a transportation network and construction of missing roadway links to provide a grid of safe and attractive streets for all users which provide connectivity to and from Metrorail stations and adjacent communities. The Chamber also supports greater flexibility in road standards to support innovative mixed-use urban design in land use planning.
 - b. Supportive Bus and Ride Services: Enhancement of commuter bus service, Metro Connection service, local bus service, dynamic ridesharing, and paratransit systems to provide convenient and frequent access to and from Metrorail stations. The Chamber supports:
 - i. Funding to permit higher frequency bus routes and additional weekend service for routes and destinations served by Metrorail.
 - ii. Adoption of, and routine updates to, the County's Transit Development Plan to address access issues related to Metrorail stations.
 - c. Appropriate Station Parking: The Chamber supports appropriate market- and demand-based parking requirements, parking pricing, and shared parking opportunities at Metrorail stations that reflect business and residential needs and support transit usage. The Chamber opposes the construction of additional free surface lots and oversupplying parking which discourages transit usage, increases occupancy costs, and precludes higher and better community uses.
 - d. Public Private Partnerships: Appropriately negotiated and financed public-private partnerships with employers, transit agencies, and developers to more readily address critical transportation infrastructure needs around Metrorail stations.
 - e. Countywide Transportation Plan: Adoption of a revised Countywide Transportation Plan which incorporates recommendations regarding road network development, transit infrastructure, and bicycle, transit, and pedestrian mobility around Metrorail stations.
- 5) Phased Redevelopment: The Chamber supports interim development strategies regarding the evolution, repurposing, and greater utilization of existing underdeveloped properties into dense, mixed-use development as a way to: (i) attract uses that will stimulate commercial activity; (ii) generate greater tax revenues for the County; (iii) make more efficient use of infrastructure; and (iv) evolve with market trends in a way that is compatible with surrounding land uses.
- 6) Loudoun County Airport Impact Overlay District: The Chamber encourages harmonious growth of Washington Dulles International Airport and the County by recognizing the current zoning in the Airport Impact (AI) Overlay District, contained in the Loudoun County Zoning Ordinance, which forecasts the ultimate build-out conditions of the Airport. The Chamber supports carefully-considered, Airport-compatible residential uses in the vicinity of the Airport.