

Loudoun County, Virginia

www.loudoun.gov

Office of the County Administrator

1 Harrison Street, S.E., 5th Floor, P.O. Box 7000, Leesburg, VA 20177-7000

Telephone (703) 777-0200 • Fax (703) 777-0325

At a business meeting of the Board of Supervisors of Loudoun County, Virginia, held in the County Government Center, Board of Supervisors' Meeting Room, 1 Harrison St., S.E., Leesburg, Virginia, on Wednesday, January 15, 2014 at 4:00 p.m.

IN RE: SILVER LINE DISTRICT INITIATIVE/METRORAIL TAX DISTRICT
COMPREHENSIVE PLAN AMENDMENT (CPAM) (BROAD RUN &
DULLES DISTRICTS)

Mr. Buona moved that the Board of Supervisors direct staff to retain the services of an Urban Land Institute Technical Assistance Panel to complete Phase One as outlined in the January 15, 2014 Staff Report at a cost not to exceed \$30,000 and to report findings to the Board no later than the first Business Meeting in June 2014.

Seconded by Mr. Williams.

Voting on the Motion: Supervisors Buona, Delgaudio, Higgins, Letourneau, Reid, Volpe, Williams and York – Yes; None – No; Supervisor Clarke - Absent for the Vote.

J. Anita Selby
DEPUTY CLERK FOR THE LOUDOUN
COUNTY BOARD OF SUPERVISORS

TECHNICAL ASSISTANCE PANEL (TAP) RESPONSIBILITIES OF ULI WASHINGTON & SPONSOR

ULI WASHINGTON

- I. Pre-Panel (4-8 weeks)**
 - Work with sponsors to define expectations, develop questions, and prepare for panel
 - Work with sponsors to develop the agenda for the TAP
 - Work with sponsors to identify expertise needed to complete assignment
 - Confirm panelists and communicate roles and responsibilities
 - Mail the Briefing Book and logistical information to panelists at least two weeks before TAP.
- II. On-Site (1 and ½ days)**
 - Work with sponsor to ensure tour and on-site logistics are complete
 - Staff TAP with help of panel chair and sponsors
 - Take notes on panel deliberations and help prepare presentation to sponsors
- III. Post Panel (6-8 weeks)**
 - Write panel report, obtaining input from panel and sponsors
 - Issue final report within 8 weeks of completion of the TAP

SPONSOR

- Reserve meeting space for the panel. Room should be large enough to accommodate twelve people at one table as well provide space for breakout sessions. Internet access is ideal.
- Reserve meeting space for the stakeholder roundtables and final presentation. Size of room depends upon how many people are invited to each session.
- Lead the coordination of the sponsor briefing and stakeholder roundtables. This includes identifying, inviting and confirming key participants, as well as preparing them for nature of the event.
- Provide transportation for site tour to accommodate 12 people (max) from ULI Washington as well as tour guides and others from Sponsor team.
- Provide breakfast and lunch for the panel on Day 2. Sponsor may choose to provide drinks and hors d'oeuvres for sponsor briefing and final presentation.
- Compile briefing materials and send a digital draft to ULI Washington at least three weeks prior to the panel. Some review and revision may be necessary between ULI Washington and the sponsor before the draft is finalized.
- Provide aerial maps of the study area and have the flexibility to produce additional at the panel's request.
- Review draft report for accuracy prior to publication.

DELIVERABLES

- Within eight weeks after the TAP has been completed, a written report, summarizing the panels' comments and recommendations, will be provided to each sponsor in electronic format (pdf file) and 10 hard copies.

FEE FOR SERVICES

- ULI Washington charges a **\$15,000** fee to cover the administrative costs and materials required for Technical Assistance Panels. Panel members volunteer their time and services at no cost. The sponsor is required to cover all logistical costs during the 1.5 day TAP (meals, meeting room, supplies, etc.) and the staff costs associated with assembling relevant information about the assignment and issues under consideration.
- Payment for the panel is due and payable upon receipt of the final report. An invoice for payment will be submitted with the final report.

SAMPLE AGENDA

DAY ONE

- | | |
|----------------|---|
| 1:00 pm | Welcome and Introductions |
| 1:15 pm | Site Tour
Walking / bus tour of project site(s) and surrounding areas being addressed by the panel. |
| 3:00 pm | Sponsor Briefing and Stakeholder Roundtables
The briefing will augment the briefing books and provide an opportunity for the panelists to ask clarifying questions. There is also the opportunity to include stakeholders and other relevant parties for presentations and roundtable discussion. |
| 6:30 pm | Panel Debriefing Dinner
Panel members will have a working dinner to share information learned during the tour and sponsor briefing; discuss their initial impressions; and set the course for the following day. |

DAY TWO

- | | |
|-----------------|---|
| 9:00 am | Breakfast, Panel Working Session
Panel begins to deliberate; formulating recommendations for each of the sponsor's questions. |
| 12:00 pm | Working Lunch |
| 4:00 pm | Wrap-up and finalization of the Power Point Presentation |
| 5:00 pm | Summary of Recommendations
The panel meets with the sponsor and invited guests to present its findings and recommendations. After the panel makes its presentation, time is allotted for questions. |
| 6:15 pm | Adjourn |

Technical Assistance Panel (TAP) Program



Objectives of ULI Washington's TAP Program

ULI Washington's TAP program provides expert advice to public agencies and nonprofit organizations facing complex land use and real estate issues in the Washington metropolitan area. Drawing from its extensive, multi-disciplinary membership base, ULI Washington conducts panels to offer objective, responsible—and market-based—advice on a wide variety of land use and real estate issues ranging from site-specific projects to public policy questions. The TAP program is intentionally flexible to provide sponsoring organizations a customized approach to specific land use and real estate issues.

Technical Assistance Panel Sample Agenda

DAY 1

- 2:00 pm **Welcome and Introductions**
- 2:15 pm **Site Tour**
Walking / bus tour of project site(s) and surrounding areas being addressed by the panel.
- 4:00 pm **Sponsor Briefing**
The briefing will augment the briefing books and provide an opportunity for the panelists to ask clarifying questions. There is also the opportunity to include stakeholders and other relevant parties for presentations and roundtable discussion.
- 6:00 pm **Panel Debriefing Dinner**
Panel members will have a working dinner to share information learned during the tour and sponsor briefing, discuss their initial impressions; and set the course for the following day.

DAY 2

- 9:00 am **Discussion of Panel Objectives - Breakfast**
- 9:30 am **Panel Working Session**
Panel begins to deliberate; formulating recommendations for each of the sponsor's questions.
- 12:00 pm **Working Lunch**
- 4:00 pm **Wrap-up and finalization of the Power Point Presentation**
- 4:15 pm **Run through of the panel's presentation on its findings & recommendations**
- 5:00 pm **Summary of Recommendations**
The panel meets with the sponsor and invited guests to present its findings and recommendations. After the panel makes its presentation, time is allotted for questions.
- 6:15 pm **Adjourn**

ULI Washington
4909 Cordell Avenue, 2nd Floor, Bethesda, Maryland 20814
Tel: 240.497.1919 • Fax: 240.497.1818 • www.washington.uli.org



Technical Assistance Panel (TAP) Program A ULI Advisory Service

How a TAP can help a public agency or nonprofit organization

The TAP program provides a unique, market-based perspective to address a broad range of issues, including:

- Strategies for revitalizing corridors or specific properties
- Analyzing the re-use potential of existing properties
- Identifying key economic and land use issues relating to public/private land use situations
- Long range visioning for corridors or nodes
- Evaluating specific development and land proposals or issues

The TAP Process and Deliverables

TAPs are comprised of 8-10 senior-level members of ULI Washington, representing a broad range of disciplines.

- Panelists are chosen specifically for each assignment, and are pre-screened to ensure that no conflicts of interest exist. Depending on the assignment, panel member expertise includes developers and owners, investors, land-use attorneys, designers, planners, engineers, market and financial analysts, and members of the public and not-for-profit sectors.
- Panels last 1.5 days, during which panelists tour the area, meet with stakeholders, and work to produce an initial report of findings, presented at the end of the second day.
- After the panel is completed, the findings are compiled in a bound report, of which the sponsor receives ten copies. Reports include both policy recommendations and illustrations.



College Park Station Area TAP

Examples of Prior TAPs

ULI Washington has conducted TAPs for:

- The District of Columbia
- Fairfax County
- Montgomery County
- The City of Alexandria
- The Cities of Charles Town and Ranson, WV
- The Maryland-National Capital Park and Planning Commission
- The Eisenhower Public-Private Partnership
- The Leesburg Downtown Improvement Association
- Port Towns CDC
- North Capitol Main Street, Inc.
- The Maryland Department of Transportation
- The Washington Metropolitan Area Transit Authority

Prior TAP reports can be found online at:
<http://washington.uli.org/Community%20Outreach/Technical%20Assistance%20Panels.aspx>

TAP Application and Schedule

After receiving an application, members of the TAP Committee will arrange an initial meeting to understand and refine the assignment objectives as well as identify key issues. Decisions on whether the committee can accept the panel assignment will be determined shortly after the initial meeting. A two- to three-month lead-time is necessary to provide sufficient time to assemble the best available panel members, compile briefing materials, and plan for the logistics of the TAP program. ULI Washington charges a fee for each of its panels to cover associated costs and staff time.

To learn more about the TAP program or to request an application, please contact Jason Stuart, ULI Washington, at 240-497-1919 ext 103 or jstuart@uli.org



Technical Assistance Panel

SAMPLE AGENDA

Day One

- 2:00 pm Welcome and Introductions**
- 2:15 pm Site Tour**
Walking / bus tour of project site(s) and surrounding areas being addressed by the panel.
- 4:00 pm Sponsor Briefing**
The briefing will augment the briefing books and provide an opportunity for the panelists to ask clarifying questions. There is also the opportunity to include stakeholders and other relevant parties for presentations and roundtable discussion.
- 6:00 pm Panel Debriefing Dinner**
Panel members will have a working dinner to share information learned during the tour and sponsor briefing; discuss their initial impressions; and set the course for the following day.

Day Two

- 9:00 am Discussion of Panel Objectives - Breakfast**
- 9:30 am Panel Working Session**
Panel begins to deliberate; formulating recommendations for each of the sponsor's questions.
- 12:00 noon Working Lunch**
- 4:00 pm Wrap-up and finalization of the Power Point Presentation**
- 4:15 pm Run through of the panel's presentation on its findings & recommendations**
- 5:00 pm Summary of Recommendations**
The panel meets with the sponsor and invited guests to present its findings and recommendations. After the panel makes its presentation, time is allotted for questions.
- 6:15 pm Adjourn**

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SAMPLE BRIEFING BOOK GUIDELINES

The following are a set of guidelines, please only include relevant information

- I. Introduction**
 - a. Title page
 - b. Table of contents
- II. List of Sponsors**
 - a. List of official sponsors with organizational background
- III. The Assignment**
 - a. Summary of the problem
 - b. Questions to be addressed by the panel
- IV. History of the Site or Study Area**
- V. Description of the Study Area (as relevant)**
 - a. Physical Description
 - i. Location
 - ii. Boundaries, size
 - iii. Land uses within the study area as well as surrounding areas (residential, commercial, industrial, institutional)
 - iv. Topography, vegetation, natural resources, drainage, natural or manmade barriers or development constraints
 - v. Transportation and access
 - vi. Infrastructure and utilities – availability, location, capacity, condition
 - vii. Vacant land – location, ownership, history
 - viii. Special features, characteristics, and considerations
 - b. Economics of the study area
 - i. Employment types and trends
 - ii. Major employers
 1. Location
 2. Size – number of jobs
 3. Types of jobs
 - iii. Unemployment – level and trends
 - iv. Income data (individual and household)
 - c. Demographics
 - i. Overview of city and study area population trends
 - ii. Population size and distribution within the study area
 - iii. Age distribution (by five-year cohorts), number of households, household size
 - iv. Educational levels
 - v. Special features, such as university students or public housing residents
 - d. Housing Market (if relevant)
 - i. City market conditions and trends
 - ii. Housing types within the study area – SF, MF, ownership, rental

1. Location and number
2. Age, condition, occupancy status
3. Sales prices or rent levels
4. Tenure of occupancy: current estimates and past trends
- iii. Current and planned residential development
- iv. Competitive or alternative residential locations
- e. Commercial development – current conditions and historical trends (if relevant)
 - i. Retail
 1. Overview of area wide retail markets
 2. Retail development within the study area
 - a. Location
 - b. Size
 - c. Type
 - d. Tenant mix: goods and services offered
 - e. Parking, access
 - f. Lease rates and terms
 - g. Physical condition
 - h. Economic condition
 - i. Unique competitive strengths and weaknesses
 3. Competition (nearby commercial areas) – size, type, age, condition, access, tenant mix, level of activity
 4. Office (as above, if relevant)
 5. Industrial (as above, if relevant)

VI. Government

- a. Federal government activity affecting the study area
- b. State laws or activity affecting the study area
- c. County, if applicable: type of government; departments or agencies affecting the area such as police, fire, or health departments; relevant policies; programs, plan and regulations.
- d. Local government
 - i. Type of government – structure; roles and responsibilities
 - ii. Sources of revenue; taxation
 - iii. Current plans affecting the study area, such as comprehensive plans, area plans, school system plans, capital improvement programs, etc.
 - iv. Laws and regulations impacting land use and development in the study area (note any unusual or constraining provisions)
 - v. Agencies or departments with responsibilities in the study area; relevant local policies and programs (such as inclusionary zoning or subsidized housing program, economic development programs, school busing requirements, social service programs, etc.)
 - vi. Local political representation: key issues; type and level of interest and activity

VII. Private Sector Involvement: Name, location, and briefly, the history, interests, policies, programs, resources, representation, and activities of each (as relevant)

- a. Neighborhood associations or community development associations active in or affecting the study area
- b. Schools, hospitals, churches, etc., within or affecting the study area
- c. Financial institutions, foundations, major corporations active in or interested in the area
- d. Business organizations
- e. Others as appropriate (such as private social service providers)

VIII. Additional relevant information



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At a business meeting of the Board of Supervisors of Loudoun County, Virginia, held in the County Government Center, Board of Supervisors' Meeting Room, 1 Harrison St., S.E., Leesburg, Virginia, on Wednesday, October 16, 2013 at 4:00 p.m.

IN RE: BOARD MEMBER INITIATIVE: SILVERLINE DISTRICT INITIATIVE/
METRORAIL TAX DISTRICT COMPREHENSIVE PLAN
AMENDMENT(CPAM)

(This item was initiated by Mr. Williams.)

Mrs. Volpe moved that the Board of Supervisors direct that the Silverline District Initiative/Metrorail Tax District Comprehensive Plan Amendment (CPAM) be added to the Board's Strategic Plan Initiatives.

Seconded by Mr. Reid.

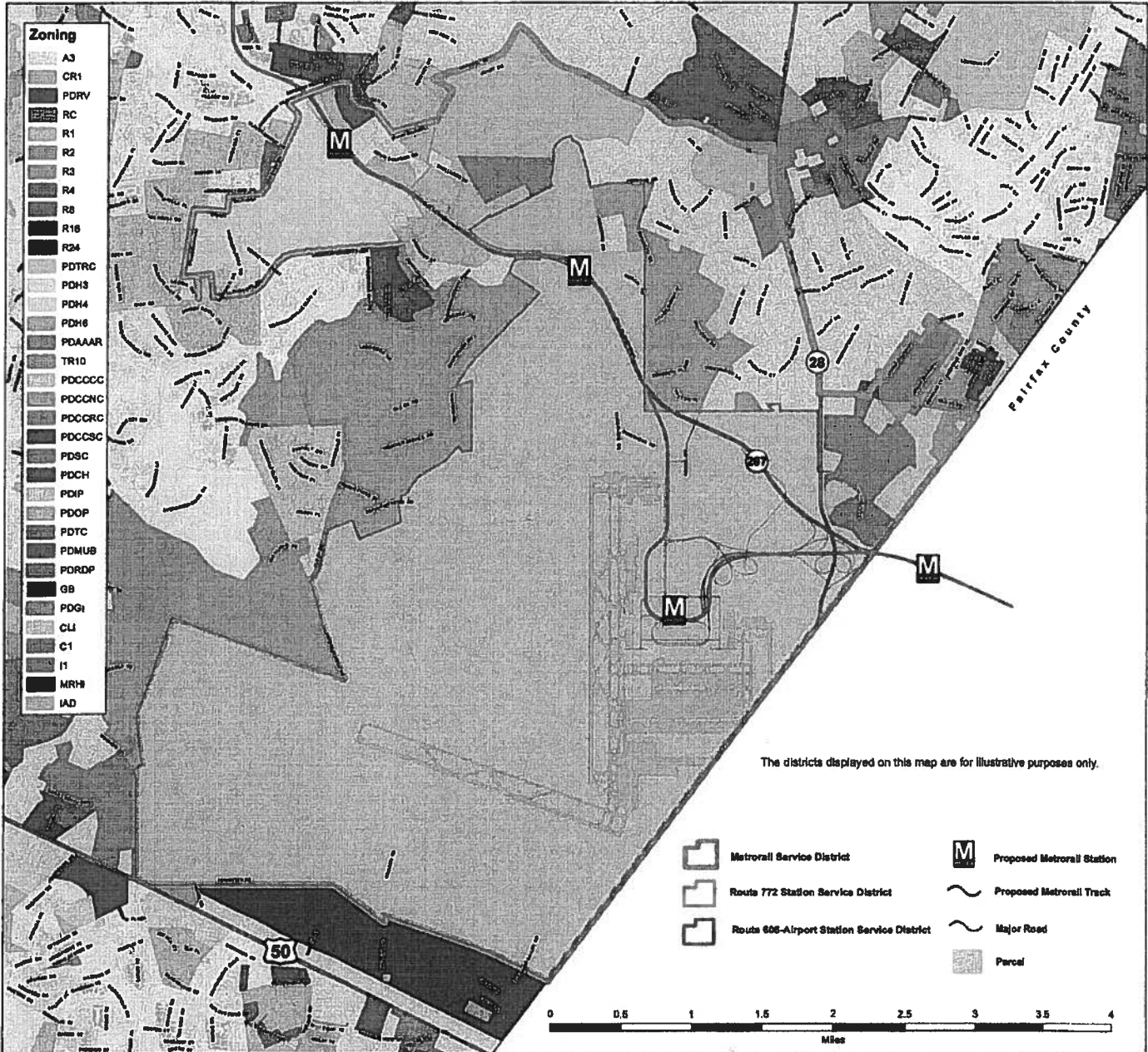
Mrs. Volpe accepted Mr. Williams' friendly amendment to include the Revised Map (entire Metro Tax District) as part of the motion.

Voting on the Motion, As Amended: Supervisors Buona, Clarke, Higgins, Letourneau, Volpe, Reid, Williams and York – Yes; Supervisor Delgaudio – No.


DEPUTY CLERK FOR THE LOUDOUN
COUNTY BOARD OF SUPERVISORS

(12-BOARD MEMBER INITIATIVE: SILVERLINE DISTRICT INITIATIVE/METRORAIL TAX DISTRICT COMPREHENSIVE PLAN
AMENDMENT(CPAM))

Zoning: Metrorail Service District Route 772 and Route 606-Airport Station Service Districts



Loudoun County Office of Mapping and Geographic Information

Date Mapped 04.30.2013
Map Number 2013-046