


APPENDIX 3: ECONOMIC DEVELOPMENT AND HOUSING SUMMARY TABLE

						
<p>2015-16 Comprehensive Plan Review</p>						
<p>Chapter 4: Economic Development and Housing</p>	<p align="center">Measurable? (Metric)</p>	<p align="center">Accomplished/ Completed?</p>	<p align="center">Responsible Party</p>	<p align="center">Progress Since 2011</p>	<p align="center">Timeframe for Implementation</p>	<p align="center">Geographic Location</p>
<p>Goals: (Goals are considered broad, generalized statements describing the Town's short-, medium-, or long-term intentions and desired results. Goals should seek to establish a unified direction for achieving the shared values above.)</p>						
<p>1. Promote the establishment of a variety of commercial and light industrial businesses of various sizes, which serve Town and area residents and provide job opportunities, in planned commercial and industrial areas as depicted on the future land use plan map.</p>	<p align="center">Yes (number and size of business establishments)</p>	<p align="center">N/A</p>	<p align="center">Town, Landowners/Developers</p>	<p align="center">The Town has continued to encourage business development and has seen a number of new businesses locate in the Town's commercial areas since 2011</p>	<p align="center">Ongoing</p>	<p align="center">Commercial districts/areas</p>
<p>2. Provide for future residential development that represents the logical expansion of the Town's existing pattern of development with respect to the configuration of streets, blocks and lots. Ensure that any future residential growth, whether infill or otherwise, does not exceed the capacity of the Town to provide essential public services to residents.</p>	<p align="center">Yes (pattern and character of future residential development and extent to which it is consistent with that of existing neighborhoods)</p>	<p align="center">N/A</p>	<p align="center">Town, Landowners/Developers</p>	<p align="center">Infill development since 2011 has (for the most part) been consistent in character with that of the surrounding neighborhood</p>	<p align="center">Ongoing</p>	<p align="center">Residential districts/areas</p>
<p>Policies: (Compared to goals, policies are more specific and action-oriented statements describing an measure intended to produce a desired result. Policies should be designed to implement goals.)</p>						

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1. Provide for a greater mix of dwelling and building types for new residential development on infill parcels while preserving the Town’s predominately single-family character.	Yes (increased mix of dwelling/building types for new residential development)	N/A	Town, Landowners/Developers	None; all of the new dwellings constructed since 2011 have been SFDs	Ongoing	Residential districts/areas wherein such uses are
2. Promote a mixture of commercial and/or light industrial uses on sites where indicated on the future land use map at a scale consistent with that of surrounding areas and neighborhoods.	Yes (number and location of commercial and industrial business establishments)	N/A	Town, Landowner	The Engle Tract, which permits a mixture of such uses, has not yet been developed	Ongoing	Engle Tract
3. Promote the planning of land in Loudoun County located adjacent to (southeast of) the Engle Tract for similar “flex” uses with the understanding that the owner/developer would be responsible for the extension of public infrastructure into this area and pursuing any approvals necessary to accomplish this under the relevant policies of the County and/or Town.	Yes (whether plans have been developed for the Engle Tract)	No	Town	The Town is currently developing a concept plan for the Engle Tract to assist the owner in marketing the property to potential developers	Short-term	Engle Tract
4. Facilitate the redevelopment of existing buildings and parcels in the historic downtown, including those located along the E. Broad Way corridor and sections of S. Locust and S. Loudoun Street located within one block of E. Broad Way, by maximizing the adaptive reuse potential of existing structures in order to promote small business uses, including “start-up” businesses.	Yes (number of buildings that have been reused)	No	Town, Landowners	The brewpub reused the funeral home at the corner of Locust Street and E. Broad Way	Long-term	Town's Historic District
5. Promote the concept of the Town Center and adjacent areas being a focal point for community life not only a concentration of economic development uses.	No	N/A	Town	The Town Square and Town Green currently serve as focal points for community activities, and will increasingly serve as activity centers with the finished construction of the Lovettsville Square commercial center	Ongoing	Town Center

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6. Locate professional and/or medical office uses in the historic downtown, areas planned for commercial use adjacent to the Town Center, and areas adjacent to the Heritage Highlands retirement community at the southern end of the Town.	Yes (location of professional and medical uses)	N/A	Town, Landowners, Commercial Tenants	The doctor's office located in the old post office building in June of 2011 and moved into the Lovettsville Square commercial center in 2016	Ongoing	Town Center Commercial Core Area, W. Broad Way, Heritage Highlands
7. Where feasible, and as authorized by state law, establish development policies for office, commercial, retail and light industrial sites that promote a scale, form, orientation and massing of development on sites compatible with the existing character of the Town. In addition, establish architectural design guidelines for new commercial uses, where authorized by state law, in order to complement the existing architecture and character of the Town.	Yes (number, location, scale and architectural style of new professional offices)	No	Town, Landowners/Developers	The Lovettsville Square commercial center and new 7-Eleven convenience store reflect the Town's desired architectural style for properties adjacent to the Town Square	Long-term	Areas planned for future professional office uses
8. Promote transportation improvements that will serve the economic development of the Town and facilitate commuting by Town residents to regional employment destinations.	Yes (number and type of transportation improvements)	N/A	Town/County	The County has developed plans for improvements, including a potential roundabout, at the intersection of Route 9 and Route 287 in order to reduce wait times at the traffic light located there	Ongoing	Western Loudoun
9. Promote development policies and capital projects that provide pedestrian circulation and access facilities (sidewalks and trails) throughout the Town and on streets that lack adequate facilities, including along the Town's older transportation corridors (e.g. East Broad Way, South Loudoun Street, etc.), in order to improve safety and reduce the need for vehicle use.	Yes (number and type of policies and projects that include pedestrian facilities)	No	Town	The S. Berlin Pike shared-use trail was constructed in 2015. Phase 1 of the E. Broad Way Streetscape Project was completed in early 2016.	Long-Term	Town-wide
10. In addition to efforts by the Town, encourage Loudoun County to provide enhanced public facilities, governmental services, and amenities, including recreation facilities, which will serve the Town's economic development objectives and make the Town more attractive for existing and prospective businesses.	Yes (number of new Town and County public facilities)	No	Town, County	The Town CUP was approved for the Community Center, and a County site plan was prepared and submitted for the community park.	Short-term	County-owned properties

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11. Facilitate the establishment of tourism-based businesses such as lodging and restaurant establishments in order to support the local tourism industry.	Yes (number of tourism-related businesses)	No	Town, County	The brewpub located in the funeral home at the corner of Locust Street and E. Broad Way	Long-term	Commercial districts/areas
12. Encourage and facilitate development of the Town Center commercial core in a manner that promotes centralized parking and makes it convenient for pedestrian traffic to access multiple shopping destinations from a central parking location.	Yes (location of parking areas and proximity to commercial uses)	No	Town/Developer	The Lovettsville Square commercial center included a centralized parking lot that will provide parking for future phases	Medium-term	Town Center Commercial Core Area
13. Encourage non-residential development to provide pedestrian circulation on-site and pedestrian access to all types of uses on adjacent properties.	Yes (pedestrian facilities constructed for non-residential development projects)	N/A	Town	Pedestrian facilities are required for non-residential developments involving submission of a site development plan. All such projects have been required to provide sidewalks along public thoroughfares connecting to adjacent neighborhoods and areas.	Ongoing	Town-wide
14. Where feasible, implement the Main Street design concept for all types of development so that buildings are located close to streets and sidewalks and parking is generally located behind buildings.	Yes (establishment of requirements)	No	Town	The Town has zoning requirements that encourage or require that parking be located behind buildings in the C-1 and TC zoning districts. The Town has not yet added these requirements to the C-2 and I-1 districts	Short-term	Commercial districts/areas
15. Develop a public outreach program that will encourage participation by residents, businesses, and employees in the Town's planning and zoning processes that relate to the Town's economic development values, goals, and policies. Include the Loudoun County Department of Economic Development in the process as well. Continue to provide official participation in the Loudoun County Loudoun Places Program in order to share ideas and possible planning and development solutions with other jurisdictions in the County.	Yes (establishment of a program)	No	Town	The Town routinely involves citizens and encourages citizen participation in all planning and zoning discussions and decisions. The Town has not yet developed an SOP or written program	Short-term	N/A

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16. The Town recognizes the need to fund and implement capital improvements in advance of development in order to incentivize the development of properties for commercial and/or light industrial business uses. As such, the Town intends to develop and implement the Town's Capital Improvement Program so as to take economic development potential into consideration, and establish appropriate priorities so that the timing of construction of capital improvements, including streetscape enhancements, will facilitate the Town's economic development goals and policies.	Yes (implementation of streetscape improvement projects)	No	Town	The E. Broad Way streetscape improvements project between the community center and Locust Street was completed.	Medium-term	E. Broad Way, S. Loudoun Street
17. Implement the findings of the market study conducted in 2016, including any follow-up analyses and/or plans, to determine whether supportable commercial uses should be added (in the zoning ordinance) to the lists of uses permitted in the Town's commercial and industrial zoning districts. Update the zoning ordinance to add definitions and performance standards for such uses, as necessary.	Yes (degree to which findings have been implement and uses have been added)	No	Town/Property Owners	None	Short-term	Commercial and industrial districts/areas
18. Develop an Economic Incentive Program that encourages businesses from outside the Town to relocate to the Town on properties available and planned for commercial and/or industrial development. Work with small businesses as well to maximize retention and promote a healthy small-business environment	Yes (average time to approve plans and issue permits, adoption of tax breaks/incentives)	No	Town	The Town amended the subdivision ordinance to allow for staff approval of site plans, subdivision construction drawings and final plats, thereby expediting approval	Short-term	Town
19. A comprehensive signage program should be developed for shopping centers that will address the signage requirements for all types of uses. These requirements should be incorporated into the zoning ordinance to ensure compliance for all new developments which include multiple businesses.	Yes (related zoning regulations drafted and adopted)	No	Town	This is required in the TC District but not in other commercial zoning districts	Short-term	Commercial districts/areas
20. Limit future residential development such that the Town's total population will remain under the population threshold established by the Code of Virginia for towns eligible to receive payments from the Commissioner of Highways for maintenance, construction, and reconstruction of urban highways within the municipality.	Yes (residential growth rate; total resident population)	No	Town	The Town's population continues to grow but will likely remain below 3,500 population as long as growth continues in accordance with the density currently allowed within the Town's corporate boundary	Long-term	Residential districts/areas

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21. Limit the establishment of alternative housing types, such as duplexes and townhouses, to infill properties that are (i) located adjacent to properties where such uses currently exist; (ii) located in proximity to existing or planned commercial areas; or (iii) otherwise located where depicted on the future land use map.	Yes (number and location of townhouses and duplexes)	N/A	Town	No townhouses or duplexes have been built in Town since 2011	Ongoing	Certain residential properties as indicated
22. Authorize townhouses and/or duplexes in the Town only: (1) upon petition of a property owner to amend the zoning ordinance to create a new zoning district specifically for such uses; and (2) upon approval by the Town Council of an application to rezone an owner's parcel(s) to the new zoning district.	Yes (number/type of applications to amend the zoning ordinance and rezone)	N/A	Town, Landowners/Developers	No requests for townhouses or duplexes have been considered by the Town since 2011	Ongoing	Residential districts/areas
23. Establish a working group or special committee to: (1) evaluate workforce housing affordability and availability for people employed, both currently and in the future, in businesses located in the Town of Lovettsville; and (2) make specific recommendations for adjusting land use/housing policies and zoning requirements in order to better accommodate the Town's growing workforce through the creation of affordable housing opportunities.	Yes (establishment of a working group and development of recommendations)	No	Town	None	Short-term	TBD