

VISIT LOUDOUN – JUNE 4, 2020

| MEETING DATE | COMMUNITY GROUP/ADVISORY BODY | COMMENT |
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| 6/4/2020 | Visit Loudoun | Value - Like the opportunity that process provides Visit Loudoun members to demonstrate the value of their business to the community. The public process, as well as the work that people put into business plans, etc, provides the opportunity to demonstrate assets and value to community, |
| 6/4/2020 | Visit Loudoun | Predictable - helps you understand steps of process and how to work within them. |
| 6/4/2020 | Visit Loudoun | In smaller communities, public process allows people to apply personal opinion and judgement to applications (rather than consider consistency with plan policy). |
| 6/4/2020 | Visit Loudoun | The length of the review process causes popular or "hot" business ideas or projects to lose momentum or those proposing to move on from trying to establish business in the County. |
| 6/4/2020 | Visit Loudoun | Frequently hear that process is unclear and confusing, too bureaucratic and that forms are too long. Difficult to classify some uses. Zoning Ordinance does not keep pace with new uses. |
| 6/4/2020 | Visit Loudoun | Determinations and resulting appeal to BZA adds difficulty to process, largely as it relates to classifying new uses. |
| 6/4/2020 | Visit Loudoun | By-right makes establishment of wineries and breweries much simpler and to open quickly. |
| 6/4/2020 | Visit Loudoun | Where possible, consistent definitions between town and county would be helpful, especially since there is not a lot of difference in location between town or county at boundaries. |
| 6/4/2020 | Visit Loudoun | Some businesses feel that it appears that uses are arbitrary or dated. This could have to do with the ZO and use list being out of date. ZO needs a refresh. |
| 6/4/2020 | Visit Loudoun | Uses and definitions are too rigid. A lot of great ideas do not fit the uses/definitions and applicants spend a lot of time trying to figure out how to fit the idea into the permitted uses in the ZO. Can lose some of the nuanced innovations that would be consistent with the vision for the zoning district, but are not allowed in the use list. |
| 6/4/2020 | Visit Loudoun | We need a process to get ahead of innovations or trends, so that the ZO would allow these uses before the use loses popularity or opportunity for these innovative businesses/people move on to another locality. |
| 6/4/2020 | Visit Loudoun | Use list needs to consider that there are new and different uses that could occur on agricultural lands. This needs to include consideration of how these uses will affect agricultural uses and neighboring uses or localities/towns (could be negative or positive). |
| 6/4/2020 | Visit Loudoun | Process helps to ensure resources, such as water, a protected. When businesses are comingled with other uses, such as residential, the standards ensure that businesses can coexist without using up resources needed by everyone. |
| 6/4/2020 | Visit Loudoun | Safety - performance standards provide a protection for both business owners and residents living around a use. The standards help ensure that uses will not adversely impact neighbors. |
| 6/4/2020 | Visit Loudoun | Performance standards help you understand impact of businesses up front and how to avoid them and be good neighbors. |
| 6/4/2020 | Visit Loudoun | Performance standards are weaponized to block and obstruct rural uses and business concepts that communities and residents do not like. Tends to come from communities and residents, not from other businesses (who tend to be collaborative). |
| 6/4/2020 | Visit Loudoun | Performance standards are not adaptive to the place. For instance, rural signage issue. A large property with a lot of frontage has to meet same standards as a smaller business in Sterling. Also, safety issues because sign can only be at entrance/without approach signs that cause people to slam on brakes. |

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| 6/4/2020 | Visit Loudoun | Scalability - sign example. Signs permitted needs to make sense based on the size of the property. Signs can be informational, identifying crops or varieties. |
| 6/4/2020 | Visit Loudoun | Universal - size of business is not considered when performance standards apply. |
| 6/4/2020 | Visit Loudoun | Should be used fairly, adaptable, but not too bendable. They can be tricky considering they can be changed or subject to opinions. |
| 6/4/2020 | Visit Loudoun | Plant unit calculation seems to result in a more consistent buffer planting that will flow with neighborhood and plants will not grow too big. |
| 6/4/2020 | Visit Loudoun | Landscaping in parking lots is better/should screen sea of parking. Location of parking should be more obscured. |
| 6/4/2020 | Visit Loudoun | Dislike that landscaping that is planted does not always reflect what is depicted on plans/illustratives. Should be held to what is depicted. |
| 6/4/2020 | Visit Loudoun | Businesses should be held to providing and maintaining required landscaping. If it dies, it should be replaced. |
| 6/4/2020 | Visit Loudoun | Issue when looking at short term residential rentals. |
| 6/4/2020 | Visit Loudoun | Parking regulations are a good starting place to figure out how many spaces you might need. |
| 6/4/2020 | Visit Loudoun | Appreciate creative use of parking spaces/lots currently for other uses for businesses during the pandemic. |