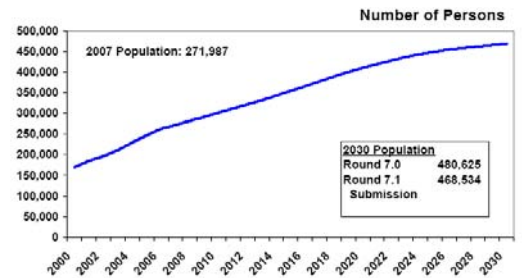




County Staff Presents Fiscal Impact Update to BOS

The Department of Management and Financial Services' Ben Mays and Beth Hilkemeyer, presenting to the Board of Supervisors on February 6, provided an overview of the 2006 *Annual Update of Demographic, Revenue and Expenditure Modules and Growth Scenarios* from the Fiscal Impact Committee (FIC). The FIC is a 15-year old group of community members, supported by key Loudoun County Government demographic, fiscal and economic development staff. The committee was established by the Board to periodically review and analyze key demographic inputs and assumptions affecting the county's residential and nonresidential projections.

Forecasted Population
2006 FIC Approved Inputs, Intermediate Scenario



Department's Prospect Activity—February:

- Responded to 372 general information requests
- Distributed 13 maps, 72 business guides and 7 growth summaries
- Conducted 65 business appointments
- Worked with 2 new and 37 on-going prospects
- Received 61,794 hits on www.loudounfarms.org, with 3,031 user sessions.

The 2006 report, which was unanimously approved by the Board during its February 6 meeting, is the first major update since 2002. This update forms the basis for growth forecasts submitted to the Metropolitan Washington Council of Governments (COG). COG, a nonprofit regional organization of 21 Washington-area local governments, uses the information from its regional forecasting in responding to issues such as population growth, transportation, and the environment.

Overall, the FIC's update forecasts a continuation of strong economic growth during its study timeline through 2030. Jobs in the county are forecasted to have a steady increase, growing from 145,000 jobs in 2007 to 316,000 by 2030. This reflects not only more aggressive job growth than had previously been forecasted, but the new inclusion of employment not tracked by the Virginia Employment Commission.

In recognition of nonresidential permits in recent years exceeding prior forecasts, Loudoun's nonresidential development in this year's FIC update breaks away from the prior forecasts of three million square feet permitted each year. The FIC's new intermediate scenario projects 3.5 million square feet permitted annually through 2012, then 4 million square feet through 2022, at which point Loudoun returns to its prior trend of 3 million square feet permitted annually until 2030.

For residential growth, the FIC's update acknowledges the effects of both slower growth than was experienced between 2000 and 2005, and limits on residential development in the western portion of the county under the county's land use plans. Under the FIC's "intermediate" scenario, the county's current population is now projected to grow from approximately 272,000 residents in 2007 to 469,000 by 2030, a decrease from prior forecasts of 481,000. Expectations for residential development drive this trend, with fewer new residential units expected in the near term, and a tapering off of new units towards the end of the forecast period as land available for new residential construction dwindles.

A PDF of the 2006 *Annual Update* will be available on-line under the "About Loudoun" section of the www.loudoun.gov website. Hard copies of the report will be available for pick-up in mid-March from the Department of Management and Financial Services.

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Business Announcements

Flowers Foods of Lynchburg, a division of Flowers Foods, LLC, recently relocated their Loudoun distribution center to Dulles Woods Business Park in Sterling. The 14,400 square foot space employs a staff of 20.

Flowers Foods is headquartered in Thomasville, Georgia, and is a leading producer and marketer of packaged bakery foods in the United States. The company operates 36 bakeries that pro-

duce breads, buns, rolls, snack cakes, and pastries, which are distributed to foodservice and retail customers in the Southeastern, Southwestern, and mid-Atlantic states.

Flowers' brands include Nature's Own, Cobblestone Mill, Dandee, Flowers, Betsy Ross, European Bakers, BlueBird, Mrs. Freshley's, Mi Casa, and Tesoritos, as well as regional franchised brands, such as Sunbeam and Bunny.

Lincoln Charrette Tackles Traffic Improvement, Village Preservation



Photos by Sarah Huntington

Design Cabinet members, *above*, work on their conceptual plans for the Village of Lincoln.



In response to resident concerns about vehicle speeding and increased traffic through the historic village of Lincoln, the Loudoun County volunteer Design Cabinet undertook a charrette at the Lincoln Studios February 9 to examine the issues and develop conceptual remedies.

Participating representatives of the Design Cabinet included Chairman Alan Hansen, and members Brian Fuller, Milt Herd, Scott Mingonet, Martha Mason Semmes, Jen Sterling, and Mark Thomas. John Martin assisted as a guest of the Design Cabinet. County staff included Cindy Lintz and Larry Rosenstrauch of the Department of Economic Development, and Susan Berry-Hill and Meghan Boyce of the Planning Department.

The Cabinet first listened to resident opinion on the issues, with several participants expressing both concern over the speed and volume of traffic, as well as their desire to keep the 200-year old community of Lincoln "village-like" in feel.

The Cabinet members and public participants then split into two groups to develop complementary proposed solutions for Lincoln Road, the main thoroughfare through the village. Both teams focused on maintaining and fostering Lincoln's village atmosphere, with suggestions that included the addition of significant new landscaping at the village gateway, as well as fence installation, on-street parking, improved sidewalks, tree replacement at Dogwood Farm to create a tree canopy complete with special low-lighting in the trees, and the installation of curves in the road, traffic islands, round-a-bouts, traffic-calming signage, raised crosswalks, and textured road surfaces.

Team Two also examined the transition and core areas in the village where the speed limit drops from 35 to 25 mph, and then to 15 mph in the village center. The participants suggested developing a system of road signs that uses odd-numbered speed limits to slow traffic; for example, "17 mph" could be used through the village of Lincoln.

The complete Lincoln charrette report is available at <http://biz.loudoun.gov/designcabinet/charrettes.htm>.

In the News

- ◆ The *Washington Post* reported in February that Sterling-based Niitek (www.niitek.com) has been awarded a \$10 million contract from the General Services Administration. Niitek stands for Non Intrusive Inspection Technologies, and the company reports that its focus is on the development of the world's best ground-penetrating, radar-based, vehicle-mounted mine detection systems. The company reports steady growth since 2000, with an average yearly growth of approximately 100% and growth of approximately 50% during 2006.
- ◆ Middleburg businesses are encouraged to find out the latest “biz buzz” at the **Middleburg Business and Professional Association’s spring mixer** on Tuesday, March 6 from 5:30 to 7:30p.m. The event will be hosted at the Books & Crannies shop at 15 South Madison Street in Middleburg, with refreshments provided by town businesses. Middleburg businesses interested in attending should RSVP by calling 540.687.6082 or emailing hazard@middleburgcountryinn.com by March 2.
- ◆ The **Signatures of Loudoun Design Awards** program closed its call for nominations in February, after receiving 40 entries. The Design Cabinet will be reviewing the nominees and making their final selections for winners at their upcoming meeting on March 9. Winners will be announced at the Loudoun Economic Development Commission’s VIP Reception on May 3.
- ◆ Loudoun’s distinctive restaurants and its growing wine industry are a reflection of a recent national travel study indicating that Virginia is among the top culinary travel destinations in the country. The first-ever national culinary tourism report from the Travel Industry Association (TIA) rates Virginia 8th for wine tourism and 15th for food-related travel. According to the study, culinary tourism is a growing travel trend, with 27 million travelers, or 17 percent of American leisure travelers, engaged in culinary or wine-related activities within the past three years. The new TIA report surveyed more than 2,300 U.S. leisure travelers. The TIA study ranked Virginia 8th for wine-related travel, and also stated that wine travel is a fast-growing tourism trend for Virginia, which is 5th in the nation for number of wine producers. Locally, Loudoun acreage dedicated to winegrapes has increased 200 percent in the last five years.
- ◆ The **Wayfinding Committee** for Loudoun County presented its recommendations for a new signage system to the Board of Supervisors February 6. The Board approved the committee’s preferred design options, and recommended minor revisions to the color scheme and font, which are now being implemented. The project will now move on to destination selections, before proceeding on to Stage Two. The signs will serve as a county-wide system welcoming and guiding visitors, employees, and residents to key cultural, recreational, civic and commercial destinations.

NIITEK



Niitek’s “Mini-Stalker” mine detection advanced prototype.

Get the Biz Buzz!

The Middleburg Business and Professional Association’s Spring Mixer is March 6.



Loudoun is expected to open its 15th winery in 2007. The 2007 Loudoun Wine Trail brochure is hot off the press and being distributed in March.



Three renderings of the approved conceptual design for Loudoun’s wayfinding project.

SECONDARY GATEWAY POST & PANEL OPTION

Loudoun County
Department of Economic Development

1 Harrison Street, SE, MSC #63
Leesburg, Virginia 20175
Phone: 703-777-0426
Toll Free: 1-800-loudoun
Fax: 703-771-5363

VISIT US ON THE WEB AT:
BIZ.LOUDOUN.GOV



Department and Commission News

- ◆ The DED Rural Team is putting the final touches on the **Third Annual Forum for Rural Innovation**, scheduled for March 9 at the Best Western Motor Lodge from 8:30a.m. to 3:30p.m. This year's event will provide the region's farmers, landowners, rural business owners, elected and appointed officials and others an opportunity to see and hear rural industry leaders discuss innovative practices and methods for agricultural development. Registration is \$35 and includes a continental breakfast, and a buffet lunch with locally-produced Roxley Farms beef and Endless Summer Harvest salad. Two highlights of the six planned presentations are:
 - ◆ **USDA Beltsville Research and How it Directly Affects Your Production**, by Dr. Phyllis Johnson, Director of the Beltsville Agricultural Research Center, the largest agricultural research center in the world. Dr. Johnson also oversees the United States National Arboretum.
 - ◆ **Marketing Opportunities and Alternative Enterprises for Small Scale Farming** by Andy Hankins, Virginia Cooperative Extension Specialist at Virginia State University in Petersburg, Virginia.

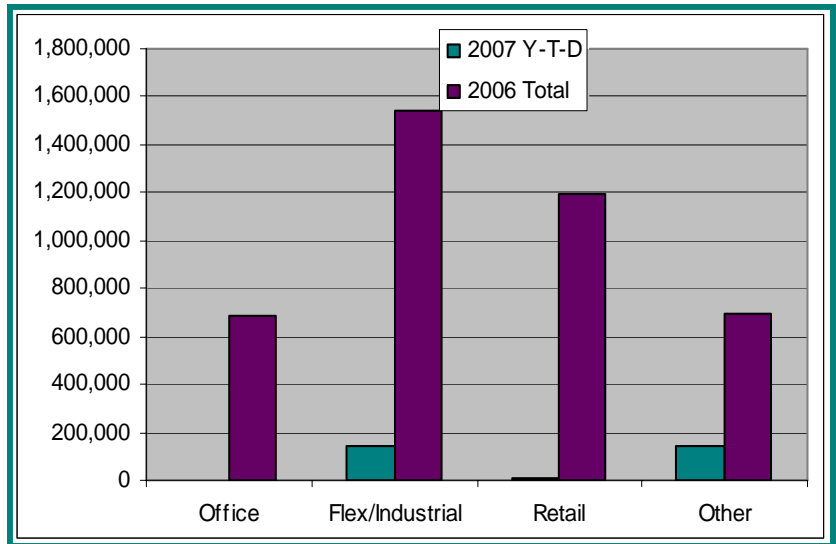
For a complete listing of presentations or to register, download a brochure at <http://www.loudounfarms.org> or call 703-777-0426.

Construction Activity

In January 2007, Loudoun County permitted a total of 296,017 square feet (SF) of nonresidential construction:

- ◆ Office — 0 SF
- ◆ Flex/Industrial — 143,989 SF
- ◆ Retail — 9,533 SF
- ◆ Other — 142,495 SF
- ◆ Taxable — 153,522 SF
- ◆ Route 28 — 128,121 SF

The cumulative amount of nonresidential square footage permitted in 2007 is 296,017, a 47 percent decrease over January 2006.



**Nonresidential Construction – Square Feet Permitted
2007 Y-T-D and 2006 Total**