

**Department's Prospect Activity—April and May:**

- Responded to **315** requests for general information
- Conducted **36** business visits and **1** presentation
- Distributed **12,000** Spring Farm Tour brochures, **10** marketing packages, **15** business guides, **17** maps, and **8** growth summaries
- Assisted **17** new business start-ups
- Worked with **8** new and **49** on-going prospects
- Submitted **1** proposal
- Received **82,319** hits on [www.loudoun.gov/business](http://www.loudoun.gov/business), with **21,887** user sessions
- Received **137,740** hits on [www.loudounfarms.org](http://www.loudounfarms.org), with **6,796** user sessions

**Secretary Wheelan Leads Charge at Education Summit**

Virginia Secretary of Education Belle Wheelan rallied the troops at the April 26th Loudoun Higher Education Futures Summit. The event was sponsored by the Loudoun County Economic Development Commission's Education and Workforce Committee, and was a joint venture among Loudoun's higher learning institutions.



Virginia Secretary of Education Belle Wheelan

Speaking at the George Washington University Virginia Campus to an audience of Loudoun college and university representatives, leaders of Loudoun's K-12 school system, and local business leaders, Secretary Wheelan's keynote address challenged the group to help solve problems that are affecting school systems throughout Northern Virginia.

One of her key goals was for those in attendance to remember the "mass mob in the middle [that] gets lost ... the mass mob that comes to you for a job." She noted that 80% of jobs require post high-school training, and that parents and students need to better understand the critical link between skills learned in school and the skills needed in a career.

To accomplish this, she stressed the importance of the "practicality of education," and suggested that internships, early career counseling, and better communications among the business community, colleges, and parents will help to prepare students for profitable jobs that can also benefit society.

An education panel discussion during the second half of the summit featured representatives from many of Loudoun's higher learning institutions addressing

*(See Higher Education Summit, continued on page 4)*

**Loudoun Design Cabinet Making Countywide Impacts**

Loudoun's volunteer cadre of architects, designers, and community members took on three significant projects this spring: Main Street Loudoun-sponsored design charrettes in Hamilton and Middleburg, and the inaugural *Signatures of Loudoun* 2005 Design Excellence Program.

In Hamilton, Cabinet members worked with 30 town officials and community members to create concepts for increasing the town's economic base, while still maintaining the small-town, welcoming feel of the community. To accomplish these goals, Design Cabinet members focused the participants to explore two possible pathways. One option that resulted was for Hamilton planners to emphasize the walkability of the town through the addition of sidewalks on both sides of main streets, and the promotion of "walkers, hikers, and bikers" with the establishment of a town green, shelter facilities and a connection to the W&OD

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## Announcements and Expansions

### New & Existing Business



- ◆ **Adiva Corporation** ([www.adiva.com](http://www.adiva.com)) moved its Herndon headquarters in late May to 5,595 square feet at Loudoun Tech Center. Adiva was established in 1982 as a design services company, and was eventually acquired by, and later spun off, from Loudoun circuit board manufacturer Automata. Adiva is now a leading supplier of printed circuit board design validation tools. Adiva clients have included Motorola, Lockheed Martin, and IBM. The company employs approximately 12 people.

imity to Washington Dulles International Airport and to the company's major clients, including America Online, in the Dulles corridor.

The state-of-the-art building includes six bays for maintenance and Virginia Inspections, a body shop and a car wash/detail center. Reston Limousine is now the only limousine company that is certified to conduct Virginia Inspections on site. The new location has parking for over 100 vehicles, with plenty of room for the company's elongated buses and stretch limousines.

- ◆ **Cordys** ([www.cordys.com](http://www.cordys.com)), a web-based software developer, announced in late March that it had opened its U.S. headquarters in Sterling. The company employs eight people, and is led by Jay Baan, the former head of Baan Companies, which originally purchased Janelia Farm for its headquarters in 1997 but abandoned those plans in 1999.

- ◆ **George Mason University** ([www.gmu.edu](http://www.gmu.edu)) has announced the impending opening of Mason@Loudoun, its new Loudoun County campus, for fall of 2005. The new facility will be located in Loudoun Tech Center at 21641 Ridgetop Circle, and will be offering course work in nursing, health science, education, social work, information technology, and management, along with undergraduate general education courses.

The goal of Mason@Loudoun is to provide courses that will introduce Loudoun-area workforce and residents to study in a number of areas

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- ◆ **Belfort Furniture** ([www.belfort.com](http://www.belfort.com)) broke ground in May on an 83,224 square foot expansion of their warehouse facilities at the new Dulles Woods Business Park off Cedar Green Road. The expansion is expected to bring 50 new jobs to the furniture company, which has been in Dulles off Shaw Road since 1995. The new building is being constructed by Opus East, a developer who entered the Northern Virginia market in May 2004 with the purchase of the 28-acre Dulles Woods Business Park site. Two additional buildings will be constructed for tenants at the Dulles Woods site.



Reston Limo President Kristin Bouweiri and staff members.

- ◆ **Reston Limousine** ([www.restonlimo.com](http://www.restonlimo.com)) announced in May the move to their new headquarters at 45685 Elmwood Court in Sterling. The new 20,000 square foot facility is completely owned and custom built by Reston Limousine, and is located on three acres chosen for its prox-



## Announcements and Expansions

### New & Existing Business

(Continued from page 2)

- while providing current students degree completion alternatives without the commute to Mason's other locations in Northern Virginia. A Director of Loudoun Operations and a Field Services Manager will be hired for the campus, and existing George Mason faculty will teach the courses.
- ♦ **Orbimage** ([www.orbimage.com](http://www.orbimage.com)), a subsidiary of parent company Orbital, recently signed a 7-year lease at 39,103 square feet at 21700 Atlantic Boulevard. Orbimage is a leading provider of geospatial imagery products and services.
- ♦ **Galletta's Pasta and Italian Specialties** ([www.gallettas.com](http://www.gallettas.com)) opened its doors in Leesburg April 22. Galletta's is a family run business with a focus on homemade pasta and Italian food specialties. Items made daily includes pre-

pared-to-go lasagna, sandwiches and salads as well as various types of ready-to-cook fresh pasta and ravioli. In addition, Galletta's provides Italian delicacies, including a wide variety of imported Italian cheeses, olives, olive oil, vinegar, cured meats, and many other specialty items. The store is open Tuesday through Sunday.

- ♦ Four other Leesburg businesses recently held ribbon cutting events. **Persnickety Palm**, which bills itself as "Fun Finery for the Finicky" and the new **Leesburg Bookstore**, both of which are located on Wirt Street, as well as **Edward Jones investors**, now on King Street, all formally opened their new locations during First Friday events on May 6. **Russian Sage**, a home and garden décor shop on Loudoun Street, commemorated its late 2004 opening with a ribbon cutting April 16th.

mason@loudoun  
the right time. the right place



### Developer News

With Loudoun County's commercial vacancy rate down to its lowest point since first quarter 2001, development of new commercial buildings is on the upswing. Among the many new projects now in development:

- **Lansdowne Office Park Phase II**, a 69,000 square foot build-to-suit condominium complex, is currently being marketed to medical, research and biotech firms by Lansdowne Real Estate.
- Toll Brothers has submitted its first site plans and qualified for the Modified Process for a 125,000 square foot, five-story office building at the commercial sector of the **Belmont development** off Route 7.
- **University Commerce Center**, a 140,000 square foot, four-building cluster to be built on Presidential Drive in Ashburn by Clarke-Hook, will feature 56,000 square feet of research and development space.
- **Dulles Woods Business Park**, a 248,369 square foot Opus East development off Cedar Green Road. The project includes three buildings, the first of which is an 83,224 square foot build-to-suit for Belfort Furniture.
- TUCON Construction is nearing the end of construction on four condominium-warehouse buildings totaling 294,000 square feet at **Steeplechase** in Dulles. The project is expected to be completed this July. TUCON also just completed construction at the new **Lindsay Volkswagen dealership** off Route 28 at Cedar Green Drive.



Lansdowne Office Park Phase II



TUCON's Lindsay Volkswagen

## In the News: Rural Businesses



Winery owners Paul & Alexis Breaux



Considering the recent Spring Farm Tour, national publicity, and a landmark Supreme Court decision, it's been a busy spring for Loudoun's rural businesses:

- ◆ The **Spring Farm Tour** was held in ideal weather May 21 and 22, bringing the "largest crowds in several years," said DED Agriculture Marketing Manager Warren Howell.
- ◆ A May article in *Southern Living* gave high praise to **Breaux Vineyards**, with the author Steve Bender stating that no Virginia winery "exceeds Breaux's quality across the full spectrum of reds and whites produced" and that the winery's 2001 Nebbiolo "lingers so deliciously on the tongue that you can hardly bear to swallow it."
- ◆ On May 19th, a landmark United States Supreme Court decision overturned previous rulings in 24 states barring the interstate wine transport by wineries. This decision, led in part by attorneys for **Swendenburg Winery** in Middleburg, could open up new sales avenues for Loudoun wines nationwide, as wineries can now potentially ship direct to consumers in any state that does not pass a law forbidding such sales.
- ◆ **Patowmack Farm—Dinner in the Garden** was the beneficiary of recent positive press by Tom Sietsema in the *Washington Post Magazine*. In his May 15 restaurant review, Sietsema declared that Patowmack owner Beverly Morton Billand and company "slip thoughtful details into every meal" and he praised the "pretty and flavorful" salads, the "luxurious" and "substantial" main courses, as well as the "enchanted" scenery. On Sietsema's WTOP radio review that same week, he also declared Patowmack "wonderful" and "sort of like a rural Inn at Little Washington."



Summit participants included (left to right) Loudoun School's Ed Hatrick, Robert Templin, Jr. from Northern Virginia Community College, Tracy Fitzsimmons from Shenandoah University, Secretary of Education Belle Wheelan, and university leaders Peter Stearns from George Mason, Loretta Siegley from Marymount, John Broderick from Old Dominion, and Donald Lehman from George Washington.

*(Higher Education Summit, continued from page 1)*

the steps they are taking to advance employee skills and educate new workers. These steps included increasing the flexibility of education delivery using technology, alternative scheduling, onsite employee training, and the use of partnerships with other schools, businesses, and industry groups to create a pipeline of new employees.

Also stressed at the summit was the concept that "higher and more" education degrees is not always the key to success. For some parents, "there is a sense that in order to take pride you must have a higher education [degree], rather than taking pride in doing a job well," said Loudoun County Superintendent Ed Hatrick. Dr. Hatrick stated that the key is simply for students to learn valuable skills and to have a sense of "pride in the work being done."

In addition, Dr. Hatrick stressed that students can prepare for rewarding, well paying, and high demand professions through many avenues of specialized training, including those available at Loudoun's educational facilities.

The Higher Education Summit also included remarks from George Washington University Virginia Campus Dean Dr. John Wilson, and an overview of Loudoun's growth and demographics by DED Director Larry Rosenstrauch.

## Design Cabinet *(Continued from Page 1)*

Trail. The other approach focused on bringing a limited number of small service-based businesses to town that could thrive by attracting local residents, while not creating a lot of tourist traffic.

In Middleburg, 30 participants gathered with the Cabinet to discuss ideas for the future Middleburg Visitor and Commuter Transportation Center, which is slated to be completed this fall. The May 26 design charrette included town officials, Main Street Loudoun staff, and about a dozen town business and property owners whose land borders the new center.

The goal of the event was to help the town develop plans for a project that will make a great first impression on visitors entering the commercial district. Together, Design Cabinet members and participants explored pedestrian access and circulation from the parking lot to surrounding businesses, and screening and design elements to improve the appearance of the surrounding area. Participants stressed that all design elements should be discreet and maintain the character of the town. The Design Cabinet will follow-up with both towns in the coming year.

Throughout the spring, the Cabinet was also busy selecting its inaugural **Signatures of Loudoun Design Excellence Program** winners. This year, the Design Cabinet kicked off the program by nominating dozens of distinctive area buildings, places, or design elements that mirror Loudoun's reputation as a place of rich contrasts. Nominations were made in six categories, and nine winners were announced by Supervisor Lori Waters at the Leesburg Flower & Garden Festival on April 17. The 2005 winners were:

- ◆ In the Legends category, the terminal at **Washington Dulles International Airport** was recognized by Cabinet members as “a true icon of the county, the nation, and flight itself.”
- ◆ The “simple and elegant” **Red Barn and Peacock Farm** and the “vernacular, homespun commercial design” of **The Mighty Midget Kitchen** won in the Makeovers category.
- ◆ It's all in the details: an “**air mail**” mailbox at a residential home in Lenah was recognized as a great example of folk art, while the **Red Goose Shoe Sign** in Leesburg was selected for its iconic display of 1940s advertising and “classic entrepreneurial spirit.”
- ◆ **Cascades Marketplace** won for Mixing Places, in recognition of its status as a “pedestrian friendly, human-scale commercial center.”
- ◆ Classic homes on **Memorial Drive** won the Familiar category for demonstrating a “pedestrian-friendly, human-scale, high-density, high-value, single family housing development with all the features that make great residential streets.”
- ◆ Pacesetters for 2005 were the “clever and visually dramatic” building for the **Center for Innovative Technology**, and the “architecturally unique” **Corporate Office Park at Dulles Town Center**, which Cabinet members also called a “wonderful example of modernism.”



**Dulles Airport Manager Christopher Browne (above) and Memorial Drive developer Paul Reimers (below) were among the Design Excellence recipients April 17.**





**Loudoun County  
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**Department and Commission News**

- ◆ Dorri Morin, M.E. Gamble, and Larry Rosenstrauch hosted the Route 28/Old Church Road Focus Group in Sterling on May 12. The meeting was held to open a dialog with the parties affected by the recent opening of the Route 28 interchange at Waxpool Road.

In addition to the Department of Economic Development, participation included 12 area business and property owners, the Virginia Department of Transportation (VDOT), the VDOT construction contractor Route 28 LLC, and Assistant to the Loudoun County Administrator Terrie Laycock.

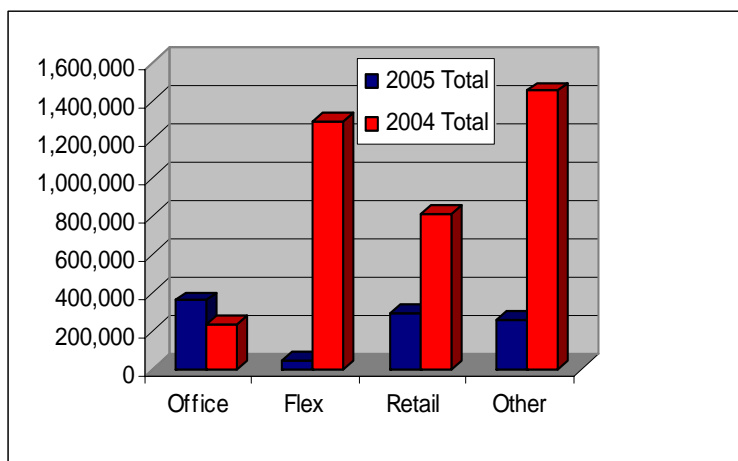
The participants offered a series of creative solutions which could potentially assist customers in reaching their businesses, including new signage options and renaming the affected business area Belfort Park, after the well-known and publicized furniture store in the same area. The proposed ideas are now being considered by VDOT and other stakeholders.

- ◆ Larry Rosenstrauch presented an update on Loudoun County to the Committee for Dulles on April 21.
- ◆ Robyn Bailey gave a two-hour Loudoun tour to the Fitch Ratings and Standard & Poor's bond rating agencies from New York May 25 and 26, and participated in a conference call with Moody's Investors Service that same week. Moody's reaffirmed Loudoun's Aaa bond rating on June 1; the other agencies are expected to report their rating decisions in early June.

**Construction Activity**

In March and April 2005, Loudoun County permitted a total of 673,784 square feet (SF) of non-residential construction. The combined value of new buildings (\$64,955,413) and alterations (\$7,540,207) is over \$72 million.

- ◆ Office — 151,607 SF in March and 208,913 SF in April
- ◆ Flex/Industrial — 21,575 SF in March and 14,100 in April
- ◆ Retail — 22,554 SF in March and 170,538 SF in April
- ◆ Other — 13,963 SF in March and 70,534 SF in April
- ◆ Taxable — 209,699 SF in March and 427,983 SF in April
- ◆ Route 28 — 75,972 SF in March and 155,176 SF in April



**Nonresidential Construction – Square Feet Permitted  
2005 Year-to-Date and 2004 Total**