

**Final ULI Land Report Recommendations Released**

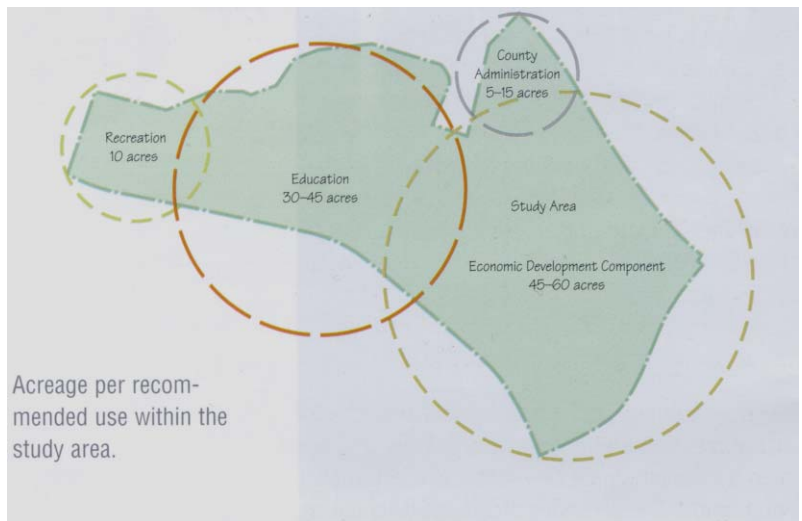
**Department's Prospect Activity—February:**

- Responded to 375 general information requests
- Distributed 5 marketing packages, 6 growth summaries, 10 maps and 132 business guides
- Conducted 26 business visits and 1 site tour
- Worked with 49 on-going prospects
- Received 55,348 hits on www.loudoun.gov, with 12,586 user sessions, including more than 100 total user sessions from Poland, the Netherlands, Canada, the United Kingdom, and Germany.

The Urban Land Institute's (ULI) final study report on a 101-acre Loudoun County government-owned land parcel was released in February. The document details the ULI development recommendations for the land that were established during a five-day ULI Advisory Services Program in October 2005. The panel concluded that "A high potential exists for self-sustaining and economically viable business and technological uses on the site. The land values, ... lack of development constraints, and the high demand for land by growing companies make this site a valuable economic opportunity for the county."

Among the recommendations are that the county support the large current and projected population growth in the Ashburn area through the development of the site. According to the ULI panel, this could include the development of up to 250,000 square feet of county-owned government space, which would provide Loudoun with the opportunity to save \$4 million per year on leased space.

ULI also envisioned a math, science, and technology academy that could prepare graduates to immediately work in local biotech or high-technology businesses, or continue their educations at colleges and universities. On the business front, the report encourages the development of



The ULI's recommended acreage allotments to different uses, *above*, were then implemented into three different design concepts, including a campus quadrangle and an integration of uses inspired by farmers markets, *below*.



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## Announcements and Expansions

### New & Existing Business



More than 1,000 Airbus aircraft are flown by North American airlines today, including JetBlue, Northwest, FedEx, and United Airlines.



- ◆ Airbus North America Customer Services ([www.airbusnorthamerica.com](http://www.airbusnorthamerica.com)) received Board of Supervisors approval February 21 for the issuance of up to \$15,000,000 in Tax Exempt Revenue Bonds by the Loudoun County Industrial Development Authority.

The requested amount will be used in the construction of a 100,000 square foot warehouse and office space expansion of the company's North American spares distribution facility in Ashburn. The expansion will bring an additional 90 to 100 employees with an average salary of \$60,000.

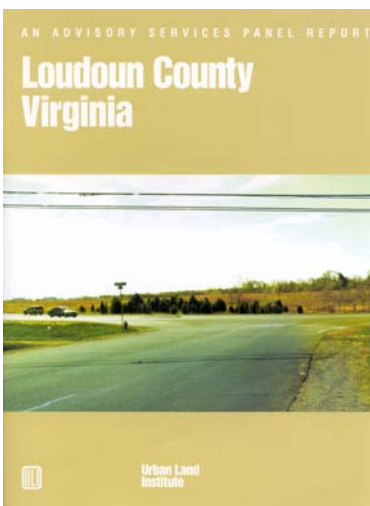
Currently, approximately 75 employees keep the 24-hour Airbus Spares Center in Ashburn humming, shipping aircraft parts, tools and sections to customers in the Americas. This facility is one of three Airbus Spares sites in the world, and it estimates that following the expansion it will purchase approximately \$4,000,000 per year in services from other

Loudoun County companies.

- ◆ Equinix announced in February that it has decided to build out its 32-acre, 461,700 square foot Ashburn data center campus that it acquired in 2005. The campus totals 461,681 square feet and encompasses over 120 networks, making it one of the richest IP network interconnection points in the United States. Equinix will build out one of the undeveloped buildings as a part of this new initiative, investing approximately \$50 to \$55 million of capital expenditures, of which approximately \$40 million is expected to be incurred in 2006. The new facility space is expected to open in 2007.

Equinix has grown significantly since opening its very first 43,000 square foot Internet Business Exchange (IBX) center in July 1999 in Ashburn. The company now operates its IBX centers in 11 markets across the U.S. and Asia-Pacific regions. Since December of 2003, Equinix has acquired 6 IBX centers, expanding total capacity by 50%.

### Final ULI Report Recommendations, from page 1



700,000 square feet of two-to-eight-story commercial and industrial buildings, with supportive retail services and structured or underground parking.

In addition to recommendations on land usage, ULI developed three design scenarios to inspire and provide examples of what is possible at the park. The scenarios include a "quadrangle" concept where education, county administration, and private businesses are mixed together in a college setting; a "farmers market" pedestrian friendly concept with a careful integration of facilities for businesses, students, and visitors together; and a winding "natural capital campus" concept featuring a new lake, nature trails, and designs that limit stormwater runoff.

The panel recommends that the entire site be master planned, and the Loudoun Board of Supervisors Economic Development Committee began discussions of soliciting a Public-Private Education Act Request for Proposals on March 2.

The complete report will be available online at [www.loudoun.gov](http://www.loudoun.gov) in March.

## In the News

- ♦ Janelia Farm's research plans and its possible positive effects on the Northern Virginia biotech market were profiled in the *Washington Post's* February 2 article "Janelia Farm Aims to Put Virginia on the Biotech Map," by Bill Brubaker. The article mentioned that the Northern Virginia region was not included in a recent list of the nation's top spots for biotech, but Howard Hughes Medical Institute President Thomas Cech stated that could change when Janelia Farm's 300 research scientists go to work later this year. The report stated that HHMI's focus will be tackling "fundamental problems in biomedical research that are difficult to approach in academia or industry because they are costly and require expertise from disparate areas."



HHMI's Janelia Farm as seen from above in October 2005.

- ♦ The Greater Washington Initiative recently released the results of a Gallup Organization "soul of the city" survey, which demonstrates how satisfied the Washington, D.C. region's residents are with aspects of the area. Among the results: compared to other U.S. cities, Greater Washington residents are "extremely positive" about our economy and job opportunities; and residents rate the region's "beauty or physical setting" very highly, and ranked the quality of public schools higher than the national average. Regional challenges were affordable housing and traffic, for which respondents ranked the area lower than the national average.
- ♦ Following a DED information session with members of the local press, DED's new branding campaign has received a variety of coverage in local and regional papers, including *The Washington Post*, the *Washington Business Journal*, and several Loudoun papers. While miscommunications about the cost and use of new department logos created an initial stir, the "More Than You Imagine" family of logos is succeeding in bringing attention to the county's diversity of assets, with the graphics being assessed as everything from "modern and fresh" to "European" to "third-grade art project." It will begin appearing in all DED marketing materials in the coming months. The department's website will also incorporate the images as it undergoes a redesign.
- ♦ Loudoun-based Edenspace Systems Corporation recently announced the signing of an agreement with the U.S. Department of Energy's National Renewable Energy Laboratory (NREL), the nation's federal research facility for alternative fuels. Edenspace and NREL will collaborate on the development of enhanced plant varieties for use as feedstocks in fuel ethanol production.

The initial work will address use of engineered corn to boost ethanol yields in existing ethanol production facilities, and will later include work with new energy crops such as switchgrass, which is a perennial crop requiring lower fertilizer amounts. Edenspace is a commercial leader in the use of plants as solar-powered sensors, covers, pumps and filters. This new approach, called phytoremediation, literally grows a clean environment, offering substantially lower treatment costs as well as environmental and aesthetic benefits.



One part of the new DED branding campaign is a new rural business logo, above, which coordinates with the business and community logos designed for other marketing purposes.



edenspace™



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## Department and Commission News

- DED Director Larry Rosenstrauch has agreed to serve as chair of the Greater Washington Initiative's Area Business Development Officials Committee (ABDOC) for the remainder of 2006. He steps in following the announcement of Bill Badger's resignation from the Anne Arundel Economic Development Corp.

"This organization is very important to us because it markets Loudoun County and the region to the world," Rosenstrauch said. "I am honored to serve as the chair of ABDOC."

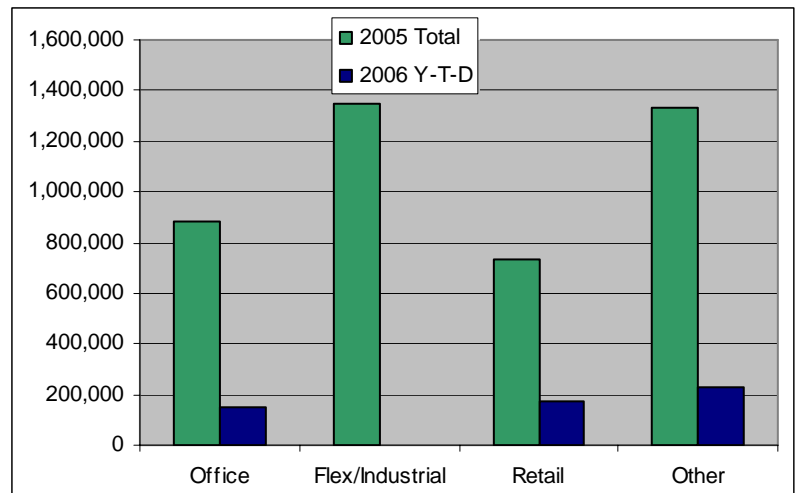
- DED's Rural Team is actively preparing for the upcoming **Forum for Rural Innovation**, scheduled for March 10 at the Best Western Lee-Jackson Motor Inn & Conference Center in Winchester. This is the second year for the forum, which showcases replicable innovative ideas, projects, and programs that enhance farm or rural business profitability, conserve farm land and natural resources, and develop new viable approaches to rural prosperity in an expensive consumer environment.

This year's forum will include three speakers from Loudoun County: Kate Zurschmeide from Great County Farms, Wallace Reed from Endless Summer Harvest, and DED's own Lou Nichols will speak on Christmas tree production techniques, using his experience at his Bellwether Farm. Registration is \$35 and is limited to 200 participants. More information is available at [www.loudounfarms.org](http://www.loudounfarms.org) or by calling 703-777-0426.

## Construction Activity

In January 2006, Loudoun County permitted a total of 554,781 square feet (SF) of nonresidential construction:

- Office — 152,739 SF in January and 133,434 SF in December
- Flex/Industrial — 0 SF in January and 7,500 SF in December
- Retail — 170,198 SF in January and 34,442 SF in December
- Other — 231,844 SF in January and 10,287 SF in December
- Taxable — 397,261 SF in January and 185,663 SF in December
- Route 28 — 64,339 SF in January and 12,155 SF in December



Nonresidential Construction — Square Feet Permitted  
2005 Total and 2006 Year-to-Date