



## DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town  
CHARTERED 1749 INCORPORATED 1961

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TO: Town Council  
FROM: Debi Sandlin, Director of Community and Economic Development  
DATE: July 30, 2012  
RE: Department of Community & Economic Development July 2012 Staff Summary

### **SUMMARY**

During the month of July staff has continued to work on the Economic Development Strategic Planning process, and continuing to monitor and follow-up on zoning violations.

Priorities for the Department of Community and Economic Development include:

1. Economic Development Strategic Plan
2. Amending Town codes
3. Technical Updates to the Town Code
4. Continuing to monitor and take action on Zoning Violations in the Town

### **ECONOMIC DEVELOPMENT**

#### **Status Update for Economic Development Strategic Plan**

The Economic Development Advisory Group met twice in July to start developing the objectives for the five Goals established by the EDAG. The five goals are based on the data collected through the stakeholder surveys and the focus groups that were held to gather input to be used to develop the plan.

The five primary goals established by the EDAG include:

1. Image
2. Transportation/Infrastructure
3. Attracting/Retaining businesses and residents
4. Density
5. Safety

#### **Other Economic Development Initiatives**

As part of the continuing collaboration with the Prince William Chamber of Commerce, the Director sent out emails to businesses in the Town and the Dumfries Business Association inviting them to participate in the Prince William Chamber of Commerce Small Business

Roundtable on Monday, July 30<sup>th</sup> to learn about Email and Direct Marketing for small businesses. This event was free to attend.

### **New Business Activity Report**

See attached chart.

### **Website Statistics**

Visits to website – 3,191  
Pages visited per visit – 2.77  
Average time on website – 2 minutes and 2 seconds  
New Visits to website – 73.90%  
Search traffic – 78.62%  
Referral traffic – 9.53%  
Direct traffic – 11.85%

### **Browsers**

Internet Explorer – 51.14%%  
Safari – 16.34%  
Chrome – 12.44%  
Firefox – 12/13%

### **Meetings the Director Participated in during July**

1. Attended the Chamber of Commerce Economic Development Committee meeting
2. Attended and participated in VML's Community and Economic Development Policy meeting
3. Participated in the Ginn Memorial Park meeting
4. Participated in the First Town Center meeting with Mr. Singh
5. Participated in the staff project team meeting to discuss the First Town Center as a follow-up to the meeting with Mr. Singh
6. Attended two grand openings, Bowhead's Dumfries office located in the Town Center building next to Town Hall and the Grand Opening of L3's spinoff company Engility, located in the office building at the intersection of Possum Point Drive and Rt. 1.
7. Met with an applicant to go over the requirements for a Certificate of Occupancy.
8. Participated in the new Town Council orientation
9. Attended the DBA meeting

### **VML Community and Economic Development Policy meeting update**

During the VML Policy committee meeting, the committee was asked to support three pieces of potential legislation that maybe included in the 2013 Legislation Package, legislation that could have negative consequences to municipalities located in Northern Virginia:

1. Impact fees and proffers – the committee was asked to support legislation that would eliminate the use of proffers by localities and in place use impact fees that would be based on the size of individual units.

I explained to the committee that by doing this they would be taking away the rights of municipalities to generate revenue to cover the costs associated with development projects, including the need for increased services, improved infrastructure, etc. I also reminded the committee that proffers are voluntarily and that municipalities can chose to have them or to not have proffer guidelines in place. After explaining this to the committee members present, they agreed to not support this legislation if it comes forward during the 2013 Legislative session. This legislation is being pushed by the Virginia Developers Association.

2. The committee was also asked to support legislation that would direct incentive money from the Governors Opportunity Fund to only go towards distressed areas of the state, more specifically the southwest part of the state.

I was the only Economic Developer in a room of elected officials and municipal administrators. I spoke to the committee about how the Economic Development Partnership has been unofficially directed to do this by the past three administrations, including the current administration and that numerous state Project Managers have told me that the Commonwealth has actually lost projects to North and South Carolina because of this directive.

I explained that by the time a prospect makes contact with the state's Economic Development agency they have already narrowed down their search to two or maybe three sites they want to consider. The prospect does not want to be told that they will only qualify for an incentive if they locate in a specific area of the state that does not meet their needs. They know where they want to go and they already know if the areas they are considering have the ability to meet their needs.

I also explained that there are several small Towns and Cities in Northern Virginia that are not the beneficiary of the three big counties in Northern Virginia, Fairfax, Prince William and Loudon County and do not share in their wealth and that by directing the use of incentive money to only the distressed areas in the Commonwealth they would hamper the ability of the smaller municipalities within these larger areas to attract new investment and jobs to their communities.

I also explained they need to see the use of incentives from a broader perspective, first we want to attract the companies to the Commonwealth and bring the investment and jobs to Virginia, and secondly, we want to help the prospect find the best location that will meet their needs. After explaining how the process works for recruiting new businesses to not only a community but also the state, the committee realized first that there are indeed smaller municipalities to the north that do not have the luxury of the Counties they are located in and that we need to make sure we are doing everything to bring the businesses and jobs to Virginia. They decided not support this legislation if it is moved forward in the 2013 Legislative Session. The City of Hopewell was proposing this legislation.

3. The third piece of possible legislation the committee was asked to support also had to do with state incentives as well. The proposed legislation was to only provide incentives to areas that had regional groups. A regional group consists of several municipalities that pay into being represented by the regional group to conduct economic development efforts on their behalf or to supplement their existing economic development efforts these communities may have in place.

I pointed out to the committee there were would be unintended consequences to having such a policy in place and that not all areas in the Commonwealth will agree to be a part of a regional group. I used Northern Virginia as an example, there is no way Loudon, Prince William and Fairfax County will agree to be a part of a regional group that represents all three jurisdictions. Although all three counties work together and share information they will not want to fund an organization that will one, direct a prospect to the locality that pays a higher premium to the organization and second, the smaller municipalities will not have the ability to pay to play. I also explained that regional organizations spend more time trying to raise funds then actually going out and trying to recruit new businesses or helping to retain existing businesses.

The committee decided after discussing this further to change the language being proposed by the City of Hopewell to “Encourage communities to form regional alliances to attract more businesses and jobs to the Commonwealth” and removed the language referencing “Providing incentives to only areas with Regional Groups or organizations”.

### **Planning Commission**

The Planning Commission met twice during the month of July. During the July 16, 2012 meeting they lacked the necessary attendance in order to hold a business meeting and were required to cancel that meeting. However, they still met in a work session and discussed the following items:

- A. Town Council’s request for the review, update, and alignment of descriptions, governances, and allowances of business types (Briefly overview upcoming text amendments, code sections may be viewed on the Town website [www.dumfriesva.gov](http://www.dumfriesva.gov))
  1. Section 70-246 relating to the intent of the B-1 zoning district, Section 70-247(a) relating to allowable uses in the B-1 zoning district, Section 70-247(b) relating to uses allowed with a Conditional Use Permit in the B-1 zoning district, Section 70-247(c) relating to accessory uses in the B-1 zoning district, Section 70-281 relating to the intent of the B-2 zoning district, Section 70-282(a) relating to allowable uses in the B-2 zoning district, Section 70-282(b) relating to uses allowed with a Conditional Use Permit in the B-2 zoning district, Section 70-282(c) relating to accessory uses in the B-2 zoning district, Section 70-481 relating to the intent of the FB/O-1 zoning

district, Section 70-482 relating to allowable uses in the FB/O-1 zoning district, Section 70-483 relating to uses allowed with a Conditional Use Permit in the FB/O-1 zoning district, Section 70-484 relating to accessory uses in the FB/O-1 zoning district, Section 70-316 relating to the intent of the M-1 zoning district, Section 70-317 relating to permitted uses in the M-1 zoning district

2. Table of allowed uses
3. Alignment of uses in the Zoning Ordinance with Chapter 18, Div 3, Section 18-98 through 18-114 relating to BPOL
4. Section 70-9 relating to Certificates of Occupancy
5. Section 70-10 relating to Conditional Use Permits
6. Section 70-576 through 70-583 relating to Nonconforming Uses

The Planning Commission scheduled a second meeting on July 23, 2012 in order to formally appoint William O'Kelly Russell as the Chair, Louise Waggy as Vice Chair and Gina Critchley as the Secretary.

#### **ARCHITECTURAL REVIEW BOARD**

There was not a July Architectural Review Board meeting.

#### **BOARD OF ZONING APPEALS**

There was not a July Board of Zoning Appeals meeting.

#### **GINN MEMORIAL PARK COMMITTEE MEETING**

The Ginn Memorial Park Committee met to discuss the following items:

1. Signage for the park
2. Developing a fundraising policy to raise funds for items needed for the park

#### **PLANNING & ZONING ACTIVITIES**

##### **Projects**

1. Dumfries Animal Hospital CUP
2. Cynthia Lee Day Care Pre-Application Review
3. Town Center II Text Amendments
  - a. Currently being reviewed by the Planning Commission
4. Town Center II Conditional Use Permit

- a. Conducted a flood study and staff is in the process of review
- b. Met with the applicant to overview site plan. In the process of making revisions. The text amendments, as proposed by the applicant, will reflect the outcome of the site plan.

### **Building Permits**

1. Four sign permit
2. Two temporary use permits

### **Certificate of Occupancy Applications**

Currently reviewing 15 certificate of occupancy applications

### **Violation Notices Issued**

See attached report.

If Council has any questions regarding the Department of Community and Economic Development's July's staff summary, please feel free to call me or Morgan and we will be happy to answer any of your questions



| VIO#    | Violation type  |
|---------|---|
| V12-001 | parking on vacant property                                  |
| V12-002 | parking on vacant property                                  |
| V12-017 | signs   |
| V12-025 | certificate of occupancy                                    |
| V12-026 | certificate of occupancy                                    |
| V12-031 | signs   |
| V12-032 | signs   |
| V12-035 | signs   |
| V12-037 | signs   |
| V12-042 | signs   |
| V12-043 | Nonconforming Use violation                                 |
| V12-044 | signs   |
| V12-045 | signs   |
| V12-046 | signs   |
| V12-047 | signs   |
| V12-048 | signs   |
| V12-049 | signs   |
| V12-050 | signs   |
| V12-051 | signs   |
| V12-052 | fence   |
| V12-053 | signs   |
| V12-054 | signs   |
| V12-055 | sign, junk & parking on vacant property                     |
| V12-056 | sign  |
| V12-057 | sign  |
| V12-058 | sign  |
| V12-059 | sign  |
| V12-060 | unsafe structure, sign and weeds                            |
| V12-061 | Parking on grass  |
| V12-062 | Sign  |
| V12-063 | Parking on grass  |
| V12-064 | Parking on grass  |
| V12-065 | Parking on grass, high grass & junk                         |
| V12-066 | Signs   |
| V12-067 | Parkig on grass   |
| V12-068 | Parkig on grass   |
| V12-069 | Parkig on grass, no C of O or business license & high grass |
| V12-070 | Signs   |
| V12-071 | Signs, junk & high grass                                    |
| V12-072 | Expansion of a nonconforming use                            |
| V12-073 | Sign, unscreened trash & junk                               |
| V12-074 | Unscreened trash  |
| V12-075 | Signs   |
| V12-076 | Signs   |
| V12-077 | Signs   |
| V12-078 | Signs   |

