



DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town
CHARTERED 1749 INCORPORATED 1961

17755 Main Street
Dumfries, Virginia 22026-2386
Tel: 703-221-3400 / Fax: 703-221-3544
www.dumfriesva.gov

TO: Town Council
FROM: Debi Sandlin, Director of Community and Economic Development
DATE: June 20, 2012
RE: Department of Community & Economic Development June 2012 Staff Summary

SUMMARY

During the month of June staff has continued to work on the Economic Development Strategic Plan 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 Planning
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 following initiatives have been implemented as part of the Economic Development Strategic Planning process:

During the June Economic Development Advisory Group (EDAG) meeting the Chief of Police came and spoke to the group about the various programs the Police Department currently has in place to include:

Programs

1. Police Liaison program
2. CSC – Crime Scene Technician – recently trained to gather information and data at crime scenes.
3. Spike Strips - Four cruisers with spike strips to use in police vehicular traffic chases to reduce the dangers of police chases.

Awareness Programs

1. Kids Academy – Kids are invited in to interact with the Police, bring in the SWAT team.

2. Once a week Police Officers go into Dumfries Elementary School to have lunch with the kids.
3. Foot Patrol program to have a higher awareness in the community to cut down on crime.

During the analysis of the information and data collected from the surveys and the focus groups, safety was one of the top five common threads identified. The EDAG had requested staff to invite the Police Chief to come and speak to them prior to any strategies being developed as part of the Economic Development Strategic Plan.

The Mayor, also at the request of the EDAG, spoke to the group.

Other Economic Development Initiatives

As part of a collaborative partnership 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 Chambers free monthly Business networking breakfast held on June 15th, five Town business and/or property owners attended the event:

1. Chris Caldwell – Caldwell Consultants
2. Carina Wordham – Caldwell Consultants
3. Margaret Wyckoff – Elwey Associates
4. Pat Vagonis – Sandmar Properties, LLC – (owner of the Elwey building on Fraley Blvd)
5. Rodney Cahow – Communications in Action

During the month of May 550 of the new “Visitors” brochures were distributed:

Marine Corps Museum – 300 brochures

Weems Botts Museum – 150 brochures

Prince William Forest Park’s Ultra Marathon – 100 to include in their visitors package

In addition a Visitors Package was requested by an individual coming to visit his daughter at Quantico Marine Corps Base.

New Business Activity Report

There were no new businesses applying for a business license in the Town as of June 20, 2012, only renewals.

Website Statistics

Visits to website – 3,121

Pages visited per visit – 3.00

Average time on website – 2 minutes and 39 seconds

New Visits to website – 69.82%

Search traffic – 76.13%

Referral traffic – 11.18%

Direct traffic – 12.69%

Browsers

Internet Explorer – 54.47%

Safari – 13.20%

Meetings the Director Participated in during June

1. Met with O’Kelly Russell to discuss sign recommendations for Ginn Memorial Park
2. Met with Kris Johnson, Director of Membership for the Prince William Chamber of Commerce to discuss an after-hours event for businesses in the Town of Dumfries
3. First Town Center staff project meeting
4. Economic Development Advisory Group meeting
5. Ginn Memorial Park meeting
6. Meeting with Monica Negron from Belle Framing Shop
7. Meeting with the Mayor to discuss the Economic Summit scheduled for November (a date to still be determined)

BOARDS AND COMMISSIONS

PLANNING COMMISSION

The Planning Commission held a work session to discuss the following text amendments:

- A. The McDonald’s Restaurant is applying to amend its recently approved Site Plan. The applicant is proposing to add an outdoor dining area to the east side of the proposed restaurant. This project is located at the 18050 Triangle Shopping Plaza.
- B. The Dumfries Animal Hospital is applying for a Conditional Use Permit for the current use of their property, “Veterinary Hospital”. This property is located at 17552 Main Street.
- C. Section 70-13(h)(1) related to the definition of “floor area” as it relates to minimum parking space requirements
- D. Section 70-13(k) Parking credit allowance, a new section related to allowing a portion of required parking spaces to be waived for uses that might accommodate different parking needs at different times of the day
- E. Section 70-14(p) Consideration of modification of sign provisions, a new section related to allow modification of sign requirements to allow for a uniform sign package, subject to Conditional Use Permit
- F. Section 70-30 - Secondary residential uses in certain commercial zoning districts, a new section related to the allowance of residential units above commercial, retail or office uses on the ground floor
- G. Section 70-282(B), Uses Allowable Pursuant to a Conditional Use Permit in the B-2 zoning district specifically related to the allowance of multifamily/residential units above commercial, retail or office uses on the ground floor
- H. Section 70-287 related to allowable heights in the B-2 zoning district to allow modification of height and setback requirements subject to Conditional Use Permit

- I. Section 70-542 Procedures related to the process and responsible agents for approval of site plans; specifically to allow site plans to be approved administratively by the Zoning Administrator and the Director of Public Works
- J. Section 70-22 (Temporary Uses) & Section 70-23 (Temporary Use General Standards)
- K. Section 70-679(a) related to meeting times for the Architectural Review Board.

COMPREHENSIVE PLAN

Staff plans to initiate the next update to the Comprehensive Plan in the fall. The areas of focus for the update will include:

1. Completing the update to the Land Use section of the plan adopted by Council in 2011. The update to the 2012 plan focused on three primary commercial areas of the Town, the Waterfront, Fraley Boulevard and Main Street
2. Adding an Economic Development section to the Plan
3. Updating the Demographics section of the plan
4. Adding a facilities section to the plan

ARCHITECTURAL REVIEW BOARD

The Architectural Review Board considered and approved a Certificate of Appropriateness for Two Guys Antiques located at 17682 Main Street.

The ARB continued to review and discuss updating the sign section of the current Design Guidelines for the Historic District.

GINN MEMORIAL PARK COMMITTEE MEETING

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

1. CBDG through Prince William County's Department of Housing.
2. Rules and Regulations signage – type of sign and location of signs
3. Fence options
4. Ground breaking ceremony

PLANNING & ZONING ACTIVITIES

Projects

1. Dumfries Animal Hospital CUP
2. Hookah Lounge Site Plan Review
3. Cynthia Lee Day Care Pre-Application Review
4. Town Center II Text Amendments
 - a. Currently being reviewed by the Planning Commission
5. Town Center II Conditional Use Permit
 - a. Conducted a flood study and staff is in the process of review

- b. Applicant has asked staff to place this project on hold until flood study is approved

Building Permits

1. Three Sign permit
2. One Deck permit

Certificate of Occupancy Applications

Currently reviewing 22 certificate of occupancy applications

Violation Notices Issued

See attached report.

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

VIO#	Violation type	Status as of 5/23/12
V12-001	parking on vacant property	abated
V12-002	parking on vacant property	working with property owner to correct
V12-017	signs	partially abated
V12-025	certificate of occupancy	abated
V12-026	certificate of occupancy	abated
V12-031	signs	still in violation
V12-032	signs	still in violation
V12-035	signs	abated
V12-037	signs	still in violation
V12-042	signs	abated
V12-043	Nonconforming Use violation	abated
V12-044	signs	still in violation
V12-045	signs	abated
V12-046	signs	still in violation
V12-047	signs	still in violation
V12-048	signs	abated
V12-049	signs	abated
V12-050	signs	abated
V12-051	signs	abated
V12-052	fence	working with property owner to correct
V12-053	signs	abated
V12-054	signs	abated
V12-055	sign, junk & parking on vacant property	recently mailed
V12-056	sign	abated
V12-057	sign	recently mailed
V12-058	sign	abated
V12-059	sign	recently mailed
V12-060	unsafe structure, sign and weeds	recently mailed
V12-061	sign	recently mailed