



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

SUMMARY

During the month of April 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. Updating the Parks and Recreation section of the Comprehensive Plan
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:

- Posted on the Town's website
- Notification on the Town's facebook page
- Information on the Town's TV PowerPoint presentation
- Sent out surveys being requested by email
- Participated in the Quantico Community Expo to promote participation in the stakeholder surveys and to market the Town to the residential population living in base housing
- Both the existing business and community stakeholder focus groups were held.
- As of this report, 69 stakeholder surveys have been filled-out and returned to the Town

Completed:

- Over 200 letters were sent out to technology businesses, defense companies, and service industry businesses requesting their participation in the Economic Development stakeholder survey.

Other Economic Development Initiatives

- With the help of Council Lady Jurgensen, drafted a visitor's brochure to distribute and place in the Marine Corps Museum, Weems Botts Museum and hotels in the area.
- The new marketing brochure was distributed during the Quantico Community Expo and left with the coordinator of the Expo to display in locations throughout the Community Center.

New Business Activity Report

See attached report.

Website Statistics

Visits to website – 3,442

Pages visited per visit – 3.24

Average time on website – 2 minutes and 33 seconds

New Visits to website – 71.09 – 2,447

Search traffic – 72.05% - 2,480

Referral traffic – 12.49% - 430

Direct traffic – 15.46 - 532

Meetings the Director Participated in during March

1. Met with Debbie Jones, Vice President of the Prince William Chamber of Commerce to discuss collaborating together to develop opportunities for businesses in the Town to help them increase their visibility and promote their businesses. The Chamber of Commerce has agreed to partner with the Town to:
 - a. Invite Town businesses over the next few months to participate in free networking events normally opened only to Chamber members
 - b. Attend Chamber events that have fees at the same rate Chamber members are offered instead of the non-chamber member rate
 - c. Host an After-Hours business event to learn about the day-to-day challenges Town businesses are facing
2. Met with John Crane, Operations Manager for L3 Command & Control Systems Software operations located on Pointe Center Court.
3. With the Mayor and Town Manager, attended L3's Job Expo and met with Steven Zeswitz, General Manager and Donna Payton, Business Development Manager to learn about their recent expansion from 30,000 square feet to 40,000 square feet in their L3 Dumfries facility.
4. Attended Belle Framing's Open House.
5. Participated in the Chamber of Commerce's Economic Development Committee meeting.
6. Met with Chris Padberg, Chair and William O'Kelly Russell, Vice Chair of the Planning Commission, the Town Attorney, Christine Sanders and Morgan Brim, the new Town

Planner/Zoning Administrator to discuss going live with broadcasting the Planning Commission meetings in May.

7. Attended the NAIOP Prince William County committee meeting.
8. Assisted, Shawn Key's CEO of 21CT Technologies in bringing resolution to the question of CT21 Technologies being located in the designated Town's HubZone area with the Small Business Administration's HubZone Division.

The Director completed the NAIOP Development 101 class. This was a series of eight classes covering the nuts and bolts of the development process.

BOARDS AND COMMISSIONS

PLANNING COMMISSION

The Planning Commission was provided with an overview of the text amendments that will be coming before them for consideration over the next few months, including text amendments for a proposed development project along with re-evaluating the text amendments to the B1, B2 and Flex/Business Office Districts approved by Town Council in fall 2011.

They were also presented the draft recommendations for the Parks and Recreation section of the Comprehensive Plan

Staff also spoke about reorganizing the Comprehensive Plan to allow for future updates to individual sections of the plan instead of needing to approve the plan in its entirety each time a section or sections of the plan is updated.

Representatives from the Badr Academy came in to speak to the Planning Commission about a new location they are considering to accommodate the ability to have a school on the site. No plans have been submitted and this was not a formal request. This was for purposes of information only at this time.

BOARD OF ZONING APPEALS

1. The BZA passed three motions to bring forward to Town Council related to recording and broadcasting BAZ meeting:
 - a. Record only cases
 - b. Not record meetings without cases
 - c. Not to broadcast cases

ARCHITECTURAL REVIEW BOARD

The ARB members discussed moving forward with updating the Historic District Guidelines in sections. The first section to be updated will include signage and fences.

The ARB also discussed amending the bylaws to reflect the Town Clerk as the transcriber of the ARB meetings and the Town's Code regulating the composition of the ARB.

GINN MEMORIAL PARK COMMITTEE MEETING

The Ginn Memorial Park Committee met to discuss the design and location of security camera's as part of the Phase I build-out.

PLANNING & ZONING ACTIVITIES

We are happy to welcome Morgan Brim as the new Town Planner/Zoning Administrator. Morgan is replacing outgoing David Moss, who was moving to New Jersey.

April was a transition month between David and Morgan. David spent the transition time getting Morgan up-to-speed on pending cases, potential projects on the horizon and familiarizing Morgan with the Virginia State Code and the Town Code.

Building Permits

1. Restaurant signage
 - a. Staff reviewed plans and is awaiting revisions from the applicant
2. Deck permit
 - a. Staff reviewed plans and is awaiting revisions from the applicant
3. Trailer replacement
 - a. Staff has requested a site plan be submitted

Certificate of Occupancy Applications

Currently reviewing 63 certificate of occupancy applications

Temporary Use Permits issued

1. One Circus
2. One yard Sale
3. One food cart
 - a. Permit was denied

Violation Notices Issued

See attached report

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

New Business Licence issued in April 2012		
Name of Business	Location	Type of Business
April		
The Giftbox by BellaLinda	Dumfries Shopping Plaza	
Medina's Landscaping	76 Dumfries Drive	Landscaping
Spin Wax	17932 Fraley Blvd, Suite 401	DJ Academy
Claxton Logistics Services, LLC	17739 Main Street, Suite 340	

<u>VIO#</u>	<u>Violation type</u>	<u>Status as of 4/30/12</u>
V12-001	parking on vacant property	working with property owner to correct
V12-002	parking on vacant property	working with property owner to correct
V12-017	signs	partially abated
V12-025	certificate of occupancy	still in violation
V12-026	certificate of occupancy	still in violation
V12-031	signs	still in violation
V12-032	signs	recently mailed
V12-035	signs	recently mailed
V12-037	signs	recently mailed
V12-042	signs	recently mailed
V12-043	Nonconforming Use violation	recently mailed
V12-044	signs	recently mailed
V12-045	signs	recently mailed
V12-046	signs	recently mailed
V12-047	signs	recently mailed
V12-048	signs	recently mailed
V12-049	signs	recently mailed
V12-050	Nonconforming Use violation	recently mailed

V12-013	signs	abated
V12-018	signs & unlawful towing business	abated
V12-019	signs	abated
V12-023	certificate of occupancy	abated
V12-024	certificate of occupancy	abated
V12-027	certificate of occupancy	abated
V12-028	certificate of occupancy	abated
V12-033	signs	abated
V12-034	signs	abated
V12-036	signs	abated
V12-038	signs	abated
V12-039	signs	abated
V12-040	dumpster	abated
V12-041	unlawful temporary activity	abated