



## 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: August 29, 2012  
RE: Department of Community & Economic Development August 2012 Staff Summary

### **SUMMARY**

During the month of August 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 August to continue with developing action strategies and tasks. The EDAG focused on identifying specific tasks/strategies for the Image and Business Attraction/Expansion goals identified through the information gathering process of developing the plan.

The five primary goals established by the EDAG include:

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

#### **Website Statistics**

Visits to website – 3,771  
Pages visited per visit – 2.91  
Average time on website – 2 minutes and 2 seconds

New Visits to website – 73.03%  
Search traffic – 61.15%  
Referral traffic – 26.92%  
Direct traffic – 11.93%

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

1. Met with Thomas Denney, the Architect for the First Town Center project.
2. Coordinated, planned and facilitated two EDAG meetings.
3. Along with the Town Manager, met with Francis Halpern to discuss how PNC could work with the Towns businesses.
4. Along with the Town Manager and the Director of Public Works, met with Mike Lubeley and Eddie Byrne from SunCal the developer building the Potomac Shores project out at Cherry Hill. The project will consist of:
  - a. 1885 acres of development
  - b. 3.7 million square feet of non-residential uses
  - c. Two schools
  - d. Golf course – already built
  - e. 371 Single family homes
  - f. Town Center – 230 acres
  - g. Lot development is expected to begin late summer early fall 2012
5. Met with Alex Fraley to go over his request for a Certificate of Appropriateness for a sign on the Fraley Furniture building and to match exterior paint colors with the pre-approved historic district color chart.
6. Met with the Mayor and Town Manager to discuss the November Economic Development Summit.

### **Other Economic Development Initiative:**

1. The Director assisted a resident interested in opening a Barbeque Restaurant in the former Emoni's location. The Director researched and found a broker to help Ms. Simmons's with finding out information on the availability of the building and also provided Ms. Simmon's with the contact information for the Flory Small Business Center to help her with developing a business plan and to identify financing resources.
2. The Director researched information on a piece of property for an existing business interested in expanding in the Town.

### **ARCHITECTURAL REVIEW BOARD**

The Architectural Review Board heard two cases during their August meeting.

1. The approval of a sign and exterior colors for the Fraley Furniture Store.
2. The request to approve a split rail fence on a residential property, the ARB denied approving this request. They have requested the applicant provide more information before a decision can be made.

## **Planning Commission**

During the August 2012 the Planning Commission held a work session to discuss text amendments Town Council had requested the Planning Commission review.

1. Section 70-246 relating to the intent of the B-1 zoning district
  2. Section 70-247(a) relating to allowable uses in the B-1 zoning district
  3. Section 70-247(b) relating to uses allowed with a Conditional Use Permit in the B-1 zoning district
  4. Section 70-247(c) relating to accessory uses in the B-1 zoning district
  5. Section 70-281 relating to the intent of the B-2 zoning district
  6. Section 70-282(a) relating to allowable uses in the B-2 zoning district
  7. Section 70-282(b) relating to uses allowed with a Conditional Use Permit in the B-2 zoning district
  8. Section 70-282(c) relating to accessory uses in the B-2 zoning district
  9. Section 70-481 relating to the intent of the FB/O-1 zoning district
  10. Section 70-482 relating to allowable uses in the FB/O-1 zoning district
  11. Section 70-483 relating to uses allowed with a Conditional Use Permit in the FB/O-1 zoning district
  12. Section 70-484 relating to accessory uses in the FB/O-1 zoning district
  13. Section 70-316 relating to the intent of the M-1 zoning district
  14. Section 70-317 relating to permitted uses in the M-1 zoning district
- B. Town Council's request for the review of Section 70-14 Signs, related to the allowance of religious institutions and non-profit organizations to display temporary signs for events and program advertisement.
- C. Section 70-541 – Improvements; standards for Site Plans. Consideration will encompass landscaping & lighting requirements, public improvements standards, buffering residential uses and related site planning elements.

## **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:

1. Status for completing phase one,
2. Applying and requesting \$60,000 for the CBDG fund from Prince William County to assist with building a Pavilion.
3. Drafting a resolution for Council to approve applying for the CBDG fund from PWC.
4. Drafting a fundraising policy

## **PLANNING & ZONING ACTIVITIES**

No report available.