Town of Dumfries Council Meeting Packet



Derrick R. Wood, Mayor Monaé S. Nickerson, Vice Mayor Tyrone Brown, Councilmember Shaun Peet, Councilmember Selonia B. Miles, Councilmember Cydny A. Neville, Councilmember Brian K. Fields, Councilmember

Keith C. Rogers, Jr., Town Manager Sharon E. Pandak, Town Attorney Tangi R. Hill, Town Clerk

March 15, 2022



DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town CHARTERED 1749 INCORPORATED 1961

John Wilmer Porter Municipal Building 17739 Main Street, Suite 200 Dumfries, Virginia 22026 Tel: 703-221-3400 / Fax: 703-221-3544 www.dumfriesva.gov

DUMFRIES TOWN COUNCIL MEETING TUESDAY, MARCH 15, 2022 AT 7:00 PM COUNCIL CHAMBERS

- I. Call to Order and Roll Call
- II. Invocation Rev. Dr. Alfred Jones, Jr., Pastor of Mount Zion Baptist Church, Triangle, VA
- III. Pledge of Allegiance
- IV. Adoption of Agenda
- V. Approval of Minutes
 - A. Dumfries Town Council Meeting Minutes March 1, 2022
- VI. Citizen Comment Period
- VII. Reports and Presentations
 - A. Retail Strategies Presentation Retail Strategies Group
 - B. Town Managers Report Town Manager Keith Rogers, Jr.
- VIII. Action Items (Public Hearings)
 - A. Public Hearing Consideration of Ordinance to Approve Conditional Use Permit Application, CUP2022-002, Filed by Pooch Purrfect Pet Spa
- IX. Adjournment

DUMFRIES TOWN COUNCIL MEETING MINUTES TUESDAY, MARCH 1, 2022

MEETING HELD IN COUNCIL CHAMBERS

A video recording of this meeting is available on the Town's Website at www.dumfriesva.gov and YouTube Channel at https://www.youtube.com/watch?v=IOkR-TLqLmc

I. Call to Order and Roll Call

At 7:00 PM, Mayor Wood called the meeting to order. The following members were recorded as present: Brown, Miles, Neville, Peet, Nickerson, and Wood; Councilwoman Neville and Councilman Peet attended virtually due to health safety reasons. Councilman Fields was absent.

II. Moment of Prayer & Pledge of Allegiance

Deacon Kevin Smith led the moment of prayer, which was followed by the Pledge of Allegiance.

III. Adoption of the Agenda

Councilman Fields arrived at 7:05 pm.

On a motion made by Vice Mayor Nickerson, seconded by Councilwoman Miles, to adopt the agenda. Vote 7-0 (Yes: Brown, Fields, Miles, Neville, Peet, Nickerson, and Wood; No: N/A; Abstain: N/A)

IV. Awards & Proclamations

Mayor Wood read the proclamation recognizing Women's History Month. He presented a proclamation recognizing the Potomac Landfill to Mr. Phil Peet, Potomac Landfill General Manager.

V. Approval of the Minutes

On a motion made by Councilwoman Miles, seconded by Vice Mayor Nickerson to approve the February 1, 2022 Town of Dumfries Council meeting minutes. Vote 6-0-1 (Yes: Brown, Fields, Miles, Nickerson, Peet, and Wood; No: N/A; Abstain: Neville)

VI. Citizen Comment Period

VII. Mayor and Council Comments

During this time, the Mayor and Council provided their comments.

VIII. Action Items (Public Hearing)

<u>Public Hearing – Consideration of an Ordinance to Approve Conditional Use Application, CUP2021-001, Filed by Rising Stars Daycare, LLC</u>

Following the public hearing, on a motion made by Councilwoman Miles, seconded by Councilman Fields, to adopt the Ordinance to Approve Conditional Use Application, CUP2021-001, Filed by Rising Stars Daycare, LLC. Vote 7-0 (Yes: Brown, Fields, Miles, Neville, Peet, Neville and Wood)

<u>Public Hearing – Consideration of an Ordinance to Approve Proffer Condition Amendment Application, PCA2016-001, Filed by Townsquare at Dumfries, LLC</u>

Following the public hearing, on a motion made by Councilman Fields, seconded by Councilwoman Miles, to adopt the Ordinance to Approve Proffer Condition Amendment Application, PCA2016-001, Filed by Townsquare at Dumfries, LLC. Vote 7-0 (Yes: Brown, Fields, Miles, Neville, Peet, Neville and Wood)

<u>Consideration of a Resolution Amending Town Council Rules of Procedure Section 3-3</u>

On a motion made by Vice Mayor Nickerson, seconded by Councilwoman Miles to adopt the Resolution Amending Town Council Rules of Procedure Section 3-3. Vote 7-0 (Yes: Brown, Fields, Miles, Neville, Nickerson, Peet, and Wood; No: N/A; Abstain: N/A)

<u>Point of Personal Privilege Concerning Letter by Mayor Expressing Council's Position Regarding the Washington National Stadium Project Discussions – Vice Mayor Nickerson</u>

On a motion made by Vice Mayor Nickerson, seconded by Councilwoman Miles authorizing the Mayor to make the editorial corrections prior to providing the Council's position by letter regarding the Washington National Stadium project discussion. Vote 7-0 (Yes: Brown, Fields, Miles, Neville, Nickerson, Peet, and Wood; No: N/A; Abstain: N/A)

IX. Introduction Item

Resolution Authorizing the Town Manager to Advertise Public Hearing on the Conditional Use Application, CUP2022-001, Pooch Purrfect Pet Spa – Public Hearing Date: March 15, 2022

On a motion made by Vice Mayor Nickerson, seconded by Councilwoman Neville to adopt a Resolution Authorizing the Town Manager to Advertise a Public Hearing on the Conditional Use Application, CUP2022-001, Pooch Purrfect Pet Spa for March 15, 2022. Vote 7-0 (Yes: Brown, Fields, Miles, Neville, Nickerson, Peet, and Wood; No: N/A; Abstain: N/A)

X. Closed Session

One (1) Personnel Matter Relating to the Annual Performance Evaluation of the Town Manager (Va. Code §2.2-3711.A.1)

On a motion made by Councilwoman Neville, seconded by Vice Mayor Nickerson Fields the Council convened in Closed Session at 8:09 pm pursuant to Va. Code § 2.2-3711.A.1 one (1) Personnel Matter Relating to the Annual Performance Evaluation of the Town Manager. Vote 7-0 (Yes: Brown, Fields, Miles, Neville, Nickerson, Peet, and Wood; No: N/A; Abstain: N/A).

On a motion made by Mayor Wood, seconded by Councilman Brown, the Council concluded Closed Session and reconvened its meeting in Open Session at 8:42 pm to increase the salary of Town Manager Rogers to \$167,800. Vote 7-0 (Yes: Brown, Fields, Miles, Neville, Nickerson, Peet, and Wood; No: N/A; Abstain: N/A).

XI. Adjournment

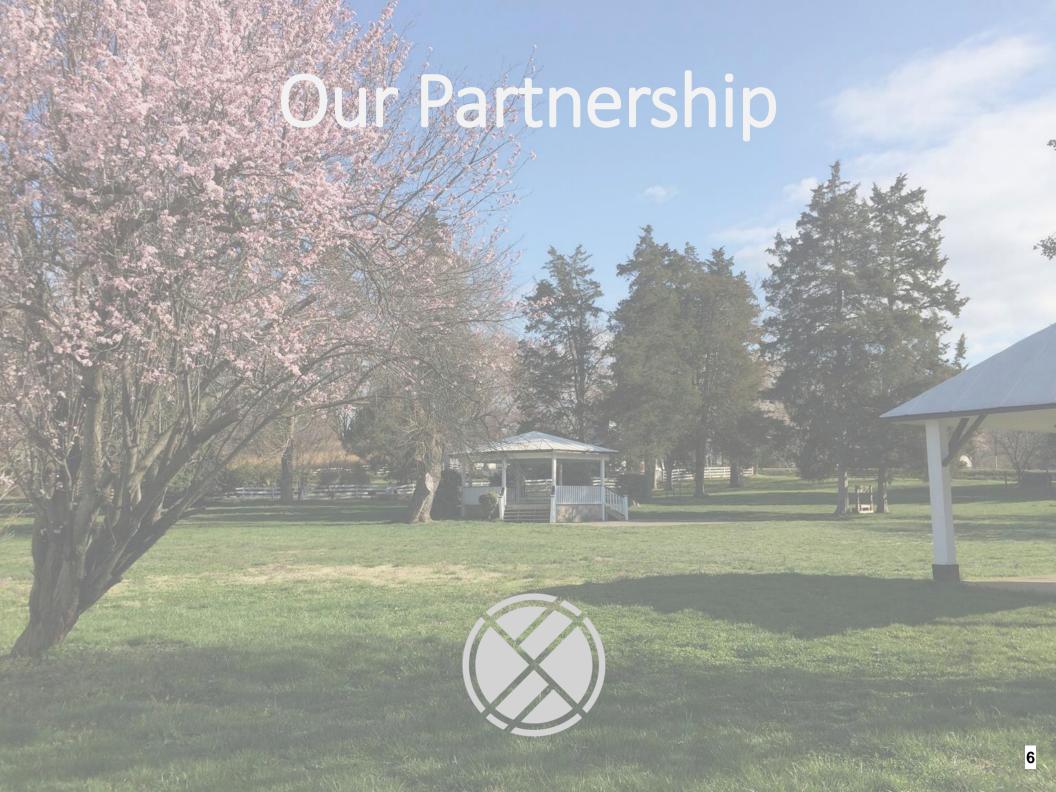
Mayor Wood adjourned the meeting at 8:58 pm.

Dumfries, Virginia

There's a lot of potential here.



retail strategies





Your Team

Dumfries, VA Derrick Wood, Mayor

Leadership Team





Beth Miller Portfolio Director



Micah Knott Retail Development Retail Development



Julia Giardina



Robert Jolly CEO



Mead Silsbee **CFO**



Lacy Beasley President /COO



Michelle Moultrie Marketing Coordinator



Ryder Richards Creative Director



Caroline Hannum Marketing Assistant



We surround your community with the resources and actions needed to create the desired results.

Discovery Phase Review



Analytical & Quantitative Research

- •Trade area identification
- Demographic & Psychographic Analysis
- •Retail Void and Gap Analysis
- Peer Market Comparison



- •In-market real estate analysis conducted on June 15th
- New development, re-development, & higher & better use opportunities analyzed
- Competition analysis
 assessment of retail landscape



Peer Analysis

- Property Catalog created identifying 19 properties immediate or long-term retail opportunities
- Retail prospect list created identifying over 90 retailers for potential location in Dumfries

Marketing & Recruitment Plan

- Mapping and aerial imagery created
- •Custom marketing guides created
- •Strategic Retail Recruitment plan presented to the Town



Mobile Data Collection

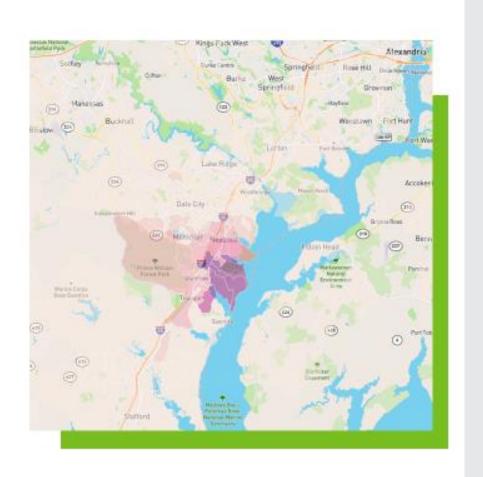


DISCOVER

Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a geofence around a specific business or location, we are able gather valuable data about the customer base that has actively used their mobile device while in the identified location. This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare the frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.





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Customized Trade Area

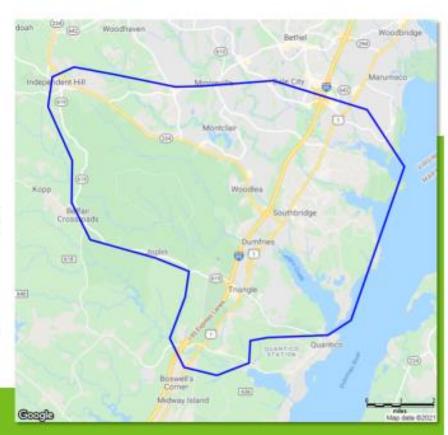


DISCOVER

Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop ordine.



Customized Trade Area



DISCOVER

Customized Trade Area

112,281

2020 estimated population

124,276

projected 2025 population



10.7%

projected growth rate 2020-2025

35

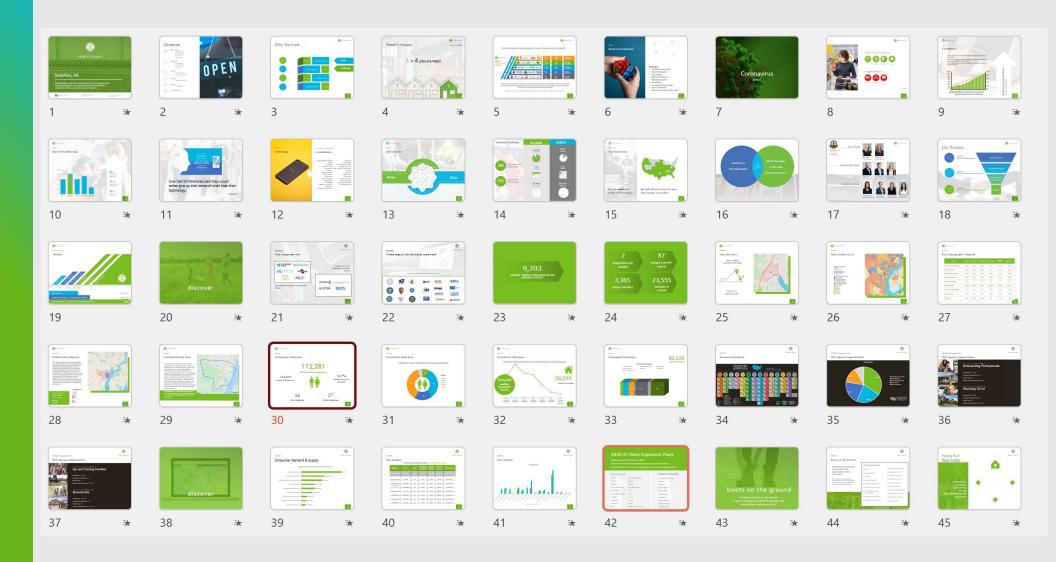
male average age

37

female average age

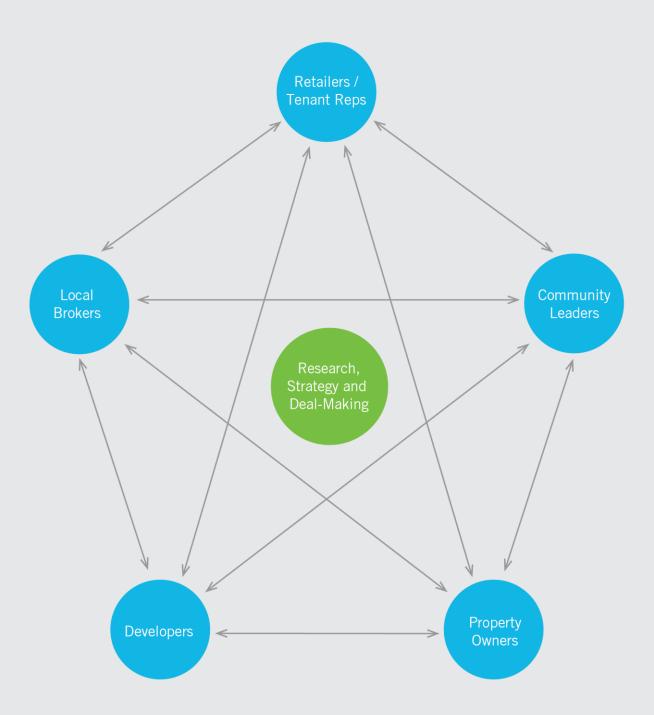
30

Implementation



Retail Recruitment Plan Presentation September 1, 2021

Connect



Outreach



Retail Prospects Identified



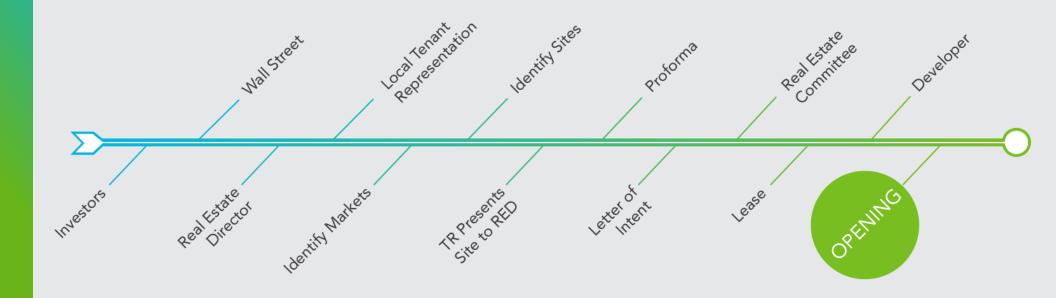
Retail Prospects Contacted



Connections with Brokers and Property Owners



Active Retail and Restaurant Leads Currently in Progress

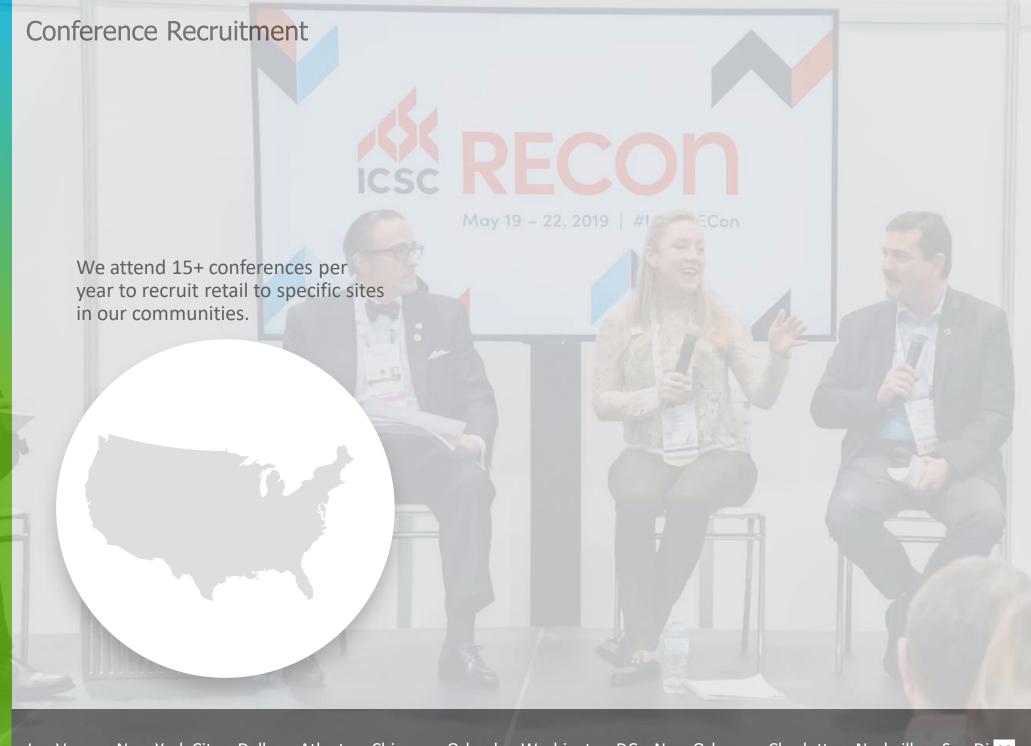


Retailer Drives the Decision

Small percentage of proposed sites equal new openings

Long Process

It's all about PROFIT

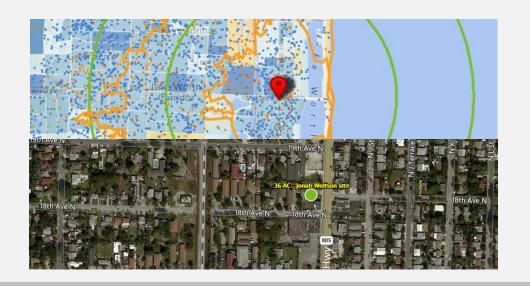


On-going Effort discover



























advance



Contact developers, retailers, tenant representatives and franchisee groups - regionally and nationally



Make direct and indirect connections through conferences, in person meetings, phone calls, and emails





Coordinate and communicate our efforts regularly with local brokers, property owners, and town staff





Follow industry trends as well as changes in your local market to adjust our strategy and improve our efforts to maximize the retail potential in your community







Thank You.



DUMFRIES, VIRGINIA Virginia's Oldest Continuously Chartered Town CHARTERED 1749 INCORPORATED 1961

John Wilmer Porter Municipal Building 17739 Main Street, Suite 200 Dumfries, Virginia 22026 Tel: 703-221-3400 / Fax: 703-221-3544 www.dumfriesva.gov

Town Manager's Report

March 10, 2022

Mayor Wood, Vice-Mayor Nickerson, Honorable Councilmembers,

My team and I, continue to persevere in the midst of the ongoing pandemic. Our focus since March 2020 has been on ensuring that the core functions of our government continue, despite the local emergency. I am pleased with the way we have been able to adapt and serve our residents. Please note the following updates by agency:

Administration

Goal	FY21 Target/Result	FY22 Target/Result	February FY22		
ADMINISTRATION					
Submit Comprehensive Annual Financial Report by statutory deadline	YES/YES	YES/TBD	TBD		
Receive GFOA Distinguished Budget Presentation Award	YES/YES	YES/TBD	YES		
Achieve 98% Collection Rate for Real Estate Taxes	98%/98%	98%/TBD	TBD		
Increase Vehicle License Fee Collection Rate	98%/TBD	98%/TBD	TBD		
Create and establish financial policies related to Unassigned Fund Balance, Rainy Day Fund, and Debt	Submitted and adopted by Town Council by March 30, 2021/ No	Submitted and adopted by Town Council by March 30, 2022/ TBD	TBD		
Improve Average Customer Service Total Transaction Time	7 Minutes/ N/A	7 Minutes/TBD	6 Minutes		
Improve Accounts Payable Processing Time	N/A	All payments will be processed within 21 days / TBD	TBD		
PLANNING & COMMUNITY DEVELOPMENT					
Achieve Average Zoning Application Review Time	14 DAYS/ TBD	14 DAYS/ TBD	3 Days		
Achieve Average Land Use Application Review Time	N/A	14 DAYS/ TBD	N/A		

Goal	FY21 Target/Result	FY22 Target/Result	February FY22		
PUBLIC SAFETY					
Achieve Full Staffing Level (Authorized Strength -14 Sworn Personnel)	14/TBD	14/TBD	14		
Host Regular Community Educational Workshops	N/A	1 PER MONTH	1 community event		
Improve average response time	N/A	TBD	TBD		
Reduce property crime rate by 5%	N/A	TBD	10 calls for crimes against property		
Reduce violent crime rate by 5%	N/A	TBD	16 calls for crimes against persons		
PUBLIC WORKS					
Achieve Average Permit Approval Time	N/A	14 DAYS/ TBD	8		
Increase Inspections on Private BMPs	N/A	50% PRIVATE 100% PUBLIC	TBD		

Route 1/Fraley Boulevard Widening

The Prince William County Department of Transportation in collaboration with the Town of Dumfries will conduct a Virtual Information Meeting for the Route 1/Fraley Boulevard Widening (from Bradys Hill Road to Dumfries Road) from 6:00 PM to 8:00 PM on Thursday, March 17, 2022. The event will be streamed live virtually through the link posted on the Prince William County Department of Transportation website at:

https://www.pwcva.gov/department/transportation. Formal presentation will start at 6:30 PM and will review & highlight the major design updates to the project since the Design Public Hearing previously held by VDOT on October 18, 2018, with an intent to inform the public of design changes and improvements made as Prince William County took over administration of this project. The Design Improvements include reducing number of stormwater management facilities, reducing right of way impacts on affected parcels, improving access at several locations, enhanced bridge design, and other design upgrades. Online audience will have the opportunity to submit questions to be included in the Q&A portion of the meeting.

The proposed project will widen the existing northbound portion of Route 1 (Fraley Boulevard) from Bradys Hill Road (Rte. 1109) to Dumfries Road (Rte. 234) to a six-lane divided facility with a raised median to serve two-way traffic. The project will also provide 5-foot concrete sidewalk and a 10-foot shared-use path. The total project length is approximately 1.9 miles.

The purpose of this virtual information meeting is to ensure that the public is provided with an opportunity to both review and provide feedback on the proposed design improvements of the widening project. Tentative project schedule, potential property impacts, right of way acquisition procedures, and the project's proposed improvements will be discussed at the meeting.

The public can review the Virtual Information Meeting plans and additional project documents including the NEPA environmental document on the Prince William County Department of Transportation website at https://www.pwcva.gov/department/transportation/current-road-projects.

Deadline to submit comments is Thursday, March 31, 2022. The public may provide comments via the following methods:

- written comments via the chat feature of the virtual streaming
- by mail to the Project Manager: Mr. Hoainam Nguyen at the Prince William County
 Department of Transportation Office (5 County Complex Court, Suite 290, Prince William,
 VA 22192). A fillable comment sheet is available to use on the Prince William County
 Department of Transportation website.
- by email to the Project Manager: Mr. Hoainam Nguyen at hnguyen@pwcgov.org (please reference "Route 1/Fraley Boulevard Widening" in the subject heading)

Prince William County ensures nondiscrimination in all programs and activities in accordance with Title VI and Title VII of the Civil Rights Act of 1964. For information call 703-792-6825.

Accessibility to Persons with Disabilities: This Virtual Information Meeting is available virtually to the public at the Department of Transportation website link above. Any persons with questions regarding access to the meeting or need interpreter services should contact the County's project manager Mr. Hoainam Nguyen at the above email address no later than Friday, March 11, 2022.

Respectfully submitted,

Keith C. Rogers, Jr.



AGENDA ITEM REQUEST FORM

<u>Item Type</u>				
☐ Award ☐ Proclamation ☐ Resolution/Ordinance ☐ Motion ☐ Discussion				
Statement of Purpose				
Public Hearing - Consideration of Ordinance to Approve Conditional Use Permit Application, CUP2022-002, Filed by Pooch Purrfect Pet Spa				
Background/References				
See attached ordinance and staff report.				
Fiscal Impact				
N/A				
Suggested Motion				
Approve CUP2022-001, Filed by Pooch Purrfect Pet Spa				
Requested Meeting Date				
March 15, 2022				

Attachments

- 2022-03-02 Pooch Purrfect Pet Spa Final Staff Report.docx
 CUP2022-001 Approval Ordinance FINAL.docx



John Wilmer Porter Municipal Building 17739 Main Street, Suite 200 Dumfries, Virginia 22026 Tel: 703-221-3400/Fax: 703-221-3544 www.dumfriesya.gov

Staff Report

Conditional Use Permit, CUP2021-001: To provide authorization of a conditional use permit to allow the use of a Dog Groomer within the Neighborhood Business, B-2 Zoning District at a property known as 17742 Main Street (GPIN #8189-81-2891).

APPLICANT

Pooch Purrfect Pet Spa

LOCATION

17742 Main Street Dumfries, VA 22026

GPIN #8189-81-2891

STAFF RECOMMENDATION

Staff recommends approval of CUP2022-001, subject to the development conditions provided in this report.

It should be further noted that the content of this report reflects the analysis and recommendations of staff; it does not reflect the position of the Town Council.

BACKGROUND

Conditional Use Permit

As outlined in Section 70-10 of the Town Zoning Ordinance, "Conditional Use Permits may be granted by the Town Council for any of the uses for which a CUP is required by the Zoning Ordinance. In granting any such CUP, the Council may impose any such conditions in connection therewith as will assure that the use(s) will conform with the requirements contained herein and will continue to do so and may require a guarantee or bond to insure the conditions imposed are being and will continue to be complied with.

A CUP shall not be issued unless the Council shall find that:

1. The proposal as submitted or as modified will not affect adversely the health, safety, or welfare of persons residing or working in the neighborhood of the proposed use; and will not be detrimental to public welfare or injurious to the property or improvements in the neighborhood.

Staff report: CUP 2021-001

Among matters to be considered in this connection are traffic congestion, noise, lights, dust, odor fumes, and vibrations, with due regard for timing of operation, screening, and other matters which might be regulated to mitigate adverse impact.

- 2. The proposal as submitted or modified will conform to the Comprehensive Plan for the Town or to specific elements of such Plan, and the official policies adopted in relation thereto, including the purposes and the express intent of this chapter."
 - A. Request This is a Conditional Use Permit request from Pooch Purrfect Pet Spa to open a Dog Grooming Facility at 17742 Main Street.
 - B. Site Location The site is 0.1957 acres and located on the corner of Main Street and Washington Street, seen below in Figure 1. The subject site currently contains 3 primary structures, with the applicant proposing to occupy approximately 900 square feet of space. The existing parking lot on-site has 10 parking spaced. While the dog groomer use has no defined parking rate in our town code to analyze, staff used the Veterinary Hospital rate of 1 parking space per 300 square feet of building area, multiplied by the core factor of 0.8 to determine the parking requirement. Based on the proposed square footage, the proposed groomer meets the parking requirements of 3 spaces.



Figure 1

C. Comprehensive Plan - The Future Land Use Map and Main Street Small Area Plan has this area designated as Mixed-Use. The proposed use of this property aligns with the vision and intent of the Main Street Small Area Plan, which is to provide a vibrant urban environment that combines retail, entertainment, residential and civic functions.

- D. Zoning –The site is currently zoned B-2, Neighborhood Business.
- E. Surrounding Land Uses The subject site is bordered on the north and west by the Outdoor Showplace. The John Wilmer Porter Municipal Building and Police Station are to the east of the property. All lots that this use abuts are zoned B-2, Neighborhood Business District.
- F. Previous Use of the Property Prior to vacancy, the building was used by a church.

SUMMARY/CONCLUSION

Staff has determined that the proposed development is consistent with the Comprehensive Plan. The use will benefit the residents of the Town of Dumfries and Prince William County, as dog groomers are in high demand in the area. The proximity to a residential area, along with the location fronting Main Street will allow its customers to safely travel to and from the site. Staff concludes that the development proposal will not adversely affect the health, safety, and general welfare of persons occupying the site as well as those in the neighboring vicinity of the site.

Staff recommends approval of the Conditional Use Permit, CUP22-001, for Pooch Purrfect Pet Spa, to allow the use of a Dog Groomer at the property known as 17742 Main Street. subject to the Development Conditions below:

- 1. The Pet Spa may have a maximum of 25 dogs in the building at one time.
- 2. Patrons may only enter from the rear of the property with their pets.

AT A REGULAR MEETING	G OF THE DUMFRIES TOWN CC	OUNCIL HELD ON		
MARCH 15, 2022: ON	A MOTION DULY MADE BY	, AND		
SECONDED BY	, THE FOLLOWING ORD	INANCE WAS		
ADOPTED BY THE FOLLOWING VOTE:				

Tyrone A. Brown,	,
Brian K. Fields,;	
Selonia B. Miles,	,
Cydny A. Neville,	,
Monae S. Nickerson,	:
Shaun R. Peet,;	
Derrick R. Wood,	,

ORDINANCE TO APPROVE A CONDITIONAL USE PERMIT, CUP2022-001 FOR A DOG GROOMING FACILITY POOCH PURRFECT PET SPA, FOR 17742 MAIN STREET

WHEREAS, Pooch Purrfect Pet Spa submitted a Conditional Use Permit application, CUP 2022-001, to the Town of Dumfries Department of Planning and Community Development and

WHEREAS, the Dumfries Planning Commission held a duly advertised public hearing on March 14, 2022; and recommended approval of the Conditional Use Permit Application to the Town Council; and

WHEREAS, the Dumfries Town Council held a duly advertised public hearing on March 15, 2022; and

WHEREAS, in accordance with Section 70-10 of the Town Zoning Ordinance, the application as submitted or as modified will not affect adversely the health, safety, or welfare of persons residing or working in the neighborhood of the proposed use, and will not be detrimental to public welfare or injurious to the property or improvements in the neighborhood; and

WHEREAS the Council acts in accordance with public necessity, general welfare, and good zoning practice.

NOW, THEREFORE, BE IT RESOLVED by the Town Council of the Town of Dumfries, on this 15th day of March, 2022, that the Conditional Use Permit application (CUP 2022-001), is approved with the following conditions:

- 1. This Conditional Use Permit ("CUP") for a Dog Grooming Facility is granted for and runs with the land indicated in this application, 17742 Main Street. This CUP is not transferable to other land.
- 2. The Pet Spa may have a maximum of 25 dogs in the building at one time.
- 3. Patrons may only enter from the rear of the property with their pets.
- 4. The Conditional Use Permit is subject to the requirements outlined in Section 70-7 of the Zoning Ordinance which authorizes a dog grooming facility; and requirements of a Building Permit as may be determined by the Town Department of Public Works.
- 5. The applicant must obtain a Certificate of Occupancy in accordance with currentbuilding and zoning regulations of the Town of Dumfries and the Virginia Statewide UniformBuilding Code.

		By Order of Council:
		Derrick R. Wood, Mayor
ATTEST:	 Tangi Hill. Town Clerk	_