

Community & Economic Development Committee Meeting AGENDA

June 6, 2017 – 12:00 Noon
Conference Room A/B/C, Second Floor

Committee Members: Chairman Bob Thomas, Wendy Maurer, Gary Snellings

Agenda Item	
1.	Dog License Update
2.	PD-2 District Amendment Update With Responses to Committee's Questions
3	Recommended Addressing Ordinance Changes
4.	Update for Next Round of PDR Applications
5.	Economic Development Update <ul style="list-style-type: none">a. Metrics Reviewb. Economic Impact of Senior Swim Tournament
	Next CEDC meeting is scheduled for July 5, 2017

CEDC06062017agenda



Current Situation

- Staff was asked to return to the CEDC with additional information about dog licenses sold and potential logistics costs savings per year.

Proposed End State

- Amend Stafford County Code Sec. 5-43 *Tax Imposed* to provide citizens the option to purchase a lifetime dog license.

Request for the CEDC Committee/Board of Supervisors

- Staff seeks Committee guidance on potential changes to Stafford County Code Sec. 5-43.

Benefits to the County

- Addition of a lifetime dog license option could reduce the tax burden for dog owners over the animal's lifespan.
- Inclusion of a lifetime license option could serve to reduce logistical costs for the Treasurer's office.

Dog license discussion follow up:

Virginia Code §3.2-6528 allows:

The tax for each dog or cat shall not be more than \$10.00 for each year or \$50.00 for a lifetime license issued pursuant to subsection B of §3.2-6530.

- Opportunity to amend Stafford County Code Sec. 5-43, Tax Imposed
 - Options:
 - **Include Lifetime Dog Tag or**
 - **Remove annual License and replace with lifetime license**

CEDC questions:

- Average of new dogs each year: **4500**
- Dogs with current tag: **10059**
- Dogs with current vaccination: **18113**
- Licensed Dogs compliant w/vaccination: **56%**
- 90 day non-compliance letters sent annually **5500**

Virginia Code requires Treasurer to mail 90 day letter if dog owner has not complied with County Code and purchased dog license.

				Costs per year			
5000	Tags sold						
5000	notices mailed			\$ 0.15	\$ 750.00	envelope & paper	
5000	postage			\$ 0.49	\$ 2,450.00		
	tag inventory purchased				\$ 1,100.00		
5000	mailed tags sold			\$ 0.15	\$ 750.00	envelope & paper	
5000	postage			\$ 0.49	\$ 2,450.00		
	Ink/Toner/equipment rental				\$ 2,000.00		
	Banking & online pmt fees				\$ 2,500.00		
	paper from faxes				\$ 1,000.00		
	software support				\$ 2,000.00		
					\$ 15,000.00		
		Hours per week	salary cost per week		cost per year		
	Personnel costs	19.75	\$ 651.42	52	\$ 33,873.84		
						Tags Sold	avg. per tag
			TOTAL EXPENSES		\$ 48,873.84	5000	\$ 9.77

Other localities moving forward with Lifetime Dog License:

Hanover County Treasurer Scott Miller, reports that the Hanover County Board approved to hold a Public Hearing June 28th to adopt the \$10.00 Lifetime Dog License as the only tag sold. They will abandon the 1, 2, and 3 year dog tag licenses.

Current Situation

- The Embrey Mill development has gifted a 3.94 acre portion of their site to Ebenezer United Methodist Church to allow for expansion of their facility
- Ebenezer UMC's original A-1 zoned parcel needs to be rezoned to meet open space requirements
- They desire to rezone to PD-2 to support the expansion in a manner compatible with Embrey Mill
- The PD-2 district has a minimum acreage requirement of 250 acres and the zoning ordinance does not permit expansions of the PD-2 on land less than 250 acres
- Ebenezer UMC has submitted concurrent applications to rezone the original site to PD-2 and amend proffers on the gifted PD-2 property to support their expansion

Proposed End State

- Adoption of the ordinance would allow for the potential expansion of Ebenezer UMC, in a manner consistent with the surrounding community, subject to rezoning approval
- Adoption of the Ordinance would allow for expansion of Embrey Mill or any future PD-2 districts for non-residential purposes

Request for the CEDC Committee/Board of Supervisors

- Consider a proposed ordinance to exempt expansions to existing PD-2 districts from the minimum acreage requirement when:
 - on adjacent land
 - compatible with the surrounding community
 - will not adversely impact roads and
 - will not create additional residential density

Benefits to the County

- Supports the potential expansion of a community use
- Ensures development on adjacent land is compatible with the design of existing or approved communities, minimizing potential land use conflicts

CEDC Agenda Item: PD-2 Ordinance Amendment

Date: June 6, 2017

BACKGROUND

Debrarae Karnes of Leming and Healy requested the proposed ordinance amendment on behalf of Ebenezer UMC (Exhibit 1). This issue was originally discussed by the CEDC on May 2, 2017. At the meeting the Committee had two requests:

- (1) Modify the proposed Ordinance to state that the development will not create additional residential units. Replacing the term “residential density”.

This change will be reflected in any proposed ordinance considered by the Board of Supervisors.

- (2) Provide a side-by-side comparison of other zoning districts with other uses that would be permitted, including other compatibility issues.

The attached table (Exhibit 2) identifies all the zoning districts that permit places of worship uses either by-right or by conditional use permit. The comparison table identifies:

- *the general uses permitted in the other districts (Residential, Commercial, or Industrial),*
- *the amount of open space required and if the proposed buildout of the site would comply with the requirement,*
- *if the site location would be consistent with the purpose of the zoning district,*
- *the overall compatibility of the place of worship with the zoning district, and*
- *a summary of the compatibility issues.*

MODIFICATION TO THE REQUEST

The Applicant’s ordinance amendment request includes a proposed change to Section 28-55, to delete a requirement to provide a Type A buffer where a development adjoins lands zoned as PD-1 or PD-2. Staff had suggested this amendment, but later realized this change would create a negative impact as the wider Type C transitional buffer would be required in lieu of the Type A buffer. The proposed ordinance removes any modifications to Section 28-55 regarding transitional buffers. The petitioner has concurred with this change to the proposed amendment.

ADDITIONAL INFORMATION

The following is additional background and illustrations on the specific request by Ebenezer United Methodist Church to expand their place of worship and describe the reason for the request.

Existing Conditions (Exhibit 3)

Exhibit 3 identifies the parcel gifted by Nash to Ebenezer UMC in relation to the original parcel and current site development.

Proposed Church Expansion (Exhibit 4)

Exhibit 4 is an image from the generalized development plan (GDP) for the Ebenezer UMC zoning reclassification application that identifies the proposed expansion of the church onto the recently gifted parcel. Also shown is the current limit of the PD-2 zoning district which currently includes the area of the gifted parcel.

PD-2 Transitional Buffer Requirement (Exhibit 5)

Exhibit 4 overlays the currently required Type C transitional buffer onto the GDP for the Ebenezer UMC rezoning application. As shown, the buffer would conflict with the proposed church expansion.

Proposed PD-2 Transitional Buffer Location After Rezoning (Exhibit 6)

Should the original church property be rezoned to the PD-2 zoning district, consistent with the gifted parcel and Embrey Mill, the type C transitional buffer (highlighted in yellow) would shift to the perimeter of the original site, adjacent to the Autumn Ridge subdivision. As proposed, the applicant would be able to provide a reduced buffer width of 35 feet with the installation of a fence.

Exhibit 1

Law Offices

LEMING AND HEALY P.C.

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April 14, 2017

VIA EMAIL

Mike Zuraf
Principal Planner
Stafford County Department of Planning and Zoning
1300 Courthouse Road
Stafford, Virginia 22555

RE: Proposed Text Amendment for the PD-2 Zoning District

Dear Mr. Zuraf:

The purpose of this letter is to provide revisions to the proposed text amendment for the PD-2 Zoning District (shown in Exhibit A), and to provide the Applicant's responses to staff comments. Ebenezer United Methodist Church ("Ebenezer") is located on 7.59 acres, and is proposing to expand the existing church onto an adjacent 3.94 acre parcel that is zoned PD-2. An application that would rezone the 7.59 acres from A-1 to PD-2 is proposed and is accompanying the proposed Text Amendment. The following information is offered in support of the proposed text amendment.

Discussion

The proposed text amendment will allow small additions to the PD-2 district through the rezoning process, provided a number of performance standards are met. Notably, the amendment does not permit any increase in residential density, and public hearings through the rezoning process will enable the Board of Supervisors to verify that the performance standards will be met. The performance standards for any addition to the PD-2 district are summarized in the proposed addition to Sec. 28-53(c), which states:

- 6) One or more properties may be reclassified to allow for the expansion of an existing PD-2 district, and is exempt from minimum acreage requirements provided the total area of the original PD-2 district and any contiguous expansions do not exceed 850 acres when:**
- a) The parcels are adjacent to the existing PD-2 district;**
 - b) The development is compatible with the existing design standards of the original PD-2 district;**

- c) **The development is compatible with the surrounding community, which shall include integration of streets, blocks, viewsheds, landscaping, architectural design, and pedestrian network and site access;**
- d) **The development will not adversely impact area roads; and**
- e) **The development will not create additional residential density.**

The proposed text amendment will be available for any parcel adjacent to the existing PD-2 Zoning District that can meet the performance standards and submits a rezoning application. For purposes of critique of this proposed text change, the Ebenezer parcel is analyzed in the following table:

Performance Standards	Ebenezer United Methodist Church
Contiguous expansions do not exceed 850 acres for the entire PD-2 district	The 7.59 acre existing church site will increase the acreage of the existing PD-2 district from 750 acres to 757.59 acres, well below the 850 acres.
Parcel adjacent to existing PD-2 district	Ebenezer is adjacent to the existing PD-2 district.
Development compatible with existing design standards of the original PD-2 district	Ebenezer will proffer design standards that will be compatible with the original PD-2 district.
Development compatible with the surrounding community, which shall include integration of streets, blocks, viewsheds, landscaping, architectural design, and pedestrian network and site access	Ebenezer will use the existing road network, including the future extension of Embrey Mill Road, and is compatible with all other design features of the Embrey Mill subdivision. Ebenezer will also be compatible with other surrounding communities.
Development will not adversely impact area roads	The additional development is projected to generate an additional 553 vehicle trips on Sunday (peak traffic period for the Church). Approximately 65% of the traffic is estimated to travel via Eustace Road, and 35% of the traffic is estimated to travel via Embrey Mill Road. A greater amount of traffic will be generated by the Embrey Mill subdivision, and the peak traffic period for Embrey Mill will be on weekdays.
Development will not increase residential density	No residential development is proposed.

Responses to Staff Comments

Staff Comment 1: Sec 28-34. – Purpose of districts. – Recommend not using the term “redevelopment.” The corresponding proposed expansion of the church is not consistent with the County Code definition for redevelopment. Suggested replacement language:
An exception to the minimum acreage requirement is permitted for reclassification to the PD-2 district of one or more parcels located adjacent to an existing PD-2 district, in accordance with Sec. 28-53(c)(6).

Applicant's Response: Proposed text has been modified accordingly.

Staff Comment 2: The general provisions in 28-53(a) would apply to new parcels being rezoned to PD-2. Staff suggests modifying 28-53(a) provision 1 & 2, to exempt these requirements in cases of PD-2 expansion. Provision 3 should still apply in cases of expansion.

Applicant's Response: Proposed text has been modified accordingly.

Staff Comment 3: Staff recommends the amendment to 28-53(c)(1) be limited to the proposed change in the first sentence.

Applicant's Response: Proposed text has been modified accordingly.

Staff Comment 4: Staff suggests the remaining changes proposed in 28-53(c)(1), regarding acreage of the expansion area and development criteria, be relocated to a new 28-53(c)(6).

Applicant's Response: Proposed text has been modified accordingly.

Staff Comment 5: Staff suggests language that, in addition to not requiring a minimum acreage for expansion parcels, would require all contiguous PD-2 areas not exceed the 850 acre maximum currently in place. This would place a limit on the extent of future expansions.

Applicant's Response: Proposed text has been modified accordingly.

Staff Comment 6: Suggest combination of the 2nd and 3rd expansion criteria, and modification to (subsection) (c) regarding compatibility with the surrounding community. Additional language would further define the type of development features of which the expansion area must be compatible.

Applicant's Response: Proposed text has been modified accordingly.

Staff Comment 7: The last provision, allowing there to be no requirement to revise the preliminary plan, is contrary to the Subdivision ordinance preliminary plan requirements. This language should be deleted. Expansion areas would require either an amendment or technical modification to the approved preliminary plan to ensure the expansion is consistent with the original development and meets open space requirements.

Applicant's Response: Since these comments were distributed, Mike Zuraf advised that Jeff Harvey determined that neither an amendment to the preliminary plan or a technical change was necessary, as no residential uses are proposed.

Staff Comment 8: The last sentence of the last provision requiring compliance with the requirements of the zoning ordinance is unnecessary and should also be deleted.

Applicant's Response: Proposed text has been modified accordingly.

Staff Comment 9: Buffers (Sec. 28-55(h)) – Provision 1 requiring a type C transitional buffer can be reduced when providing a fence. The perimeter buffer will be required when fronting on a public street. No alternate language is being suggested here.

Applicant's Response: Noted.

Staff Comment 10: Buffers (Sec. 28-55(h)) – Staff suggests open space requirement 3, requiring a type A transitional buffer between other land zoned PD-1 or PD-2 is unnecessary. PD zones are similar types of development and the requirement would minimize the ability of expansion areas to be appropriately integrated into the original community. Staff suggests deletion of this requirement.

Applicant's Response: Proposed text has been modified accordingly.

Summary

Ebenezer believes that the proposed zoning text amendment allows the addition of small parcels into the PD-2 district while retaining the original design intent of the PD-2 zoning district. The requirement to obtain approval of a request for a zoning reclassification provides the Board of Supervisors with the opportunity to review and approve any additions to the PD-2 District. Ebenezer looks forward to working with the County during the review of the zoning text amendment and the concurrent rezoning.

Sincerely,

A handwritten signature in black ink, appearing to read "Debrae Karnes". The signature is fluid and cursive, with the first name "Debrae" and the last name "Karnes" clearly distinguishable.

Debrae Karnes

cc: B. J. Priest

Exhibit A

PROPOSED ZONING TEXT AMENDMENTS:

Sec 28-34. – Purpose of districts.

PD-2 Planned Development-2. The purpose of the PD-2 district is to provide areas of the county of not less than five hundred (500), nor more than eight hundred fifty (850) acres which are suitable for a planned, neotraditional mixed use development with a variety of housing types and commercial uses intended to serve the immediate community. This district should be located only where approved water and sewerage are available or planned and where transportation systems are adequate. **An exception to the minimum acreage requirement is permitted for reclassification to the PD-2 district of one or more parcels located adjacent to an existing PD-2 district, in accordance with Sec. 28-53 (c)(6).**

Sec. 28-53. - Planned development districts.

(a) *General provisions.* All planned development districts shall comply with the following requirements:

- (1) The entire tract shall be under one ownership or control, **with the exception of an area subject to expansion of a PD-2 district;**
- (2) The site shall have direct access to a major collector or higher classification road as identified in the Stafford County Transportation Plan, **with the exception of an area subject to expansion of a PD-2 district;** and
- (3) The site shall be served by a public water and a sanitary sewer system, owned and operated by the County of Stafford.

(b) PD-1 site requirements (not proposed for amendment and intentionally deleted).

(c) *PD-2 site requirements.* In addition to the requirements of subsection (a) of this section, to be considered for classification as a PD-2 district, the tract of land shall conform to the following requirements:

- (1) The total area for a **new** PD-2 district shall not be less than two hundred fifty (250), nor greater than eight hundred fifty (850) contiguous acres.
- (2) The site shall be located in an area planned for public facilities and public infrastructure such as utilities and roads.
- (3) Soils shall be suitable for urban uses, as determined by the planning commission, based on official soil surveys or other accepted technical data.

(4) No less than twenty-five (25) percent of the total area of the PD-2 district, exclusive of the areas proposed for commercial uses or parking areas shall be designated as open space for common use.

(5) No less than ten (10) percent, nor more than thirty (30) percent of the total land area of the PD-2 district shall be dedicated to commercial uses unless all/or portion of the PD-2 district that was to be developed with the commercial use has been reclassified to the P-TND district and the same tract contains transect zones predominantly used for commercial uses such as but not limited to: T4, T5, T6 and SD-C.

(6) One or more properties may be reclassified to allow for the expansion of an existing PD-2 district, and is exempt from minimum acreage requirements provided the total area of the original PD-2 district and any contiguous expansions do not exceed 850 acres when:

- a) **The parcels are adjacent to the existing PD-2 district;**
- b) **The development is compatible with the existing design standards of the original PD-2 district;**
- c) **The development is compatible with the surrounding community, which shall include integration of streets, blocks, viewsheds, landscaping, architectural design, and pedestrian network and site access;**
- d) **The development will not adversely impact area roads; and**
- e) **The development will not create additional residential density.**

Sec. 28-55 – Planned Development – 2 (PD-2) Regulations.

(h) *Open space requirements.* Development within the PD-2 shall comply with all the buffering, landscaping and screening requirements per section 100 of the DCSL, except for section 110.3, Transitional buffer. The following open space requirements shall be met:

(1) A type C transitional buffer, per section 100 of the DCSL shall be established along all perimeter property lines of the development except as provided below.

(2) A type C transitional buffer, per section 100 of the DCSL shall be established along perimeter lines of the development that adjoins land designated as agriculture or rural residential in the land use plan.

(3) A type A transitional buffer, per section 100 of the DCSL shall be established along perimeter property lines of the development that adjoins lands zoned as PD-1 or PD-2.

(4)(3) No commercial establishment within a PD-2 district shall be located within fifty (50) feet of a perimeter boundary of the PD-2 district which adjoins lands zoned for residential or agricultural use. No development or clearing, grading or construction

activity, other than for any public utility construction or providing road access, shall be permitted in any buffer area; except the buffer area established along major collector or higher classification streets may be cleared and replaced with landscaping. No impervious surfaces, including structures, parking or roadways are permitted in this area, except for access authorized herein and pedestrian or bicycle trails and access. No less than fifteen (15) percent of the total internal area shall be designated as open space for common usage; except that the area of the undisturbed buffer, parking areas, and land proposed for commercial use shall not be included in the calculation of open space acreage. No less than ten (10) percent of the total open space shall be landscaped. No less than five (5) percent of the total open space or twenty (20) acres, whichever is greater, shall be designated to public or community use.

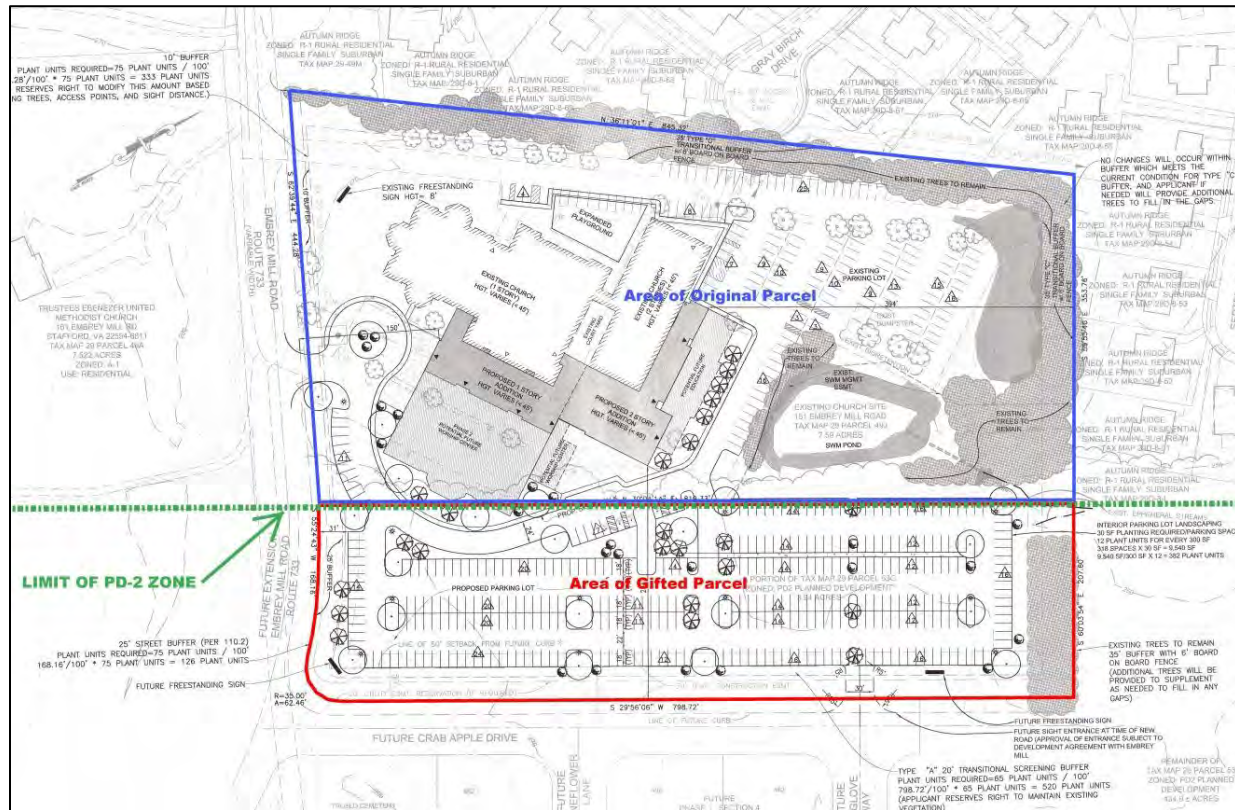
Exhibit 2: Comparison of Zoning Districts with Place of Worship Uses - Ebenezer United Methodist Church Expansion / Use: Place of Worship

Zoning District	Permitted Uses?				Open Space Ratio		Site Location Consistent With Purpose of Zoning District?	Overall Compatibility with Zoning District?	Compatibility Issues / Comments
	Place of Worship	Residential	Commercial	Industrial	Required	Conforms?			
A-1	By Right	Y	N	N	0.5	N	No	Potentially Compatible	<ul style="list-style-type: none"> Need to increase open space PD-2 50' Buffer Conflict
A-2	By Right	Y	N	N	0.5	N	No	Potentially Compatible	<ul style="list-style-type: none"> Need to increase open space PD-2 50' Buffer Conflict
R-1	CUP	Y	N	N	0.5	N	Yes	Potentially Compatible	<ul style="list-style-type: none"> Need to increase open space PD-2 50' Buffer Conflict Reqs. Add'l CUP Application
R-2	CUP	Y	N	N	0.25	Y	Potentially	Potentially Compatible	<ul style="list-style-type: none"> PD-2 50' Buffer Conflict Reqs. Add'l CUP Application
R-3	CUP	Y	N	N	0.25	Y	Potentially	Potentially Compatible	<ul style="list-style-type: none"> PD-2 50' Buffer Conflict Reqs. Add'l CUP Application
B-1	By Right	N	Y	N	0.30	Y	Potentially	Potentially Compatible	<ul style="list-style-type: none"> PD-2 50' Buffer Conflict
B-2	By Right	N	Y	N	0.25	Y	No	Potentially Compatible	<ul style="list-style-type: none"> PD-2 50' Buffer Conflict Purpose of zoning district
SC	By Right	N	Y	N	0.40	Y	No	Potentially Compatible	<ul style="list-style-type: none"> P-TND Buffer Requirement Purpose of zoning district
PD-2	By Right	Y	Y	N	0.25	Y	Yes, if ordinance amended	Potentially Compatible	<ul style="list-style-type: none"> Adjacent to existing PD-2 district PD-2 minimum acreage not met (Compatible with Text Amendment)
RC	By Right	N	Y	N	0.40	Y	No	Likely Not Compatible	<ul style="list-style-type: none"> Location of zoning district / Comp Plan Consistency Purpose of zoning district
M-1	CUP	N	Y	Y	0.25	Y	No	Likely Not Compatible	<ul style="list-style-type: none"> Location of zoning district / Comp Plan Consistency Purpose of zoning district
M-2	CUP	N	Y	Y	0.25	Y	No	Likely Not Compatible	<ul style="list-style-type: none"> Location of zoning district / Comp Plan Consistency Purpose of zoning district
P-TND	By Right	Y	Y	N	N/A		Potentially	Not Compatible	<ul style="list-style-type: none"> P-TND minimum acreage not met
PD-1	By Right	Y	Y	N	0.25	Y	No	Not Compatible	<ul style="list-style-type: none"> PD-1 minimum acreage not met Purpose of zoning district
RDA-1	By Right	Y	Y	N	N/A		No	Not Compatible	<ul style="list-style-type: none"> RDA-1 minimum acreage not met Purpose of zoning district
UDA	By Right	Y	Y	N	N/A		No	Not Compatible	<ul style="list-style-type: none"> Purpose of zoning district Property not designated Urban Area

Exhibit 3: Existing Conditions



Exhibit 4: Proposed Church Expansion



[illegible]

[illegible]

<u>Current Situation</u>	<u>Proposed End State</u>
<p>The Addressing Ordinance, Article IX, is located within the Zoning Ordinance. Assigning addresses are currently governed by Code which does not allow for much flexibility.</p>	<p>➤ Amend Stafford County Code, Article IX-Addressing, Sections 28-141 through 28-160 to reflect current practices and preferred policy changes</p>
<u>Request for the CEDC Committee/Board of Supervisors</u>	<u>Benefits to the County</u>
<ul style="list-style-type: none"> • ➤ Consider amending Article IX-Addressing, Sections 28-141 through 28-160 ➤ Update language for Department names and current practices ➤ Add designee and designated where appropriate ➤ Correct name of index of road names to 'Official Street Name Directory' as shown on website ➤ Remove sections from the ordinance and incorporate into a new policy document ➤ Move assignment of street names and assignment of building numbers into a policy document ➤ Reference the addressing policy in the ordinance with a statement that it is an approved Board of Supervisors policy, as amended ➤ Any change to the policy or ordinance must revert to the Board of Supervisors for final approval 	<ul style="list-style-type: none"> ➤ Provide a clear and concise ordinance and policy that will aid staff in determining the assignment of addresses for all properties ➤ Provide more flexibility in assigning addresses for existing structures and during the building permit process

Stafford County Addressing Policy

(Pursuant to Code Section Sec. 28-141, Addressing)

Adopted 2017

Prerequisite to County requirement and recognition of an Official Street Name:

- Street names shall be assigned to all public and private vehicular accesses serving 3 or more principal buildings or parcels, when such buildings cannot be clearly identified from any intersecting road.
- The board of supervisors may name or rename an existing or newly established road at any time by amending article IX, in accordance with section 15.2.-2204 of the Code of Virginia (1950), as amended.

Assignment of street names:

1. Street names shall not duplicate or phonetically resemble existing street names. Duplicate street names must have different suffix and may only occur among cul-de-sacs within the same subdivision. These cul-de-sacs can only branch from the duplicate street name and cannot be connected to other streets.
2. Street names shall be found in the Merriam-Webster Dictionary and meet USPS standards unless otherwise approved.
3. Street names, including the suffix abbreviation, shall not exceed 24 characters.
4. Compass points (North, northeast-etc.), directional terms (left, right, etc.) or special characters (hyphens, apostrophes, periods, numbers, articles, or non-alphabetical characters, etc.) shall not be permitted as part of the street name.
5. Street name suffixes should reflect the style of roadway assigned but in all cases must be a USPS approved suffix. These can include, but not limited to, "street", "road", "avenue", "boulevard", "drive", "way", for through streets and "place", "lane" or "court" for dead-end roads.
6. Family surnames may be used as street names.
7. Any continuous road or street extension shall continue that road or street name unless segmented by another intersecting road. Generally, road names shall continue until arriving at a street with a larger traffic volume.
8. Street name suffixes can include, but not limited to, "street", "road", "avenue", "boulevard", "drive", "way", "place", "lane" or "court".
9. In shopping centers, the main entrance road into the development shall bear the name of the shopping center and access roads serving buildings should be named as outlined above. Generally, access roads within parking lots are not to be named.

Assignment of building numbers:

1. Building numbers shall be assigned to all principal buildings and facilities within Stafford County. Unoccupied accessory structures such as sheds, shelters, gates, utility poles, vacant lots, etc. should not be assigned an address.
2. Building numbers shall be assigned based on the location of the driveway or point of access.
3. Odd numbers shall be assigned on the left side of a road, and even numbers to the right side of a road.
4. Left and right shall be determined from the perspective of a traveler moving away from the road origin in a forward motion.
5. Numbers shall be assigned at a twenty-foot interval along the centerline of the road on which the property has direct vehicular access unless otherwise approved. Numerical street segments (blocks) or building grouping is permitted when approved.
6. Building numbers shall be assigned lot by lot in subdivisions and in manufactured home parks.
7. Addresses for corner lots or lots which front on more than one road shall be assigned on the road the driveway originates. If the driveway accesses both roads, the address shall be assigned to the road on which a building

fronts. If the driveway accesses both roads and the building is situated at an angle the address shall be assigned to either road at the discretion of the agent or his designee.

8. In cases where a building has a shared entrance for multiple businesses or dwelling units, each separate business or dwelling unit shall be designated by an approved suite number.
9. Suite numbers shall be separate from (and not duplicate) the address number assigned to the building and the first numeric shall be indicative of the floor on which the business or dwelling unit is located. Alphabetic letters or half-numbers should not be used as suite numbers. The use of odd numbers only in order to preserve room for future adjustments should be considered when possible. Suite numbers should be sequential and intuitive in layout and assignment (for example, the use of odd and even assignments should be considered in hallways as they are for streets). Alphabetical letters and or half numbers shall not be used as suite numbers.

ARTICLE IX. - ADDRESSING

Sec. 28-141. - Purpose and intent.

The purpose of this article is to provide for the creation and maintenance of a uniform countywide system for the assignment of permanent and unique addresses to all principal buildings in Stafford County. This article, by creating such a system, is designed to assist ~~fire and rescue companies~~ public safety, the United States Postal Service, and other agencies in the timely and efficient provision of their services to the residents and businesses of Stafford County.

(Ord. No. 094-29, § 28-901, 8-9-94)

Sec. 28-142. - Establishment and adoption.

A system for naming roads and assigning numbers to principal buildings is hereby established. The index of official road names, on file in the ~~office~~ department of planning and zoning is hereby adopted and made a part of this article.

(Ord. No. 094-29, § 28-902, 8-9-94)

Sec. 28-143. - Administration of system.

The director, or his ~~duly authorized~~ designated agent, shall be responsible for administering the addressing system established herein, in accordance with the provisions of this article.

(Ord. No. 094-29, § 28-903, 8-9-94)

Sec. 28-144. - Responsibilities of the director or designee.

- (a) The director or designee shall determine roads requiring road names, in accordance with the provisions of this article.
- (b) The director or designee shall record all road names assigned under this article, and the subdivision ordinance, in the ~~index of official road names~~ Official Street Name Directory. The director may amend the ~~index of official road names~~ Official Street Name Directory to correct inaccuracies in explanatory material relative to particular roads or to remove road names not approved by the board of supervisors prior to the effective date of this article.
- (c) The director or designee shall be responsible for the assignment of addresses to all ~~existing and future~~ buildings in accordance with the provisions of this article.
- (d) The director or designee shall record all numbers and street names assigned under this article in the ~~atlas of official road names and principal building numbers~~ Official Street Name Directory, on file in the office department of planning and zoning.
- (e) The ~~director agent~~ shall be assisted by the guidelines for addressing, Stafford County Street Naming Policy, on file in the office department of planning and zoning, in the assignment of all addresses and in the establishment of administrative procedures for the distribution of such addresses. Where the provisions of this article are deemed insufficient to determine the correct procedure for an address assignment, the current guidelines for addressing shall be revised to establish a procedure which reflects the purpose and intent of this article.
- (~~ef~~) The ~~director developer~~ shall be responsible for the installation and maintenance of street name signs at all intersections of public roads named under this article within their development until the roads

are accepted into the state road system. Upon, state acceptance, the county shall become responsible for signs.

(Ord. No. 094-29, § 28-904, 8-9-94)

Sec. 28-145. - Responsibilities of the property owner.

The owner of a ~~principal~~ building shall post the building's assigned number in a manner ~~so as to be~~ that is visible and distinguishable from the road on which the building fronts. If a building does not front on a road or is not visible from the road, ~~then~~ the number shall be posted at a walk, driveway, or ~~the other~~ other suitable location so ~~that~~ it is easily discernible from the road. The number shall be posted in a manner which clearly associates the number with the building to which it has been assigned. The number shall be ~~Arabic~~ numerals only. The cost of such posting shall be the responsibility of the property owner.

(Ord. No. 094-29, § 28-905, 8-9-94; Ord. No. 005-35, 6-21-05)

Sec. 28-146. - Compliance.

- (a) Addresses shall be reserved for named roads. Buildings along such roads shall be identified by reference to the addressing system adopted herein.
- ~~(b) Property owners of existing buildings and those buildings issued a building permit prior to the system becoming operational along the road from which the building is addressed shall comply with the provisions of this article within one year of the date of notification of an address assigned by the director.~~
- ~~(eb) Property owners of future buildings and those buildings issued a building permit after the system is operational along the road from which the building is addressed shall comply with the provisions immediately upon receipt of an address by the director or designee.~~
- ~~(dc) Building permits for buildings along roads where the system is operational shall be issued only after an official address is assigned in accordance with the provisions of this article.~~
- ~~(ed) Occupancy permits for buildings along roads where the system is operational shall only be issued after proper posting of the building number is completed in accordance with this article.~~

(Ord. No. 094-29, § 28-906, 8-9-94)

~~Sec. 28-147. - Assignment of road names.~~

- ~~(a) Road names shall be assigned to all public and private vehicular accesses serving more than one principal building, when such buildings cannot be clearly identified from any intersecting road.~~
- ~~(b) Road names shall not duplicate, or phonetically resemble existing or closely approximate road names already assigned. Duplicate street names may only occur among cul-de-sacs within the same subdivision. These cul-de-sacs can only branch from the duplicate street name and cannot be extended. Family surnames may be used as road names.~~
- ~~(c) The board of supervisors may name or rename an existing or newly established road at any time by amending and reordaining this article, in accordance with section 15.2-2204 of the Code of Virginia (1950), as amended. Changes in road names involving only road name prefixed or suffixes, including but not limited to, "street," "road," "avenue," "boulevard," "drive," "way," "place," "lane," or "court," shall be subject only to administrative review and approval by the county administrator or the administrator's his designee. The naming or renaming of any road shall be in accordance with by the current guidelines for naming roads, on file in the office department of planning and zoning.~~

~~(d) Road names must shall be found in the Cambridge Webster Dictionary. Any modification to this regulation shall be approved by the director of the planning department agent.~~

~~(Ord. No. 094-29, § 28-907, 8-9-94; Ord. No. 001-20, 3-20-01; Ord. No. 005-25, 6-21-05)~~

~~Sec. 28-148. Assignment of building numbers.~~

- ~~(a) Building numbers shall be assigned to all principal buildings within Stafford County.~~
- ~~(b) Odd numbers shall be assigned on the left side of a road, and even numbers to the right side of a road. Left and right shall be determined from the perspective of a traveler moving away from the road origin in a forward motion.~~
- ~~(c) The board of supervisors may, by resolution, establish a road's origin. In the absence of a board resolution, the origin of a road shall be the end point with the greatest average daily traffic (ADT), as determined from the most current Virginia Department of Transportation counts, when available. In cases where no ADT counts are available, the origin shall be the end point where it is most reasonable to expect traffic to be the greatest.~~
- ~~(d) In subdivisions requiring the submission of a preliminary plan, where this chapter precludes subdivision of individual lots, and as in manufactured home parks, numbers shall be assigned lot by lot. In all other cases, numbers shall be assigned at a twenty-foot interval along the centerline of the road on which the property has direct vehicular access to.~~

~~Addresses for corner lots or lots which front on more than one road shall be assigned on the road that the driveway originates. If the driveway accesses both roads, then the address shall be assigned to the road on which a building fronts. If the driveway accesses both roads and the building is situated at an angle then the address shall be assigned to either road at the discretion of the agent or his designee.~~

- ~~(e) A building on a parcel fronting a named road, and clearly identifiable from that road, shall bear the number assigned to the interval which captures the midpoint of the building front. In all other cases, a building shall bear the number assigned to the interval which captures a majority of the building driveway.~~
- ~~(f) In cases where a building is occupied by more than one business, each separate office, commercial, or industrial space shall be designated by a suite number or similar designation. The suite number or like designation, shall be separate from the number assigned to the building and shall be indicative of the floor on which the business is located. Alphabetical letters and or half numbers shall not be used as suite numbers.~~
- ~~(g) In cases where a building is occupied by more than one residential unit, each separate front entrance shall be assigned a building number; no number shall be assigned to the building as a whole. When at least one unit has no separate front entrance, each unit shall be designated by an apartment number or like designation. The apartment number or like designation, shall be separate from the number assigned to the building and shall be indicative of the floor on which the apartment is located.~~
- ~~(h) In cases where the quantity of available numbers along a segment of road is fewer than the number of units which require a number along that segment of road, alphanumeric numbers shall be assigned when whole numbers have been exhausted.~~
- ~~(ih) In cases where a building is located on a corner lot, the address shall be assigned from the street where primary ingress and egress is obtained.~~
- ~~(i) In cases where shopping centers exist, the entrance road into the development shall bear the name of the shopping center and all structures within the complex shall be addressed off the named road.~~

~~(Ord. No. 094-29, § 28-908, 8-9-94; Ord. No. 005-03, 3-15-05; Ord. No. 005-03, 3-15-05)~~

Sec. 28-149. - Appeals.

- (a) When a citizen is aggrieved by the application of the provisions of this article to property owned by such citizen, an appeal may be made to the county administrator.
- (b) The board of supervisors may name or rename an existing or newly established road at any time by amending and reordaining this article, in accordance with section 15.2.-2204 of the Code of Virginia (1950), as amended.
- (b) Such appeal shall be in writing and state the nature of the appeal. The county administrator shall interpret the appeal as reasonable or unreasonable, and shall affirm or not affirm the decision of the director or designee, accordingly. Where the decision of the director or designee is not affirmed, the county administrator shall instruct the director or designee to provide redress in a manner consistent with the purpose and intent of this article.
- (c) If an appeal is determined to be unreasonable by the county administrator, the appellant, may appeal to the board of supervisors through the county administrator. All such appeals shall be forwarded to the board of supervisors for their consideration. The decision of the board of supervisors, in an appeal under this section, shall be final.

(Ord. No. 094-29, § 28-909, 8-9-94)

Secs. 28-150—28-160. - Reserved.

Current Situation

- An estimated amount of \$916,700 will be available for the PDR program in FY2018, including \$250,000 from FY2017 positive results of operations, \$366,700 as a one-time infusion of funding from SAFER Grant ramp up, and estimated \$300,000 in rollback taxes as they are collected in FY2018.
- Approximately \$7.5 million in matching funds will be available statewide in FY18 through VA Dept. of Agriculture and Consumer Services, VA Land Conservation Foundation, and US Dept. of Agriculture.
- The Ag/PDR Committee has recommended initiation of a new PDR application round this summer, at the same rate of \$25,000 per development right.

Proposed End State

- A new application round would be announced, with notification sent to owners with eligible property, and a public information meeting would be held.
- Staff and the Ag/PDR Committee would review and rank applications according to criteria in the Code, and present to the Board.
- The Board would opt to purchase new easements based on funding available at such time, and authorize request for matching funds through appropriate agencies.

Request for the CEDC Committee/Board of Supervisors

- Staff requests the CEDC concur with the initiation of the application round.

Benefits to the County

- The PDR program allows property owners to receive compensation for retaining their land in agricultural/open space and limit future residential development.
- The PDR program enables retention of open space lands outside the Urban Services Area, thereby reducing the costs of infrastructure and public services to the Agricultural/Rural areas.

Stafford County Purchase of Development Rights (PDR) Program Summary

Year	Farms Protected	Acres Protected	Development Rights Extinguished
2009	1	98.83	22
2013	2	166.79	30
2014	1	38.48	11
2016	2	143.00	52
TOTAL	6	447	115

Notes:

2007 - Stafford County Board of Supervisors establishes PDR Program

2009 - Pilot application round opened (1 easement purchased)

2013 - Second application round opened (5 easements purchased)

Properties:

Name	Address/ Location	Acreage	Zoning	Devt. Rights Retired	Purchase Price	Cost Per Devt. Right	Year
Silver Farm 48-15	Belle Plains Road	98.83	A-1	22	600,000	30,000	2009
Holsinger Property 47-66 and 67	New Hope Church Road	88.4	A-1	20	500,000	25,000	2013
Shelton Property 56-120A, 122, 124, 125 and 125A	Bethel Church Road	78.39	A-1	10	250,000	25,000	2013
Adams Property 36-60	449 Kellogg Mill Road	38.48	A-1	11	275,000	25,000	2014
Jones Farm 59-21	187 Forest Lane Road	43	A-2	27	675,000	25,000	2016
Harris Farm 25-40	Spotted Tavern Road	100.4	A-1	25	625,000	25,000	2016
TOTALS		447.5		115	2,925,000		

Total money spent as of September, 2016: \$2,942,000 (including closing costs and incidentals)

County: \$1,388,000 (47% of total costs)

Matching funds (VDACS: \$1,374,000/ VLCF: \$180,000) = 1,554,000 (53% of total costs)

Properties in Progress:

Name	Address/ Location	Acreage	Zoning	Potential Devt. Rights	Purchase Price	Cost Per Devt. Right	Year
Sterne (REPI project)	Mountain View/ Poplar Road	218	A-1	55 (estimated)	1,283,300	23,332 (estimated)	2017/ 2018
Jenkins (REPI project)	Onville Road	8	A-1	2 (estimated)	65,000	32,500 (estimated)	2017/ 2018
Crow's Nest Ph III (Property acquisition)	Brooke Road	127	A-1	28 (estimated)	825,000	29,464 (estimated)	2017
Total		353		85	2,173,300		

Purchase prices based on assessed values. Matching funds in the amount of \$1,086,650 have been authorized.

STAFFORD COUNTY
PURCHASE OF DEVELOPMENT RIGHTS (PDR)
2017 APPLICATION ROUND TIMELINE

June 12 – Sept 15:	Application period
June:	Public information meeting
Sept – Dec:	Staff review and ranking period
Jan/Feb 2018:	PDR Committee review and recommendation
Mar 2018:	Board of Supervisors Community and Economic Development Committee review and recommendation
Mar/Apr 2018:	Board of Supervisors review and approval of ranked properties
Apr 2018:	Begin negotiations with property owners. Order title search, prepare baseline documentation, work with owners on draft deed of easement. Upon receipt of title search, request loan payoffs or subordination of any existing deeds of trust
June/July 2018:	Close on property(ies) and record deed(s) of easement

Macro Indicators 2017					
Reference	Indicator	Target	Previous Quarter	Most Current Quarter	Rate of Change
1	Employment Change ^A	3% Over Prev. Year	42,603	42,655	0.1%
2	Labor Force Change ^B	1 Pt Above State Average	67,649	68,332	1.0%
3	Unemployment Rate ^B	1 Pt Below State Average	3.73%	3.77%	0.04%
4	Earnings by Place of Work, Annual Change ^E	2% Over Prev. Year	3.03M	3.10M	2.15%
5	Sales Tax Revenue Change ^B	3% Over Prev. Year			#DIV/0!
6	Tourist Occ. Tax Rev.Chg. (By Qtr Year over Year)	5% Over Prev. Year's Qtr	332,629	388,743	16.87%
7	Gross County Product Change	4% Above State Average	Annual TBD	Annual TBD	#VALUE!
8	Real Property Tax Assessment Change ^C	3% Over State Average	13,218,183,450	13,501,873,950	2.15%
9	Business Property Tax Assessment Change ^D	3% Over Prev. Year			#DIV/0!
10	Commercial Tax Revenue Change ^D	2% Over Prev. Year	2,946,159,700	2,993,924,200	1.62%
11	Meals Tax Revenue Change	5% Over Prev. Year			#DIV/0!
12	Establishments Change ^E	2% Over Prev. Year	2,161	2,678	23.92%
Footnotes:					

A Two Quarter Delay/Lag on Data

B One Quarter Delay/Lag on Data

C Latest Half Year Period, New Construction added @ 6 months

D Annual Levy Derived from 2nd Half of Year's Billing Period

E Annual Period

Reference	Indicator	2Q16	3Q16	4Q16	1Q17
25	Retail (Source CoStar)				
26	Vacancy Rate (%)	4.6%	5.1%	4.9%	5.2%
27	Inventory (Sq. Ft.)	5,138,636	5,138,636	5,136,026	5,136,026
28	Vacant (Sq. Ft.) Total	234,529	264,167	250,705	267,352
29	Under Construction (Sq. Ft.)	0	17,757	62,139	62,139
30	Net Quarterly Absorption (Sq. Ft.)	18,448	-29,638	10,852	-16,647
30	Annual Absorption (Sq. Ft.)				
25	Industrial (CoStar)				
26	Vacancy Rate (%)	7.8%	6.2%	5.6%	6.1%
27	Inventory (Sq. Ft.)	3,299,462	3,299,462	3,299,462	3,309,462
28	Vacant (Sq. Ft.) Total	256,705	204,852	183,762	202,115
29	Under Construction (Sq. Ft.)	0	10,000	10,000	0
30	Net Quarterly Absorption (Sq. Ft.)	53,440	51,853	21,090	-8,353
30	Annual Absorption (Sq. Ft.)				
25	Office (Source CoStar)				
26	Vacancy Rate (%)	16.6%	16.0%	17.2%	16.6%
27	Inventory (Sq. Ft.)	3,869,692	3,869,692	3,909,692	3,909,692
28	Vacant (Sq. Ft.) Total	642,146	618,297	671,162	647,210
29	Under Construction (Sq. Ft.)	40,000	40,000	0	0
30	Net Quarterly Absorption (Sq. Ft.)	-308	23,849	-12,865	23,952
30	Annual Absorption (Sq. Ft.)				

Department Performance 2017				
Reference	Indicator	Target	Baseline or Previous	Current Value
13	Number of Target Industry Prospects	25	24	19
14	Committed or Announced Target Industry Projects	11	9	12
15	Committed or Announced Target Industry Jobs	5% Change Above Baseline set in 2018	New Baseline set in 2018	216
16	Number of Community Development Contacts (Retail/Restaurant/Mixed Use)	68	61	47
17	Committed or Announced Community Development Projects	25	22	32
18	Capital Investment Estimated for Announced Projects	Estimates based on Prospect Projections	New Baseline set. in 2018	TBD
19	Percent of Job Change Attributed to Dept. Efforts	15%	Annual TBD	Annual TBD
20	Number of Business Retention Visits	90	85	43
21	Technical / Regulatory Assists Resolved	55	56	49
22	Potential New Business Counseled	789	771	226
23	Number of Digital Engagements	5% Change Above Baseline set in 2018	686,762	TBD
24	Tourism Annual Visitation Change	2% Over Prev. Year	New Baseline set in 2018	New Baseline set in 2018

Education Attainment Measures			
Reference	Annual Data Points	Previous	Most Current
31	Percent of Bachelors Degree or Higher ¹	39%	36%
32	HS Graduation Rate ²	92.5%	92.9%
33	Percent Enrolled in Post Secondary ³	39%	45%

Quality of Life			
Reference	Annual Data Points	Previous	Most Current
34	Population Change ¹	139,992	142,003
35	Housing Cost as Percent of Income ²	21%	21%
36	Parks & Rec. Program Registrations ³	28,083	26,764
37	Workers Commuting 30 min or less ⁴	39%	42%

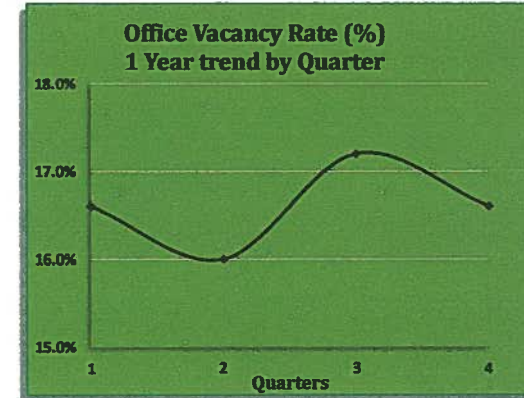
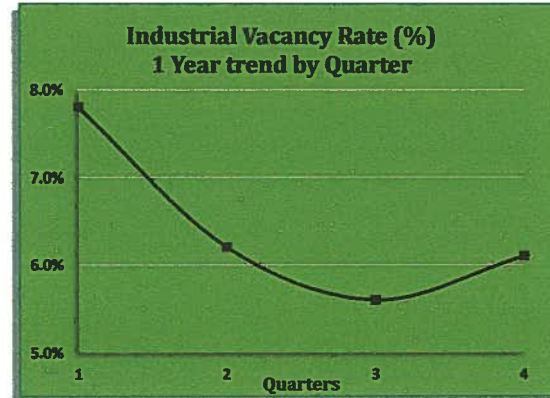
The category of Macro Indicators gauge the direction (either positive or negative) of overall economic trends for the County and are somewhat influenced by market forces beyond the influence and boundaries of Stafford County activities. Conversely, the Department Performance utilizes measures that can reflect the impacts of actions or inputs from the County and Department staff in carrying out economic development policies under the County Administration/Board of Supervisor's directives and oversight.

Reference	Definition	Dates	Source	Basis of Target
1	Number of Jobs in Stafford County subject to State or Federal Unemployment Insurance requirements	3Q2016 and 4Q2016	VEC Quarterly Census of Employment & Wage	Sept 2015 to 2016 national job growth rate was 1.7 percent
2	Total Civilian Labor Force in Stafford County	2017 monthly	VEC Labor Force, Employment and Unemployment	Establishes pace reasonably more aggressive than Virginia Average
3	Percent of civilian population filing for unemployment benefits	2017 monthly	VEC Labor Force, Employment and Unemployment	Establishes pace reasonably more aggressive than Virginia Average
4	Annual wages earned at businesses within Stafford County	2014 and 2015	Bureau of Economic Analysis Table CASN	Establishes pace reasonably more aggressive than Virginia Average
5	State Sales Taxes paid in Stafford County businesses	2016	Stafford Commissioner of Revenue's Office	Establishes pace reasonably more aggressive than current year
6	Taxes related to lodging and hotel occupancy in Stafford County	2015 and 2016	Stafford County Budget Office	Establishes pace reasonably more aggressive than current year
7	Estimated value of goods and services produced in Stafford County annually	2015 and 2016	(Anticipated George Mason University)	Establishes pace reasonably more aggressive than previous year
8	Taxes levied on property assessed in Stafford County	2015 and 2016	Stafford Commissioner of Revenue's Office	Establishes pace reasonably more aggressive than previous year
9	Taxes levied on business tangible property assessed in Stafford County	2015 and 2016	Stafford Commissioner of Revenue's Office	Establishes pace reasonably more aggressive than current year
10	Taxes levied from business tangible and real property assessed in Stafford County	2015 and 2016	Stafford Commissioner of Revenue's Office	Establishes pace reasonably more aggressive than current year
11	Taxes levied on certain prepared food sales in Stafford County	2015 and 2016	Stafford Commissioner of Revenue's Office	Establishes pace reasonably more aggressive than current year
12	Number of Business in Stafford County with employees subject to State or Federal Unemployment Insurance requirements	3Q2016 and 4Q2016	VEC Quarterly Census of Employment & Wage	Establishes pace reasonably more aggressive than current year
13	Number of target Industry prospects that are qualified and viable candidates for locating in Stafford County	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
14	Number of Prospects committed or announcing a business expansion, relocation or new job creation project in Stafford	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
15	Number of Jobs from the Prospects committed or announcing a business expansion, relocation project in Stafford	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
16	Number of new Prospects made with in the Retail, Restaurant or Mixed Use Development Community	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
17	Number of Retail, Restaurant, or Mixed Use Projects announced or committed	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
18	Capital Investment Estimated for any Announced Project	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
19	Percent of annual Jobs created by prospects committed or announced of which Dept staff facilitated, assisted or otherwise influenced.	2016 and 2017	Internal Department Statistics	Long term target is 20 to 25%, building capacity for new program
20	Number of local businesses visited by Dept staff for purpose of assessment, or rendering unsolicited assistance.	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
21	Number of Business Assisted with Permitting, Regulatory Issues or Technical Assistance	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
22	Number of Interested Individuals that are counseled/assisted with starting a new business.	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
23	Social media and website Interactions for marketing purposes annually	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
24	Number of temporary visitors to Stafford County for business or leisure activities.	2016 and 2017	Internal Department Statistics	Establishes pace reasonably more aggressive than previous year
25	Percent of total sq. ft. vacant and available for occupancy	2Q2016 through 1Q2017	CoStar	No targets established, measuring trends for market knowledge
26	Total square feet of property	2Q2016 through 1Q2017	CoStar	No targets established, measuring trends for market knowledge
27	Total square feet of property vacant and available for occupancy	2Q2016 through 1Q2017	CoStar	No targets established, measuring trends for market knowledge
28	New square footage under construction	2Q2016 through 1Q2017	CoStar	No targets established, measuring trends for market knowledge
29	Total square footage removed or added to retail market per quarter	2Q2016 through 1Q2017	CoStar	No targets established, measuring trends for market knowledge
30	Total square footage removed or added to retail market Annually	2016 and 2017	CoStar	No targets established, measuring trends for market knowledge
31	Percent of Stafford County residents who have obtained a Bachelors Degree or Higher	2014 and 2015	US Census Table S1501	No targets established, measuring trends for market knowledge
32	Four-Year Virginia On-Time Graduation Rate of Stafford County	2014 and 2015	Virginia Dept. of Education Division Quality Profile	No targets established, measuring trends for market knowledge
33	Percent of Stafford County Residents who are enrolled in a post HS curriculum	2014 and 2015	US Census Table S1401	No targets established, measuring trends for market knowledge
34	Total number of Stafford county residents estimated by US Census	2014 and 2015	US Census Table B01003	No targets established, measuring trends for market knowledge
35	Percent of (Median Household Income/(Median Monthly Housing Cost * 12))	2014 and 2015	US Census Tables B25105 and S1903	No targets established, measuring trends for market knowledge
36	Number of Individuals enrolled in Stafford Parks and Recreation Programs	2015 and 2016	Stafford Parks and Rec Dept.	No targets established, measuring trends for market knowledge
37	Percent of Stafford Residents who commute 30 min or less to work	2014 and 2015	US Census Table S0801	No targets established, measuring trends for market knowledge

Selected Highlights Calendar Year 2017 - Updated 5-23-17

Quarterly Macro Indicators	Current	Previous	Change
Employment Change ¹	42,655	42,603	0.1%
Labor Force Change ²	68,332	67,649	1.0%
Unemployment Rate ²	3.77%	3.73%	0.04%
Annual Earnings Change	3.10M	3.03M	2.15%
Sales Tax Revenue Change			
Tour/Occ Tax Revenue Change	388,743	332,629	17%
¹ Two Quarter Delay/Lag on Data ² One Quarter Delay/Lag on Data			

Department Performance	Target	Baseline	Current
Target Industry Prospects	25	24	19
Announced Target industry Projects	11	9	12
Announced Target Industry Jobs	*	**	216
Community Development Contacts	68	61	47
Announced Community Dev Projects	25	22	32
Regulatory Assist Resolved	55	56	49
* 5% Change Above Baseline in 2018 ** New Baseline in 2018			



Education Attainment	Previous	Current	Change
Bachelors Degree or Higher	36%	39%	8.3%
HS Graduation Rate	93%	93%	0.4%
Post Secondary Enrollment	39%	45%	14.2%

Quality of Life	Previous	Current	Change
Housing Cost/Income	21%	21%	0.0%
P&R Program Registration	28,083	26,764	-4.7%
Less than 30 min. Commute	42%	39%	-7.1%



Highlights of Jeff Rouse Swimming Senior Championship Economic Impact Study

- The methodology used in the University of Mary Washington Study emulates previous aquatic studies in comparable Virginia Counties to estimate that 563 local, commuters and overnight travelers joined 536 athletes in attending this event for a total headcount of 1,150.
- Total Economic Impact (above and beyond normal spending) in Stafford County is projected at approximately \$642,000 of which:
 - \$388,000 is direct spending by swim meet visitors
 - \$254,000 is indirect spending as a result of the above direct spending
 - \$20,000 increase in County tax revenue
- The projected economic impact of this event can be examined in the context of multiple events hosted at the Jeff Rouse Swim and Sports center annually. This study projects the economic impact expected by a typical event in size and attendance, comparable to each of the ten (10) swim meets hosted/scheduled by the Jeff Rouse Center this year.
- The facility's first year of operation suggests that quality venues are important to increasing our visitor expenditures. Based on this study, the Jeff Rouse Center could generate as much as a 5% increase in overall visitor expenditures for 2017, with greater annual impacts expected as our sports marketing efforts continue.