

## Community & Economic Development Committee Meeting AGENDA

November 21, 2017 – 12:00 Noon  
Conference Room A/B/C, Second Floor

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

Agenda Item	
1.	Discuss the renaming of Big Spring Lane (return from October meeting)
2.	Update on Sign Ordinance Committee
3	Discussion of a Zoning Text Amendment for RBC Zoning
4.	Provide update on DOD Facility
5.	Discussion of new HubZone in South Stafford
6.	Consider an amendment to Stafford County Code for Section 25-105, "Discontinuance of Service for Failure to Pay"
7.	Discussion of Video and Closed Captioning of Board Meetings RFP
8.	Tourism update
	Next CEDC meeting is scheduled for February 6, 2018 (tentative)

CEDC11212017agenda



### **Current Situation**

- Big Spring Lane has a configuration in the form of two streets.
- One street is publicly maintained and the other is a private street.
- Stafford County Code, Chapter 28, Section 28-147, '*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 intersection road.*'
- The private street needs to be renamed for public safety reasons.

### **Proposed End State**

- Rename the private street segment of Big Spring Lane with unique addresses to minimize confusion for mail delivery and emergency response.
- Renaming the private segment is in compliance with Article IX, Addressing of the Stafford County Code.

### **Request for the CEDC Committee/Board of Supervisors**

- Consider a BOS referral to the Planning Commission to rename the private segment of Big Spring Lane.
- Staff will provide three names suggested by the majority of the property owners.
- Deferred to November 21 for Mr. Milde to consider an alternate street name.

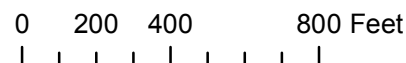
### **Benefits to the County**

- Approval of the ordinance amendment would clarify the location of the publicly maintained Big Spring Lane and establish a new name for the private segment.
- The amendment would have a public safety benefit by reducing confusion of the location of buildings currently along the private segment not easily noticeable from the intersection of the two segments.



Produced by the Stafford County Department of Planning and Zoning  
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### Current Situation

- Supreme Court Case Reed vs The Town of Gilbert AZ decision stated signs cannot be regulated on content
- Adopted Sign ordinance to reflect decision of Supreme Court
- Board of Supervisors created a Committee to review the adopted sign ordinance and recommend any changes they deemed necessary
- Committee reviewed existing sign ordinance (see attached list)

### Proposed End State

- Amendment to zoning ordinance to remove sign regulations in definition of home business
- Amendment to zoning ordinance to replace approval of comprehensive sign package from conditional use permit to special exception

### Request for the CEDC Committee/Board of Supervisors

- Staff would like the CEDC to recommend the Board send this to the Planning Commission to amend the zoning ordinance

### Benefits to the County

- The ordinance amendment would clarify the regulations for signs for home businesses
- Facilitate an approval process for a comprehensive sign package



## Items discussed by the Sign Committee

- Sign symposium in Henrico- effect of Reed vs Gilbert, AZ
- Proposed sign regulations in Fredericksburg
- Commercial Real estate signs
- Directional Signs
- Proposed sign regulations in Chesterfield Co
- Search Lights
- Lower fee for CUP for sign packages in excess of code requirements
- Temporary signs- square footage instead of numbers
- Conflict between sign regulations in definition of home business and sign section of the ordinance
- Allowing approval of comprehensive sign package by special exception instead of conditional use permit



### Current Situation

- The Recreational Business Campus (RBC) zoning district allows for retirement housing.
- The RBC zoning district standards referred to Table 5.1 R-2 Cluster Regulations for minimum lot sizes and building setbacks.
- Table 5.1 in the R-2, Urban Residential – Medium Density (R-2) were repealed by Ordinance O12-20 on March 20, 2012 as part of a complete revision of the County cluster subdivision standards.
- No standards for retirement housing in the RBC

### Proposed End State

- To include requirements for residential development in the RBC using a new table
  - would re-establish lot size and setbacks for the dwellings types included in the retirement housing definition
  - Incorporates the regulations of Table 5.1 to eliminate any non-conformities for existing developments
  - Density calculations would not change

### Request for the CEDC Committee/Board of Supervisors

- Consider adopting text amendment to Zoning Ordinance to re-establish lot and setback standards for retirement housing the RBC zoning district
- Text amendment to incorporate the same setback and lot size standards as Table 5.1 townhouse, duplex and single family

### Benefits to the County

- Reestablishes setback standards for existing homes allowing them to be expanded or added on to.
- Accommodates future retirement housing neighborhoods to be built in the RBC zoning district.



TABLE 5.1

## Cluster Option

TABLE INSET:

District	Allocated Density*	Min. O.S.R.	Minimum Area Cluster Lot	Minimum Width (in feet)	Minimum Frontyard (in feet)	Minimum Sideyards (in feet)	Minimum Rearyard (in feet)
R-1	3.0du/1.0ac.	0.5					
S.F.			8,000 sf	60	25	8/18	25
Duplex			6,500	60	30	5/12	25
R-2	7.0du/1.0ac.	0.25					
S.F.			8,000 sf	60	25	5/12	25
Duplex			4,000 sf	40	25	3/15	25
Twnhse			1,200	16	15	20**	20
R-3	15.0du/1.0ac.	0.25					
S.F.			6,500 sf	60	30	5/12	25
Duplex			4,000 sf	40	25	3/12	25
Twnhse			1,200	16	15	20**	20

\*Dwelling units per gross acre

\*\*Minimum between townhouse structures

## Notes:

(1) Side yard requirements are indicated with two (2) numbers, the first number indicates the minimum yard for one of the side yards, and the second number is the minimum combined total for both side yards.

(2) Height restrictions shall be the same for clustered developments as for conventional developments.

(Ord. No. 094-29, 8-9-94; Ord. No. 095-11, 3-7-95; Ord. No. 000-22, 10-17-00)



(2) <i>Minimum yards (in feet)</i>	<i>Single- family</i>	<i>Duplex</i>	<i>Town- house</i>	<i>Multi- family ***</i>	<i>Lot Line</i>	<i>Atrium</i>	<i>Village</i>	<i>Patio</i>	<i>Weak-link Townhouse</i>
Front	20	20	8	15	20	8	10	10	15
Side	10	3/15**	<b>10</b>	15	5/15*	0	3	0	0
Back	35	<b>25</b>	<b>20</b>	20	30	0	20	0	25
(3) <i>Maximum height (in feet)</i>	35	35	40	65	35	18	35	35	32
(4) <i>Minimum lot width (in feet)</i>	80	<b>40</b>	<b>16</b>	—	65	50	60	50	36
(5) <i>Minimum lot size (in square feet)</i>	—	—	—	—	6,500	3,500	5,500	5,000	3,200

- 
- \*For lot line dwellings, the minimum width of any side yard is five (5) feet, and the minimum total width between structures is fifteen (15) feet.
- \*\*For duplex structures, the minimum width of any individual side yard is three (3) feet, and the minimum total width between nonattached structures is fifteen (15) feet.
- \*\*\*For multifamily structures, the minimum setback is thirty-five (35) feet from any public right-of-way, and thirty (30) feet from any other structure
- **The figures in red are from Table 5.1**

BOARD OF SUPERVISORS  
COUNTY OF STAFFORD  
STAFFORD, VIRGINIA

ORDINANCE

At a regular meeting of the Stafford County Board of Supervisors (the Board) held in the Board Chambers, Stafford County Administration Center, Stafford, Virginia, on the 20<sup>th</sup> day of March, 2012:

<u>MEMBERS:</u>	<u>VOTE:</u>
Susan B. Stimpson, Chairman	Yes
Cord A. Sterling, Vice Chairman	Yes
Jack R. Cavalier	Yes
Paul V. Milde III	No
Ty A. Schieber	Yes
Gary F. Snellings	Yes
Robert "Bob" Thomas, Jr.	Yes

On motion of Mr. Snellings, seconded by Mr. Thomas, which carried by a vote of 6 to 1, the following was adopted:

AN ORDINANCE TO REPEAL STAFFORD COUNTY CODE, CHAPTER 22, ARTICLE IX, SECTIONS 22-266 THROUGH 22-271, ENTITLED "CLUSTER SUBDIVISIONS;" CHAPTER 28, ARTICLE V, SECTIONS 28-71 THROUGH 28-80, ENTITLED "RESIDENTIAL CLUSTER PROVISIONS;" and CHAPTER 28, ARTICLE V, TABLE 5.1. ENTITLED "CLUSTER OPTION"

WHEREAS, Virginia Code Section 15.2-2286.1 requires localities with a population growth rate of 10% or more to adopt clustering provisions for single-family dwellings so as to preserve open space; and

WHEREAS, Stafford County is required to adopt clustering provisions; and

WHEREAS, Stafford County Code Chapter 22, Article IX, Sections 22-266 through Sections 22-271, entitled "Cluster Subdivisions;" Chapter 28, Article V, Sections 28-71 through 28-80, entitled "Residential Cluster Provisions;" and Chapter 28, Article V, Table 5.1, entitled "Clustering Option" ("County Clustering Provisions") are in conflict with Virginia Code Section 15.2-2286.1; and

WHEREAS, the Board desires to repeal the County Clustering Provisions; and

WHEREAS, the Board desires to establish new County Clustering Provisions in compliance with the Virginia Code; and



WHEREAS, the Board has carefully considered the recommendations of the Planning Commission, staff and the testimony at the public hearing; and

WHEREAS, the Board finds that public necessity, convenience, general welfare, and good zoning practices require adoption of an ordinance repealing the County Clustering Provisions;

NOW, THEREFORE, BE IT ORDAINED by the Stafford County Board of Supervisors on this the 20<sup>th</sup> day of March, 2012, that Stafford County Code Chapter 22, Article IX, Sections 22-266 through 22-271, entitled "Cluster Subdivisions;" Chapter 28, Article V, Sections 28-71 through 28-80, entitled "Residential Cluster Provisions;" and Chapter 28, Article V, Table 5.1, entitled "Cluster Option," be and it hereby is repealed as follows, all other portions remaining unchanged:

#### **~~ARTICLE IX. CLUSTER SUBDIVISIONS~~<sup>(55)</sup>**

~~(55) Editor's note~~ Ord. No. 087-05, § 3, adopted May 5, 1987, added a new article hereto, which has been codified as Art. IX, §§ 22-266 – 22-271, at the editor's discretion.

~~Sec. 22-266. Legislative intent.~~

~~Sec. 22-267. Definitions.~~

~~Sec. 22-268. Open space regulations.~~

~~Sec. 22-269. Maintenance and ownership of open space.~~

~~Sec. 22-270. Provisions for pipe stem lots.~~

~~Sec. 22-271. Review and approval of cluster subdivision plans.~~

#### **~~Sec. 22-266. Legislative intent.~~**

~~The purpose of the cluster development provision is to encourage innovative and attractive housing alternatives to the type of development permitted in conventional subdivisions. This is achieved by allowing the design flexibility and cost reduction of smaller lot sizes in exchange for the protection of sensitive areas such as steep slopes and stream valleys, the integration of open space and recreation areas into a development, and, where appropriate, the provision of land for public use. (Ord. No. 087-05, § 3(div. 1, § A), 5-5-87)~~

#### **~~Sec. 22-267. Definitions.~~**

~~For the purpose of this article, certain words or terms used herein shall be interpreted as follows:~~

~~*Open space:* That area within the boundaries of a tract that is intended to provide light and air, and is designated for either scenic or recreational purposes. Open space shall, in general, be available for entry and use by the residents or occupants of the development, but may include a limited proportion of space so located and treated as to enhance the amenity of the development by providing landscaping features, screening for the benefit~~

~~of the occupants of those in neighboring areas, or a general appearance of openness. Open space may include, but need not be limited to, lawns, decorative planting, walkways, active and passive recreation areas, children's playgrounds, fountains, swimming pools, golf courses, tennis courts, undisturbed natural areas, agriculture, wooded areas, and water bodies. Open space shall not include roads, driveways, parking lots, or other vehicular surfaces, any areas occupied by a dwelling, nor areas so located or so small as to have no substantial value for the purposes stated in this definition. The open space shall be composed of only those areas not contained in individually owned lots. For the purpose of this provision, space shall include and be qualified as landscaped open space, common open space, dedicated open space, and useable open space, all as defined herein.~~

~~*Open space, common:* All open space within the boundaries of a given tract that is designed and set aside for the use and enjoyment by all residents or occupants of the development or by the residents and occupants of a designated portion of the development. Common open space shall represent those areas not to be dedicated as public lands, but are to remain in the ownership of a homeowner's association or a condominium association.~~

~~*Open space, dedicated:* All open space within the boundaries of a given tract which is to be dedicated or conveyed to the county or an appropriate public agency, board, or body for public use such as, but not limited to, a park, trail, school or other community serving public facility.~~

~~*Open space, landscaped:* That open space within the boundaries of a given tract that is designed to enhance privacy and the amenity of the development by providing landscaping features, screening for the benefit of the occupants or those in neighboring areas, or a general appearance of openness. Landscaped areas may include, but need not be limited to, lawns, decorative planting, flower beds, sidewalks/walkways, ornamental objects such as fountains, statues or other similar natural or artificial objects, wooded areas, and water courses, any or all of which are designed and arranged to produce an aesthetically pleasing effect within the development. Landscaped open space may either be common or dedicated open space as defined herein.~~

~~*Open space, useable:* That open space within the boundaries of a given tract that is designed for recreational purposes and may include, but need not be limited to, such uses as ballfields, multipurpose courts, swimming pools, tennis courts, play lots and playgrounds, boating docks, walking, bicycle or bridle trails, and shuffleboard courts. Useable open space shall not include areas in easements under power lines, steep slopes greater than fifteen (15) percent, golf courses and stormwater ponds.~~

~~*Tot lot:* An improved and equipped play area for small children consisting of swings and sandboxes, as well as benches and fences.~~

~~(Ord. No. 087-05, § 3(div. 1, § B), 5-5-87; Ord. No. 093-38, 9-7-93; Ord. No. 094-21(R), 5-24-94; Ord. No. 000-22, 10-17-00)~~



**~~Sec. 22-268. Open space regulations.~~**

~~The open space regulations stated for cluster subdivisions are set out as minimum criteria. The regulations are expressed as a specific percentage of the gross area of the tract. The computation of open space shall be based upon the following rules:~~

- ~~(1) In cases where the balance of land not contained in lots and streets is needed by the county for parks, recreation areas, or stream valleys, as set out in the comprehensive plan, and such land is suitable in location, size, shape, condition and topography for such needed purposes as determined by the planning commission or board of supervisors, as appropriate, then it shall be dedicated to the county at no cost for such purpose. Such dedicated open space shall be given full credit in satisfying the open space requirements for the given district.~~
- ~~(2) In cases where a given area within a tract is needed by the county for a school site or other public use as determined and approved by the school board, such land shall be deeded to the county at no cost for such purpose. Such sites shall be given full credit in satisfying the open space regulations of the given district.~~
- ~~(3) In cases where the balance of land not contained in lots and streets is not needed by the county for such public purposes as listed above, then land shall be designated as common open space. All common open space shall be developed in accordance with the Development Control Policy Parks and Recreation Land Requirements.~~
- ~~(4) Fifty (50) percent of the area located within a designated flood plain, but outside of the floodway, may be calculated as open space.~~
- ~~(5) In subdivisions approved for cluster development, there shall be provided at least one area of open space consisting of lands outside of the flood plain being at least one acre in size and having no dimension less than fifty (50) feet.~~
- ~~(6) In subdivisions approved for cluster development wherein the required open space is approximately one acre or greater in area, generally such open space shall be so located and shall have such dimension and topography as to be useable open space.~~
- ~~(7) Fifty (50) percent of the area located within a major utility easement or right-of-way may be calculated as open space, but only if the remainder of the easement or right-of-way is dedicated for recreation or open space use. Land within a major utility easement shall not constitute more than thirty (30) percent of the minimum required open space for a cluster development. For the purpose of this paragraph, a major utility easement or right of way shall be one having a width of twenty-five (25) feet or more which is located entirely outside of a street right-of-way.~~
- ~~(8) In no instance shall open space credit be given for land included within a street right-of-way.~~

(Ord. No. 087-05, § 3(div. 2), 5-5-87; Ord. No. 093-38, 9-7-93; Ord. No. 000-22, 10-17-00; Ord. No. 000-33, 10-3-00)

**~~Sec. 22-269. Maintenance and ownership of open space.~~**

~~The maintenance and ownership of common and dedicated open space shall be specified on the subdivision plan and shall consist of one of the following:~~

~~(1) Homeowners' association. If a homeowners' association or condominium association is to assume ownership of the common open space, then it shall bear all responsibility for maintenance of the land and all structures thereon. There shall be restrictive covenants recorded which prohibit the use of the subject land for any purpose but recreation and open space use. Such covenants shall run with the land. These covenants shall become part of the deed to each lot or parcel within the development. Such covenants shall be recorded in the county land records simultaneously with, or prior to, the recordation of the subdivision plat.~~

~~(2) When the open space to be dedicated to the county as a public site is contained in the comprehensive plan, the agent shall accept its dedication on the final plat. When the open space to be dedicated to the county as a public site is not contained in the comprehensive plan, it shall first be reviewed by the board of supervisors or school board, as appropriate. If the dedication is accepted by the board of supervisors or school board, it shall be conveyed by deed to the board of supervisors or school board at no cost before the subdivision plat is recorded, or be dedicated on the subdivision plat.~~

(Ord. No. 087-05, § 3(div. 3), 5-5-87)

**~~Sec. 22-270. Provisions for pipe stem lots.~~**

~~When permitted in the zoning ordinance, pipe stem lots shall conform to the following requirements:~~

~~(1) The maximum number of lots on a pipe stem driveway shall be two (2). In the event use of the pipe stem access is increased to provide access to a third lot, either by a subsequent division of property or for use by an adjacent lot owner, the access will be considered to be a street and must be (a) dedicated to public use and (b) improved by the owners of the lots served to satisfy the prevailing design and construction standards published in the Virginia Department of Transportation's Subdivision Street Requirements or other applicable VDOT standards. No more than ten (10) percent of all lots within any subdivision shall be served by pipe stem driveways and dispersed throughout the subdivision.~~

~~(2) The maximum length of the pipe stem portion of a lot is three hundred fifty (350) feet.~~

~~(3) In no case shall any lot be adjoined by more than one pipe stem driveway.~~

~~(4) There shall be no more than two (2) pipe stem lots in a row.~~



- ~~(5) The pipe stems portion of two (2) abutting pipe stem lots shall be a shared driveway.~~
- ~~(6) The access point onto the public street for the shared or common driveway shall have a minimum distance of two hundred (200) feet from any other access points of a shared or common driveway on the same side of a street, including an access point that may be around a corner but on the same side of the street. This does not apply to an access point for a shared or common driveway located on the opposite side of the street.~~
- ~~(7) The pipe stem portion of a lot shall be a fee simple part of the lot with cross-easements for access. The required lot area shall be exclusive of the pipe stem portion of a lot.~~
- ~~(8) The combined minimum width of the pipe stem portion for adjoining pipe stem lots is twenty four (24) feet (each lot twelve (12) feet) and the common driveway shall be eighteen (18) feet in width. The minimum width of the pipe stem portion of a pipe stem lot which does not adjoin another pipe stem lot is eighteen (18) feet.~~
- ~~(9) No structure, whether main or accessory, shall be erected nearer to the edge of the pipe stem portion of a lot than ten (10) feet.~~
- ~~(10) The final plat shall note each pipe stem driveway as: "The access over the pipe stems shall be shared exclusively by the owners of the lots of which the pipe stems are a part; they are privately owned and privately maintained by the lot owners served. In the event use of the pipe stem access is increased to provide access to a third lot, either by a subsequent division of property or for use by an adjacent lot owner, the access will be considered to be a street and must be (a) dedicated to public use and (b) improved by the owners of the lots served to satisfy the prevailing design and construction standards published in the Virginia Department of Transportation's Subdivision Street Requirements or other applicable VDOT standards."~~
- ~~(11) Each house served by a pipe stem driveway shall be numbered in accordance with chapter 28, article IX, of the Stafford County Code, and each such number shall be displayed on a sign showing the address and an arrow which shall designate the direction to which the address usage applies.~~
- ~~(12) Minimum setbacks for buildings shall be measured exclusive of the pipe stem portion of a lot. The front of a lot on a pipe stem shall be determined by the orientation of the dwelling.~~
- ~~(Ord. No. 087-05, § 3(div. 4), 5-5-87; Ord. No. 005-60, 12-13-05; Ord. No. 007-38, 6-19-07)~~

**~~Sec. 22-271. -- Review and approval of cluster subdivision plans.~~**

The review and approval of a developer's plans for a cluster subdivision shall follow the following steps:

(1) ~~Concept plans:~~ The applicant shall confer with the county administrator or his designee to discuss the appropriateness of the cluster proposal and whether land should be dedicated to public use or reserved in common. The applicant shall then confer with the planning commission to discuss the appropriateness of the plan. The planning commission shall either approve, approve with conditions, or deny the proposed plan and open space provisions.

(2) ~~Board of supervisors and school board approval of dedicated open space:~~ Where it is determined by the planning commission that areas are suitable for dedication to public use, but such areas are not contained in the comprehensive plan, then the board of supervisors shall review and approve such proposed conveyance. Where a school site is proposed to be dedicated, the school board shall first review and approve the proposed conveyance.

(3) ~~Preliminary plan:~~ Following the endorsement of the cluster plan by the planning commission and, where necessary, approval of a conveyance by the board of supervisors or school board, the applicant shall submit a preliminary subdivision plan under the requirements of article III of the subdivision ordinance. The requirements for a cluster development plan shall be the same as for a conventional subdivision except that plans shall be prepared showing five-foot contour intervals and shall include the location and plan for all open spaces. Useable open space, designed for recreational purposes, shall be subject to review regarding implementation plans by the agent.

(4) ~~Construction plans:~~ The requirement for the submission and approval of construction plans shall be the same as in article III of the subdivision ordinance.

(5) ~~Final plats:~~ The requirement for the submission of final plats shall be the same as in article III of the subdivision ordinance.

(Ord. No. 087-05, § 3(div. 5), 5-5-87; Ord. No. 093-38, 9-7-93)

**ARTICLE V. -- RESIDENTIAL CLUSTER PROVISIONS**

~~Sec. 28-71. -- Purpose.~~

~~Sec. 28-72. -- Applicability.~~

~~Sec. 28-73. -- Where allowed.~~

~~Sec. 28-74. -- Relationship with other applicable regulations.~~

~~Sec. 28-75. -- Density and dimensional requirements.~~

~~Sec. 28-76. -- Permitted uses.~~

~~Secs. 28-77 -- 28-80. -- Reserved.~~



**~~Sec. 28-71. Purpose.~~**

The purposes of this article are:

- ~~(1) To encourage the protection and preservation of environmentally sensitive portions of sites and agricultural lands in the county;~~
- ~~(2) To encourage development in a manner which lessens the cost of infrastructure;~~
- ~~(3) To provide incentives for clustering residential development in the most appropriate locations;~~
- ~~(4) To encourage more efficient and aesthetic use of open space;~~
- ~~(5) To encourage the reservation of open space for scenic and recreational uses;~~
- ~~(6) To create and encourage the use of a variety of development choices to satisfy the changing needs of the county;~~
- ~~(7) To offer flexibility to the developer in his approach and solution to land development problems.~~

~~(Ord. No. 094-29, § 28-501, 8-9-94)~~

**~~Sec. 28-72. Applicability.~~**

~~This article shall apply to cluster developments, which are areas of residential development under unified ownership or control and which are to be developed and improved as a whole under a comprehensive cluster development plan. The provisions of this article will allow residential dwellings to be developed in clusters, subject to the provisions of section 28-75, Density and dimensional requirements, with less than the minimum lot area and setbacks required by article III, General District Use Regulations and Standards, for conventional subdivisions, but without any increase in the total allowable density as specified by this chapter. (Ord. No. 094-29, § 28-502, 8-9-94)~~

**~~Sec. 28-73. Where allowed.~~**

~~Cluster development as allowed by the provisions of this article shall be permitted only in the R-1, R-2 and R-3 districts. All cluster developments shall provide usable open space that can be developed for a community park, fire and rescue station, school or other public facility. (Ord. No. 094-29, § 28-503, 8-9-94; Ord. No. 000-22, 10-17-00)~~

**~~Sec. 28-74. Relationship with other applicable regulations.~~**

~~A cluster development shall be subject to all of the applicable standards of this chapter, and all other requirements of Stafford County, unless specifically modified or excepted by the provisions of this article. (Ord. No. 094-29, § 28-504, 8-9-94)~~

**~~Sec. 28-75. -- Density and dimensional requirements.~~**

~~The dimensional requirements set forth in Table 5.1, Cluster Option, shall supersede those stipulated for other development types, except that:~~

~~(1) The allocated densities for each respective land use district shall not be exceeded. The maximum net density and net buildable area for a cluster development shall be calculated as follows:~~

~~Subtract the areas of all wetlands, floodplains, and slopes greater than thirty five (35) percent from the gross area of the site to obtain the net area. Multiply the net area of the site by the allocated density to obtain the maximum net density for the site. Multiply the net area by the open space ratio to determine the required open space area. Subtract the required open space area from the net area to determine the net buildable area.~~

~~(2) The requirements for corner visibility, as set forth in section 28-105, are not waived;~~

~~(3) The yard dimensional requirement and the setback requirement for any building on a cluster lot which abuts a lot located outside the cluster development, shall be not less than the greater of such requirements set forth for the cluster lot or the abutting lot.~~

~~(Ord. No. 094-29, § 28-505, 8-9-94)~~

**~~Sec. 28-76. -- Permitted uses.~~**

~~The permitted uses for cluster developments shall conform to the respective permitted uses for the district in which the development is located, as specified in Table 3.1 of this chapter. (Ord. No. 094-29, § 28-506, 8-9-94)~~

~~Secs. 28-77-28-80. Reserved.~~

*TABLE 5.1*  
*Cluster Option*

District	Allocated Density*	Min. O.S.R.	Minimum Area Cluster Lot	Minimum Width (in-feet)	Minimum Frontyard (in-feet)	Minimum Sideyards (in-feet)	Minimum Rearyard (in-feet)
<b>R-1</b>	<b>3.0du/1.0ac.</b>	<b>0.5</b>					
<b>S.F.</b>			<b>8,000-sf</b>	<b>60</b>	<b>25</b>	<b>8/18</b>	<b>25</b>
<b>Duplex</b>			<b>6,500</b>	<b>60</b>	<b>30</b>	<b>5/12</b>	<b>25</b>
<b>R-2</b>	<b>7.0du/1.0ac.</b>	<b>0.25</b>					
<b>S.F.</b>			<b>8,000-sf</b>	<b>60</b>	<b>25</b>	<b>5/12</b>	<b>25</b>
<b>Duplex</b>			<b>4,000-sf</b>	<b>40</b>	<b>25</b>	<b>3/15</b>	<b>25</b>
<b>Twnhse</b>			<b>1,200</b>	<b>16</b>	<b>15</b>	<b>20**</b>	<b>20</b>
<b>R-3</b>	<b>15.0du/1.0ac.</b>	<b>0.25</b>					
<b>S.F.</b>			<b>6,500-sf</b>	<b>60</b>	<b>30</b>	<b>5/12</b>	<b>25</b>
<b>Duplex</b>			<b>4,000-sf</b>	<b>40</b>	<b>25</b>	<b>3/12</b>	<b>25</b>
<b>Twnhse</b>			<b>1,200</b>	<b>16</b>	<b>15</b>	<b>20**</b>	<b>20</b>

\*Dwelling units per gross acre

\*\*Minimum between townhouse structures

*Notes:-*


(1) ~~Side yard requirements are indicated with two (2) numbers, the first number indicates the minimum yard for one of the side yards, and the second number is the minimum combined total for both side yards.~~

(2) ~~Height restrictions shall be the same for clustered developments as for conventional developments.~~

~~(Ord. No. 094-29, 8-9-94; Ord. No. 095-11, 3-7-95; Ord. No. 000-22, 10-17-00)~~

BE IT FURTHER ORDAINED that this ordinance shall become effective on March 20, 2012.

A Copy, teste:

  
Anthony J. Romanello, ICMA-CM  
County Administrator

AJR:JAH:akh



## Veterans Health Care Facility Update

### November 21, 2017

#### **CUP and Proffer Amendments**

- Staff received the amendment applications in late September and worked with the applicant
- A final version of the amendments was sent to staff on November 8, 2017
- Staff has prepared charts showing the difference between the existing Proffers and CUP and the requested changes. (Attached)
- This information was provided via email to the full Board on November 9<sup>th</sup> and included on the Planning Commission meeting agenda on November 15<sup>th</sup>
- A joint public hearing with the Planning Commission is scheduled for December 19, 2017 at the regularly scheduled BOS meeting to consider the proposed changes.

#### **Site and Building Plan Submissions**

- The site plan was submitted November 3, 2017.
- The 1st review comments were completed on November 13<sup>th</sup>
- A Technical Review Committee meeting was held on November 15<sup>th</sup> to go over the review comments with the owner and engineer
- Expect the second submission to come in soon.
- The plat vacation application has not been submitted yet but the engineer is aware that needs to be submitted as soon as possible
- The Building plans have not yet been submitted.

#### **Tax Exempt Designation and Service Charge Agreement (PILOT)**

- Medicorps Properties Inc submitted an application for tax exemption by designation to the Commissioner of Revenue on September 29, 2017
- The Commission and County Attorney reviewed the application and found it met all of the requirements of Virginia Code Section 58.1-3651 and Stafford Code Section 23-14(a).
- The initial submission included a Service Charge of \$75,000 per year
- After negotiations, the Service Charge was modified to include a 2% escalation each year, with a final payment in year 30 having a value of \$133,188.35
- A request for authorization to hold a public hearing on December 19<sup>th</sup> for the tax exemption is included in the Consent Agenda of today's Board agenda

<b>Stafford Hospital East Campus Family Health Center</b>	
RC17152031; Reclassification	
<b>Current Proffers</b>	<b>Proposed Proffers (9-29-17)</b>
<b>Proffer 1 - Concept Plan</b> Requires the location of structures, travel ways and entrances to conform with the Concept Plan.	Conformance with the GDP is not required, apart from some specific elements referenced in later proffers. The property may be developed with any medical related uses
<b>Proffer 2 - Transportation Improvements (East Campus Only)</b> Part A: Requires Rt 630 ROW dedication.	Removed - this proffer has been satisfied
Part B: Requires ROW dedication and construction of the Route 630 site entrance, including turn lanes on Route 630.	Removed - this proffer has been satisfied
Part C: Requires construction of Hospital Center Blvd to a 4-lane divided public street.	Removed - this proffer has been satisfied
Part D: Rt 630/Hospital Center Blvd traffic signal Requires applicant to conduct a signal warrant analysis. -> Applicant required to construct the signal if warranted. -> If not warranted, the applicant would contribute up to \$160,000.	If CRA is awarded a contract for the CRA facility prior to 9-30-19, the applicant would contribute \$300,000.  If CRA is not awarded a contract by 9-30-19 for the CRA facility, applicant would conduct a signal warrant analysis. -> Applicant required to construct the signal if warranted. -> If not warranted, the applicant would contribute up to \$160,000.
Part E: Requires construction of at least one FRED bus stop in the East Campus, including a standard bus shelter and bench.	Due to security requirements for the CRA facility, this bus stop will now be provided on the East Campus only if the contract is not awarded for the CRA facility.
<b>Proffer 3 - Hospital Center Blvd (West Campus)</b> Timing requirements for the construction of Hospital Center Blvd.	Removed - this proffer has been satisfied
<b>Proffer 4 - Interparcel Access</b> Requires the applicant to provide ROW for an interparcel access to parcel 39-62A (across Hospital Center Blvd at East Campus).	-> Requires one interparcel connection at the East Campus and one at the West Campus to adjacent properties to the south across Hospital Center Blvd. -> Requires dedication of an ingress/egress easement to allow for a future connection to county owned property to the north (current maintenance shop).
<b>Proffer 5 - Lighting</b> Requires lighting to be provided in accordance with ordinance, and to direct lighting away from residential properties and Courthouse Rd.	The original proffer language has been replaced with the original CUP condition #17 for lighting, which has more specific language.
<b>Proffer 6 - Fire Protection</b> Requires fire protection in all buildings	No changes

Current Proffers	Proposed Proffers (9-29-17)
<p><b>Proffer 7 - Architecture</b> Listed façade materials that could be used for buildings on the East Campus. Requires that buildings facades be "broken up" for visual interest, and that roof lines be articulated and include screening for mechanical equipment.</p>	<p>-&gt; Requires consistency with the original architectural renderings for the hospital building -&gt; Requires consistency with the CRA facility renderings for the CRA building. -&gt; Precast concrete would be allowed for the CRA facility only (based on federal requirements for facility construction), -&gt; Façade/roofline variation and mechanical equipment screening would now apply to all buildings constructed on the property</p>
<p><b>Proffer 8 - Loading Areas and Dumpsters</b> Requires loading area/dumpster to be located out of view from public roadways, or screened with architectural elements, decorative fencing, and/or landscaping.</p>	<p>No changes</p>
<p><b>Proffer 9 - Wetlands/Nature Preserve</b> Prohibits development on areas identified as Wetlands/Nature Preserve on the Concept Plan, except for stormwater facilities, utilities, telecommunications, roads, and trails. Established general guidance to manage disturbance within these areas.</p>	<p>No changes</p>
<p><b>Proffer 10 - Water and Sanitary Sewer</b> Requires that public sewer/water service be utilized. Allowed for a temporary sanitary sewer pump station.</p>	<p>No changes</p>
<p><b>Proffer 11 - Water Quality Monitoring</b> Requires access for surface water quality monitoring in the vicinity of the stream.</p>	<p>No changes</p>
<p><b>Proffer 12 - Existing Gravesites</b> Requires that gravesites be relocated when development of the property occurs, or to establish protection around the sites if not relocated.</p>	<p>Removed - this proffer has been satisfied</p>
<p><b>Proffer 13 - Phase II Archeological Surveys</b> Requires applicant to conduct a Phase II archeological survey for two archeological sites.</p>	<p>Removed - this proffer has been satisfied</p>
<p><b>Proffer 14 - Existing Structures</b> Requires applicant to grant permission to Stafford County Cemetary Committee to conduct surveys of existing structures on site prior to demolition.</p>	<p>No changes</p>
<p><b>Proffer 15 - Parking Structure</b> Requires that the parking structure incorporate variation in facades and include materials compatible with associated buildings. Also required landscaping around the structure, and low intensity security lighting.</p>	<p>No changes, apart from including language from the original CUP condition #16 requiring Crime Prevention Through Environmental Design standards to be incorporated in the design.</p>
<p><b>Proffer 16 - Existing Vegetation</b> Requires applicatnt to preserve existing vegetation along the southern boundary of the property and along the Rt 630 frontage to the greatest extent practicable. Required these areas to be supplemented with fast growing trees where additional plants are required per the DCSL.</p>	<p>No changes</p>

<b>Current Proffers</b>	<b>Proposed Proffers (9-29-17)</b>
<b>Proffer 17 - Water Tank Lot Reservation</b> Requires applicant to provide a 1.6-acre site in the northeast corner of the property for a water tank, unless the county decides to construct the water tank at another location, or if a water tank is no longer planned in this location.	Removed - water tank is being constructed in another location.
<b>Proffer 18 - Intensity Credit</b> Allowed for intensity (FAR) credits for areas dedicated to the Board/County.	Removed - Allowed FAR in the B-2 zone is now higher, making this less of an issue.
<b>Proffer 19 - Successors and Assigns</b>	No changes
	<b>New Proffer - Access</b> Requires that access to the East Campus be limited to a single entrance on Hospital Center Blvd in the general location shown in the revised GDP.
	<b>New Proffer - Drive-Through Facility</b> Allows a drive-through facility on the East Campus if a contract for the CRA facility is awarded by September 30, 2019.
	<b>New Proffer - Square Footage</b> -> Medical clinic activities on the property will not exceed 270,000 square feet. -> Any development on the East Campus will not exceed 120,000 square feet.
	<b>New Proffer - East Campus Building Height</b> Buildings located on the East Campus will not exceed 4 stories.
	<b>New Proffers - Medication Storage, Medical Clinic Surgeries, Deliveries, and Wastes</b> These are original CUP conditions #19, 20, 21, and 22. They have been moved to the proffered conditions. No substantive changes have been made to the language.
	<b>New Proffer - Sidewalk Connection</b> Requires sidewalk connections between the existing sidewalk along Hospital Center Blvd and the East Campus development.
	<b>New Proffer - Contract Award Notice</b> Requires the applicant to promptly notify the County if the contract award for the CRA facility is approved or denied.



<b>Stafford Hospital East Campus Family Health Center</b>	
CUP17152030; Conditional Use Permit (CUP)	
<b>Current Conditions</b>	<b>Proposed Conditions</b>
<b>Condition 1 -</b> Establishes that the permit is for hospital and medical/dental clinic uses and provides for an exception to the maximum height allowed in a B-2 zoning district for the hospital.	<b>Condition 1 -</b> revised to remove medical/dental clinics as these uses no longer require a CUP; added that this CUP also permits an exception to the height requirements for a fence; updated tax map parcel numbers, identifying which are part of the East Campus and West Campus
<b>Condition 2 -</b> Establishes maximum height allowable for the hospital of ninety (90) feet, and wall-mounted lighting up to thirty-five (35) feet on the building.	<b>Condition 3 -</b> renumbered; added language to limit the hospital height exception to the West Campus Area and clarify that the existing wall mounted lighting requirement applies to the hospital building
<b>Condition 3 -</b> Requires development in general conformance with the GDP.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 4 -</b> No more than 270,000 square feet shall be devoted to clinic activities.	<b>Removed -</b> medical and dental clinics no longer require CUP; condition is addressed in proffer statement
<b>Condition 5 -</b> Requires right-of-way dedication and reservation along Jefferson Davis Highway.	<b>Removed -</b> Condition satisfied
<b>Condition 6 -</b> Requires right-of-way dedication along Courthouse Road.	<b>Removed -</b> Condition satisfied
<b>Condition 7 -</b> Requires multiple transportation improvements related to Hospital Center Boulevard.	<b>Removed -</b> condition satisfied; traffic signal condition addressed in the proffer statement
<b>Condition 8 -</b> Requires realignment of Old Potomac Church Road.	<b>Removed -</b> Condition satisfied
<b>Condition 9 -</b> Requires installation of bus stop with shelter or canopy adjacent to the hospital.	<b>Removed -</b> Condition satisfied
<b>Condition 10 -</b> install an emergency traffic interruption device at the existing traffic signal at the Jefferson Davis Highway/Courthouse Road intersection if no additional turn lanes have been constructed by others.	<b>Removed -</b> Condition superseded
<b>Condition 11 -</b> Requires implementation of multi-modal transportation demand management strategies.	<b>Condition #4 -</b> renumbered; modified the recommended alternative means of vehicle access from Interstate Exit 136 to reconstructed Interstate exit 140
<b>Condition 12 -</b> Requires two interparcel access points be provided to the abutting properties along the southern property boundary	<b>Removed -</b> duplicate condition included in the proffer statement

<b>Current Conditions</b>	<b>Proposed Conditions</b>
<b>Condition 13 -</b> Requires the applicant to prepare and submit a vegetation restoration plan if a temporary pump station is constructed with the Resource Protection Area, and replant in accordance with such plan.	<b>Condition #5 -</b> renumbered; no language change.
<b>Condition 14 -</b> Requires installation of fire protection sprinklers in all buildings.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 15 -</b> Architectural design requirements for the hospital and other buildings.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 16 -</b> Design requirements for parking structures.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 17 -</b> Requires lighting be designed and constructed to minimize off-site light trespass.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 18 -</b> Establishes heliport design and use standards.	<b>Condition #6 -</b> renumbered; no language change.
<b>Condition 19 -</b> Standards for the storage of medications in medical clinics.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 20 -</b> Standards for the storage and disposal of infectious or medical wastes or hazardous materials.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 21 -</b> Standards regarding minor surgeries in medical clinics.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 22 -</b> Prohibits deliveries on-site to any buildings other than the hospital before 7:00 A.M. or after 9:00 P.M.	<b>Removed -</b> duplicate condition included in the proffer statement
<b>Condition 23 -</b> Requires the day care center be designed to primarily serve employees of the hospital and other uses located on the property.	<b>Condition #7 -</b> renumbered; clarifies that this condition applies to the day care proposed on the West Campus.
<b>Condition 24 -</b> Prohibits commercial apartments on the site.	<b>Removed -</b> commercial apartments are no longer a permitted use in the B-2 zone
<b>Condition 25 -</b> Requires expiration of the CUP if within five (5) years of a final, non-appealable approval of a Certificate of Public Need for the hospital, no site plan has been submitted to the County.	<b>Removed -</b> no longer applicable; condition satisfied
<b>Condition 26 -</b> Allows for the CUP to be revoked or conditions modified for violations of the conditions or any applicable federal, state or local code.	<b>Condition #2 -</b> renumbered; no language change.
<b>Condition 27 -</b> Requires the organization of a Citizens Advisory Committee consisting of the immediate neighbors.	<b>Removed -</b> no longer applicable

Current Conditions	Proposed Conditions
	<b>New Condition #8 -</b> Permits the security fencing to exceed the maximum height requirements in the East Campus, in the location generally shown on the GDP.
	<b>New Condition #9 -</b> Restrict the height of the security fence on the East Campus to 10 feet.
	<b>New Condition #10 -</b> Require the security fencing to be constructed of aluminum and will not be permitted to include barbed wire or razor wire or be electrified.
	<b>New Condition #12 -</b> Require the design of the security fencing to be in general conformance with the architectural illustratives included as Exhibit A.

# STAFFORD *Virginia*

## **Board of Supervisors**

Paul V. Milde, III, Chairman  
Meg Bohmke, Vice Chairman  
Jack R. Cavalier  
Wendy E. Maurer  
Laura A. Sellers  
Gary F. Snellings  
Robert "Bob" Thomas, Jr.

Thomas C. Foley  
County Administrator

## **Stafford County Incentive: HUBZones**



Stafford County has a Federal HUBZone (Historically Underutilized Business Zone) which encompasses areas near Marine Corp Base Quantico in Census Region #3.

The HUBZone Contracting Program stimulates economic development and creates jobs in urban and rural communities by providing Federal contracting preferences to small businesses. These preferences go to small businesses that meet specific criteria:

- Employ 35% of staff who live in a HUBZone
- Maintain a "principal office" in a HUBZone
- Must be 51% owned by a US citizen(s)

The SBA regulates and implements the HUBZone program. SBA does the following:

- Determines which businesses are eligible to receive HUBZone contracts
- Maintains a listing of qualified HUBZone small businesses that federal agencies can use to locate vendors
- Adjudicates protests of eligibility to receive HUBZone contracts
- Reports to the Congress on the program's impact on employment and investment in HUBZone areas

### **Benefits of the HUBZone Program**

The program's benefits for HUBZone-certified companies include:

- Competitive and sole source contracting
- 10% price evaluation preference in full and open contract competitions, as well as subcontracting opportunities

The federal government has a goal of awarding 3% of all dollars for federal prime contracts to HUBZone-certified small business concerns. See <http://www.sba.gov/hubzone/> for maps and information.

For information on confidential site searches and business assistance, please visit

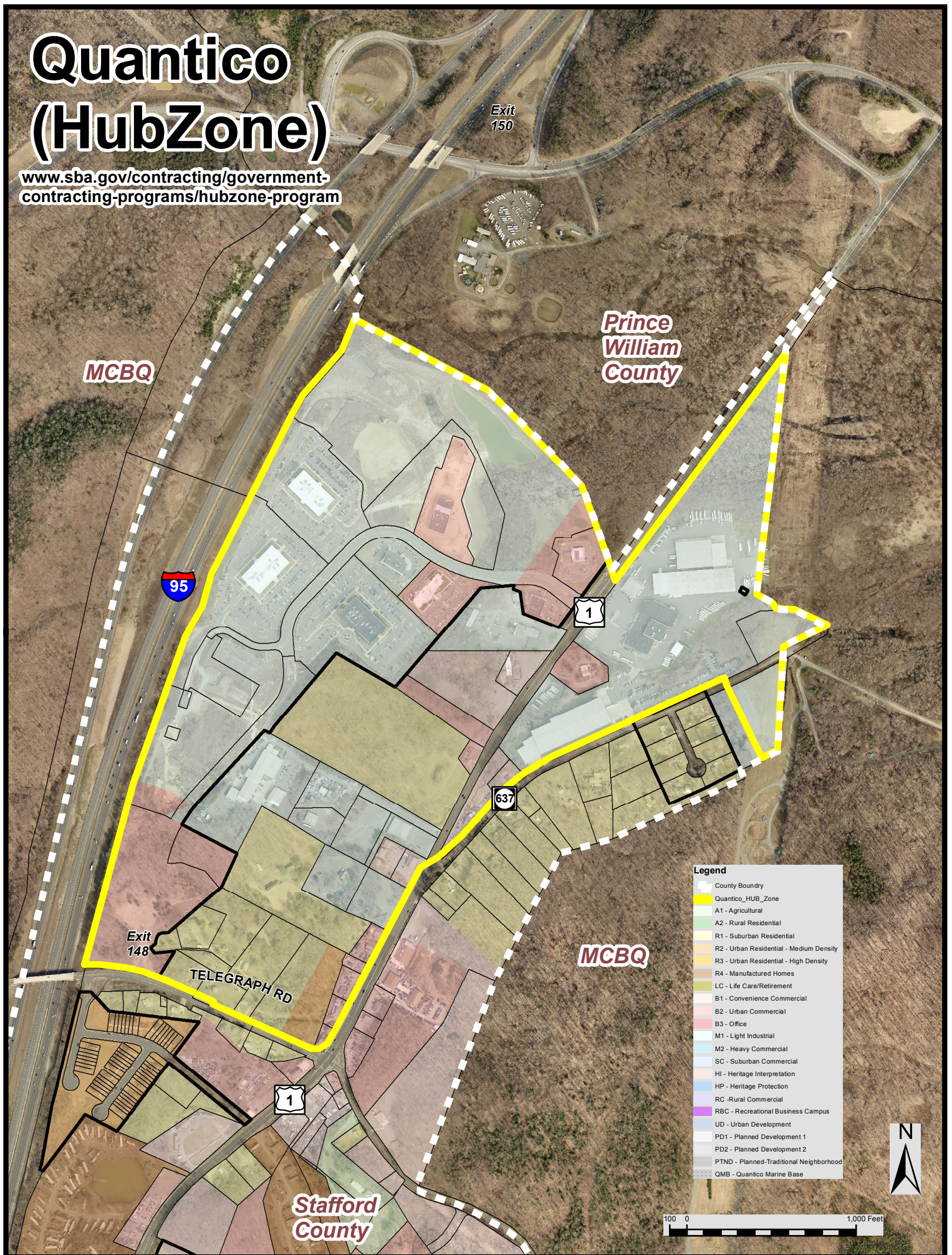
<http://www.gostaffordva.com/>.





# Quantico (HubZone)

[www.sba.gov/contracting/government-contracting-programs/hubzone-program](http://www.sba.gov/contracting/government-contracting-programs/hubzone-program)





# South Stafford (HubZone)

[www.sba.gov/contracting/government-contracting-programs/hubzone-program](http://www.sba.gov/contracting/government-contracting-programs/hubzone-program)

Stafford Regional Airport

Exit  
136

1

95

17

Exit  
133

Stafford  
County

Rappahannock River

City of Fredericksburg

## Legend

- A1 - Agricultural
- A2 - Rural Residential
- R1 - Suburban Residential
- R2 - Urban Residential - Medium Density
- R3 - Urban Residential - High Density
- R4 - Manufactured Homes
- LC - Life Care/Retirement
- B1 - Convenience Commercial
- B2 - Urban Commercial
- B3 - Office
- M1 - Light Industrial
- M2 - Heavy Commercial
- SC - Suburban Commercial
- HI - Heritage Interpretation
- HP - Heritage Protection
- RC - Rural Commercial
- RBC - Recreational Business Campus
- UD - Urban Development
- PD1 - Planned Development 1
- PD2 - Planned Development 2
- PTND - Planned-Traditional Neighborhood
- QMB - Quantico Marine Base
- South\_Stafford\_HUB\_Zone

0.25 0 1 Miles





**Current Situation**

- The following County Code Sections are required to be updated based on the State Code which was amended and approved on March 24, 2017:
  - Sec. 25-1- Definitions.
  - Sec. 25-104. - When due and payable; delinquencies generally.
  - Sec. 25-105. - Discontinuance of service for failure to pay.
- These sections are out of compliance with the State Code 15.2-2119.4(D) and 15.2-2119D which does not allow the disconnection of services until 60 days after delinquency not 15 as currently stated in the County Code.

**Proposed End State**

- Revise the County Code to match the State Code, as shown on the attachment.
- Impose a security deposit on all tenant accounts (Optional)
  - Must be no less than 3 months but not more than 5 months of water and sewer charges
  - Without a security deposit the County will waive the right to lien the property owner for the tenants failure to pay

**Request for the CEDC Committee/Board of Supervisors**

- Changes to the County Code requires consideration by the Utilities Commission
- The Utilities Commission and the Board of Supervisors must both hold a Public Hearing
- Request recommendation from the CEDC to proceed with the proposed schedule
- Proposed schedule:
  - December- Utilities Commission Public Hearing
  - January- BOS Advertise Public Hearing
  - February- BOS hold Public Hearing

**Impact to the County**

- Collection on past due accounts will be delayed
- Required System changes- HTE, Data Prose
- Higher account balances will inhibit the customer's ability to come current
- Higher final bills that will go uncollectable
- Lost revenue on reconnection and after hour turn-on fees

## Required Changes to County Code Section 25 to Match State Code

### **Sec. 25-1- Definitions.**

*Customer:* Any individual, partnership, corporation, association, or group who or which (i) receives utility service from the county under either an express or implied contract; (ii) is the owner occupant of the property serviced or where a single meter serves multiple units; or (iii) lessee or tenant with (a) written or electronic authorization to obtain water and sewer services in the name of such lessee or tenant from the property owner, or (b) a copy of the lease or rental agreement from the property owner, lessee or tenant in lieu of the written authorization.

### **Sec. 25-104. - When due and payable; delinquencies generally.**

Bills for water and sewer service charges shall be due and payable when rendered. The grace period for the payment of such bills shall be twenty-five (25) days. The bill becomes delinquent in twenty-five (25) days, at which time a ten (10) percent penalty on the unpaid balance shall be imposed. If such customer does not pay the full amount of charges and penalties for water and sewer service charges provided or cease disposal of sewage or industrial waste within 30 days thereafter, the county shall notify such customer of the delinquency.

### **Sec. 25-105. - Discontinuance of service for failure to pay.**

Water and sewer service shall be discontinued ~~sixty (60) fifteen (15) days~~ after a bill rendered under this article becomes delinquent and all charges and penalties remain unpaid, unless the health officers certify that shutting off the water will endanger the health of the occupants of the premises or the health of others. County shall provide the customer with written notice of such cessation ten (10) business days prior to ceasing the supply of water and sewer services. If the customer is a tenant or lessee, the county shall provide the customer with written notice of the cessation of water and sewer services with a copy to the property owner. When such services are so discontinued, they shall not be reinstated until the reconnection charge has been paid, together with all delinquent bills, including penalties. Such reconnection charge shall not be refundable.



### Current Situation

- Board and Planning Commission Meetings are televised live and streamed over the Internet through the County's website and rebroadcasted once each
- Video streaming is also available on-demand through the County's website
- The County currently has no closed captioning capability
- Members of the public attending the meetings can request special listening devices
- While not legally required, some jurisdictions are providing closed captioning of televised meetings.

### Proposed End State

- Two Options:
- Human-transcribed live service with a cost of approximately \$40,000 annually with 99% accuracy + one-time \$20,000 purchase for video encoder
- Machine-generated with voice recognition with 85 – 90% accuracy with a cost of \$10,000 annually + labor to fix mistakes post-production for video-on-demand.

### Request for the CEDC Committee/Board of Supervisors

- Staff would like direction from the Committee on the following:
  - Is closed captioning desired?
  - What type of accuracy would the Board like for live meeting transmissions?
  - Which meetings would be included? Board, Planning Commission etc.

### Benefits to the County

- Provides a method for the County to accommodate hearing impaired residents and members of the public to meaningfully tune into meetings
- Protects the County from any future FCC regulations regarding closed captioning

## **Tourism Update**

### **November 21, 2017**

- **Hotel Statistics** – See attached annual report
  - According to VA Tourism Corp visitors to Stafford County Total Expenditures on for 2016 were \$132,099,870.00 (up 3.8% from 2015) with \$4,030,374 in local tax receipts (up 5.8% from 2015)
  - Market Segment of visitors is made up by 35.5% groups. 17.8% Government/ 5.3% Team Sports
  - Sports Tourism will provide approximately: \$12,073,000 in direct/indirect economic impact for 2018
  - Highlights for this year:
    - Oktoberfest 2,000 visitors
    - Yankees in Falmouth and Civil War Park- 1200 visitors
    - Cannon Run 5K 100 participants
    - Multiple Large Soccer Tournaments
    - Multiple large swim meets
    - Military Reunions hosted in Stafford
    - Partnership with Sports Virginia to market to additional sports organization
    - Marketing firm retained to redo website and market Tourism
- **Artisan Trail**
  - Stafford County entered an agreement with Fauquier and Prince William County to fund the Artisan Trail for the Artisans Center of Virginia (a non-profit org).
  - The agreement is subject to appropriation by the governing bodies.
  - Prince William and Fauquier Counties have decided not allocated the funds for the final two years of the trail due to lack of return of investment.
  - Without the other two jurisdictions, Stafford will also not be contributing to the trail
  - Stafford Tourism will look at ways to continue to market our local Artisans as well as marketing Co-op options with PW and Fauquier counties
  - The trail is operated by the Artisans Center of Virginia and may continue to operate without the County's financial support

**Attached please find Tourism Annual Report as well as Young and Associates Market Research**



[www.TourStaffordVA.com](http://www.TourStaffordVA.com)



# Stafford County Tourism Annual Report







# ECONOMIC IMPACT OF TOURISM

## Virginia

	2012	2013	2014	2015	2016	Percent Change
<b>Travel Economic Impacts</b>						
Employment	210,020	212,995	216,949	223,096	229,259	2.8%
Expenditures	\$ 21,214,032,087	\$ 21,511,976,919	\$ 22,400,425,285	\$ 22,938,962,792	\$ 23,699,809,658	3.3%
Local Tax Receipts	\$ 564,242,009	\$ 581,854,776	\$ 595,139,437	\$ 629,468,091	\$ 663,385,817	5.4%
Payroll	\$ 4,724,398,710	\$ 4,894,569,608	\$ 5,083,627,515	\$ 5,337,347,232	\$ 5,624,410,444	5.4%
State Tax Receipts	\$ 797,694,956	\$ 842,091,484	\$ 908,760,260	\$ 963,779,379	\$ 1,014,406,138	5.3%

## Stafford

	2012	2013	2014	2015	2016	Percent Change
<b>Travel Economic Impacts</b>						
Employment	1,260	1,259	1,317	1,360	1,403	3.2%
Expenditures	\$ 116,193,391	\$ 116,100,930	\$ 123,734,139	\$ 127,315,342	\$ 132,099,870	3.8%
Local Tax Receipts	\$ 3,379,053	\$ 3,425,548	\$ 3,584,804	\$ 3,810,000	\$ 4,030,374	5.8%
Payroll	\$ 22,716,550	\$ 23,241,636	\$ 24,665,769	\$ 25,997,883	\$ 27,540,419	5.9%
State Tax Receipts	\$ 4,741,278	\$ 4,722,952	\$ 5,008,178	\$ 5,337,945	\$ 5,640,193	5.7%

## Background

These summary profiles represent locality-specific travel-related data kept by the Virginia Tourism Corporation for the years 2012-2016.

### Travel Economic Impacts (TEIM)

The studies to estimate the **domestic travelers' spending estimates** were conducted by the Research Department of the **U.S. Travel Association (formerly known as TIA)**. The studies provide estimates of domestic traveler expenditures in Virginia and its 133 counties and independent cities, as well as the employment, payroll income, and state and local tax revenue directly generated by these expenditures.

The data represent the direct travel impact **estimates** for the locality. These five impact estimates **EXCLUDE** indirect, or multiplier impacts.

Expenditures represent the *direct* spending by domestic travelers including food, accommodations, auto transportation, public transportation, incidental purchases, entertainment / recreation and travel generated-tax receipts.

Payroll represents the *direct* wages, salaries and tips corresponding to the direct travel-related employment.

Employment represents the estimates of *direct* travel-related employment in the locality.

State Tax Receipts represents the estimates of *direct* travel-related state taxes generated within the locality. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes

Local Travel Receipts represents the estimates of *direct* travel-related local taxes generated within the locality. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes

Percent Change column represents the percentage change in each category over the previous year.





## Tourism Mission Statement

To strengthen Stafford County's economy through the development of tourism-related opportunities that will promote the County as a sustainable tourism destination.

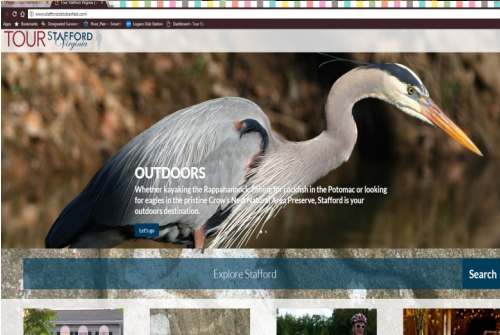
Stafford County is an exceptional place to live, conduct business and visit. With the diversity of our residents, exceptional schools, quality infrastructure and fast growing economy, we continue to remain one of the most affluent areas in the United States. This offers our visitors a quality destination that provides them with an experience to remember and share.

As we continue to attract more out of town visitors to our locality, it will lower the tax burden to our residents as well as help support local businesses, schools, roads, parks and public safety.



[www.TourStaffordVA.com](http://www.TourStaffordVA.com)





## **TOURISM SUPPORT 2017**

GOLF-CO-OP

GRAPES AND GRAINS

YANKEES IN FALMOUTH

ARTISIAN TRAIL

KID'S CONVENTION

MODERN DAY MARINE

HOTEL MEETINGS QUARTERLY

STATE OF VA TEAMS CONF

RESTAURANT WEEK

REGIONAL TOURISM

MULTIPLE SOCCER TOURNAMENTS

DRIVE TOURISM EVENT

STATE TOURISM SUMMIT

NEW WEBSITE & MARKETING PLAN

MULTIPLE RIBBON CUTTINGS

BUSINESS APPRECIATION RECEPTION

MARKETING GRANT FOR RIVERSIDE

STATE GYMNASTICS EVENT

NASC CONFERENCE

MULTIPLE MARINE REUNIONS

REGION 1 SOCCER TOURNAMENT

FOX 5 EVENT

4TH OF JULY FERRY FARM/PRATT

BASEBALL EVENTS

WORLD WAR 2 EVENT

CANNON RUN

MARINE CORP EXPO

OKTOBERFEST

VA DMO MEETINGS

SPORTS VA MEETINGS



# HOTEL INDUSTRY STATS FROM YOUNG STRATEGIES REPORT



**2,245**  
**Hotel Rooms**



**5.2%**  
**Increase in Average  
Occupancy Rate**



**7.6%**  
**Increase in Revenue per  
Room**



**9.63%**  
**Increase in Transient  
Occupancy Tax Revenue**

# MARKET SEGMENTATION

## STATS FROM YOUNG STRATEGIES REPORT

### Stafford Economic Development & Tourism 2017 Lodging Market Analysis

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#### Stafford County 2016 Market Segmentation – YSI Hotel Survey

The YSI survey of Stafford County hoteliers revealed the market segments that are driving overnight visitation within the destination. Corporate and group business are tracked closely by rate codes, while leisure segment data is often collected by the management team at the individual properties. Rank order is shown in table below:

2016	Market Segmentation
35.5%	Group/Conference/Meeting
17.8%	Government
5.3%	Team Sports
5.0%	Corporate
3.8%	SMERF (Social, Military, Educational, Religious & Fraternal)
2.6%	Group Tour/ Motorcoach
1.0%	Association
29.0%	Leisure Transient
18.3%	Government Transient
15.0%	Corporate Transient
2.2%	Other

Source: YSI survey of Stafford lodging properties

#### Observations:

- This data confirms Stafford County is a Group/Conference/Meeting destination with 36% of room nights sold being driven by this segment. Stafford County hoteliers reported leisure transient as the next highest segment at 29%. STR data supported these findings with Friday and Saturday nights running highest occupancy, followed closely by Wednesday and Thursday nights.
- The government transient segment accounted for 18.3% of room nights sold and when this % is combined with the 17.8% reported in the government group/conference/meeting segment, we see a significant percentage of rooms nights being driven overall by government at 36.1%. This indicates a heavy reliance on the government segments to drive room nights in Stafford County and thus must be monitored closely. Dependence on any one segment can be a dangerous trend and the SED&T and its lodging partners must continue to look for new markets to pursue to further diversify and re-distribute room demand in Stafford County.

#### Future Target Group Segments (Rank Order)

Having established the current market segmentation for those staying in Stafford, VA lodging, YSI asked the lodging property managers to indicate in rank order what markets they would like SED&T to target for future growth. The prioritized ranking for future direct sales efforts by the SED&T is shown in the table below as provided by the lodging properties that responded to this question. Note: Top 3 rankings are highlighted in table below.

Market Segment	Rank Order	Rating
Association	1 <sup>st</sup>	5.4
SERF	2 <sup>nd</sup>	5.1
Group Tour / Motorcoach	3 <sup>rd</sup>	4.7
Sports	4 <sup>th</sup>	4.3
Leisure	5 <sup>th</sup>	2.7
Corporate	6 <sup>th</sup>	2.6
Government	7 <sup>th</sup>	2.5

Source: YSI survey of Stafford lodging properties

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### Stafford Economic Development & Tourism 2017 Lodging Market Analysis

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#### Leisure Feeder Markets

Hoteliers were asked to list the top four cities they recommend as future target markets for the SED&T's advertising to drive increased visitation to Stafford County. The markets are ranked by the total number of responses by hoteliers and their top responses are provided in the table to the right. Stafford County's close proximity to Interstate 95 (the busiest interstate in the United States) brings in visitors from Boston, MA, Upstate NY, Florida, Ohio, and beyond.

Future Target Markets to drive increased leisure visitors	# of Responses
1. Boston, MA (481 miles)	3
2. Fredericksburg, VA (10 miles)	3
3. Upstate, NY (405 miles)	2
4. Florida (867 miles)	2
5. Ohio (479 miles)	2
6. Woodbridge, VA (22 miles)	2

Source: YSI survey of Stafford lodging properties

#### Lodging Verbatim Comments

##### Please list any major shifts or changing trends in room night sales you have noticed over the last year:

Hoteliers were asked to provide any insight into major shifts or changing trends in room night sales in Stafford over the last year.

5 properties responded; verbatim comments are below:

- Group tours are declining, leisure business is on upward trend. Sports groups are advancing in room nights.
- Heavier on transient 1 night stays passing through heading south.
- No major change in trend. Leisure segment shows slight incremental in occupancy whereas group tour/motorcoach occupancy is comparatively lower. SERF occupancy is also in negative trend.
- Occupancy has improved in 2017. More occupancy being driven by the events planned by the SED&T. Very happy with what they have been doing to help fill rooms. Soccer and swim tournaments were a huge help. Also more transient travel off of I-95.
- We are seeing a lot less government and group business at our property.

##### Hotel/Motel Future Sales and Marketing Suggestions for Stafford Economic Development & Tourism

Hoteliers were also asked to provide any suggestions for future sales and marketing efforts of Stafford Economic Development & Tourism.

4 properties responded; verbatim comments are below:

- Bring more sporting tournaments, more conventions. Soccer, swim events, ext. Any city-wide sell out events. Events that appeal to the military families.
- If schools would like to offer kids/school tour to the civil war sites/parks in the area. 2-3 day senior trips to the area with all program (food-site seeing, etc.)
- Most plans are Exit 133 specific and don't pertain to Stafford as a whole. We need better restaurant offerings at exit 133 and the corridor between the retail area and the downtown area(exit 133a or Flammouth Exit) needs to be cleaned up.
- Target the tour operators in the Northeast states along the Atlantic coast. Create construction jobs by reflecting business friendly county.

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## 2017 UMW ECONOMIC IMPACT STUDY RESULTS

### Senior Swim Meet

**\$643,000\*\***

Direct & indirect  
spending

### St. Patrick's Soccer Tournament

**\$357,000\*\***

Direct  
spending

## 2018 Fiscal Year Upcoming Sports Events by the numbers:

16 Swim Meets : Estimated Direct & Indirect Economic Impact:

\$10,288,000.00

5 Soccer Tournaments :Estimated Direct Economic Impact

\$ \$1,785,000.00