

Board of Supervisors

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Jack R. Cavalier
Thomas C. Coen
L. Mark Dudenhefer
Wendy E. Maurer
Cindy C. Shelton

Thomas C. Foley
County Administrator

Community & Economic Development Committee Meeting AGENDA

June 5, 2018 - 12:00 Noon
Conference Room A/B/C, Second Floor

Committee Members: **Chairman Wendy Maurer, Cindy Shelton and Gary Snellings**

Agenda Item	
1.	Zoning text amendment for the Recreational Business Campus (RBC) Zoning District <ol style="list-style-type: none">Prompted by Silver Companies - proposes to change the percentage of the zoning district devoted to retirement housingPrompted by Staff - Proposes to change the name of the district, clarify open space requirements, and eliminate non-compatible uses
2.	Enter into a Memorandum of Understanding with Tri-County Soil and Water Conservation District to inspect and regulate agricultural stormwater Best Management Practices to ensure compliance with code
3.	Discuss a policy to set a timeline to limit developer changes to submittals that will be before the Board or Planning Commission
4.	Discussion requesting the Stafford Regional Airport Authority to hold additional public information meetings regarding the airport expansion
5.	Rename existing easements off Widewater and Courthouse Roads serving three or more structures
6.	Discuss Tourism Funding Policy
7.	Update on Opportunity Zones
	Next CEDC meeting is scheduled for July 10, 2018

CEDCAgenda06052018



Current Situation

- The Recreational Business Campus (RBC) zoning district allows for retirement housing on up to 30% of the district land.
- A proffer amendment application has been submitted for an 1,177-unit retirement housing neighborhood, which would bring the total retirement housing land to just under 45%
- Silver Companies has requested an ordinance amendment to increase the maximum retirement housing land to 45% (request is attached).
- If it is the Board's desire to amend the percentage of residential development in the RBC, Staff believes that increased residential will necessitate revisions to the ordinance beyond the ordinance revisions requested by Silver Co.

Proposed End State

- RBC ordinance revision (Silver Request) to accommodate the 1,177-unit retirement housing development proposed as part of the proffer amendment application under review.
- If the Board desires to move forward with this revision staff suggests a more comprehensive modification of the RBC ordinance to do the following:
 - Define the RBC as a district with a large retirement housing component & allow for a larger portion of the RBC to be developed for retirement housing
 - Remove uses which may be incompatible with residential
 - Clarify open space requirements
 - Modify special regulations for the district accordingly

Request for the CEDC Committee/Board of Supervisors

- Provide Committee direction on preference for moving forward with increase in residential development in the RBC zoning
- If the Committee recommends the increase in residential zoning, would the Committee also recommend the additional changes suggested by Staff?
- If the Committee does not recommend an increase in the residential percentage in the RBC zone, no changes to the zoning category are suggested by staff at this time

Benefits to the County

- Additional percentage of residential in the RBC Zone would accommodate future retirement housing neighborhoods in the zoning district.
- Additional staff suggested changes would remove certain uses which are incompatible with residential uses (i.e. industrial)
- Clarified open space requirements would simplify evaluation of future development projects.



April 9, 2018

Mrs. Meg Bohmke
Chairman, Stafford County Board of Supervisors
1300 Courthouse Rd.
Stafford, VA 22554

RE: Recreational Business Campus (RBC) Ordinance Amendment Request

Dear Mrs. Bohmke,

The Silver Companies has submitted an application for a Generalized Development Plan amendment with proffered conditions for the Celebrate Virginia North Recreational Business Campus District to allow additional age-restricted retirement housing units within the development.

This proposed use is consistent with the County's Comprehensive Plan, which identifies this property as Suburban Land Use, and will be located within the Urban Services Area. In addition, the Celebrate Virginia development is one of the few areas of the County that possesses adequate infrastructure to support additional residential uses without straining County services. Finally, with no school-age children, the development is projected to generate a net surplus tax revenue of \$4.11 million to Stafford County and over \$35 million in local spending annually.

The RBC District allows retirement housing as a by-right use on up to 30% of the RBC District. 21% of the Celebrate Virginia North development is currently occupied with retirement housing dwellings (251.7 acres). The project envisioned in the zoning application requires increasing the percentage of retirement housing to 45% of the RBC District. In order for the Planning Commission and the Board of Supervisors to consider this proposed application, I am requesting that the Board refer the following zoning ordinance amendment to the Planning Commission to be considered along with the proposed zoning request:

28-39. (i) Performance standards in RBC districts.

- (10) The gross area of all commercial retail uses shall not exceed ten (10) percent of the gross area of the district. The gross area of all retirement housing communities shall not exceed **forty-five (45)** percent of the gross area of the district.*

BOCA RATON OFFICES

1001 EAST TELECOM DRIVE, BOCA RATON, FL 33431
PH: 561.981.5252 FX: 561.981.5253

METRO WASHINGTON, D.C. OFFICES

1201 CENTRAL PARK BLVD., FREDERICKSBURG, VA 22401
PH: 540.786.1405 FX: 540.786.1406

Mrs. Meg Bohmke
April 9, 2018
Page 2

If you have any further questions regarding this matter, please call me at (540) 785-3378 to discuss.

Sincerely,

A handwritten signature in blue ink, appearing to read 'CH/H', with a long horizontal stroke extending to the right.

Chris Hornung, P.E.
Vice President
Planning & Engineering

Cc: Richard Stuart

Current Situation

- Virginia Department of Environmental Quality (DEQ) has conducted a compliance review of the County's Chesapeake Bay Preservation Act program.
- DEQ is requiring completion of a proposed agricultural implementation plan to ensure compliance for agricultural practices.
- This component of compliance requires cooperation with Tri-County/City Soil and Water Conservation District, as an entity that maintains local agricultural Best Management Practices (BMP) data.
- DEQ is requiring an updated Memorandum of Understanding (MOU) with Tri-County, which dates to 1992 (see attached), by August 31, 2018.

Proposed End State

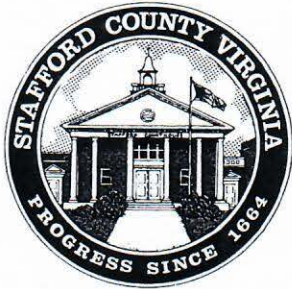
- An up-to-date MOU establishing a basis for cooperation between the County and Tri-County.
- Identification of responsibilities between parties for compliance with agricultural regulations and with the required Chesapeake Bay Act Program.

Request for the CEDC Committee/Board of Supervisors

- Authorize an updated MOU with Tri-County to identify responsibilities for compliance with agricultural regulations.
- Staff is working with Tri-County to prepare a new draft MOU for the Board's consideration in July or August.

Benefits to the County

- Updates 1992 MOU.
- Ensures compliance with Chesapeake Bay Act regulations.
- Prevents or reduces the amount of pollution generated by nonpoint sources to a level compatible with water quality goals.



County of Stafford

1300 COURTHOUSE ROAD
P.O. BOX 339
STAFFORD, VIRGINIA 22554-0339

BOARD OF SUPERVISORS

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August 6, 1992

Ms. Etta Lucas
Soil and Water Conservation
District
605 William Street
Fredericksburg, VA 22401

AUG 10 1992

SUBJECT: Memorandum of Understanding

Dear Ms. Lucas:

At its July 21, 1992, meeting, the Stafford County Board of Supervisors adopted Resolution R92-336, which authorizes the County Administrator to execute a Memorandum of Understanding with the Tri-County/City Soil and Water Conservation District. Enclosed is a partially executed original of the document for signature. Once signed, please return a copy to the County for our records.

If you have questions on this matter, please contact me or Kevin Nelson in the Office of Planning at (703) 659-8668.

Sincerely,

William C. Shelly, Director
Office of Planning

WCS:KRN:tg

Enclosure

BOARD OF SUPERVISORS
COUNTY OF STAFFORD
STAFFORD, VIRGINIA

RESOLUTION

At a regular meeting of the Stafford County Board of Supervisors held in the Board Chambers, Stafford County Administration Center, Stafford, Virginia, on the 21st day of July, 1992:

MEMBERS:

Lyle Ray Smith, Chairman
E. C. "Bill" Williams, Jr., Vice Chairman
Alvin Y. Bandy
Ferris M. Belman, Sr.
Lindbergh A. Fritter
Robert C. Gibbons
Linda V. Musselman

VOTE:

Yes
Yes
Yes
Yes
Absent
Yes
Yes

On motion of Mr. Gibbons, seconded by Mr. Belman, which carried by a vote of 6 to 0, the following was adopted:

A RESOLUTION WHICH AUTHORIZES THE COUNTY ADMINISTRATOR TO EXECUTE A MEMORANDUM OF UNDERSTANDING WITH THE TRI-COUNTY/CITY SOIL AND WATER CONSERVATION DISTRICT

WHEREAS, the Stafford County Board of Supervisors adopted the Chesapeake Bay Preservation Area (CBPA) Overlay District Ordinance; and

WHEREAS, the CBPA Overlay District Ordinance requires agricultural lands within CBPA's to implement certain requirements, including development of soil and water quality conservation plans; and

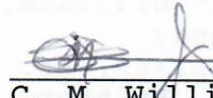
WHEREAS, soil and water conservation districts have been designated by the State as the agency responsible for development and implementation of the agricultural land requirements; and

WHEREAS, the Tri-County/City Soil and Water Conservation District Board approved the Memorandum of Understanding at a May 15, 1992, meeting; and

WHEREAS, the Stafford County Board of Supervisors desires to implement the agricultural requirements of the Stafford County CBPA Overlay District Ordinance;

NOW, THEREFORE, BE IT RESOLVED by the Stafford County Board of Supervisors on this the 21st day of July, 1992, that the County Administrator be and he hereby is authorized to execute the a Memorandum of Understanding with the Tri-County/City Soil and Water Conservation District to implement the agricultural land requirements of the Stafford County CBPA Overlay District Ordinance.

A Copy, teste:



C. M. Williams, Jr.
County Administrator

CMWJr:WCS:ek

MEMORANDUM OF UNDERSTANDING

between the

TRI-COUNTY/CITY SOIL AND WATER CONSERVATION DISTRICT

and

STAFFORD COUNTY

The Tri-County/City Soil and Water Conservation District, hereinafter referred to as the "District", and the County of Stafford, hereinafter referred to as the "County", agree to enter into a memorandum of understanding. The memorandum establishes a basis for the cooperation of the District and the County.

The District, under the provisions of the County's Chesapeake Bay Preservation Area Overlay District Ordinance, hereinafter called the "Ordinance", is responsible for approval of the Soil and Water Quality Conservation Plans required by the Ordinance. The District is further responsible for approval of those requests for buffer area reductions on active agricultural properties which are based on participation in a federal, state, or local Best Management Practice Program or implementation of a Soil and Water Quality Conservation Plan.

The County's Ordinance encourages and promotes programs which:

1) protect existing high quality waters and restore all others; 2) safeguard clean water from pollution; 3) prevent an increase in nonpoint source pollution; 4) reduce existing pollution; and 5) promote water resource conservation for present and future citizens.

The District and the County have the common objective of helping to bring about the conservation, and wise use of land, water, and related resources. They, therefore, enter into this memorandum of understanding as the foundation for an enduring cooperative working arrangement.

A. ROLE OF THE DISTRICT

1. The District, in conjunction with the County, will adopt a procedure to identify agricultural lands within designated Chesapeake Bay Preservation Areas.
2. The District will develop a list of agricultural landowners and landusers affected by the County's Ordinance.
3. The District will provide for, and coordinate agencies in, the delivery of soil and water quality conservation planning assistance to users of agricultural lands within Chesapeake Bay Preservation Areas.

4. The District has adopted a procedure for prioritizing assistance to users of agricultural lands within Chesapeake Bay Preservation Areas. Priority will be given to agriculture landowners with cropland in the Critical Resource Protection Area (CRPA).
5. The District will approve agricultural soil and water quality conservation plans on a monthly basis.
6. The District will approve or disapprove, on a monthly basis, all requested reductions of the CRPA buffer on agricultural lands.
7. The District will provide assistance to the County in reviewing property owner compliance with approved soil and water conservation plans and CRPA buffer reductions. This assistance will be limited to a total of 10% per year of the sites operating under an approved plan or having obtained a CRPA buffer reduction.
8. The District will report to the County, and the appropriate state agency, on a quarterly basis regarding soil and water quality conservation planning progress, buffer area reduction applications, and compliance check findings.

9. The District will coordinate an educational program to inform farmers and agricultural landowners about the program, procedures, and alternatives.
10. The District will provide, to the extent possible, the necessary technical and financial assistance for the implementation of the Soil and Water Quality Conservation Plans.

B. ROLE OF THE COUNTY

1. The County will designate and map Chesapeake Bay Preservation Areas as defined in the County's Ordinance.
2. The County will provide Chesapeake Bay Preservation Area maps to the District.
3. The County will establish and implement an enforcement and appellate procedure for requiring agricultural landowners to comply with the Ordinance.
4. The County will notify affected landowners of their responsibilities under the agricultural portion of the Ordinance.

5. The County will establish, in conjunction with the District, a procedure for assuring compliance with the Ordinance.
6. The County will inform the District, in writing, of all decisions affecting the implementation of the agricultural portion of the Ordinance, and will, when circumstances suggest, authorize the County Administrator to communicate any such decisions or other matters to the District.
7. The County will aid and assist the District in obtaining the necessary technical assistance for implementation of the agriculture portion of the Ordinance.
8. The County will refer to the District, for comment, all individual requests for variances to the agricultural portion of the Ordinance.

C. IT IS FURTHER UNDERSTOOD THAT

1. Either party, as mutually agreed upon in writing, will provide or arrange for such additional services, facilities, equipment, materials, and arrangements as may be required to achieve common objectives.

2. The District and the County will meet at least semi-annually to coordinate implementation of the Ordinance.

3. The Ordinance will be implemented in compliance with all requirements respecting nondiscrimination as contained in the Civil Rights Act of 1964, as amended, the Civil Rights Restoration Act of 1987 and other non-discrimination statutes.

4. This memorandum of understanding will be effective when signed by both parties and will continue in effect until modified or terminated by mutual consent of the parties hereto, or may be terminated by either party by giving 60 days notice in writing to the other party.

The signing of this memorandum of understanding on behalf of the District was authorized by a resolution of the District Governing Board adopted at a meeting held on the 15th day of May, 1992.

TRI-COUNTY/CITY
CONSERVATION DISTRICT

By: George L Beals By: Janet Doyle Harris
Tri-County/City Soil and Water District Secretary
Conservation District Chairman

Date: 8-21 1992 Date: 8-21 1992

The signing of this memorandum of understanding on behalf of the County was authorized by a resolution of the Stafford County Board of Supervisors adopted at a meeting held on the 21st day of July 1992.

STAFFORD COUNTY

By: 

County Administrator

APPROVED AS TO FORM

Alda L. White
County Attorney

Date: 7/28/92 1992

Current Situation

- Board and Planning Commission members have shared their concern regarding late submissions/changes to proffers or other submissions related to re-zonings etc.
- The County does not currently have a practice or approved policy to hold developers to specific timelines
- Currently, late application revisions are presented to the Board after presentation and evaluation of the timely materials, often without staff evaluation
- Adopting an ordinance prohibiting or limiting when changes can be submitted is not advisable, as State Code contemplates changes to proffers etc after the public hearing to allow the developer to respond to public comments

Proposed End State

- Develop a policy for application submission guidelines
- The guidelines can include a recommended Board/PC deferral if the submission is not within the guidelines, and within required action time limits
- The guidelines could be based on the previously recommended guidelines for proffer submissions (attached)

Request for the CEDC Committee/Board of Supervisors

- Provide guidance on the development of a timeline submittal policy for the submission of proffers and other application materials
 - Does the Committee believe a policy is needed?
 - Would the Committee like staff to follow the previously developed Proffer guidelines as a template and apply the guidelines to all application materials?

Benefits to the County

- A policy with submittal timelines will provide clarity to the developers and staff on the Board's expectations
- Guidelines in lieu of specific limitations will allow flexibility which will meet the State Code requirements
- Guidelines maintain transparency ensuring materials submitted within recommended timelines are those evaluated by staff and made available to the public

PROFFER SUBMITTAL GUIDELINES

Proffer submittal guidelines provide criteria for submitting proffers in advance of required public hearings. The purpose of these guidelines are to ensure that proffer statements are available for review by the public, staff, the Planning Commission and the Board of Supervisors in advance of public hearings; to allow adequate time for modified proffers to be reviewed and evaluated by staff and the public; and to address how necessary changes are handled.

Proffer requirements for Planning Commission Public Hearings

- Proffer statements should be in final form and submitted to the County by the close of business on the Wednesday four weeks prior to the Planning Commission public hearing date for the application. This deadline coincides with the advertising requirements of the Free Lance-Star. The proffers do not need to be signed and notarized at this stage.
- Staff reports will reflect the proffers referenced in the public notice. Any subsequent amendments to the proffers will be made available to the Planning Commission at the dais and will be noted by staff at the public hearing. In accordance with the Planning Commission by-laws, a two-thirds (2/3) majority vote is necessary to accept the revised proffers and take action on the application at the same meeting.

Proffer requirements for Board of Supervisors Public Hearings

- Proffer statements shall be in final form; reflect any modifications made during the Planning Commission review; be signed by the applicant and property owner; be notarized; and submitted to the County by the close of business on the Tuesday three weeks in advance of the Board of Supervisors public hearing.
- Staff reports will reflect the proffers referenced in the public notice. Any subsequent amendments to the proffers will be made available to the Board and will be noted by staff at the public hearing. The Board of Supervisors, in accordance with Stafford County Code § 28-162(d), may accept amended proffers, in writing, signed by the applicants and property owner, which do not materially affect the overall zoning application once the public hearing has begun.

PROFFER SUBMITTAL GUIDELINES

- Following a public hearing, if a case is deferred which requires amendments to the proffers, amended proffers, in final form, signed by the applicant and property owner and notarized, should be submitted to the County in accordance with the following guidelines:
 - If deferred to the next meeting: Submit by Friday of the same week as the meeting at which the application was deferred.
 - If deferred to a future meeting: Submit two weeks in advance of the meeting.
- Subsequent amendments to the proffers made after the above noted deadlines and in response to comments made by staff or the Board, should be submitted by the close of business on the Wednesday prior to the Board of Supervisors meeting. The amended proffers will be included in the Board package without comment/review by staff. The amended proffers will be processed in accordance with the procedure above.
- Amendments made to the proffers following the staff report mail-out may result in deferral of the application unless a time limit requires action by the Board. The amended proffers will be made available to the Board at the dais. The amended proffers may be considered by the Board, in accordance with Stafford County Code § 28-162 and Virginia Code § 15.2- 2303.

Current Situation

- The Stafford Regional Airport Authority (SRAA) is planning to extend Runway 15-33 1,000 feet to the Northwest and include a parallel 1,000 foot taxiway extension
- DEQ required a public hearing and advertised this as an Environmental project public hearing
- At the recommendation of a few Board members, staff requested notification of the public hearing date so we could advertise it as well; however, we were not notified
- SRAA followed all of the requirements for this notice and public hearing (which did not include letters to property owners)
- There are Board concerns that the public is not fully informed

Proposed End State

- Request SRAA to take additional efforts, above DEQ requirements, to ensure the public is aware of the proposed runway extension and has an opportunity to voice their concerns

Request for the CEDC Committee/Board of Supervisors

- Authorize the Chairman of the Board to send a letter to SRAA requesting them to hold additional public information meetings on the proposed runway extension project
- Request SRAA send letters to adjacent property owners and keep County staff included in the advertisement so that we may assist by including the date on our County web site and announcements

Benefits to the County

- This will ensure public involvement and transparency in this important project

AFFIDAVIT

THE FREE LANCE STAR **1340 Central Park Blvd., Suite 100** **Fredericksburg, Virginia 22401**

PUBLIC NOTICE - Environmental Project

PURPOSE OF NOTICE: The Department of Environmental Quality (DEQ) seeks public comment on the state's response to the environmental aspects of a proposed project in Stafford County, Virginia.

PUBLIC COMMENT PERIOD: June 16, 2017 to August 4, 2017

TYPE OF RESPONSE: DEQ is reviewing a Draft Environmental Assessment (EA) for a proposed runway extension as a component of the airport's License Modification Application submitted to the Virginia Department of Aviation (DoAV).

PROJECT DESCRIPTION: The Proposed Action includes the following projects: Extend Runway 15-33 to the northwest by 1,000-feet which will result in a total Runway length of 6,000-feet by 100-feet wide. A full 1,000-foot length parallel taxiway extension is also included in the proposed action. Additional ancillary facilities to include: corporate hangars, T-hangars, and associated apron areas are also included in the Proposed Action and will allow the Airport to accommodate existing and future airport activity levels.

The Draft EA has been prepared to address the range of potential environmental impacts that could result from the implementation of the proposed extension of Runway 15-33 and associated improvements. The Draft EA includes the systematic gathering of a comprehensive range of technical and scientific data, identification of a range of reasonable alternatives, analysis of potential economic, social and environmental impacts and development of mitigation measures to ensure consistency with the goals and objectives of such planning have been carried out by the community.

HOW A DECISION IS MADE: The DEQ Office of Environmental Impact Review (OEIR) coordinates the Commonwealth's response to the Draft EA submitted by the Federal Aviation Administration (FAA). DEQ distributes the documents to appropriate state agencies, planning districts and localities for their review and comment. Upon consideration of all comments, DEQ prepares a single state response to the FAA. In addition, the DoAV must consider the environmental review conducted by DEQ prior to approving the airport's License Modification Application.

HOW TO COMMENT: DEQ accepts comments from the public by hand-delivery, e-mail, fax or postal mail. The public is invited to comment in any of three ways:

1. Oral comments will be recorded by a certified court reporter during the Hearing.
2. Written comments may be submitted anytime during the Joint Public Hearing.
3. Written comments may be mailed or emailed to Mr. John Fisher at the following address:

Mr. John Fisher
Office of Environmental Impact Review
Department of Environmental Quality
629 E. Main Street
Richmond, VA 23219
john.fisher@deq.virginia.gov

All written comments will be forwarded to the FAA. All comments must include the name, address and telephone number of the person commenting and be received by DEQ within the comment period. Before including your address, phone number, e-mail address, or other personal identifying information in your comment, be advised that your entire comment including your personal identifying information may be made publicly available at any time. While you can ask us in your comment to withhold from public review your personal identifying information, we cannot guarantee that we will be able to do so.

A copy of the Draft EA will be available at the following locations:

- Stafford Regional Airport, 95 Aviation Way, Fredericksburg, VA 22406
- England Run Branch Public Library, 806 Lyons Boulevard, Fredericksburg, VA 22406
- Virginia Department of Aviation, 5702 Gulfstream Road, Richmond, VA 23250
- Federal Aviation Administration, Washington Airports District Office, 23723 Air Freight Lane, Suite 210, Dulles, VA 20166
- Department of Environmental Quality, 629 E. Main Street, Richmond, VA 23219
- DEQ Northern Regional Office, 13901 Crown Court, Woodbridge, VA 22193

A copy of the Draft EA will also be made available online at the Stafford Regional Airport's website: <http://www.staffordairport.com/>, and on the DEQ's website: <http://www.deq.virginia.gov/Programs/EnvironmentalImpactReview/NEPADocumentReviews/MajorNEPAProjects.aspx>.

PUBLIC HEARING: A Joint Public Hearing on the Draft EA will be hosted by DEQ in conjunction with the FAA and DoAV for the purposes of compliance with the National Environmental Policy Act and State licensing requirements (Section 5.1-7 of the Code of Virginia). Anyone desiring to be heard in support of, or in opposition to, this proposed action may attend and have their comments considered by DEQ and DoAV. An informational open house will be held one hour prior to the Joint Public Hearing.

The Joint Public Hearing/Informational Open House will be held as follows:

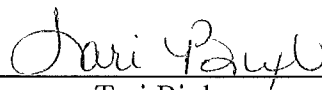
Date: July 25, 2017
Time: Informational Open House between 6 p.m. and 7 p.m.
Public Hearing will begin at 7 p.m.
Location: Stafford Regional Airport Terminal Building
95 Aviation Way
Fredericksburg, VA 22406

Subject: Public Notice
DEQ – Environmental
Project

I hereby certify that the
attached notice was published
in The Free Lance-Star, a
newspaper published daily in
Fredericksburg, Va. on the
following date (s):

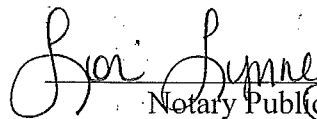
June 25, 2017
(\$1,093.68)

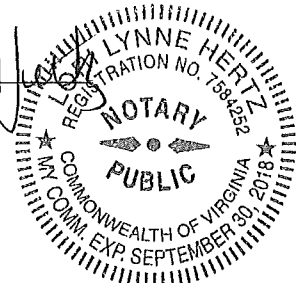
✓ **Listed additionally on-line**
@ Fredericksburg.com.



Tari Bixler
Accounting Assistant

Subscribed and sworn to before me,
This 5th day of July 2017.


Notary Public



Current Situation

- Four residential structures are addressed off a private easement that begins on Widewater Road, Route 611 and four residential structures are addressed off a private easement that begins on Courthouse Road, Route 630.
- 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 easements need to be named for public safety reasons.

Proposed End State

- Rename the private easements off Widewater Road and Courthouse Road with unique addresses to minimize confusion for mail delivery and emergency response.
- Renaming the private easements 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 name the private easement off Widewater Road and Courthouse Road.
- Staff will provide three names suggested by the majority of the property owners for each access easement.

Benefits to the County

- Approval of the ordinance amendments would establish a new name for the private easement off Widewater Road and Courthouse Road.
- The amendments would have a public safety benefit by reducing confusion of the location of buildings currently along the private easements not easily noticeable from the intersection of the two segments.



Widewater Road and Private Road Location Map with Aerial Photos

Produced by the Stafford County GIS Office
540-658-4033 | gismapping.stafford.va.us



0 50 100 200 300 400 500 Feet

Produced: 5/29/2018

Data layers are compiled from various sources and are not to be construed or used as a "legal description." Data layers are believed to be accurate, but accuracy is not guaranteed.





An aerial photograph of a rural area with numerous land parcels outlined in white. A prominent red line traces a path through the center of the map, starting from the top and ending near the bottom. The parcels are labeled with alphanumeric codes, including 29 27A, 29 28, 29 29, 29 29A, 29 30, 29 30A, 29 30B, 29 30C, 29 30D, 29 39, 29 39A, 29 39B, 29 39C, 29 39D, 29 39E, 29 39F, 29 39G, 29 39H, 29 39I, 29 39J, 29 39K, 29 39L, 29 39M, 29 39N, 29 39O, 29 39P, 29 39Q, 29 39R, 29 39S, 29 39T, 29 39U, 29 39V, 29 39W, 29 39X, 29 39Y, 29 39Z, 29 40A, 29 40B, 29 41, 29F 1, 29F 2, 29J 6A 282, 29J 6A A, 29J 6A 280, 29J 6A 279, 29J 6C 234, 29J 6C 233, 29J 6C 230, 29J 6C 274, 29J 6C 273, 29J 6C 251, 29J 6C 267, 29J 6C 272, 29J 6C 242, 29J 6C 243, 29J 6C 250, 29J 6C 248, 29J 6C 256, 29J 6C 253, 29J 6C 261, 29J 6C 262, 29J 6B B, 29 30A, 29 30B, 29 30C, 29 30D, 29 39, 29 39A, 29 39B, 29 39C, 29 39D, 29 39E, 29 39F, 29 39G, 29 39H, 29 39I, 29 39J, 29 39K, 29 39L, 29 39M, 29 39N, 29 39O, 29 39P, 29 39Q, 29 39R, 29 39S, 29 39T, 29 39U, 29 39V, 29 39W, 29 39X, 29 39Y, 29 39Z, 29 40A, 29 40B, 29 41, 29F 1, 29F 2. The map also shows several roads: COURTHOUSE RD, MILLRACE RD, BEDROCK WAY, AUGUSTINE DR, ROLLINGWOOD LN, and COUNTRY LN. A yellow line with the number 630 is visible at the top. The terrain is a mix of bare earth, grass, and trees.

Data layers are compiled from various sources and are not to be construed or used as a "legal description." Data layers are believed to be accurate, but accuracy is not guaranteed.



Current Situation

- During the budget process the Board asked about the use of Tourism funds for private entities and events such as a soccer tournament, fireworks, or marketing for Riverside Dinner Theatre
- State Code requires *“that any excess collected above 2% shall be designated and spent solely for tourism and travel, marketing of tourism or other initiatives...that attract travelers to the locality, increase occupancy at lodging properties, and generate tourism revenues in the locality.”*
- Currently the annual budget covers a lot of marketing of our locality, events and other initiatives to bring people to the County, and tourism operating expenses
- About 15% of the annual operating budget is to enhance private entities in order to attract travelers

Proposed End State

- Although the Tourism division follows industry standard practices, we do not have a formal policy for subsidies and incentives for our partners
- Staff proposes to develop a policy to clarify for the Board, staff and our partners

Request for the CEDC Committee/Board of Supervisors

- Attached is some background information on our current expenditures
- Staff will build a written policy around our current practices and any recommendations the Committee would like to see incorporated in the policy
- We will bring the draft policy back to the CEDC in July for further direction

Benefits to the County

- A well defined policy for expenditure of Tourism funds will allow staff to enhance the outreach to our partners and maintain transparency with the public

§ 58.1-3819. Transient occupancy tax.

A. Any county, by duly adopted ordinance, may levy a transient occupancy tax on hotels, motels, boarding houses, travel campgrounds, and other facilities offering guest rooms rented out for continuous occupancy for fewer than 30 consecutive days. Such tax shall be in such amount and on such terms as the governing body may, by ordinance, prescribe. Such tax shall not exceed two percent of the amount of charge for the occupancy of any room or space occupied; however, ... Stafford County, ... may levy a transient occupancy tax not to exceed five percent, and any excess over two percent shall be designated and *spent solely for tourism and travel, marketing of tourism or initiatives* that, as determined after consultation with the local tourism industry organizations, including representatives of lodging properties located in the county, *attract travelers to the locality, increase occupancy at lodging properties, and generate tourism revenues in the locality*. If any locality has enacted an additional transient occupancy tax pursuant to subsection C of § 58.1-3823, then the governing body of the locality shall be deemed to have complied with the requirement that it consult with local tourism industry organizations, including lodging properties. If there are no local tourism industry organizations in the locality, the governing body shall hold a public hearing prior to making any determination relating to how to attract travelers to the locality and generate tourism revenues in the locality.

What is Stafford Currently doing to comply with State Code?

- Meeting Quarterly with the Hoteliers and yearly with all Tourism Assets
- Working with an advertising agency to advertise Stafford County on multiple platforms
- Research to determine best use of advertising
- Attending Travel/Sports Trade Shows to market Stafford County as a Travel/Tournament Destination
- Partnering with State of Virginia and other localities to market Stafford
- Partnering with Private groups and leveraging private dollars to create community events

FY18 Expenditures

CATEGORY	TOTAL YTD	% OF YEARLY
<u>BUDGET</u>		
MARKETING	\$305,810	29%
PARKS AND REC	\$27,862	3%
TOURISM EVENTS	\$49,079	5%
SPORTS TOURNAMENT SUPPORT	\$40,288	4%
PARTNERSHIPS (Fred Reg/Visitor Center)	\$219,000	21%
TOURISM OPERATING	\$96,201	9%
RESEARCH	\$39,991	4%
WAYFINDING SIGNS/VA LOGOS SIGNS	\$15,000	1%
ORGANIZATIONAL MEMBERSHIPS	\$2,700	0%
TRADE SHOW PARTICIPATION	\$16,500	2%
STATE MATCHING ART GRANTS	\$4,500.	0%
PRIVATE GROUP SPONSORSHIP	\$44,500	4%
TOTAL FY 2018 YTD (END OF APRIL 18) SPENDING	\$861,432	81%

What is the current criteria for private group support?

- Event Private Group is hosting must bring outside visitors to the area for any of the following:
 - Stay in local hotels
 - Shop in local stores
 - Eat in local restaurants
- Private Group must be in one of the following categories or have prior approval from Stafford County Economic Development and Tourism:

Art/Craft Center	Farmers Market
Gallery Businesses	Flea Market
Museum	Aquarium
Historic Building	Boat Landings/Marina
Historic Cemetery	Botanical Garden
Historic Site	Campground
Historic District	Camps
Trails	National Parks
Civil War	Local Parks
Virginia Wine	Water Oriented Businesses
Birding and Wildlife	Agri-businesses
Amphitheater	Golf Course
Amusement Park	Memorials
Bed & Breakfast	Lodging
Sporting Events/Venues	
Breweries	
- For Profit Businesses must hold events off site and include local partners
- All business must be registered with Stafford County and be in compliance with all required codes.

Proposed Process for Private Groups to receive money?

- Using the above criteria create a sponsorship program to include:
 - Application Process
 - Required reporting on usage
 - Tour Stafford Brand Marketing
 - Partnership with other local businesses
 - Match requirement of dollar for dollar

Current Situation

- The Federal Tax Cuts and Jobs Act of 2017 included provisions for a new revitalization tool, the Opportunity Zone and Opportunity Fund
- Broadly speaking, the Zones and Funds allow investors to receive tax benefits on currently unrealized capital gains by investing those gains in qualified census tracts (Opportunity Zones)
- Gov. Northam was allowed to submit 212 nominations out of the 901 eligible low-income census tracts in the Commonwealth
- Staff provided suggested areas in Stafford; however, they were not selected

Proposed End State

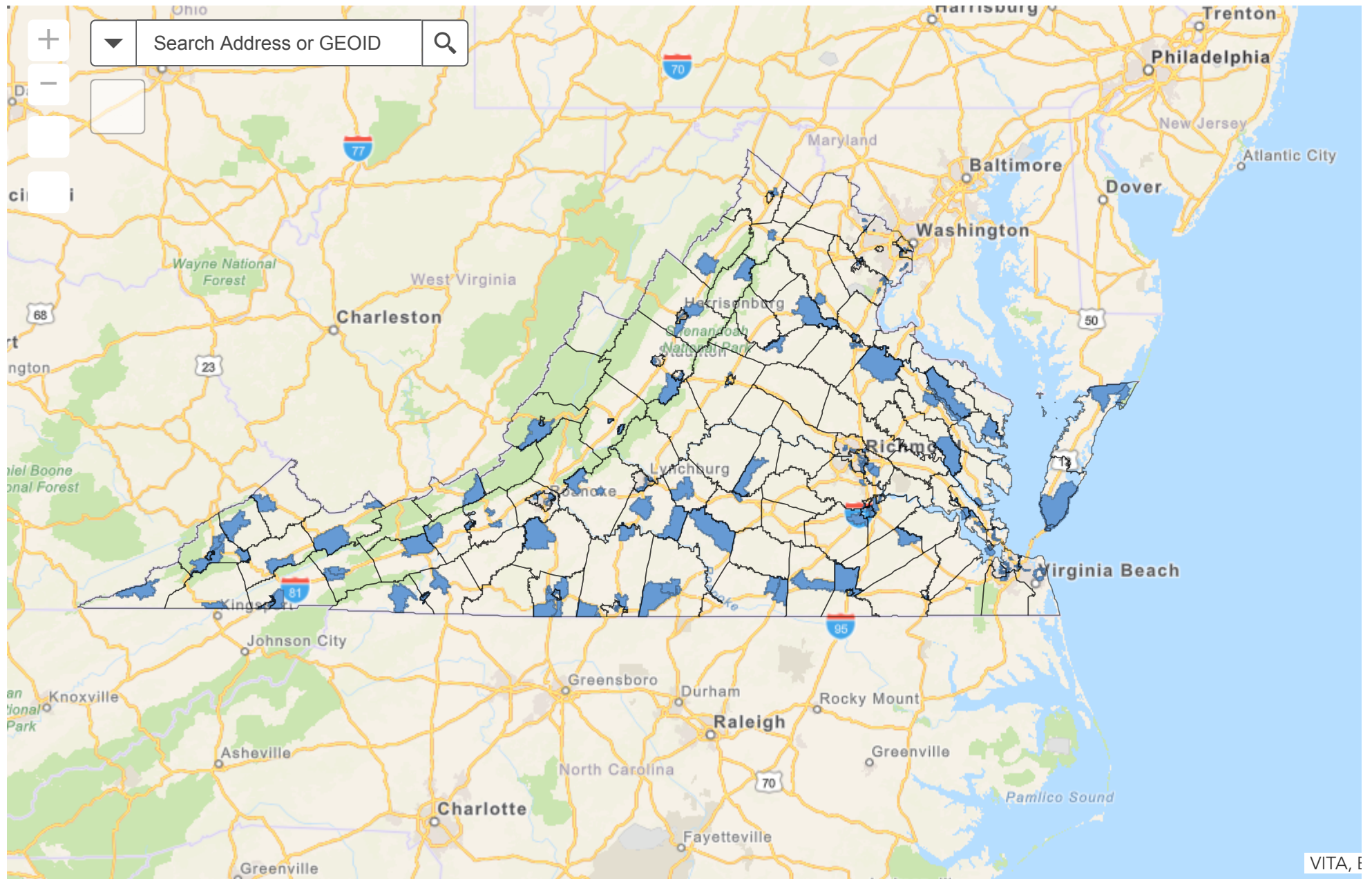
- The U.S. Department of Treasury has officially designated all of the 212 Virginia Opportunity Zones that were nominated by Governor Northam
- A map showing the selected tracts is attached

Request for the CEDC Committee/Board of Supervisors

- This is an information only item and there is no request at this time

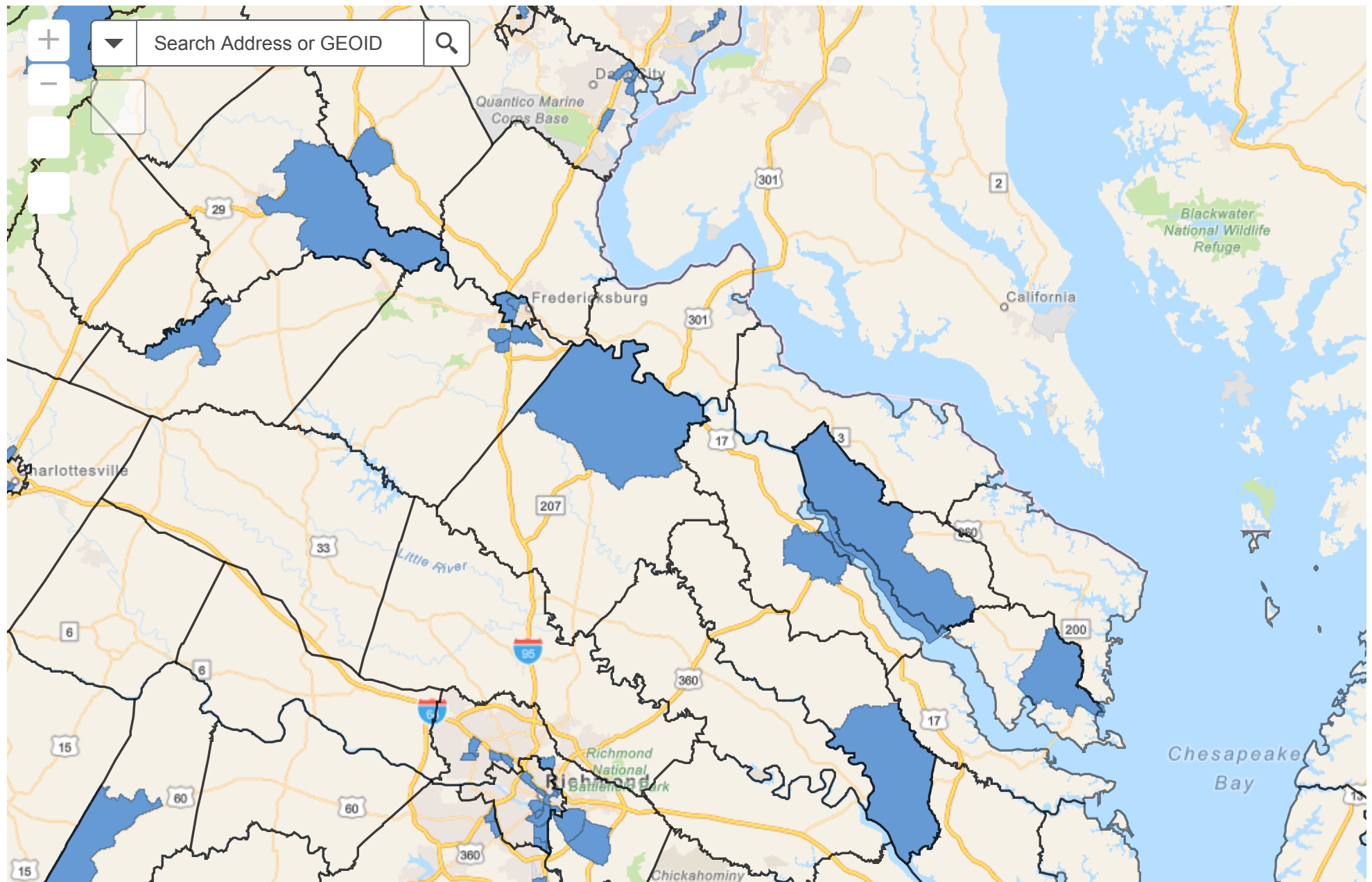
Benefits to the County

- None at this point



60mi

-79.952 36.788 Degrees



20mi

-77.985 38.014 Degrees