

Community & Economic Development Committee Meeting

AGENDA

July 2, 2019 - 12:00 PM

Conference Room A/B/C, Second Floor

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

AGENDA ITEM

1. DISCUSSION OF COUNTY CODE CHAPTER 5, DIVISION III DEALING WITH DOGS AT LARGE
2. DISCUSS DEVELOPMENT STANDARDS FOR NON-RESIDENTIAL USES IN HIGHWAY CORRIDOR (HC) OVERLAY ZONING DISTRICTS
3. DISCUSS PARKS AND RECREATION MASTER PLAN
4. ECONOMIC DEVELOPMENT INCENTIVES DISCUSSION AND UPDATE
5. DISCUSSION REGARDING STAFFORD MUSEUM AND FUNDS NEEDED FOR PLANNING PURPOSES

Next CEDC meeting is scheduled for September 3, 2019

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AGENDA ITEM

Subject:	
Discussion of County Code Chapter 5, Division III dealing with dogs at large	
Recommended Action:	
This item is for discussion. There is no action requested at this time.	
Committee/Commission Recommendation:	
NA	
Fiscal Impact:	District:
NA	
Overview:	
Supervisor Shelton asked that Captain Null of the Animal Control division of the Sheriff's office attend the meeting to provide information related to the Dogs at Large portion of the County Code.	
Discussion/Analysis:	
Attachments:	
None	
Summary/Conclusion:	
Strategic Priorities:	
Reviewed By:	

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AGENDA ITEM

Subject:

Discuss Development Standards for Non-Residential Uses in Highway Corridor (HC) Overlay Zoning Districts

Recommended Action:

Consider directing staff to prepare ordinance amendments which modify certain development standards for new development within the HCOD.

Committee/Commission Recommendation:

Fiscal Impact:

District:

Overview:

The purpose of the HCOD is to protect the health, safety and general welfare of the public by the prevention or reduction of traffic congestion, and distracting visual clutter which may result in danger on the public and private streets. A limitation is placed on certain automobile-oriented, fast service, quick turnover uses and related signage, which generate traffic in such amount and in such manner as to present the possibility of increased danger to the motoring public and other impediments to safe travel. This district was created in recognition of the need to provide suitable and sufficient road systems in the county and the need to protect existing and future highways from unsafe use.

The HCOD was first adopted in 1995 and has been amended to include additional property and amend uses and development standards. Portions of Garrisonville Road, Jefferson Davis Highway, Warrenton Road, and Kings Highway, in its entirety, are designated as a HCOD.

At the CEDC meeting on June 4, 2019, possible ordinance amendments to add turn lane requirements were discussed for further consideration. During this meeting, Supervisor Shelton asked staff to review other HCOD requirements to which the development community has expressed concerns.

Discussion/Analysis:

The County Code requires conformance with development standards for all non-residential uses in the HCOD. Some of the current development standards include improvements such as limited vehicular access to the corridor highway via shared entrances and interparcel connections, sidewalk along the corridor highway, screening of all outdoor storage and loading areas and trash receptacles, paved driveways and parking areas, berms along the corridor highway, architectural design standards, building height restrictions, site landscaping, and limitations on square footage of redevelopment or building expansions.

Of these HCOD related development standards, staff has identified and observed the following concerns as expressed by the development community:

Paved parking areas/ Curb and gutter

- Concerns have been raised regarding the requirement for curb and gutter at the perimeter of all parking areas and driveways/entrances, which developers feel significantly increase project costs and often require additional storm sewers with additional associated expenses.
- Staff has indicated that an exposed, unfinished pavement edge is not permitted as the pavement tends to deteriorate and “unravel” after several years, which creates an unsightly appearance. Concrete curb and gutter is required only where stormwater is designed to flow towards the curb, with only curb being required where stormwater will flow away. Temporary asphalt curbing is also permitted where adjacent to undeveloped portions of the site, which is less expensive than concrete curbing.

Berms

- Concerns have been raised regarding the requirement for berms along the corridor highway, which developers feel reduce visibility of their stores and signs from passing drivers/customers.
- Staff has indicated that berms are required to be installed only where parking will be located within the front yard setback, which varies based on the specific zoning designation. Where berms are required to be installed, a height of only 3 feet above finished grade of the parking area is necessary, in order to adequately block headlight glare onto the corridor highway.

Screening / Landscaping

- Concerns have been raised regarding the screening and landscaping requirements, and what developers feel are excessive amounts of trees/shrubs or fencing, which block visibility to their stores and reduces business traffic along these corridors.
- Staff has indicated that current screening and landscaping requirements for sites located within the HCOD are the same as the general DCSL screening/landscaping requirements for all non-residential uses, regardless of the site location. The only HCOD specific screening requirement, is the need for loading areas and service entrances to be oriented and/or screened so they are not visible from the corridor highway.

Building Height Restrictions

- Concerns have been raised regarding the building height restriction, which may not exceed 2 stories

or 30 feet, where the building is within 75 feet of the corridor highway.

- Staff has indicated that the current requirement does not consider the surrounding site topography, or elevation of corridor highway in relation to that of the building.

Attachments:

1. Attachment 1 – County Code Sec. 28-59

Summary/Conclusion:

Staff requests guidance for development of amendments to the HCOD regarding current development standards.

Strategic Priorities:

Reviewed By:

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Sec. 28-59. - Highway Corridor Overlay District (HC).

- (a) *Purpose of the HC.* In furtherance of the purposes set forth in Code of Virginia, §§ 15.2-2280, 15.2-2283, 15.2-2284 and 15.2-2285, and in general to protect the health, safety and general welfare of the public by the prevention or reduction of traffic congestion, and distracting visual clutter which may result in danger on the public and private streets, a limitation is hereby placed on certain automobile-oriented, fast service, quick turnover uses and related signage, which generate traffic in such amount and in such manner as to present the possibility of increased danger to the motoring public and other impediments to safe travel. This district is created in recognition of the need to provide suitable and sufficient road systems in the county and the need to protect existing and future highways from unsafe use.
- (b) *Establishment of districts.* The Highway Corridor Overlay District (HC) shall be designated by the board of supervisors by separate ordinance and will overlay all other zoning districts where it is applied so that any parcel of land lying in a HC shall also lie within one or more other land use districts provided for by this chapter. The regulations and requirements of both the underlying district(s) and the HC shall apply; provided, however, that when the regulations applicable to the HC conflict with the regulations of the underlying district, the more restrictive regulations shall apply.
- (c) *District boundaries.*
 - (1) HC boundaries shall be designated on the official zoning map as ordained by Ordinances O95-57, O96-23 and amended by O98-27, O96-24, O98-30, O01-29, and O01-37 establishing the boundaries of the overlay district, pursuant to article XII, Amendments to Zoning Maps.
 - (2) The district boundaries will be described as follows:
 - a. Length of the district shall be established by fixing points of beginning and end in the centerline of a street.
 - b. Width will be established by designation of the distance on one or both sides from the centerline to which the overlay district shall extend; or, by a description of coterminous property boundaries of lots along such street, or highway; or, by using visible geographic features.

The HC zoning district shall be established and overlay all other zoning districts, except HI districts, on all parcels of land within the below described area:

Beginning at a point at the centerline of Cambridge Street, extending five hundred (500) feet east from the centerline of Cambridge Street at the intersection with the centerline of Truslow Road; thence continuing in a northerly direction parallel to the centerline of Cambridge Street to a point where Cambridge Street becomes Jefferson Davis Highway; thence along Jefferson Davis Highway continuing in a northerly direction parallel to the centerline of Jefferson Davis Highway to a point at the centerline of Courthouse Road; thence continuing in a westerly direction along the centerline of Courthouse Road to five hundred (500) feet west of the centerline of Jefferson Davis Highway; thence continuing in a southerly direction from the centerline of Courthouse Road, parallel to the centerline of Jefferson Davis Highway to a point where Jefferson Davis Highway becomes Cambridge Street; thence continuing in a southerly direction along Cambridge Street to the centerline of Truslow Road; thence, extending along the centerline of Truslow Road to the point of beginning; encompassing all or part of the parcels listed on Attachment A, attached hereto, as shown on the map entitled "Proposed Route 1 Highway Corridor Overlay District" dated December, 2001, made by the Stafford County Department of Planning and Community Development, a copy of which shall be added to and become part of the Official Zoning Map of Stafford County.

- (d) *Uses permitted by right.* All uses permitted by right in the underlying land use district(s), shall be permitted by right in the HC unless otherwise specifically made a conditional use by this section.
- (e) *Conditional uses.* In addition to the listed uses requiring a conditional use permit (as listed in Table 3.1) in the underlying district, the following uses shall require a conditional use permit when proposed to be established in a HC:

- (1) Car washes, self-service and automated.
 - (2) Funeral chapel, funeral home, or mortuary.
 - (3) Convenience stores.
 - (4) Theaters, arenas, or auditoriums.
 - (5) Recreational enterprise.
 - (6) Hotels or motels.
 - (7) Hospitals.
 - (8) Motor vehicle fuel sales.
 - (9) Automobile repair.
 - (10) Any uses which include drive-through facilities.
- (f) *Development standards.* All nonresidential uses shall be subject to the use limitations and development standards set forth in the underlying land use district(s) and, in addition, shall be subject to the following HC limitations:
- (1) Access and internal circulation shall be designed so as not to impede traffic on a public street. To such end, access via the following means will be approved:
 - a. By provisions of shared entrances, interparcel connection and travelways, or on-site service drives connecting adjacent properties.
 - b. By access from a secondary public street as opposed to the corridor highway.
 - c. By the internal streets of a commercial, office, or industrial complex.

Developers of all parcels or lots within the HC shall submit an access and internal circulation plan to the county for approval which addresses access for the project and the surrounding area.

The access plan shall demonstrate the ability to provide adequate access to surrounding properties via cross-easement agreement(s), shared entrances, interparcel connections and travelways, on-site service drives connecting adjacent properties, and/or access by secondary public streets.
 - (2) Pedestrian circulation shall be provided for and coordinated with that generated from or using adjacent properties.
 - a. The requirement for the provision of pedestrian circulation for the development of any parcels abutted on both sides along its road frontage to undeveloped parcels may, at the option of the county administrator, be satisfied by the execution and recordation of a sidewalk security agreement between the owner of the property and the county administrator to be prepared by the director of planning. The agreement shall provide for payment of one hundred twenty-five (125) percent of the amount of an engineer's certified cost estimate of the construction of the required sidewalk(s) at the time of permits or by monthly installments during a term not to exceed thirty-six (36) months and shall contain appropriate provisions for acceleration upon the sale or transfer of the property or upon a breach of the terms of the agreement. Payments made pursuant to this section shall also include an administrative fee of one hundred dollars (\$100.00) which shall be payable at the time of the execution of the sidewalk security agreement.
 - b. The requirement for the provision of pedestrian circulation for the development of any parcels abutted on both sides along its road frontage to undeveloped parcels may, at the option of the planning director (agent) or his designee, be satisfied by a payment in lieu of constructing the required pedestrian circulation. The payment shall be in the amount of an engineer's certified cost estimate of the construction of the required sidewalk(s) that is

deemed to be acceptable by the agent. Such payment shall be made at the time of permits. The payment shall be deposited in an account designated for pedestrian circulation improvements along the corridor highway that serves the property.

- (3) Outdoor storage of goods shall be completely screened from view of the corridor highway. Outdoor storage shall include the parking of company owned and operated vehicles, with the exception of passenger vehicles. Outdoor display areas shall not encroach into any required front yard, with the exception that outdoor display areas may extend fifteen (15) feet from the building front; however, in no case shall outdoor display areas be permitted less than fifteen (15) feet from the street right-of-way.
- (4) Parking areas and driveways shall be paved with concrete, bituminous concrete, or other similar material except for low-impact development sites in accordance with the provisions of chapter 21.5 of this Code where pervious paving blocks and other similar materials may be allowed as approved by the agent. Surface treated parking areas and drives shall be prohibited. Concrete curb and gutter shall be installed around the perimeter of all driveways and parking areas, except that concrete curb without a gutter may be permitted where drainage is designed to flow away from the curb, and asphalt curb may be permitted where the property adjacent to a travel lane is undeveloped. Drainage shall be designed so as to not interfere with pedestrian traffic.
- (5) Where parking is designed to be located in the front yard setback of the corridor highway, a berm shall be utilized within a designated street buffer. Where no berm is proposed within a designated street buffer, whenever possible, parking areas shall be located to the rear or side of the structure(s) or building(s) they are intended to serve.
- (6) Utility lines such as electric, telephone, cable television, or similar lines shall be installed underground. This requirement shall apply to lines serving individual sites as well as to utility lines necessary within the project. All junction and access boxes shall be screened. All utility pad fixtures and meters shall be shown on the site plan. The necessity for utility connections, meter boxes, etc., should be recognized and integrated with the architectural elements of the site plan.
- (7) Loading areas, service entrances, and service bays shall be oriented and/or screened so as to not be visible from the corridor highway.
- (8) Dumpster and other waste disposal or storage areas shall be completely screened from the public view by means of a board-on-board fence and/or landscaping, or similar opaque material approved by the zoning administrator.
- (9) Architectural treatment shall be designed so that all building facades of the same building (whether front, side or rear) will consist of similar architectural treatment in terms of materials, quality, appearance, and detail pursuant to the neighborhood design standards plan element of the comprehensive plan. No facade portion of a building constructed of unadorned cinderblock, corrugated metal or sheet metal shall be visible from the corridor highway. Mechanical equipment shall be shielded and screened from public view and designed to be perceived as an integral part of the building.
- (10) Area and bulk regulations in the HC shall be the same as for the underlying land use district(s), except that: The height of buildings or structures within seventy-five (75) feet of the corridor highway shall not exceed two (2) stories or thirty (30) feet, whichever is less; and where parking areas are provided in a manner such that the structure or building is located between the parking area and the corridor highway, the applicable setback requirement may, at the option of the applicant, be reduced to fifty (50) percent of that otherwise required for the underlying district.
- (11) A landscaping and planting plan shall be submitted in conjunction with site plan submittal. Such landscaping and planting plan shall be drawn to scale, including dimensions and distances, and clearly delineate all existing and proposed parking spaces or other vehicle areas, access aisles, driveways, and the location, size, and description of all landscaping materials

and areas. Landscaping and planting plans shall be prepared by persons practicing in their area of competence.

All plant materials shall be living and in a healthy condition. Plant materials used in conformance with the provisions of these specifications shall conform to the standards of the most recent edition of the "American Standard for Nursery Stock," published by the American Association of Nurserymen.

Preservation of existing trees is encouraged to provide continuity, improved buffering ability; pleasing scale and image along the corridor. Any healthy, existing tree on-site may be included for credit towards the requirements of this section.

The owner, or his designee, shall be responsible for the maintenance, repair, and replacement of all landscaping materials as may be required or approved within the scope of these provisions.

- (12) Redevelopment or expansion of structures or uses that were in existence prior to the adoption of the HC district and where the square footage of any addition to a structure shall not be more than the square footage of the primary structure shall be exempt from the provisions of subsections 28-59(f)(5), (6) and (9); provided that such redevelopment shall not result in an increase of outside storage area or display on the undeveloped site.

(g) *Reserved.*

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AGENDA ITEM

Subject:	
Discuss Parks and Recreation Master Plan	
Recommended Action:	
This is a discussion item to receive input from the Board on the current Master Plan to ensure it meets the Board's Strategic Priorities.	
Committee/Commission Recommendation:	
Fiscal Impact:	District:
None at this time. Proffer funding is available for the first two individual parks master plan development.	
Overview:	
<p>The past Parks and Recreation Master Plans were conducted in 1989, 2000, 2008, 2014, 2017. This discussion will be an overview of the 2017 Park Utilization Study - Phase II (Master Plan). The findings and recommendations of the study will be presented and an update of the status of the recommendations will be provided. National Benchmarks for Parks and Recreation facilities will also be presented. Additionally, there will be a discussion about the timing of future Master Plans.</p> <p>Many of the recommendations provided in the study align with the Board's Strategic Priorities. The CEDC discussion will discuss whether the Plan meets the Board's intent or if an new study should be conducted. The current plan provides recommendations for a wider range of recreation opportunities such as inclusion and adaptive programs for those with special needs, increased teen programming, more classes for adults and children, additional health and wellness programs and wider youth sports entry level programming.</p>	
Discussion/Analysis:	
The current Parks and Recreation Master Plan was completed in 2017. The plan outlines a number of	

recommended improvements to our current programs, facilities and staffing. The recommendations for additional programs and facilities align with the Board's Strategic Priorities. Staff is continuing the implementation of the recommendations in the plan to meet the intent of the Board. Today's discussion will focus on any needs the Committee feels are not represented in the study to determine if a new study is required.

Attachments:

1. PARK UTILIZATION STUDY - PHASE II Summary - June 2019 Update
2. PARKS AND RECREATION AMENITIES - with Needs
3. BOS Master Plan Discuss - 2019

Summary/Conclusion:

Staff will continue to follow the recommendation of the Master Plan to meet the Board's Strategic Priority. If other needs are identified, a new Master Plan can be considered to meet those needs.

Strategic Priorities:

Heartbeat of Recreation, History, and Culture.

Reviewed By:

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PARK UTILIZATION STUDY – PHASE II (January 2017)
EXECUTIVE SUMMARY
June, 2019 Update

Methodology and Timeline

- Started December, 2014
- Community Engagement January-March, 2015
- Inventory and Assessment January-March, 2015
- Analysis February-March, 2015
- Findings Compilation April, 2015
- Recommendations May, 2015
- Draft Revisions May-September, 2015
- Final Draft January, 2017

Demographics/Growth (based on ESRI and Weldon-Cooper Center for Public Service)

- Population in Stafford County increased 7% from 2010 to 2014.
- Growth of 18.6% is expected from 2015 to 2020 (approximately 140,000 to approximately 178,000)
- This growth will cause further need for parks and recreation facilities, amenities and programs to keep pace with existing levels of service.

Community Engagement

- Six focus group meetings were conducted, including user groups and interested citizens.
- An online questionnaire was made available to collect input from residents.

Analysis Performed

- A detailed inventory was conducted and facilities were assessed through a series of site visits, interviews and mapping.
- Facilities were inventoried and evaluated on functionality, general design, condition, size and capacity.
- Reviewed demographic growth trends of Stafford County.
- Reviewed relevant plans and documents – Comprehensive Plan, Park Utilization Study – Phase I (2014), FY2015 Operating Budget, FY2014-2023 CIP Budget.
- Measured current levels of service.
- Examined national trends in the parks and recreation industry.
- Conducted facility assessments at 26 outdoor Parks and Recreation locations, 31 outdoor School locations, 9 indoor Parks and Recreation locations and 9 indoor School locations.
- Examined delivery of programs and services.
- Conducted a SWOT Analysis

Analysis Results

- Citizen Satisfaction (1-poor, 2-fair, 3-good, 4-very good, 5-excellent)
 - Customer Service 4.1 out of 5 (Very Good)
 - Quality of Programs 4.1 out of 5 (Very Good)
 - Quality of Maintenance 3.9 out of 5 (Good/Very Good)
 - Quality of Facilities 3.9 out of 5 (Good/Very Good)
- Citizen Access
 - “Current recreation opportunities afforded to users corresponds with concentrations of population density. It is a very positive finding that the current level of service is, for the most part, available where residents live.”
 - 95% of the population has access to recreation opportunities within three miles of their home.
 - Access to a regional park with 25 or more amenities is relatively high.
- Park Capacity
 - Total developed acreage is 725 or 5.24 acres per 1,000 population. An additional 135 developed acres are needed within five years just to maintain the current ratio of 5.24 per 1,000 population.
 - Table 16 from the report (attached) outlines the current park capacity and identifies the needed additions over the next five years to maintain the current level of service ratios.
- Analysis of Department Strengths and Weaknesses

Strengths	Weaknesses
Maintenance	Staff Training and Development
Customer Service	Internal Communication
Talented Personnel	Relationships with Schools
Variety of Programming	Marketing
Innovative and Creative	Interdivisional Relationships and Support
Programs are Affordable	Some Existing Facilities Need Upgrades
	Lacking Indoor Recreation Facilities

Recommendations

Based on citizen input and systematic analysis, the following chart and table summarize the recommendations. The chart below summarizes general recommendations and an estimated timeline for implementation. Some of these recommendations have been started and/or completed since the recommendations were first presented in May, 2015. The second table attached (labeled “Table 16 - Capacities and Levels of Service”) comes directly from the Utilization Study Report and provides a list of acreage and amenity needed to maintain the current level of service five years into the future.

Chart of Recommendations from Park Utilization Study – Phase II

Recommendations - Programming	Status/Implementation
Provide Inclusion and Adaptive Programs for those with Special Needs.	Hired a Full-time Therapeutic Recreation Professional in April 2016. Have started nine new inclusion programs. Adding more inclusion programs annually.
Increase Teen Programming	Have created seven new teen programs since July, 2016. Program evaluations/additions/deletions will be reviewed annually and be ongoing.
More Classes for Adults and Children	Have begun 17 new adult programs and seven new youth programs since July, 2016. Program evaluations/additions/deletions will be reviewed annually and be ongoing.
More Health and Wellness Programming	Have created 12 new fitness/wellness programs since July, 2016. Mostly related to outdoor/adventure activities. Some indoor programs have been enhanced (i.e., pickleball), but are limited due to limited County operated indoor recreation space.
Consider Youth Sports Entry Level Programming – including such as Quick Start Tennis & 1 st Tee Golf	Have begun two new Entry Level Sports Programs since July, 2016. Also began a new Flag Football program which has been a huge success.
Recommendations – Maintenance and Facilities	Status/Implementation
Need Maintenance Facilities to support Park Maintenance	Maintenance facilities at parks should be planned in the future development of Patawomeck and Duff Green Parks.
Upgrade outdated amenities at existing parks	These items have been identified and are on the 10-year Cash Infrastructure/RRR List for PRCF.
Add amenities to maintain the current level of service with future growth (see Table 16 attached)	Phase I of Embrey Mill Park was completed in March 2016, Phase II was completed in September of 2017 (2 Synthetic Fields with Restrooms and Parking), Phase III is under construction (3 bermuda grass fields with Restrooms and Parking) – additional acreage and amenities can be added through future CIP at undeveloped park land at Patawomeck, Duff Green and Musselman Parks. County owned property adjacent to Mountainview High School should also be considered.
Make ADA Improvements at parks	Several ADA improvements have been made to restroom facilities at parks (Woodlands, Curtis, Aquia Landing, Lake Mooney, Brooks). There are more ADA improvements to be done and these items are identified and are on the 10-year Cash Infrastructure List/RRR for PRCF.

Add lights to parking and common areas for security purposes	These items have been identified and are on the 10-year Cash Infrastructure List/RRR for PRCF.
Create and individual identity for each park	Discussions about park identity should be considered and also include the branding of parks (marketing).
Continue the Regional Park Model of service delivery	<p>The current and potential future park improvements at Patawomeck, Duff Green, Musselman Parks and County owned property adjacent to Mountainview High School would continue the regional park approach. Funds have been requested for park specific master plans for each of these sites in order to gather detailed information for future CIP requests to develop these parks.</p> <p>FY2020 – Musselman Park Master Plan (proffers) FY2021 – Patawomeck Park Master Plan (proffers) FY2022 – Duff Green Park Master Plan (CIP/RRR) FY2025 – Mountainview Master Plan(CIP/RRR)</p>
Replace the inadequate Gymnastics Center	The Department has explored opportunities to lease a different building for gymnastics and not found a suitable facility. An RFP was put out in the September of 2017 for the construction of a Fieldhouse and Gymnastics Center built and owned by a private company. Space would be leased from the private operator for Gymnastics. This avenue is still being pursued.
Add Indoor Recreation Facilities	The Department is exploring opportunities to leverage partnerships for increasing indoor recreation space in connection with leasing new gymnastics space. Indoor Recreation Space could also be considered in the individual Master Plans for Patawomeck and Duff Green Parks. County owned property adjacent to Mountainview High School could also be considered in the future.
Increase basketball opportunities – indoor and outdoor	Additional basketball courts are being considered in the Fieldhouse negotiations with a private operator and could also be considered in the amenities to be added at Patawomeck, Duff Green, Musselman Parks and Mountainview.
Provide additional picnic pavilions	This will be considered in the individual Master Plans for future development at Patawomeck, Duff Green, Musselman Parks and Mountainview.
Add additional dog parks	This will be considered in the individual Master Plans for future development at Patawomeck, Duff Green, Musselman Parks and Mountainview.

Increase trail opportunities and connections	Trails will be considered in the individual Master Plans for future development at Patawomeck, Duff Green, Musselman Parks and Mountainview. The final phases of the Belmont/Ferry Farm Trail are to in the works and will be completed in the near future. Also, as new roads and sidewalks are improved, consideration should be given to wider sidewalk/trail paths to allow for walkability and multi-modal connections. An update to the County Hike and Bike Plan is underway (coordinated by the Planning Department) and the new plan should be complete in 2019.
Recommendations – Financial and Organizational	Status/Implementation
Evaluate Fee Structure	The Department annually evaluates current fees and makes recommendations for any changes in conjunction with the Annual Budget Process. A formalized policy on cost recovery should be considered in the near future.
Implement a Lifecycle Asset Management Plan	The Department procured an assessment and associated software to implement a Lifecycle Asset Management Plan. Assessments were conducted in June of 2018 and the Asset Management Software was installed. Staff can now forecast lifecycle replacement needs based on Facility Condition Index and expected lifecycles of amenities. This will be used for the first time in the FY2021 CIP/RRR process.
Consider future bond issue for improvements	Undeveloped park land is available at Patawomeck, Duff Green and Musselman Parks. County owned property adjacent to Mountainview High School should also be considered. These new park developments may necessitate a future bond issue. This will be considered in the County's long range CIP Planning. Musselman and Patawomeck also have proffer funds available to use toward park development.
Seek more partnerships, sponsorships, donations and grants	The Department has many outstanding partnerships (Stafford Baseball, Stafford Soccer, Stafford Lacrosse, Rappahannock Areas Agency on Aging, Rappahannock Regional Library and others). Department staff will consistently look for opportunities to partner with community organizations – continuous and ongoing. While staff in each technical area of the Department have

	some information and contacts, time limits their ability to fully dedicate effort toward sponsorships, and donations. A larger policy discussion is needed on the topic of the County staff doing fundraising.
Consider starting a Parks Foundation	The Stafford Parks and Trails Fund was established with the Community Foundation of the Rappahannock River in March of 2018.
Increase and improve Marketing	Marketing for the Department has been reorganized and increased within the Department beginning in December of 2016. A Marketing Team consisting of staff from numerous different divisions has also been created. Staff is working more cohesively and collectively to market more aggressively and efficiently, making better use of resources and electronic marketing tools (social media, email, website, etc.) A designated budget has also been created and dedicated to marketing for the department. A new brand, including logo and tagline was created in September of 2017. The Marketing Team continues to evaluate and develop new methods of marketing with an emphasis on using digital marketing media.
Add a Therapeutic Recreation certified staff person	Hired a Full-time Certified Therapeutic Recreation Professional in April 2016.
Add a staff person devoted to sponsorships, donations and grants	PRCF will consider submitting a future budget request for this or similar position. A larger policy discussion is needed on the topic of the County staff doing fundraising prior to this request.
Improve relationship with Schools	Regular meetings with Stafford County Public Schools Operations Staff have begun to improve communication and establish a working relationship. Topics of discussion have included maintenance of athletic fields at schools, fleet maintenance, facility improvements (infrastructure), and school facility usage. Discussions will be ongoing and should lead to an updated written agreement that benefit the citizens through enhanced coordination and efficiencies.
Improve Staff Training	Staff members attended the Virginia Recreation and Parks Society Conference in 2016, 2017, 2018 and are expected to attend in 2019. Staff members also attended the 2017 and 2018 National Recreation and Parks Association Conference. In the last two years the number of staff members who became Certified Parks and Recreation Professionals (CPRP) through the National Recreation and Parks Association (NRPA) has gone

	<p>from two to ten. Numerous other trainings and certifications have been acquired in technical areas, such as, turf management, facilities management, supervision, playground safety inspection, pesticide certification and others. A concerted effort has also be placed on organizational development within the department with leadership training using the book “Drive” (Motivation) by Daniel Pink and “Please Understand Me” (Communication) by Kiersey and Bates, “Good to Great” by Jim Collins, “Start With Why” by Simon Sinek and “Turn the Ship Around” by David Marquet. These types of training offerings will be ongoing and continuous.</p>
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Need for New Parks and Recreation Amenities – June 2018

Amenity - Outdoor	National Average	Virginia Average	Stafford County	Need Based on 2017 Park Study	Need Based on National Average	Need Based on Virginia Average
Acres	10.1/1,000	8.1/1,000	7.5/1,000	135	364	87
Playgrounds	1/3,706	1/5,994	1/14,665	5	30	14
Community Gardens	1/29,750	1/50,000	0	N/A	5	3
Basketball Courts (outdoor)	1/7,375	1/7,629	1/48,883	1	17	16
Multiuse Courts (basketball/volleyball)	1/17,667	1/31,146	0	3	8	5
Tennis Courts (outdoor)	1/4,803	1/3,947	1/16,294	6	25	28
Ballfields – Diamonds (youth)	1/6,608	1/9,636	1/9,166	10	6	0
Ballfields – Diamonds (adult)	1/12,619	1/30,480	1/36,662	Combined - youth fields	8	1
Skate Park	1/49,250	1/124,915	1/73,325	0	1	0
Dog Park	1/44,330	1/49,399	1/145,699	0	2-3	2
Rectangle Fields – multipurpose	1/7,808	1/4,195	1/2,566	18	0	0
Swimming Pools (outdoor)	1/36,266	1/49,958	1/73,325	0	2-3	1
Horseshoes	---	---	---	5	---	---
Picnic Pavilions	---	---	---	1	---	---
Event Area with Amphitheater	1/47,442	1/148,324	1/145,699	1	3	0

Amenity - Indoor	National Average	Virginia Average	Stafford County	Need -2017 Park Study	Need Based on National Average	Need Based on Virginia Average
Aquatics Center	1/44,674	1/97,062	1/146,649	0	2	1
Community Center	1/28,750	1/26,941	1/36,662	---	1-2	1-2
Gymnasiums – year round	1/27,334	1/24,250	1/72,850	X	3	3
Recreation Centers	1/30,470	1/27,776	1/145,699	---	4	4
Senior Centers	1/58,092	1/100,000	1/145,699	---	2	1
Teen Centers	1/56,115	1/150,000	0	---	3	1
Nature Centers	1/104,180	1/196,167	0	---	1	1

Location of New Parks and Recreation Amenities

Stafford County currently owns undeveloped park land strategically dispersed geographically in the areas of need for future growth in accordance with the Comprehensive Plan.

Northeast – Patawomeck Park (160 undeveloped acres)

- Approximately \$620,000 in proffers expected by the end of FY2021
- Site-specific Master Plan scheduled in FY2021 using proffer funds (\$92,000)
- 2014 Park Utilization Study – Athletic Fields showed shortage of 2-3 rectangle synthetic turf fields in this region of the County
- Opportunity to add numerous park amenities identified in charts above

Northcentral to Northwest – Mountainview Parcels (15 undeveloped acres – two parcels)

- No proffers available
- Recommend future site-specific Master Plan – would require CIP/RRR Funds, tentatively FY2025
- 2014 Park Utilization Study – Athletic Fields showed shortage of 2-3 rectangle synthetic turf fields and 2-3 diamond fields in this region of the County.
- Some opportunity to add park amenities identified in charts above – limited to some degree due to size of parcels
- Additional park land will likely be needed in this region of the County

Southeast – Duff Green Farm (126 undeveloped acres)

- No proffers available
- Site-specific Master Plan scheduled in FY2022 using CIP/RRR Funds (\$95,000)
- 2014 Park Utilization Study – Athletic Fields showed shortage of 2-3 diamond fields in this region of the County
- Opportunity to add numerous park amenities identified in charts above

Southcentral – Musselman Park (40 undeveloped acres)

- Approximately \$1.8 million in proffers expected by the end of FY2020
- Site-specific Master Plan scheduled in FY2020 using proffer funds (\$62,000)
- Opportunity to add numerous park amenities identified in charts above

Southwest (Route 17 Warrenton Road Corridor) – Park Land Needed

- Do not have any park land in this corridor at present
- Opportunity to add park land in conjunction with new High School
- 2014 Park Utilization Study – Athletic Fields showed shortage of 2-3 rectangle synthetic turf fields in this region of the County
- Opportunity to add numerous park amenities identified in charts above

Information from These Plans/Studies

2008 Parks and Recreation Facilities Plan

2011 Amendment to Parks and Recreation Facilities Plan

2013 Virginia Outdoor Plan

2014 Park Utilization Study – Phase I Athletic Fields

2017 Park Utilization Study – Phase II

2018 National Recreation and Parks Association Agency Performance Report for Stafford County

2018 Virginia Outdoor Plan

ESRI Population 145,699 at 269 square miles = population density of 542 population/square mile



Parks and Recreation Master Plan

Stafford County Government

July 2, 2019

Introduction

- Park Master Plans
- Summary of 2017 Park Master Plan
- Comparison to National Benchmarks
- Next Steps

Past Parks and Recreation Master Plans

- 1989 Master Plan for Parks and Open Space
- 2000 Parks and Recreation Needs Assessment
- 2008 Facilities Plan for Parks and Recreation
- 2014 Park Utilization Plan – Phase I (Athletic Fields)
- 2017 Park Utilization Study – Phase II

Summary of the 2017 Park Utilization Study

Methodology and Timeline

- Started December, 2014
- Community Engagement January-March, 2015
- Inventory and Assessment January-March, 2015
- Analysis February-March, 2015
- Findings Compilation April, 2015
- Recommendations May, 2015
- Draft Revisions May-September, 2015
- Final Draft January, 2017

Summary of the 2017 Park Utilization Study

Community Input

- Six focus group meetings were conducted, including user groups and interested citizens.
- An online questionnaire was made available to collect input from residents.

Summary of the 2017 Park Utilization Study

Analysis Performed

- Facilities were inventoried and evaluated on functionality, general design, condition, size and capacity.
- Reviewed demographic growth trends of Stafford County.
- Reviewed relevant plans and documents – Comprehensive Plan, Park Utilization Study – Phase I (2014), FY2015 Operating Budget, FY2014-2023 CIP Budget.
- Measured current levels of service.
- Examined national trends in the parks and recreation industry.
- Conducted facility assessments at 26 outdoor Parks and Recreation locations, 31 outdoor School locations, 9 indoor Parks and Recreation locations and 9 indoor School locations.
- Examined delivery of programs and services.
- Conducted a SWOT Analysis

Summary of the 2017 Park Utilization Study

Key Findings

- Citizen Satisfaction (1-poor, 2-fair, 3-good, 4-very good, 5-excellent)
 - Customer Service 4.1 out of 5 (Very Good)
 - Quality of Programs 4.1 out of 5 (Very Good)
 - Quality of Maintenance 3.9 out of 5 (Good/Very Good)
 - Quality of Facilities 3.9 out of 5 (Good/Very Good)
- Citizen Access
 - “Current recreation opportunities afforded to users corresponds with concentrations of population density. It is a very positive finding that the current level of service is, for the most part, available where residents live.”
 - 95% of the population has access to recreation opportunities within three miles of their home.
 - Access to a regional park with 25 or more amenities is relatively high.

Summary of the 2017 Park Utilization Study

Key Findings

- Department Strengths and Weaknesses

Strengths	Weaknesses
Maintenance	Staff Training and Development
Customer Service	Internal Communication
Talented Personnel	Relationships with Schools
Variety of Programming	Marketing
Innovative and Creative	Interdivisional Relationships and Support
Programs are Affordable	Some Existing Facilities Need Upgrades
	Lacking Indoor Recreation Facilities

Summary of the 2017 Park Utilization Study

Summary of Recommendations

- Programs
 - Provide Inclusion and Adaptive Programs for those with Special Needs.
 - Increase Teen Programming
 - More Classes for Adults and Children
 - More Health and Wellness Programming
 - Consider Youth Sports Entry Level Programming – including such as Quick Start Tennis & 1st Tee Golf

Summary of the 2017 Park Utilization Study

Summary of Recommendations

- **Facilities (Existing)**
 - Need Maintenance Facilities to support Park Maintenance
 - Upgrade outdated amenities at existing parks
 - Make ADA Improvements at parks
 - Add lights to parking and common areas for security purposes

Summary of the 2017 Park Utilization Study

Summary of Recommendations

- Facilities (New)
 - Add amenities to maintain the current level of service with future growth (Chart of Amenities - Handout)
 - Increase basketball opportunities – indoor and outdoor
 - Provide additional picnic pavilions
 - Add additional dog parks
 - Increase trail opportunities and connections
 - Continue the Regional Park Model of service delivery

Summary of the 2017 Park Utilization Study

Summary of Recommendations

- Facilities (New)
 - Replace the inadequate Gymnastics Center
 - Add Indoor Recreation Facilities

Summary of the 2017 Park Utilization Study

Summary of Recommendations

- Organizational and Financial
 - Evaluate Fee Structure
 - Implement a Lifecycle Asset Management Plan
 - Consider future bond issue for improvements
 - Seek more partnerships, sponsorships, donations and grants
 - Consider starting a Parks Foundation
 - Increase and improve Marketing
 - Improve relationship with Schools
 - Improve Staff Training

Comparison to National Benchmarks

Amenity - Outdoor	National Average	Virginia Average	Stafford County	Need Based on 2017 Park Study	Need Based on National Average	Need Based on Virginia Average
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Teen Centers	1/56,115	1/150,000	0	---	3	1
Nature Centers	1/104,180	1/196,167	0	---	1	1

Next Steps

- Specific Park Master Plans – Undeveloped Park Property
 - FY2020 – Musselman Park Master Plan (Proffers)
 - FY2021 – Patawomeck Park Master Plan (Proffers)
 - FY2022 – Duff Green Park Master Plan (CIP/RRR)
 - FY2025 – Mountainview Master Plan(CIP/RRR)
- Next County-wide Park Master Plan



End

Parks and Recreation
Master Plan

Community & Economic Development Committee Meeting

AGENDA

July 2, 2019 - 12:00 PM

Conference Room A/B/C, Second Floor

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

AGENDA ITEM

Subject:	
Economic Development Incentives Discussion and Update	
Recommended Action:	
Discussion and update on proposed Economic Development Incentives.	
Committee/Commission Recommendation:	
Fiscal Impact:	District:
Varies	
Overview:	
<p>As part of its 2015 Economic Development Strategic Plan, a number of goals and objectives were noted. One was the desire and need to be "more proactive in building an enviable community, enhance the economic development tool box."</p> <p>In 2018, the Department offered an Implementation Plan (I-Plan) and identified its intent to clarify and offer new business incentives. A summary of that effort was provided to the CEDC in its April 2 meeting.</p> <p>Stafford 2040 promotes a Vibrant and Exciting Business Community and other objectives and goals regarding focused economic development in the Urban Service Area.</p> <p>The Commonwealth established the Technology Zone statute (§ 58.1-3850) to allow a jurisdiction to develop a wide range of incentives for businesses. The Department is recommending changes to the County's Technology Zone Incentive. Department staff have met with advisers and other economic development professionals from around the Commonwealth to draft the proposed recommendations.</p> <p>Recommendations are designed to encourage more new investment across the Urban Service Area and specifically in primary focus areas identified in the Economic Development Strategy and</p>	

Comprehensive Plan.

Most importantly, the Technology Zone legislation was designed to allow jurisdictions to focus its economic development marketing and incentive program. We look to do that with these recommendations.

Discussion/Analysis:

The current Technology Zone incentives are available for a wide range of business in the Urban Service Area. However the eligibility requirements do not necessarily match market conditions or Stafford County Targeted Sectors.

Staff recommends easing the eligibility requirements for new job creation and investment to provide additional incentive for targeted sectors in Stafford's primary focus areas. These changes will apply equally to existing Stafford businesses, and new business attracted to Stafford.

The current eligibility requirement differs between existing and new business. We recommend no differential. Further, we suggest reducing the job creation and capital investment criteria. Finally, the current code does not distinguish between wage levels across sectors and may therefore eliminate eligibility for some sectors (e.g., advanced manufacturing). The current code also uses the labor market wage level at the County level. We recommend focusing the wage requirement on the primary industry for the company and using a regional wage market level.

We also recommend specific new incentives for Targeted Sectors in Focus Areas. Stafford's focus is on Cyber\IT, data centers, warehouse\distribution, and advanced manufacturing. The specific incentives that will help attract investments in those industries in strategic areas of the County will be identified.

Attachments:

1. Attachment 1 - Memo regarding changes to Technology Zone Incentives
2. Attachment 2 - CEDC Presentation 07-02-19

Summary/Conclusion:

Staff would like input and guidance from CEDC (and EDA) before making formal recommendations to the Board.

Strategic Priorities:

Vibrant and Exciting Business Community

Reviewed By:

24 hours in advance of the meeting. The agenda and related materials may be found on the County's website at www.staffordcountyva.gov

To: Stafford County Community Economic Development Committee (CEDC) and EDA

From: John Holden, Director, Economic Development & Tourism

Re: Stafford County Incentives Review & Recommendations

Date: July 2, 2019

The purpose of this Memo is to offer recommendations on changes to Stafford's Technology Zone Incentive(s). This is part of a comprehensive review of economic development incentives. An outline and plan to consider new and revised incentives was presented on April 2, 2019 (attached). This represents the first detailed recommendations.

Stafford Technology Zone—Recommendations for Revisions

The Stafford County Technology Zone incorporates the entire Urban Services Area (USA). The Technology Zone incentive offers companies involved with "technology-related operations" expedited review processes, grants, permit fee waivers, and tax relief. *The incentive attempts (in definition) to cover a wide range of sectors and this broad approach results in less focused offerings and does not address or "fit" Stafford's targeted sectors.* For example, the wage requirement may not fit for advance manufacturing. In addition, as example, the hiring requirements may not meet cyber expansion projects.

Our recommendations are designed to:

- 1) Provide more clarity and open up eligibility for both expansion of existing firm and new business and
- 2) Provide additional incentives for targeted sectors in focus areas to present Stafford as an attractive location for investments by those types of business.

Our recommendations are designed to encourage more new investment across the Urban Service Area and specifically in primary focus areas. We believe doing so will help add additional long-term tax base, diversify Stafford's tax base, encourage additional business, and indirectly add residential growth in our primary focus areas.

We present these recommendations for input and feedback. With input and additional staff research, recommendations will be made to the Board.

Expanding and Clarifying Eligibility within Current Technology Zone

The current Technology Zone incentives are available for a wide range of business in the Urban Service Area, specifically it:

includes, but is not limited to, research, development, manufacture, or associated training of: biotechnology, chemicals, computer hardware, computer security, computer software, data centers, energy, environmental, homeland security, manufacturing equipment, advanced materials, medical, finance related companies, pharmaceuticals, photonics, subassemblies and components, test and measurement, telecommunications, or transportation

We do not recommend changing the above eligible types of business. Nor do we propose to reduce the eligible area (the USA).

Instead, we recommend easing the eligibility requirements for new job creation and investment to provide additional incentive for targeted sectors in primary focus areas. These changes will apply to existing Stafford businesses, and new business attracted to Stafford.

The current eligibility requirement differs for existing or new business. We recommend no differential. Further, we suggest reducing the job creation and capital investment criteria. Finally, the current code does not distinguish between wage levels across sectors and may therefore eliminate eligibility for some sectors (e.g., manufacturing), and limits the labor market wage level to the County. We recommend focusing the wage requirement on the primary industry for the company and using a regional wage market level.

Comparative Recommendations for All Eligible Business in USD:

	Current Code Requirements	Recommendation
Existing Business	10 new jobs \$500,000 in capital investment	10 new jobs \$500,000 in capital investment
New Business	20 new jobs \$1,000,000 in capital investment	10 new jobs \$500,000 in capital investments
Leased Space	Capital investment also includes the assessed value of leased office space when the total lease equals one million dollars (\$1,000,000.00) spent in a two-year period	Capital investment also includes the assessed value of leased office space when the total lease equals \$500,000.00 dollars (\$500,000.00) spent in a three -year period
Wage Level	Combined average salary is at least one hundred (100) percent of the average annual wage county-wide based on the most recent quarterly data as prepared by the Virginia Employment Commission.	for the labor category of its primary business operations across the region defined by the Fredericksburg Regional Alliance based on the most recent quarterly data as prepared by the Virginia Employment Commission

Targeted Sectors in Primary Focus Areas

The Stafford Economic Development Strategy and Comprehensive Plan have identified a number of Primary Focus Areas. We recommend providing additional (to the above) incentives within those Areas for the following Targeted Sectors:

- Cyber/IT (including Health IT)
- Data Centers
- Warehouse\Distribution
- Advanced Manufacturing

To incentivize these business types in the Primary Focus Areas, we recommend additional eligibility requirements and additional incentives.

Eligibility & Additional Incentives for Targeted Sectors in Focus Areas

Sector	Focus Areas	Eligibility	Incentive (additional)
Cyber, IT	Boswells Corner Aquia Town Center Downtown Stafford Southern Corridor*	No change	Up to a 50% grant on up to amount of future RE and PP taxes over and up to a five (5) year period
Data Centers	Targeted Sites identified by data center prospects and within future Comprehensive Plans Centreport	No change	Up to a 25% grant on up to amount of future RE taxes over and up to a ten (10) year period and/or a grant payment to pay for portion of necessary public infrastructure costs necessary for improvements to the site
Warehouse\Distribution	Centreport Landowner Incentive—rezoning of property to M1 or M2 and hold the assessed value at the A1 level until M1 or M2 development	Creation of 100+ jobs that meet eligibility requirement and; New facility or expansion of over 100,000 sf	Grants to support job training or employee recruitment up to \$500 per employee per year for five (5) years
Advanced Manufacturing	Centreport Landowner Incentive—rezoning of property to M1 or M2 and hold the assessed value at the A1 level until M1 or M2 development	Creation of 100+ jobs (in three years) that meet eligibility requirement and; Over \$2.0M in new capital investment	Up to a 50% grant on up to amount of future RE and PP taxes over and up to a five (5) year period and/or grants to support job training or employee recruitment up to \$500 per employee per year for five (5) years

Next Steps

With CEDC and EDA guidance, the Stafford Technology Zone Code will be revised and presented to the BOS for approval. *Staff will seek additional input and may present adjustments to these revisions based on input from around the Commonwealth.*

The Stafford EDA will review these and offer input, as well. In addition, with Board approval, and to increase the efficiency of processing incentives, the EDA may be engaged to offer a portion of the fees in the Technology Zone Incentive and perhaps, under some conditions and level of incentive, authorized to approve Technology Zone incentives.

In addition, ED&T and the Stafford EDA have been developing additional financing and incentive programs.

- **Stafford EDA Grant and Financing Program.** The EDA is considering revising its business grant program and launching a micro-loan and “gap” financing program. These programs include special financing terms for agricultural or home-based business in rural (A1 Zone) areas—to coincide with the Stafford Healthy Growth initiative.
- **Economic Development Infrastructure Investment Fund.** ED&T will prepare for CEDC and Board approval a proposed mechanism to provide new funds for economic development infrastructure (roads, utilities, etc.) as a result of “significant” economic development projects.
- **Stafford Tourism Zone (and Tourism Plan).** This will provide for incentives and special state-approved tourism development financing for new tourism initiatives and projects.

The above were noted in the April 2 CEDC presentation and Memo and will be brought back, with more detail to the CEDC and EDA in the coming weeks.

Economic Development Incentives

Tools for Economic Development
Recommendations for Technology Zone

July 2, 2019—CEDC

July 12, 2019—EDA

April Summary of Incentives Review

- Revisions to Tech Zone
 - This presentation
- Tourism Zone
 - August – September
- PACE
 - August – September
- Stafford Targeted Investment Incentive Program
 - October – November
- Opportunity Fund
 - October – November

Technology Zone

- State Statute (§58.1-3850)
 - one or more technology zones
 - may grant tax incentives & provide certain regulatory flexibility
 - incentives may be provided for up to ten years and may include, but not be limited to: (i) reduction of permit fees; (ii) reduction of user fees; and (iii) reduction of any type of gross receipts tax
 - (i) special zoning for the district; (ii) permit process reform; (iii) exemption from ordinances; and (iv) any other incentive adopted by ordinance,

Stafford Technology Zone

- 23-A established in 2010
- Provides incentives for existing or new business expansions in the Urban Service Area
- Not sector nor location focused

Stafford Technology Zone Recommendations

- Ease eligibility and equalize for existing and new business across USA
- Provide additional incentives for Targeted Sectors in Primary Focus Areas

Stafford Technology Zone Recommendations

	Current Code Requirements	Recommendation
Existing Business	10 new jobs \$500,000 in capital investment	10 new jobs \$500,000 in capital investment
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Leased Space	Capital investment also includes the assessed value of leased office space when the total lease equals one million dollars (\$1,000,000.00) spent in a two-year period	Capital investment also includes the assessed value of leased office space when the total lease equals \$500,000.00 dollars (\$500,000.00) spent in a three-year period
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Stafford Technology Zone Recommendations

Sector	Focus Areas	Eligibility	Incentive (additional)
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Community & Economic Development Committee Meeting

AGENDA

July 2, 2019 - 12:00 PM

Conference Room A/B/C, Second Floor

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

AGENDA ITEM

Subject:

Discussion Regarding Stafford Museum and Funds Needed for Planning Purposes

Recommended Action:

The Museum Foundation requests the appropriation of \$250,000 of the available \$938,000 Museum funds for use in the planning stages of the Museum.

Committee/Commission Recommendation:

Fiscal Impact:

\$250,000

District:

Overview:

The Stafford Museum Committee was first created by the Board of Supervisors with the expressed intent of creating a museum to celebrate the unique history and culture of Stafford County. In 2005 the Board voted unanimously to dedicate 2% of the Transient Occupancy Tax to “develop the concept for a Stafford County Museum and Cultural Center, with a County Visitor Center.” This arrangement lasted until 2010 when the Board temporarily shifted the 2% TOT to the General Fund as a budget saving measure and held the previously collected funds for future use by the Museum Committee. The County continues to hold \$938,000 for museum use.

Discussion/Analysis:

In 2010 the Museum Committee separated from the county and became a separate 501C-(3) foundation. Currently the SMCC Foundation is working with a Museum consultant to develop a viable long-term plan. This plan will include a facility that will represent the historical and cultural history of Stafford County and will draw visitors from the DC Metro region.

Both County staff and the Foundation agree that this will be a significant and necessary component to the Downtown Stafford project. In addition to the historical and cultural components the center will also house a visitor center that will enhance and encourage tourism and drive visitors to existing

cultural sites throughout the county. Economic Development & Tourism has been working with the Foundation and other outside groups to develop themes and programs that will both respect the history of Stafford and appeal to our diverse and growing population.

In discussions with consultants and County staff we feel it is critical to engage the community on a variety of issues including thematic programming. It is vitally important for us to understand the needs of our community and be able to reflect those needs in this facility. Such outreach will also inform the tourism plan currently underway in Economic Development.

Attachments:

1. Attachment 1 - Museum Board request memo
2. Attachment 2 - Museum Board Presentation

Summary/Conclusion:

The Museum Foundation requests the appropriation of \$250,000. These funds will help in our efforts to understand community needs, seek professional guidance on facility and program design, and initiate a business, operations and capital financing plan as well as work towards consolidating existing historical/cultural boards and commissions. Additionally the remaining unallocated revenues may be used to help in attracting interest from private investors and developers within Downtown Stafford.

Strategic Priorities:

A Vibrant and Exciting Business Community

Reviewed By:

This agenda may be amended on the day of the meeting. Participation of all citizens is encouraged. For all individuals with special needs, please notify County Administration of any accommodations required at least 24 hours in advance of the meeting. The agenda and related materials may be found on the County's website at www.staffordcountyva.gov



To: Gary Snellings, Chairman

From: Scott Mayausky, President SMCC

Date: 6/27/19

Re: Request for appropriation of funds

The Stafford Museum Committee was first created by the Board of Supervisors with the expressed intent of creating a museum to celebrate the unique history and culture of Stafford County. In 2005 the Board voted unanimously to dedicate 2% of the Transient Occupancy Tax to “develop the concept for a Stafford County Museum and Cultural Center, with a County Visitor Center.” This arrangement lasted until 2010 when the Board temporarily shifted the 2% TOT to the General Fund as a budget saving measure and held the previously collected funds for future use by the Museum Committee. Part of that move included a promise that the 2% would in fact be restored as a permanent funding stream. While the funding stream did not ultimately get reinstated the County continues to hold \$938,000 for museum use.

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Seeks to present the diverse history of Stafford County to build an understanding of the past that generates a sense of pride in community.



- Efforts to build a museum began as early as 1965.
- In 2002 the BOS formed the Museum Committee
- The Museum Committee was originally granted 2% of the Transient Occupancy Tax (TOT) to “develop the concept for a Stafford County Museum and Cultural Center, with a County Visitor Center.”
- In 2009 a budget amendment “temporarily” diverted the 2% TOT to General Assembly.
- In 2012 the SMCC embarked on a public outreach campaign.



In discussions with consultants and County staff we feel it is critical to engage the community:

- Thematic programming
 - Partnerships
 - Exhibits
 - Technology
- Both County staff and the Foundation agree that this will be a significant and necessary component to the Downtown Stafford project.
- Public interest in a Museum seems to be high based on social media metrics.
- A Museum must respect the history of Stafford and appeal to our diverse and growing population.



- Request an appropriation of \$250,000 of the money that has been allocated for the museum.
 - Understand community needs
 - Seek professional guidance on program and facility design
 - Initiate a business, operations and capital financing plan
 - Work toward consolidating existing historical/cultural boards and commissions