

Development Services Building >

# Commercial Development Committee

Quarterly Meeting  
July 21, 2021

PRESENTED BY MIKE GARCIA & WADE A. HUGH



**PRINCE  
WILLIAM**  
Development Services

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# Commercial Development Committee Quarterly Meeting July 21, 2021

1. Introductions
2. Chesapeake Bay Preservation Area Regulations Update
3. VSMP Process Improvement Efforts
4. Loudon County Commercial Bonding Policy Review
5. Site Submission Quality Control Process Improvements
6. DCSM Section 600 Review
7. Small Biz 1H2021 Review
8. Performance Measures
9. Constant Contact
10. Other Business
11. Mark Your Calendar – Next Meeting is in-person
12. Meeting Adjourned

## AGENDA

2:30 p.m., Wednesday, July 21, 2021

1. Introductions
2. Chesapeake Bay Preservation Area Regulations Update (Madan Mohan)
3. VSMP Process Improvement Efforts (Madan Mohan/Joyce Fadeley)
  - a. Review of the new Permitting Process Flow Chart
4. Review of Loudoun County Commercial Bonding Policy (Joyce Fadeley)
5. Site Submission Quality Control Process Improvements (Joyce Fadeley)
6. Update on the Review of Section 600 DCSM (Elizabeth Scullin)
7. Small Business Project Management Update (Wade Hugh)
8. Performance Measures (Wade Hugh)
9. Constant Contact (Wade Hugh)
10. Other Business
11. Next Meeting: Wednesday, October 20, 2021 – Development Services Building Room 107
12. Meeting Adjourned

# 1. Introductions

## ● Commercial Development Committee

Mike Garcia, Chair  
Gary Gardner, Vice Chair  
Jonathan Barbour  
Barry Braden  
Jonelle Cameron  
William Daffan  
Sharon Dusza  
John F. Heltzel  
Gary L. Jones  
Wayne Klotz  
Eric Mays  
Matt Smolsky  
Wade Hugh

## ● Guest Speakers

**Joyce Fadeley**  
Department of Development Services  
- Land Development Division

**Elizabeth Scullin**  
Department of Transportation

**Ben Eib**  
Department of Public Works  
- Environmental Services

## ● Guest Audience Around the Room

2. Chesapeake Bay Preservation Area (CBPA) Regulations Update  
– Ben Eib



Chesapeake Bay's watershed stretches from **New York State** to **Virginia** and encompasses **one-sixth of the Eastern Seaboard**. The Bay accounts for almost **half the fresh water** entering estuaries in the Middle Atlantic Region.

Five major tributary systems--the **Potomac River**, **Susquehanna**, **Rappahannock**, **York**, and **James Rivers**--as well as dozens of smaller rivers **supply fresh water to Chesapeake Bay**. This freshwater inflow (85,800 cubic feet per second) significantly affects estuarine circulation and combines with tides to create complex circulation patterns that **contribute to Chesapeake Bay's vitality**.

Atlantic Coastal Plain estuaries such as the Chesapeake Bay **create ideal conditions for biological productivity**. About **25 percent of all approved shellfish waters for oysters and clams** in the United States are found in Chesapeake Bay.

## Chesapeake Bay Preservation Area Regulations (CBPA) Update

- State maintained the compressed regulatory review timeline with two concessions:
  - Public comment period extended from 60 to 90 days
  - Held one Stakeholder Advisory Group Meeting to review comments
- State did make significant changes to the proposed regulations based on all comments
- State Water Control Board approved the amended regulations on June 29, 2021
- County will have 3 years to update ordinance
- DEQ will be preparing guidance documents, a model ordinance and update the Buffer Manual
- Approved regulations are grouped in to two areas:
  - Mature Tree Preservation
  - Coastal Resiliency and Adaptation to Sea-Level Rise and Climate Change

## Mature Tree Preservation

- Defined “Mature Trees”
  - Overstory tree with DBH of 12 inches or greater
  - Understory tree with DBH of 4 inches or greater
- Removed Maximum Extent Practicable (MEP), replaced with “as necessary”
- Emphasized preservation of Mature Trees but did not fundamentally change the existing requirement

“2. Indigenous vegetation shall be preserved to the maximum extent practicable, consistent with the use or development proposed. Mature trees shall be protected during development and only removed where necessary, including to provide for the proposed use or development.”

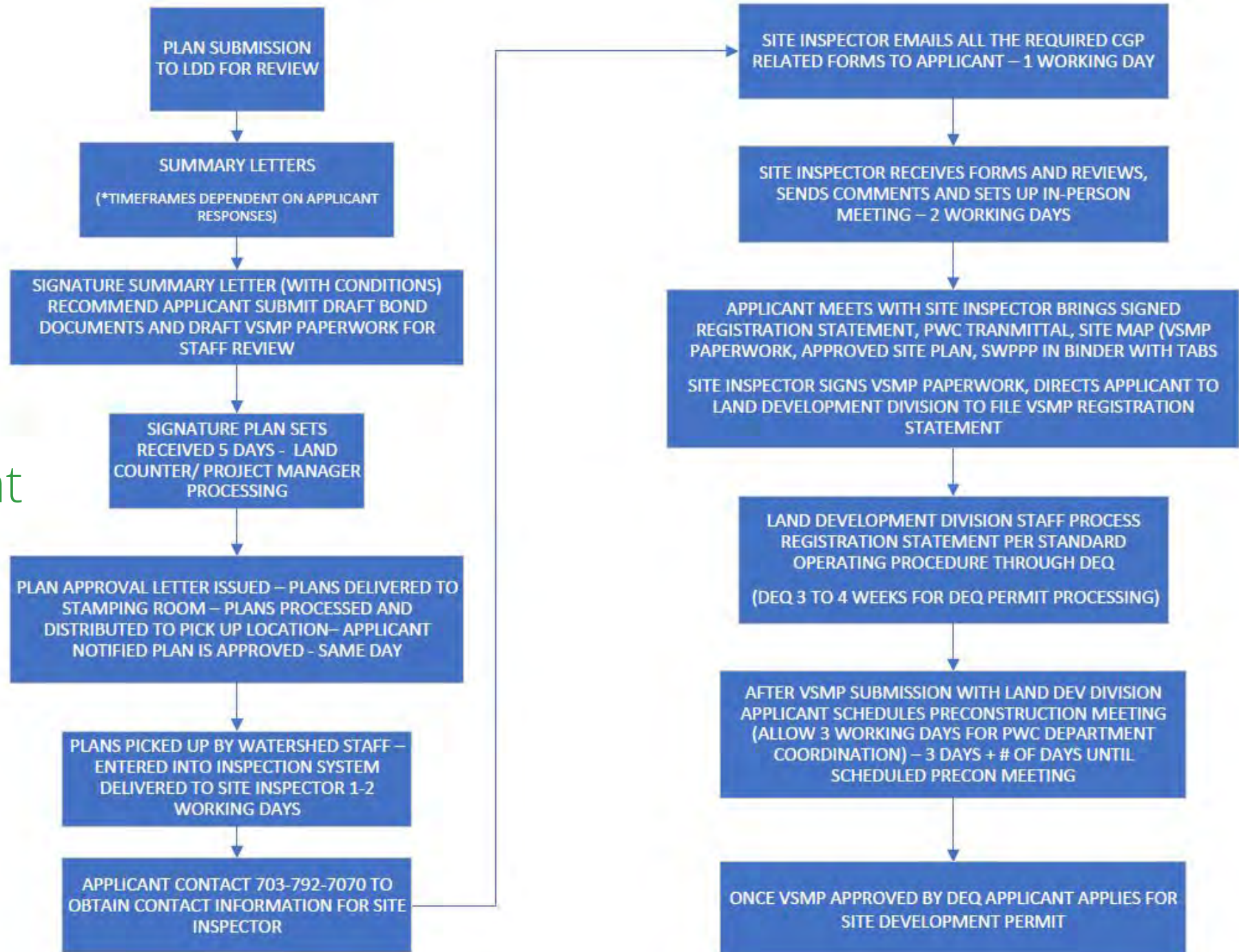
A locality which has an ordinance providing for the conservation, planting and replacement of trees during the land development process pursuant to Virginia Code 15.2-961 or 15.2-961.1 may rely on such ordinance for demonstrating compliance with this requirement related to mature trees in Resource Management Areas.

## Coastal Resiliency & Adaptation to Sea-Level Rise and Climate Change

- Removed ability of localities to adopt additional requirements
- Assess Climate Impacts on any proposed land development in the RPA – appears to only apply to RPA exceptions. Permitted uses, exemptions, administrative exceptions, and allowances in IDA's appear to be still valid
- Model/Forecast – will be developed by, or on behalf of, the State
- Removed language that expanded RPA or created a buffer to the RPA
- Adaptation Measures allowed in RPA
- Revised Fill Provisions (projects solely consisting of fill in RPA) appears to only apply to Adaptation Measures
- Grandfathering – not addressed in regs so expect it in the guidance and model ordinance

3. Virginia Stormwater Management Program  
– Ben Eib & Joyce Fadeley

Process Improvement Efforts





4. Loudoun  
County  
Commercial  
Bonding Policy  
Review  
– Joyce Fadeley

**Loudoun County - 35% Rule**

Bond SubTotal	\$1,782,538.00
10% Contingencies	\$ 178,253.80
Bond and Contingencies SubTotal	<u>\$1,960,791.80</u>

4% inflation factor\* \$ 78,431.67

Total Bond Amount \$2,039,223.47

35% Rule (Year 1 and 2) \$ 713,728.22

\*From Bond and Contingencies SubTotal

**Prince William County - Conservation Escrow**

Bond SubTotal	\$1,061,850.00
10% Admin (not to exceed \$50,000)	\$ 50,000.00
Bond and Contingencies SubTotal	<u>\$1,111,850.00</u>

3% inflation factor\* \$ 31,855.50

Total Bond Amount \$1,143,705.50

17% Conservation Escrow (Year 1) \$ 194,429.94

50% Reduction Approved (Year 2)\*\* \$ 571,852.75

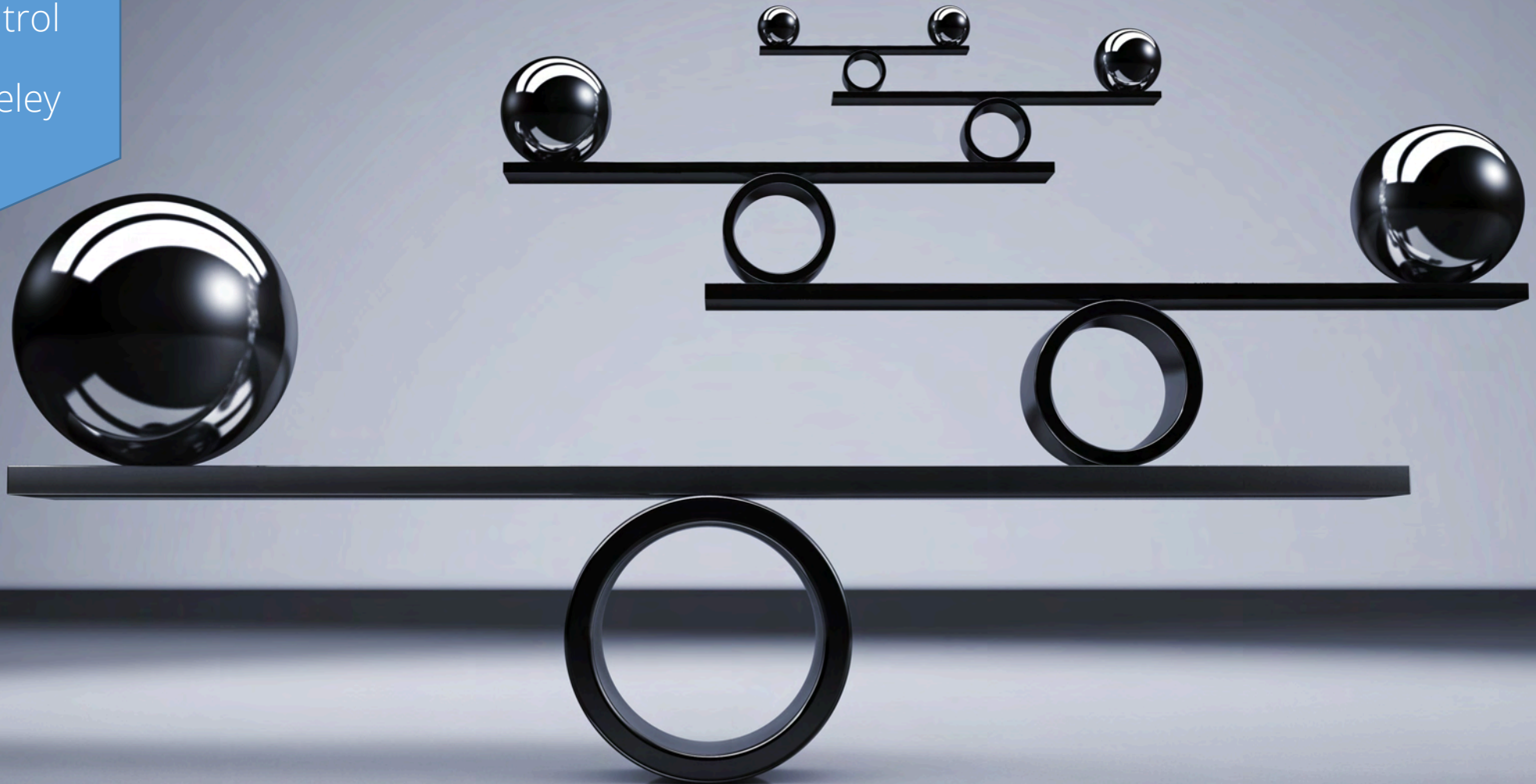
Total Bond Amount - 50% Reduction \$ 571,852.75

\*From Bond SubTotal

\*\*Assumes 50% work completed Year 1

Note: This cost estimate comparison excludes Public Right of Way and Service Authority; however, Prince William County would include these cost estimates.

5. Site  
Submission  
Quality Control  
Process  
– Joyce Fadeley



6. Section 600  
DCSM Review  
Update  
– Elizabeth  
Scullin



**DESIGN CONSTRUCTION STANDARDS MANUAL  
SECTION 600 – TRANSPORTATION  
REVIEW**

A woman with dark hair, wearing a dark blue long-sleeved shirt, is seen from the side, hanging a decorative chalkboard sign. The sign is black with white chalk writing that says "Open". The background is a warm, blurred interior of a shop or cafe with wooden beams and hanging lights.

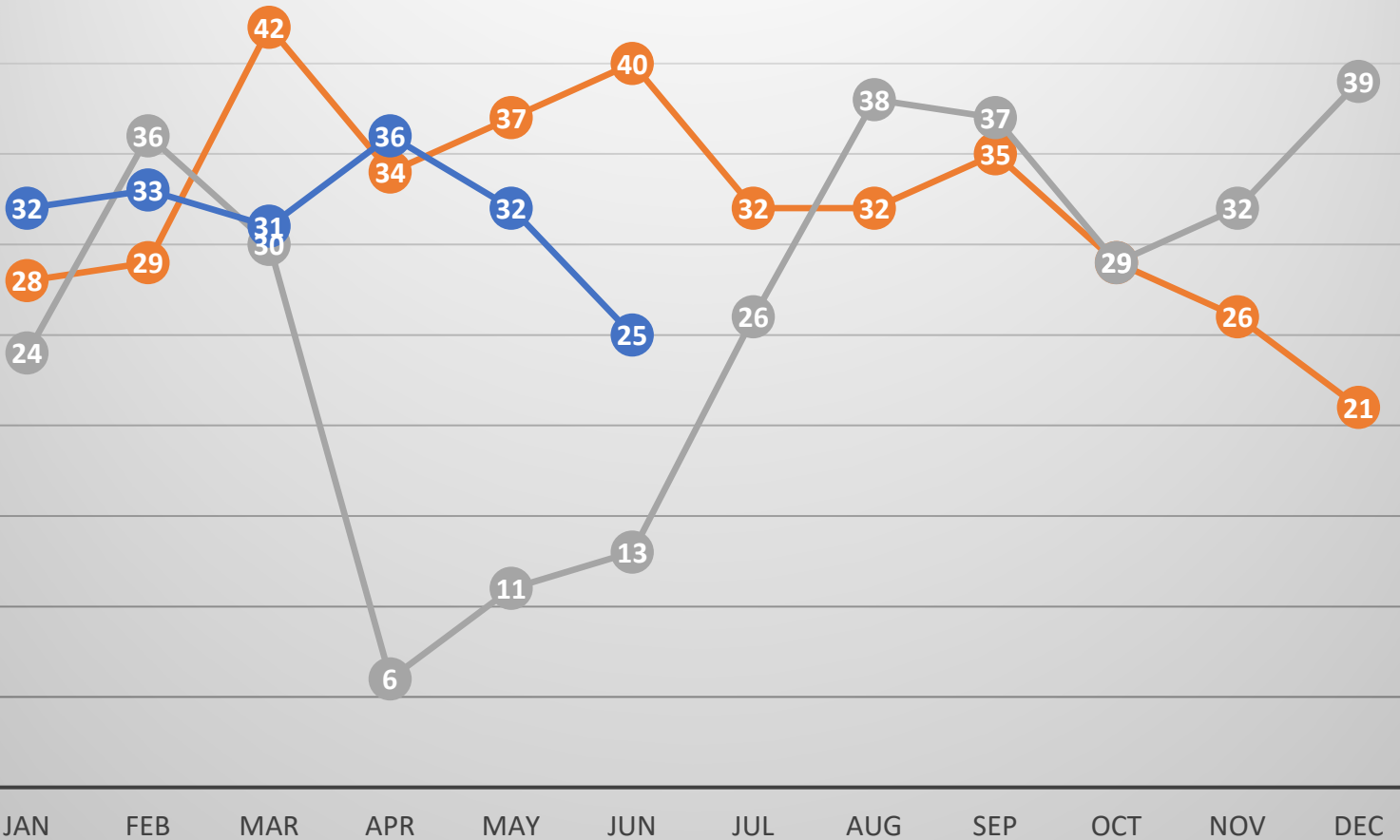
7. Small  
Business Project  
Management  
Program Update  
– Wade Hugh

- Small business project activity show indications of a return to economic recovery from the impact of the COVID-19 Pandemic in 1<sup>st</sup> half 2021.
  - 189 new small businesses 'Open for Business' (January – June 2021)
  - 162 New Businesses
  - 27 Existing Businesses
- 58 percent increase in project activity over the same time period in 2020, however, in contrast to the same time period in 2019 - Pre-pandemic, there is a 10 percent decrease in project activity.

Over 960  
Customers  
'Open  
for  
Business'

## Number of Small Businesses Opened

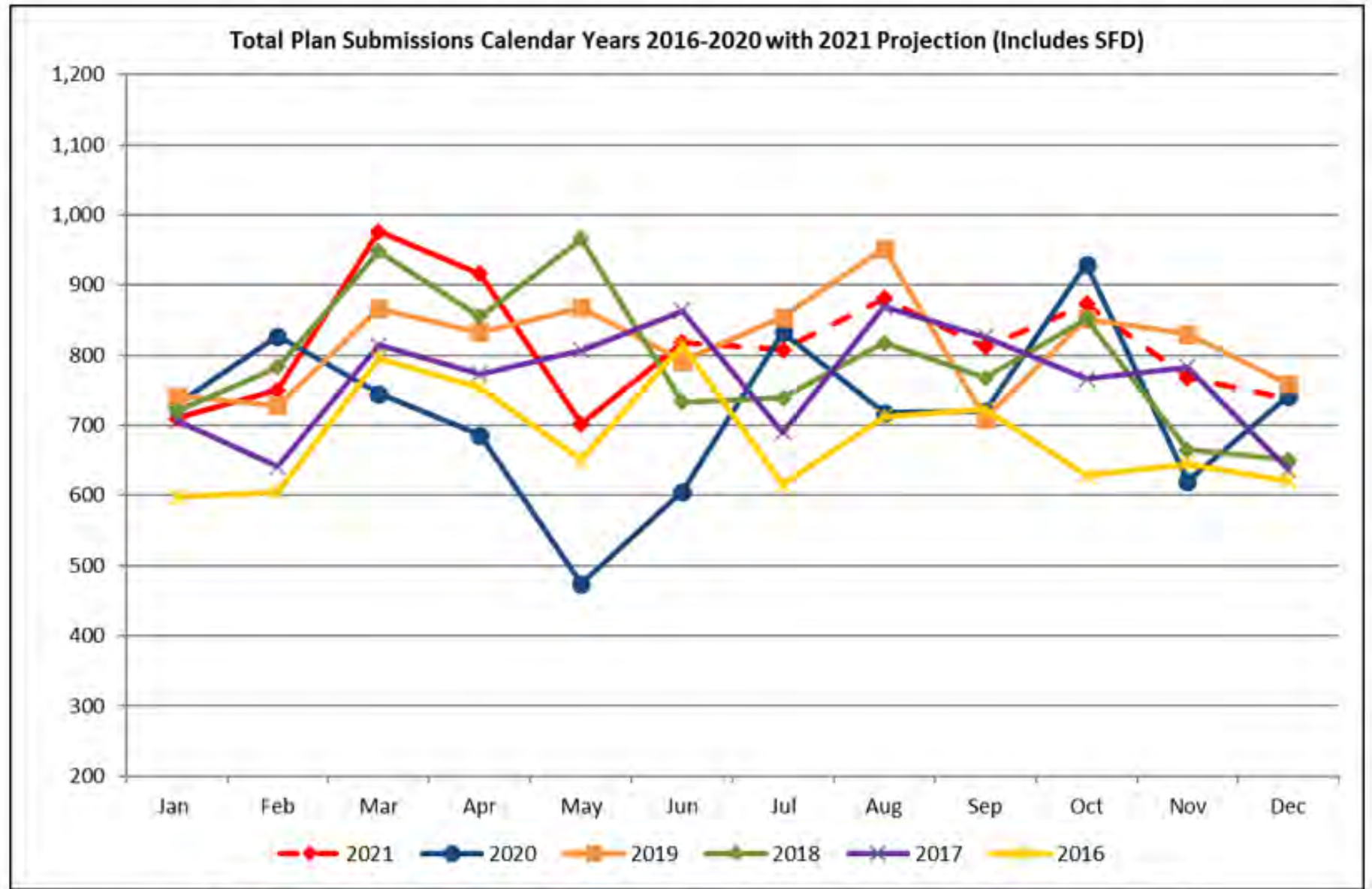
CY2019 – June 2021



— 2019 — 2020 — 2021

8. Development Services Performance Measures – Wade Hugh

Building Plan Submissions



<u>2021 - Projected</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
9,751	8,631	9,786	9,497	9,175	8,162

Note: CY21 assumes flat growth over CY19.

8. Development Services Performance Measures – Wade Hugh (Cont'd)

Key Highlights

1Q-4Q (Jul-Jun)

- CY2021 assumes flat growth over CY2019
- FY2021 Site Permits Issued = 201

New Structures – # of plans (first review)

Tenant Layout – # of plans (first review)

Commercial Major Plans – # of approved plans

Tenant Layout Total Plans – # of approved plans

Site Plans – # of approved plans

Site Permits Issued

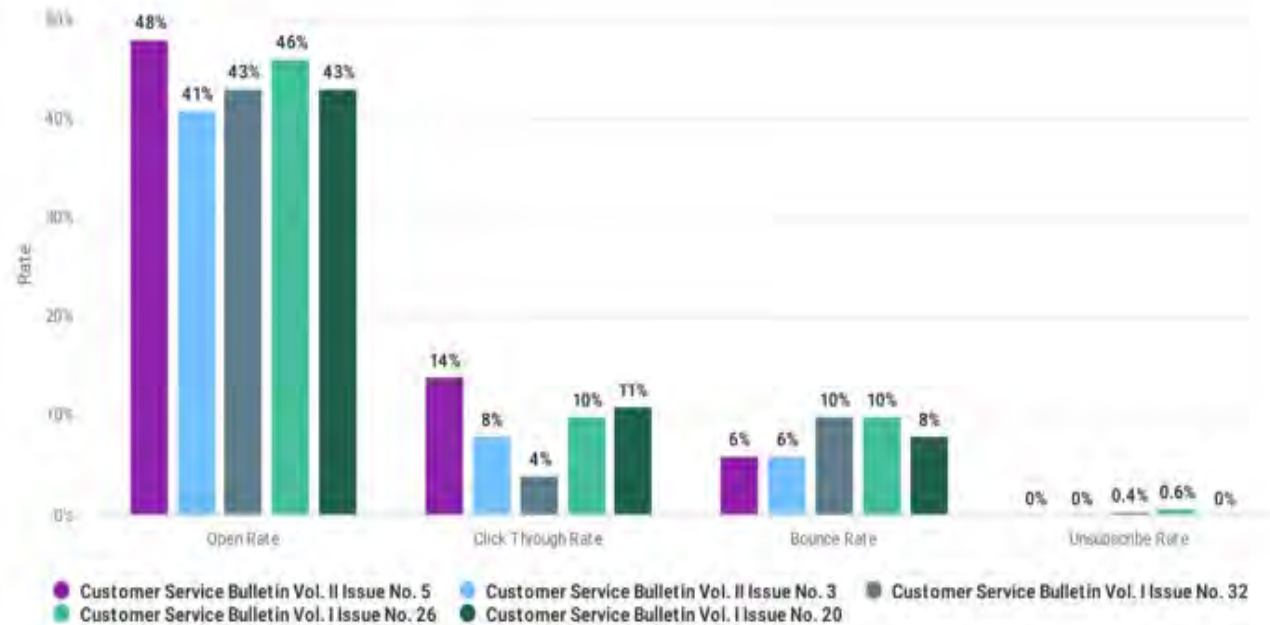
	FY18	FY19	FY20	FY21
New Structures – # of plans (first review)	60	57	44	49
Tenant Layout – # of plans (first review)	218	208	180	181
Commercial Major Plans – # of approved plans	23	14	17	13
Tenant Layout Total Plans – # of approved plans	193	201	179	167
Site Plans – # of approved plans	44	47	52	54
Site Permits Issued	169	163	143	201

9,751 Building plan submissions projected in Calendar Year 2021

9. Constant Contact – Customer Service Bulletins – Wade Hugh

## Advantages of Constant Contact: an all-in-one marketing software platform

- Customer Relationship Management (CRM) Tool
- Single centralized platform – social media
- Contact List Management
- Creating more personalized content
- Customized Templates
- Intuitive UI & design builder
- Subject Line A/B Testing
- Interaction tracking & reporting
- Interactive analytics visualization
- Hyperlinks to New Website drive increased traffic to #6 Top Spot



Ref. source Constant Contact as of 7/21/2021

PWCDDS Open Rate average 38% vs. 17% industry average

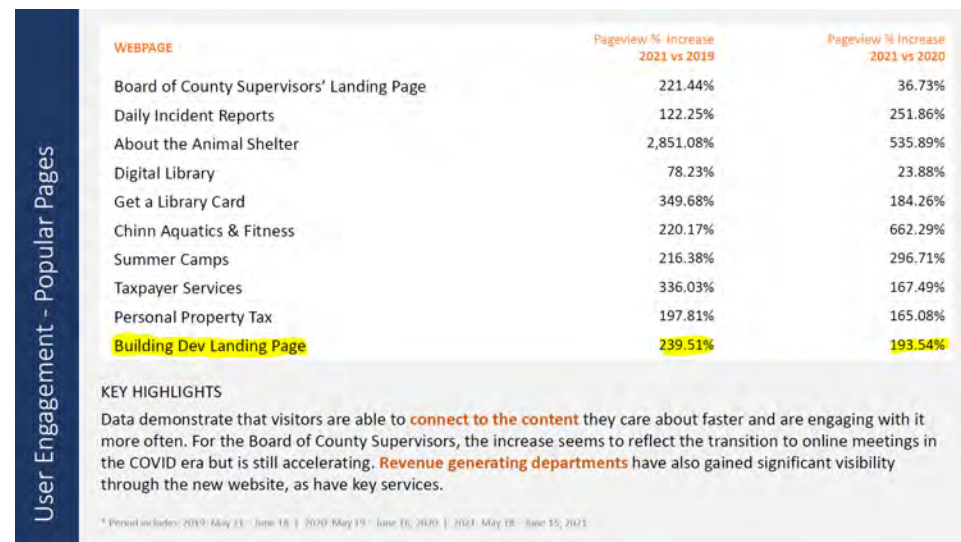
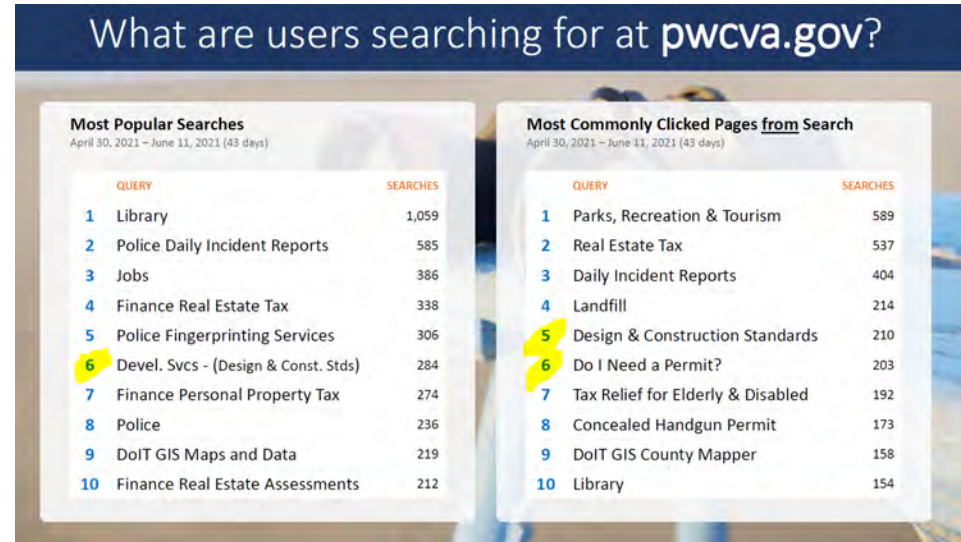
PWCDDS Click Rate average 7% vs. +5% industry average



## New PWCVA.GOV Website Trends

- The new optimized search engine is very popular, peak times are 10:00 am -2:00 pm, Tuesdays and Fridays
- Over 500 Content Pages of Hyperlinks of PWCDDS Forms, Applications, Guidelines were transitioned
- PWCDDS has resolved ~90%+ of 404 Error Messages
- We're in the Search Top Ten Ranking at #6

Please contact us if you encounter any issues



11. Next Meeting - in-person

**Mark Your Calendar for  
2:30pm - 4:00pm, Wednesday, October 20, 2021**

12. Meeting Adjourned



**THANK YOU FOR JOINING US TODAY!**