



**PRINCE WILLIAM**  
COUNTY

# Route 1 Renaming Information Townhall

February 24, 2021

# Welcome



All participant lines are **muted**.



**Q&A:** You are welcome to submit questions in English or Spanish using the Q&A function in the WebEx window at any time or by clicking the “Raise Hand” button during the Q&A portion of the meeting.



If you are calling in, please submit questions to  
[rt1renaming@pwcgov.org](mailto:rt1renaming@pwcgov.org)



To access this presentation in Spanish, please visit:  
[pwcgov.org/rt1renaming](http://pwcgov.org/rt1renaming)

Para obtener la presentación en español durante el sesión  
por favor visita:  
[pwcgov.org/rt1renaming](http://pwcgov.org/rt1renaming)

Prince William Board of County Supervisors

## **Margaret Angela Franklin**

Chair Pro-Tem  
Woodbridge District

Prince William Board of County Supervisors

## **Andrea O. Bailey**

Vice-Chair  
Potomac District

## Elected Officials

# PWC Agencies & Speakers



## **Department of Transportation**

Rick Canizales, Director of Transportation

Paolo Belita, Planning Manager, Policy & Programming Section

Meagan Landis, Research & Grant Analyst, Policy & Programming Section

## **Geographic Information Systems (GIS)**

Angela Mills, Deputy CIO, Department of Information Technology

## **Department of Development Services**

Wade Hugh, Director of Development Services

## **Economic Development**

Christina Winn, Director of Economic Development

## **Communications Office**

Sherrie Johnson, Director of Communications

# Agenda

- 1 Welcome and Opening Remarks
- 2 Project Overview
- 3 Agency Presentations
  - Transportation
  - Geographic Information Systems (GIS)
  - Development Services
  - Economic Development
  - Communications
- 4 Question and Answer Forum
- 5 Closing Remarks



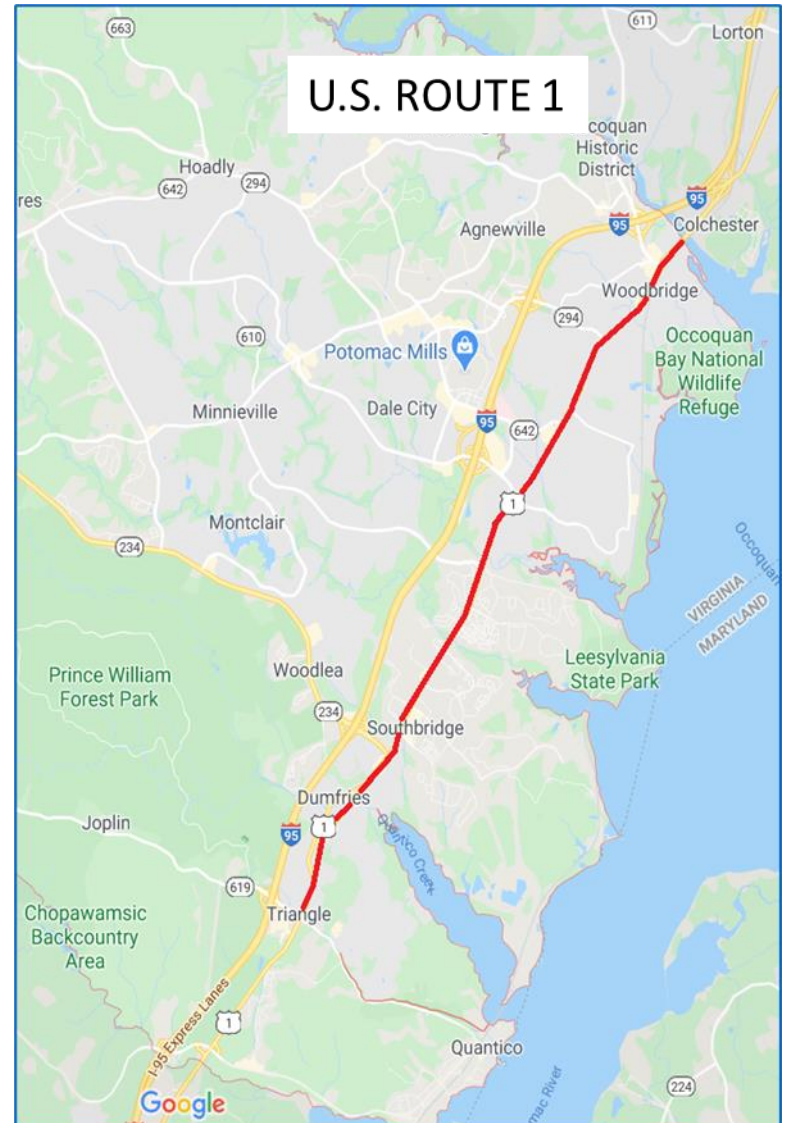
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# Project Overview

Paolo Belita  
Planning Manager, Policy & Programming Section  
Department of Transportation

# Background

- 1918 Route 1 was adopted into the Virginia State Highway System
- 1922 Virginia General Assembly Named Route 1 Jefferson Davis Highway
- 2012 Virginia General Assembly removed legal statute barring renaming of roadway without legislative action
- 2019 Attorney General issued opinion that the Commonwealth Transportation Board has authority to rename State Maintained Roads

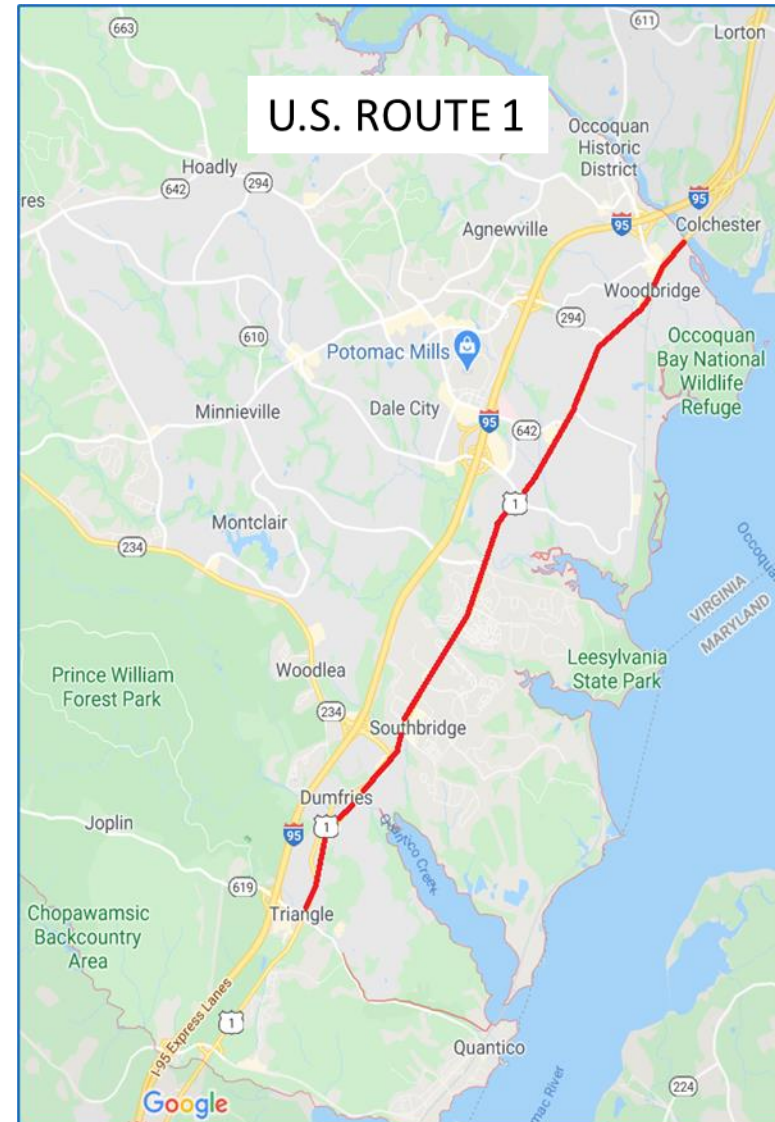




# Background

- 2019 Alexandria Renames Portion of Route 1 “Richmond Highway”
- 2019 Arlington Renames Portion of Route 1 “Richmond Highway”
- 2020 Board of County Supervisors directed (Dir 20-45): Begin the process of renaming Jefferson Davis Highway (Route 1) on June 16, 2020
- 2020 Board of County Supervisors Directed (Dir 20-54): Develop a plan to mitigate the impacts of renaming Route 1 on affected small businesses, on July 14, 2020

*Note that Route 1 in Fairfax County has historically been named Richmond Highway and did not have to go through the renaming process.*



## **Dir 20-45: Begin the process of renaming Jefferson Davis Highway (Route 1)**

- Issued June 16, 2020

## **Dir 20-54: Develop a plan to mitigate the impacts of renaming Route 1 on affected small businesses**

- Issued July 14, 2020

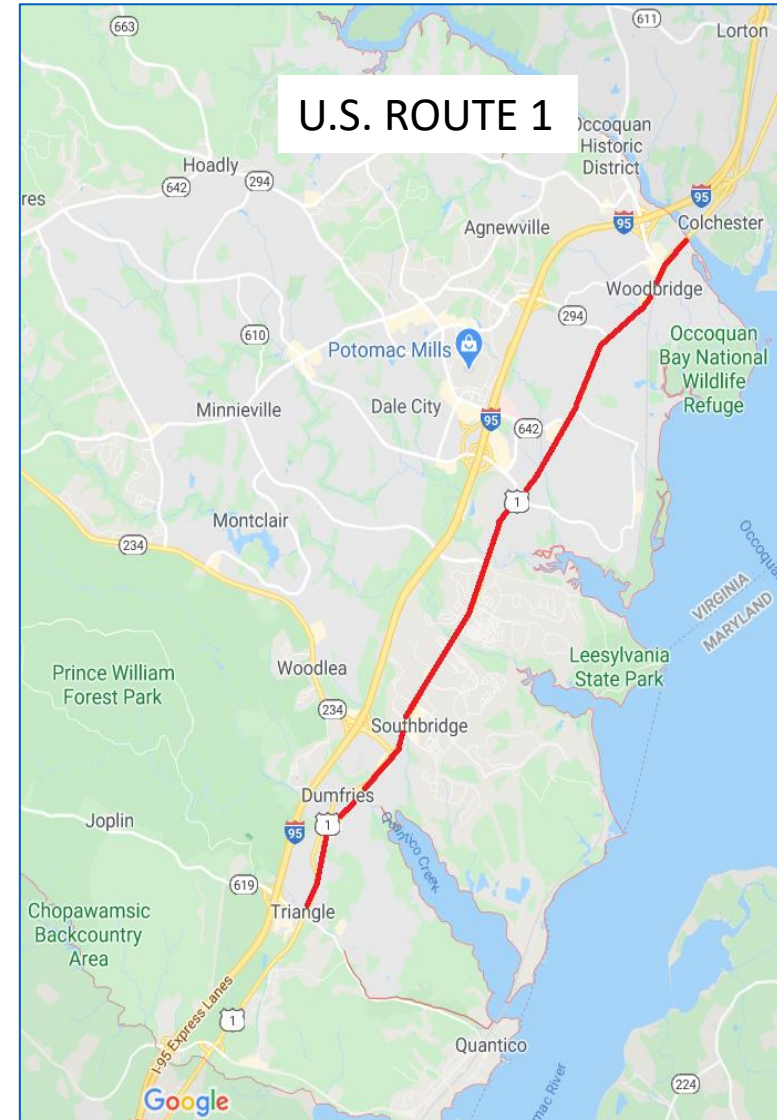
# Route 1 in Prince William County

Route 1 runs the entire length of Eastern Prince William from the Fairfax County line to the Stafford County line

- 12+ Miles
- 940 Addresses
- 3 Magisterial Districts and the Town of Dumfries

## County Processes to Change Addresses:

- Notify affected property owners & public
- Identify policy and technical processes for changes
- Update GIS/permitting systems
- Go live with new address (electronic and physical changes, new permits, street-signs)
- Compliance (inspections, issue resolution)



# Roadway Renaming Process

Process	Estimated Start	Estimated Completions
VDOT Review/CTB Approval	November 2020	Completed (11/2020)
Engage with Businesses	November 2020	July 2023
Addressing Analysis	November 2020	June 2021
Notification and Records Update	July 2021	June 2022
BOCS Implements Name Change	July 2022	July 2022
Notifications, Updates, Installation and Alignment	July 2022	July 2023

We  
Are  
Here



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# Department of Transportation

Meagan Landis

Research & Grant Analyst, Policy & Programming Section

# Transportation

## Roles & Responsibilities

## Completed Tasks

- Preliminary Analysis of Impacts
- Legal Renaming of Route 1 to Richmond Highway
  - Board of County Supervisors' (BOCS) Resolution September 8, 2020
  - Commonwealth Transportation Board Approval November 24, 2020



## Ongoing Tasks

- Facilitation and Coordination of Staff Directives
- Coordination with Virginia Department of Transportation (VDOT)
- Public Outreach

## Future Tasks

- Planning, Procurement & Oversight of Roadway Signage Replacement
  - 55 Street Signs (30 signalized and 25 non-signalized intersections)
  - Lane Closures & Maintenance of Traffic (MOT)
  - Estimated Cost: \$400,000
  - Targeted Completion Date July 2022



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# Department of Information Technology Geographic Information Systems (GIS)

Angela Mills

Deputy CIO, Department of Information Technology

# GIS Addressing Services

## Our Role:

- Assign and maintain official address of record
- Notify property owners of address change
- Notify specific County agencies, select service providers, and postal delivery\*
- Update official address database records



## Your Role:

- Continue using your same address until the effective date of July 1, 2022
- Start preparing early, communicate and stay engaged!
- Owners must notify tenants and leaseholders of address change
- Owners, leaseholders and tenants must notify all personal correspondents, agencies, vendors and service providers\*\*

\* Includes Tax, Business License, Land and Permit related agencies only, subscribes services providers, and mail/package delivery

\*\* Remember to include your business providers (alarm companies, suppliers, etc.), professional licensing and international business partners.



# GIS Addressing Services

## January 2021 to May 2021 – Address Analysis and Assignment

- Review and analyze all addresses currently assigned on Route 1
- Assign addresses using the current street number or a new street number
- Begin coordinating with other development agencies

## May 2021 to July 2021 – Early Notification Preparation

- Create courtesy notification to provide 12 months advanced notice that a change in address will occur
- Generate database with address assignments
- Prepare maps and early notification letters of change
- Mail early notification packets to all affected addresses on Route 1 within Prince William County jurisdiction\*



\* Does not include addresses within the Town of Dumfries

# GIS Addressing Services

## July 2021 to April 2022 – Preparing for Update

- Modify master addressing records in appropriate databases
- Create official address notification letter to property owners
- Coordinate county agencies and provide access to new address records

## April 2022 – July 2022 – Official Notification\*\*



- Submit resolution for street name adoption on July 1, 2022
- Mail official notification packets to all affected owners 60 days prior to effective date
- Publish official **eNotifications\*** to third-party service providers (e.g. Google, USPS, Bing, Service vendors, etc.)
- Installation of street signs will occur on or about July 2022
- The Post Office will continue to deliver mail to the old address during transition period



*\*Agencies must subscribe to address changes through this free service in order to be notified. The timely update of addresses in these third-party systems are uncontrolled or monitored by Prince William County.*

## Contact GIS Addressing Services if you have questions about:

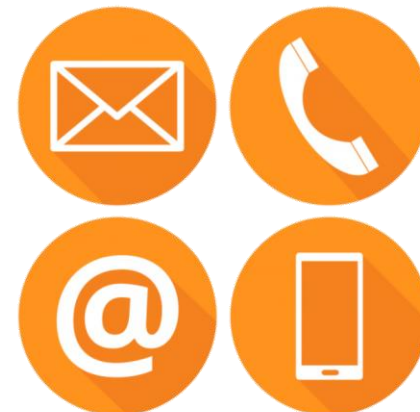
- What is the correct address you should use after the renaming?
- When you should begin using your new address?
- How to properly post address number on the property (both inside and outside of buildings)?
- If you need additional copies of your official address change letter (April 2022 and beyond).

### GIS Addressing Services

Main Number: 703-792-6840

Email: [pwcmaps@pwcgov.org](mailto:pwcmaps@pwcgov.org)

Danielle Lewis, Addressing Manager





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# Department of Development Services

Wade A. Hugh  
Director of Development Services

## Department Roles & Responsibilities

- Review and approve Zoning Permit Applications
- Review and approve Sign Permits applications (Zoning and Building)
- Review Building Plans and issue Certificates of Occupancy and other related Building Permits (electric, mechanical, plumbing, etc.)
- Conduct Building and Trade inspections
- Conduct safety inspections (joint inspection with Building Inspector and Fire Marshal)
- Manage the Small Business Project Management Program

## Route 1 - Customer Interactions - Initiated by the Customer

**Situation 1** - Business has a valid Certificate of Occupancy (CO) and is requesting a revised CO.

- Customer will submit a Building Permit Application (“Route 1 renaming, request for revised CO with the new address”). The CO fee amount is \$155.

**Situation 2** - Business does not have a valid CO and is eligible for the Joint Occupancy Evaluation Level 2 Program (JOE Level 2).

- The customer will pay \$500 for a JOE Level 2 inspection, which involves a joint inspection by the Fire Marshal and County Building Inspector. When the inspection is approved, the customer can submit a Building Permit Application and \$155 fee to obtain a CO.

## Route 1 - Customer Interactions – Initiated by the Customer

**Situation 3** - Business does not have a valid CO and is not eligible for the JOE Level 2 Program.

- The owner will need to engage the services of an Architect or Professional Engineer to design a Tenant Layout Plan (TLO) for the space. The TLO will need to be submitted to the County for review and approval. Once the TLO is approved, the appropriate permits will be issued. The County will inspect the space to ensure compliance with the approved TLO. Once the inspections are approved, the owner can obtain a CO.
- Please note there are fees associated with the review of the TLO, issuance of permits and the issuance of the CO.

## Small Business Project Management Program

- Board of County Supervisors established the program to assist small business owners with navigating the development process.
- Projects that qualify will be assigned a dedicated County Development Project Manager(s). The Project Manager(s) will be your main point of contact throughout the project.
- The Project Manager is there to answer questions, explain the steps (plans, permit, inspections) necessary to get your project completed and to assist with issue resolution.
- Program link
  - <https://www.pwcgov.org/government/dept/development/Pages/Small-Business-Projects.aspx>



# Development Services

## Contact:

Department of Development Services

Main Number: 703-792-6930

Email: [DDS@pwcgov.org](mailto:DDS@pwcgov.org)

- Please request the assignment of a Small Business Project Manager
- Please identify your project as part of the Route 1 Renaming effort



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# Department of Economic Development

Christina Winn  
Director of Economic Development

# Economic Development

## Department Roles and Responsibilities

### Our Role:

- Work directly with business community and provide hands on technical assistance and counseling to help facilitate address change.
- Investigate small business community abilities, potential financial impacts, and other needs in changing business addresses.
- Propose and develop a grant program to assist businesses with making the address change.

### Your Role:

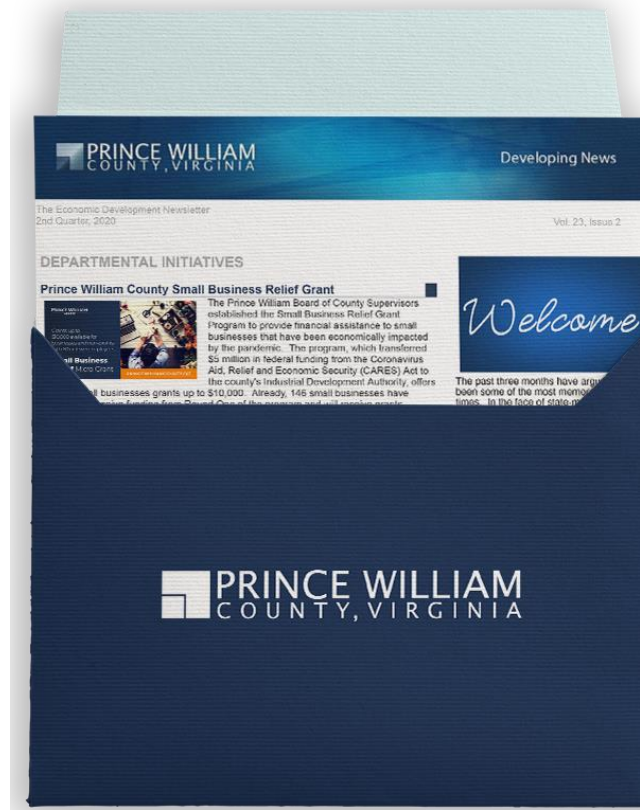
- Complete the business survey!
- Meet with our team as soon as possible to have a personal consultation.
- Sign up for Economic Development newsletter to get notified on important business topics and opportunities. <https://www.pwcded.org/newsletter>



# Economic Development

The Prince William Board of County Supervisors issued Directive 20-54 to “Develop a Plan to Mitigate the Impacts of Renaming Route 1 on Affected Small Businesses.”

- The Department of Economic Development staff surveyed the Route 1 business community to identify the potential costs to small businesses.
- A proposal to mitigate the anticipated impacts to small businesses will be recommended in the County’s fiscal year (FY 2022) budget process.

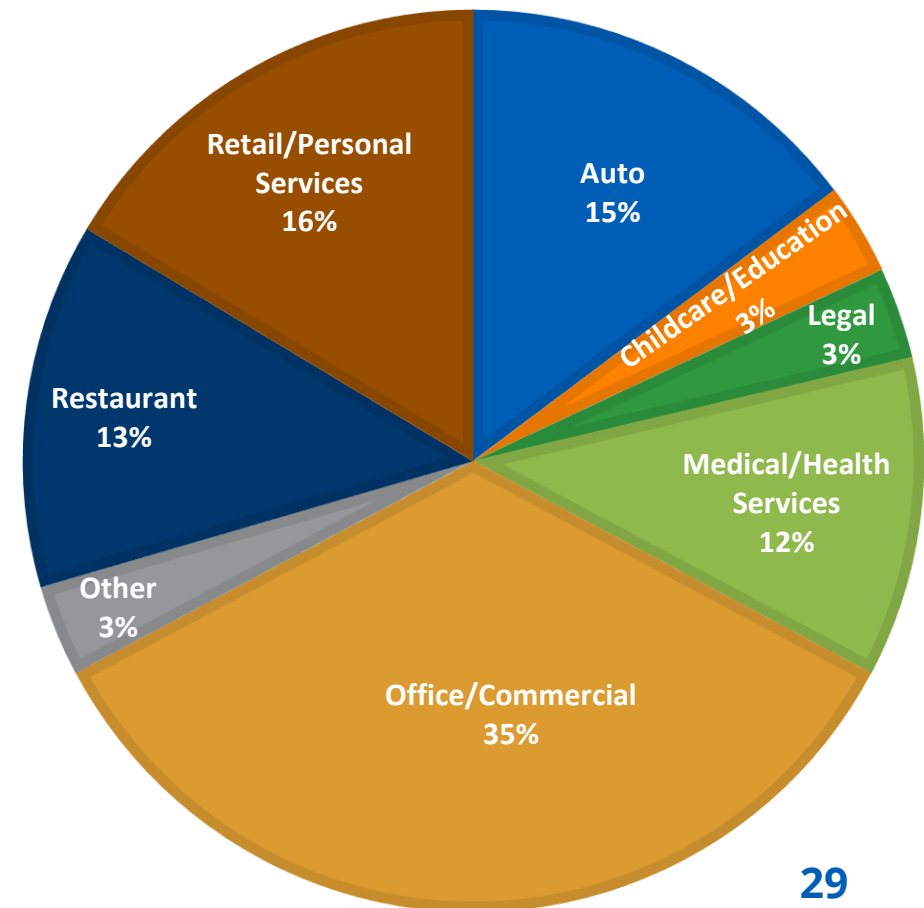


## General Facts about the Route 1 Business Community

There are approximately **532** businesses and/or commercial properties on the Route 1 corridor

- **13%** - Response rate
- **82%** - Have fewer than 10 employees
- **62%** - Veteran, Minority, or Woman-owned

Route 1 Survey Business Segments



# Route 1 Business Impact Survey Results

## General Facts about the Route 1 Business Community

### Businesses without staff resources indicated the following needs:

- **27%** - Need approximately **\$500-\$1,999** for signs and marketing materials
  - **73%** - Need approximately **\$2,000-\$5,000** for signs and marketing materials
- 
- **15%** - Felt **not very confident** handling the related tasks
  - **85%** - Felt **somewhat confident** handling the related tasks



# Route 1 Business Impact Survey

**The Route 1 Business Impact Survey is online and can be found here:**

<https://www.research.net/r/rt1renaming>

For additional comments or information  
please contact:

**Keasha Hall**, Redevelopment Business Manager

Email: [Khall@pwcgov.org](mailto:Khall@pwcgov.org)

Phone: (571) 208-4869





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# Office of Executive Management Communications Office

Sherrie Johnson  
Director of Communications



# Communication Vehicles

With a project of this size, communications is vital to keep the community informed.

- GovDelivery: <https://public.govdelivery.com/accounts/VAPWC/subscriber/new>
- Text messaging
- Social media
  - **Facebook:** <https://www.facebook.com/PWCGOV/>
  - **Nextdoor:** <https://nextdoor.com/agency-detail/va/prince-william-county/prince-william-county/>
  - **Twitter:** @pwcgov
  - **Instagram:** <https://www.instagram.com/pwcgov/>
- County internet: [www.pwcgov.org](http://www.pwcgov.org)
- Project website: [pwcgov.org/rt1renaming](http://pwcgov.org/rt1renaming)
- Robocalls, as needed
- Community newsletter
- Townhalls

Submit questions to [Rt1renaming@pwcgov.org](mailto:Rt1renaming@pwcgov.org) or 703-792-6825.

# Question & Answer Forum With Agencies





## Session Materials and Recording

A recording of this session will be **available on the project website.**

[pwcgov.org/rt1renaming](http://pwcgov.org/rt1renaming)

All answered and unanswered questions will also be posted



## Upcoming Events

A series of **information sessions** will be held over the coming months.



## Additional Questions?

Please visit the website:  
[pwcgov.org/rt1renaming](http://pwcgov.org/rt1renaming)

or

Email your questions and comments to:

[Rt1renaming@pwcgov.org](mailto:Rt1renaming@pwcgov.org)

or

Call

703-792-6825

**THANK YOU**

