

## Community Development Strategic Goal

**Prince William County will develop and maintain a well-planned, attractive and sustainable community where citizens enjoy a high quality of life and positive reward for their investment. We are a community where residents, businesses and visitors appreciate the County's historic, cultural, natural and recreational resources.**

### Community Outcomes:

- Increase citizen satisfaction with their Quality of Life, as measured by the Citizen Survey.
- The value of Building Rehabilitation Permits issued will be greater than the value the previous year.
- The percent increase in the Assessed Value in Potomac Communities will be greater than the percent increase in the rest of the County.
- Increase satisfaction with the job the County is doing in preventing neighborhoods from deteriorating and making sure the community is well kept up.
- Increase Satisfaction with the County's efforts with Planning and Land Use.
- Increase new owner occupied residential units that are affordable to County citizens as defined by 30% of median family income.
- Average litter rating for designated County roads will be 1.5 or better (with 0 = no visible trash and 5 = trash dumping site).
- Increase citizen satisfaction with County efforts in historic preservation.
- Increase transient occupancy tax revenue over the prior year.

## **Strategy 1: Increase Public and Private Investment in Potomac Communities.**

### **Objectives:**

1. Develop a facade maintenance loan program.
2. Evaluate redevelopment overlays as an incentive to encourage private investment.
3. Develop and implement the Potomac Communities Design Guidelines.
4. Develop and implement the Urban Mixed Use Master Zoning Plan in North Woodbridge.
5. Develop and implement the Streetscape and Utility Plan along the Route 1 corridor.
6. Develop and implement the Village Mixed Use Zoning District.
7. Develop and implement a distinct approach to signage on the Route 1 Corridor.
8. Explore other incentives for investment in older communities including tax incentives.

## **Strategy 2: Encourage development of community-based organizations, representing both residential and business perspectives, to promote the Potomac Communities' vision.**

### **Objectives:**

1. Investigate financial reinvestment opportunities such as Community Development Authorities, Business Improvement Districts or Service Districts.
2. Encourage partnerships with PWC Schools, the County and businesses to develop job training and job opportunities.

## **Strategy 3: New residential development will provide necessary community facilities and pay for infrastructure impacts - "growth pays for growth".**

### **Objectives:**

1. New re-zonings will provide proffers consistent with Board proffer guidelines for Transportation, Libraries, Schools, Parks and Recreation and Fire and Rescue.
2. Utilize the Capital Improvement Plan to construct capital facilities as needed to support development, with identified proffers included to support the cost.
3. Consider adding a Police chapter to the Comprehensive Plan, which would address Police facility needs resulting from new development.

**Strategy 4: Balance the provision of infrastructure with the community's willingness to pay.**

**Objectives:**

1. Encourage economic development that generates tax revenue to meet infrastructure needs.
2. Continue to utilize bond referenda as a mechanism to finance projects within the Capital Improvement Program (CIP).

**Strategy 5: Encourage developers to build more affordable owner-occupied housing.**

**Objectives:**

1. Explore an Affordable Dwelling Unit Ordinance (ADU) as allowed under state law.
2. Encourage developers to contribute to the voluntary Housing Preservation and Development fund as part of the proffer process.
3. Evaluate and implement recommendations of the Workforce/Affordable Housing Task Force.
4. Amend the Comprehensive Plan to include a strategy to encourage developers to provide affordable housing as a percentage of their project.

**Strategy 6: Increase public awareness and educational efforts regarding community maintenance and litter control.**

**Objectives:**

1. Target neighborhoods for community education, outreach and enforcement.
2. Advertise regulations, code violations and enforcement initiatives.
3. Expand advertisement of community sweeps.
4. Ensure multilingual outreach and education for all written, audio and visual material.
5. Utilize the Internet, Channel 23 and other resources available to the County to achieve these objectives.

**Strategy 7: Develop and strengthen neighborhood organizations, community and commercial partnerships to alleviate property code violations.**

**Objectives:**

1. Ensure County collaboration with Homeowners' Associations on community maintenance efforts.
2. Provide education and resources to civic organizations (such as Neighborhood Watch, Adopt-a-Neighborhood, Scouts, 4-H, etc.) to strengthen and improve their communities.
3. Encourage commercial interests including fast food establishments, automotive and convenience stores to promote public education regarding litter (e.g. - signs, litter bags, including multilingual).

**Strategy 8: Strengthen multi-agency approach to community maintenance and litter control problem solving and enforcement.**

**Objectives:**

1. Concentrate code enforcement efforts in targeted neighborhoods.
2. Address the negative effects of overcrowding.
3. Apply a multi-agency approach to address overcrowding issues.
4. Continue to identify and pursue remedies for spot-blight abatement.
5. Aggressively enforce inoperable vehicle cases.
6. Strengthen enforcement of popsicle sign violations.
7. Develop a rating scale for community maintenance in targeted neighborhoods similar to the litter rating.
8. Explore and enact community maintenance statutes, regulations and ordinances to ensure that they provide necessary tools for enforcement.
9. Develop expanded penalties that address repeat offenders.

**Strategy 9: Pursue the beautification and clean-up of targeted communities, roadways and gateways.**

**Objectives:**

1. Implement the County illustrative Gateway Corridor policies in the Comprehensive Plan.
2. Explore a partnership with the Adult Detention Center in the County's beautification projects.
3. Expand the use of neighborhood sweeps.
4. Require aesthetic enhancements for new developments as part of special use permits and rezonings.

**Strategy 10: Identify and protect cultural/historical resources that are important for documenting or demonstrating the pre-history or history of the County.**

**Objectives:**

1. Explore the identification of additional historic overlay districts.
2. Conduct oral histories and keep the stories in a database for public access.
3. Create and maintain a database of prehistoric and historic features including cemeteries, archeological sites and historically significant architecture.
4. Publish books, distribute literature and educate the public on the history of the County.
5. Erect highway historical markers at significant historic sites in the County.
6. Explore the establishment of additional National Register districts or properties.

## **Strategy 11: Preserve, rehabilitate and program County owned historic sites for public use.**

### **Objectives:**

1. Complete the restoration and public facility improvements at County owned historic sites, including but not limited to:
  - Rippon Lodge
  - Brentsville Courthouse
  - Ben Lomond
  - Bushy Park
  - Barnes House
  - Bennett School
2. Implement special events, interpretive programs and encourage rentals at County historic sites; program one annual special event at Rippon Lodge Historic Site, Brentsville Courthouse Historic Centre, Ben Lomond Historic Site and Bristow Battlefield Historic Site.
3. Generate revenue through admissions, event fees, rentals and merchandise sales to defray the cost of routine maintenance and operations of the County historic sites.
4. Develop and support volunteer programs and citizen support organizations at historic sites.
5. Explore acquisition and all alternative means to preserve significant threatened County historic sites.
6. Facilitate activities of the Historic Preservation Foundation.

## **Strategy 12: Link historic properties with tourism, new development and re-development.**

### **Objectives:**

1. Develop a consistent policy for directional signs to historic and tourist sites and information markers near historic facilities.
2. Develop appropriate historic themes and integrate them into County sponsored projects.

## **Strategy 13: Strengthen environmental education, information and community programs.**

### **Objectives:**

1. Increase public awareness of nutrient reduction practices and the use of native and drought resistant species.
2. Explore a program to recognize and reward for the use of best environmental practices.
3. Partner with the schools on environmental awareness programs.

4. Encourage more participation in “adopt a stream” and “adopt a spot” programs.
5. Expand partnerships with community groups, homeowners associations and volunteers for riparian restoration.

**Strategy 14: Enhance County environmental protection efforts.****Objectives:**

1. Develop a stream protection policy.
2. Encourage new developments to have water quality Best Management Practices in excess of minimum standards.
3. Explore proactive identification and monitoring of Resource Protection Areas.
4. Identify and consider requiring low impact development in appropriate areas to minimize water quantity runoff.
5. Broaden County inspections of site development to include Stormwater Pollution Preservation Plan (SWPPP) monitoring to supplement the efforts of the Department of Environmental Quality (DEQ).
6. Consider alternatives for a systematic approach to ensure commercial properties adhere to approved landscaping and storm water management plans.
7. Develop Watershed Management Plans for key watersheds.

**Strategy 15: Optimize the use of existing recreational and cultural resources.****Objectives:**

1. Prioritize the maintenance and safety of existing recreational facilities prior to constructing new facilities.
2. Encourage greater usage of County schools and facilities for community recreational use.
3. Recognize and support local arts programs.

**Strategy 16: Create the opportunity for citizens to experience art, culture and recreation in their daily lives.**

**Objectives:**

1. Encourage a partnership with Manassas City and George Mason University to open a Performing Arts Center.
2. Facilitate public-private partnerships to provide after-school activities.
3. Inventory existing private and public recreational facilities to determine adequacy and future needs based on population, demographics and usage trends.
4. Identify venues for performing and visual arts usage.
5. Advance the McCoart Plaza as a venue for community events.
6. Explore a Comprehensive Plan amendment to require new development to provide a community gathering place such as open space, park land or picnic areas.
7. Develop an open space plan for the County.

**Strategy 17: Increase the exposure of PWC as a business and tourist destination.**

**Objectives:**

1. Market County historic sites, recreational and cultural resources to increase visitation and use through cooperative advertising with the Prince William County Convention and Visitors Bureau, Park Authority, local, state and federal historic sites and the Manassas Museum System.
2. Actively market the County as a destination for major events, such as the President's Cup.
3. Work with the private sector to explore bringing a conference center to PWC.
4. Maximize the use of County facilities to encourage tourism.
5. Partner with the Heritage Center, the Belmont Bay Science Museum and the National Museum of Americans at War.
6. Develop a plan to establish visitor/tourist facilities at County operated destinations.