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
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
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

- Plan submission to LDD for review
  - Summary letters (timeframes dependent on applicant responses)
  - Signature summary letter (with conditions) recommend applicant submit draft bond documents and draft VSMP paperwork for staff review
  - Signature plan sets received 5 days - land counter/project manager processing
  - Plan approval letter issued - plans delivered to stamping room - plans processed and distributed to pick up location - applicant notified plan is approved - same day
  - Plans picked up by watershed staff - entered into inspection system delivered to site inspector 3-2 working days
  - Applicant contact 703-752-7070 to obtain contact information for site inspector
  - Site inspector emails all the required CGP related forms to applicant - 1 working day
  - Site inspector receives forms and reviews, sends comments and sets up in-person meeting - 2 working days
  - Applicant meets with site inspector brings signed registration statement, PWC transmittal, site map, VSMP paperwork, approved site plan, SWPPP in binder with tabs
  - Site inspector signs VSMP paperwork, directs applicant to land development division to file VSMP registration statement
  - Land development division staff process registration statement per standard operating procedure through DEQ (DEQ 3 to 4 weeks for DEQ permit processing)
  - After VSMP submission with land dev division applicant schedules preconstruction meeting (allow 3 working days for PWC department coordination) 3 days + # of days until scheduled precon meeting
  - Once VSMP approved by DEQ applicant applies for site development permit
### Loudoun County - 35% Rule

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bond SubTotal</td>
<td>$1,782,538.00</td>
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<tr>
<td>10% Contingencies</td>
<td>$178,253.80</td>
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<td>Bond and Contingencies SubTotal</td>
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<td>4% inflation factor*</td>
<td>$78,431.67</td>
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<td>Total Bond Amount</td>
<td>$2,039,223.47</td>
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<td><strong>35% Rule (Year 1 and 2)</strong></td>
<td>$713,728.22</td>
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### Prince William County - Conservation Escrow

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<tr>
<td>Bond SubTotal</td>
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<td>10% Admin (not to exceed $50,000)</td>
<td>$50,000.00</td>
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<tr>
<td>Bond and Contingencies SubTotal</td>
<td>$1,111,850.00</td>
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<td>3% inflation factor*</td>
<td>$31,855.50</td>
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<td>Total Bond Amount</td>
<td>$1,143,705.50</td>
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<td><strong>17% Conservation Escrow (Year 1)</strong></td>
<td>$194,429.94</td>
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<tr>
<td>50% Reduction Approved (Year 2)**</td>
<td>$571,852.75</td>
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<tr>
<td>Total Bond Amount - 50% Reduction</td>
<td>$571,852.75</td>
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*From Bond and Contingencies 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
Small business project activity show indications of a return to economic recovery from the impact of the COVID-19 Pandemic in 1st 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

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<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
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</table>

- **2019**
- **2020**
- **2021**
8. Development Services Performance Measures – Wade Hugh

Building Plan Submissions

Total Plan Submissions Calendar Years 2016-2020 with 2021 Projection (Includes SFD)

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>2021 Projected</td>
<td>9,751</td>
<td>8,631</td>
<td>9,786</td>
<td>9,497</td>
<td>9,175</td>
<td>8,162</td>
</tr>
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</table>

Note: CY21 assumes flat growth over CY19.
8. Development Services Performance Measures – Wade Hugh (Cont’d)

Key Highlights

1Q-4Q (Jul-Jun)

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

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

9,751 Building plan submissions projected in Calendar Year 2021
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
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.

www.PWCVA.gov/DDS | (703) 792-6930 | dds@pwcgov.org | @PWCDDS
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!