



Prince William County Government
Planning Commission



Prince William County Comprehensive Plan: Economic Development Chapter

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BOCS Initiation and Existing Chapter



- Update of the Economic Development Chapter - Countywide
 - ◆ Regular Meeting - March 10, 2015
 - ◆ Resolution No. 15-190

- Original plan created in 1993
- Last substantial update and review – 1993
- Technical update of 2008



2015 Update



- 2013-2016 PWC Strategic Plan Economic Development Goal Statement
 - ◆ “The County will provide a robust, diverse economy with more quality jobs and an expanded commercial tax base.”
- Chapter is NOT forming an economic development strategy, RATHER...
- What can Planning Office implement through land use and development tools and infrastructure to further this strategic plan goal?



Role of the Planning Office



- Project management
- Compile and analyze data, conduct research, create maps
- Facilitate meetings and discussions
- Capture stakeholder input
- Draft goal(s), policies, actions
- Bring the experts to you
 - ◆ Provide you with the resources and information necessary to make decisions!!!



Project Schedule and Highlights



- 12-16 month process
- Project initiation, stakeholder ID, scoping
- Stakeholder and public involvement
 - ◆ PC the primary stakeholder – work sessions
 - Civic Groups, Chamber, NAIOP/NVBIA, PWC CDC, Discover PW&M, Farm Bureau/VCE, other?
 - ◆ Public participation
 - ◆ Online comment solicitation
- Plan development
- PC and BOCS Hearings and adoption



PC Work Sessions



- Planning Office goal - To provide you the info and resources necessary to make decisions and recommendations.
- Series of PC Work Sessions – experts
 - ◆ 4/15 – Planning
 - ◆ 5/20 – Economic Development
 - ◆ 6/17 (open) – Business/Industry groups and reps
 - ◆ 7/1 (open) – Tourism – Discover PW&M
 - ◆ 9/16 (open) – Rural Economy – VCE and Farm Bureau
 - ◆ 10/21 (open) – Civic Groups
 - ◆ Other?
- What info does staff and PC need?
- What is the message from these groups?



Plan Development



- Based on discussions at PC Work Sessions
- Goal formulation and identification
- Research, data gathering/analysis, mapping
- Economic development policies
- Action items and implementation
- Chapter compilation



Plan Framework



- Overarching chapter goal(s)
- Economic development policies
 - ◆ Broad statements to set preferred course of action
 - ◆ Relate to plan elements
- Action strategies for each policy may include:
 - ◆ Administrative processes
 - ◆ Studies and tasks
 - ◆ Ordinance update/amendment
 - ◆ Considerations for SUP or Rezoning Process
 - ◆ Infrastructure recommendations



Preliminary Emerging Themes



- Matching land and infrastructure resources with existing and anticipated future markets
 - ◆ E.g. targeted industries
- Innovation
- Parkway Employment Center
- Mixed-use districts
- Redevelopment tools
- Tourist destination and cultural resources
- Agribusiness and the rural economy



Preliminary Emerging Themes, con't.



- Green, blue and gray infrastructure
 - ◆ Open space connectivity, parks, etc.
 - ◆ Water resources
 - ◆ Roads, rail, fiber, utilities, etc.
- Quality of life enhancements
- Military relationship – Quantico, JLUS, Belvoir
- Development review processes
- Enhanced marketing
- At-place employment



Discussion and Contact Information



- Questions, comments, discussion
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