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## 2013 Achievement Awards

ATTN: 2013 Achievement Awards Program  
Virginia Association of Counties  
1207 East Main Street, Suite 300  
Richmond, Va. 23219-3627

### Call for Entries



## 2013 VACo Achievement Awards

Deadline: June 1, 2013

### Application Form

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2013.**


#### Program Information

Locality Prince William County  
Program Title Stone Haven Land Use Study  
Program Category Community Development

#### Contact Information

Name Christopher Price  
Title Planning Director  
Department Planning  
Complete Mailing Address 5 County Complex Court, Suite 210  
Prince William, Virginia 22192  
Telephone # 703-792-6830 Fax # 703-792-4401  
E-mail cprice@pwcgov.org

#### Signature of county administrator or chief administrative officer

Name Susan Roltsch  
Title Deputy County Executive  
Signature\* 

\*Entries without this signature will not be accepted.



## COUNTY OF PRINCE WILLIAM

5 County Complex Court, Prince William, Virginia 22192-9201  
(703) 792-6830 Metro 631-1703, Ext. 6830 FAX (703) 792-4758

[www.pwcgov.org/Planning](http://www.pwcgov.org/Planning)

PLANNING  
OFFICE

Christopher M. Price, AICP  
Director of Planning

May 31, 2013

Virginia Association of Counties  
Gage Harter  
1207 East Main Street, Suite 300  
Richmond, VA 22319-3627

**RE:** 2013 Achievement Awards Program  
Community Development  
Stone Haven Land Use Study

On behalf of the Prince William County Planning Office, I have included an application package to be considered for consideration as part of the 2013 Achievement Awards Program for Community Development. Following the requirements, the application package includes supporting documents that cover the evaluation criteria on Community Development of the Stone Haven Land Use Study.

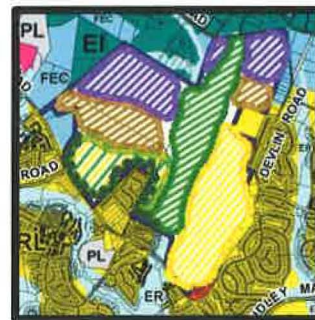
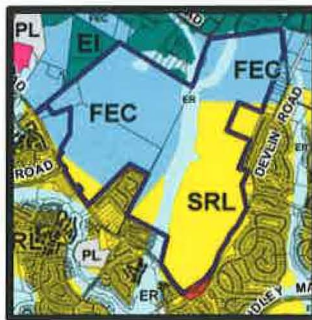
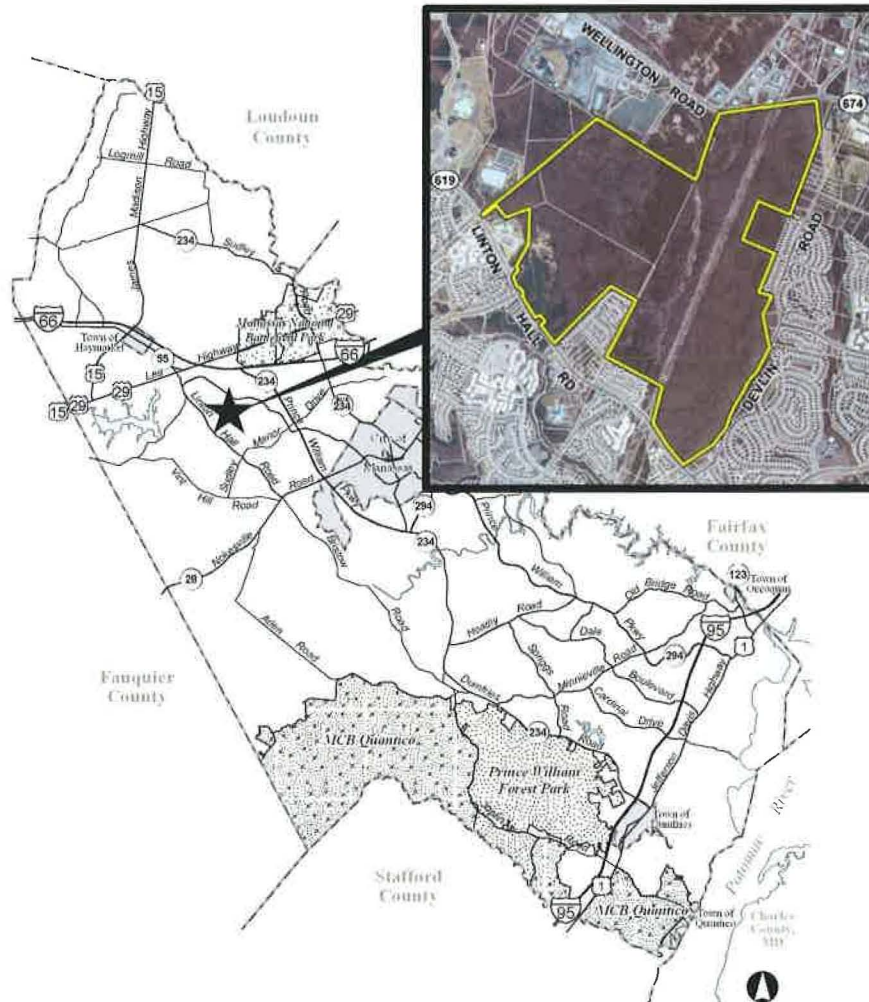
Should you have any questions or concerns, please do not hesitate to contact me by either phone at 703-792-6830 or email at [cprice@pwcgov.org](mailto:cprice@pwcgov.org).

Sincerely,

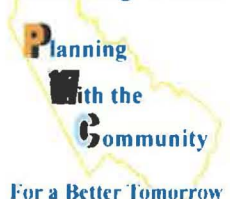
Christopher M. Price, AICP  
Planning Director

Attachment: Stone Haven Land Use Study – Community Development

# Stone Haven Land Use Study



Planning Office



Planning Office  
Prince William County

5 County Complex Court  
Prince William, VA 22192  
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[www.pwcgov.org/Planning](http://www.pwcgov.org/Planning)





# Stone Haven Land Use Study

## Program Overview

Early 2012, the Prince William Board of County Supervisors received a request to amend the County Comprehensive Plan with regard to the land use designation of Stone Haven; a large undeveloped tract of land within the County's Development Area. The Board of County Supervisors directed the County Planning Office to work with the property owner and the community to study this area and identify land use scenarios for consideration. The Planning Office convened a stakeholder working group and sought public input to gather information and evaluate alternatives.

## The Challenge

In January 2012 the Planning Office received a Comprehensive Plan Amendment request to change the long-range land use designation of approximately 337 acres of the Hunter Property, aka Stone Haven, which is a portion of an 800+ acre tract of undeveloped land within the County's Development Area.

In March 2012 the Prince William Board of County Supervisors reviewed the request as part of the 2012 Annual Comprehensive Plan Amendments and directed the County Planning Office to conduct a Planning Study to involve the property owner and surrounding community to identify land use scenarios and address infrastructure needs and opportunities for consideration.

## Community Development

March – July 2012 - The Planning Office identified stakeholders from the project area representing residential communities, business owners, landowners, and religious facilities. Along with two members of the Prince William County Planning Commission these participants were invited to attend a series of stakeholder working group meetings. The purposes of these meetings were to:

- 1) Identify and discuss existing conditions within the project area. Planning staff brought together a team of County Agencies to provide background and site maps illustrating different factors to provide a site analysis.
- 2) Develop a series of land use alternatives to identify existing and future infrastructure needs. The stakeholders were divided into four working groups to produce a map that envisioned their idea of the project area. The working groups had the assistance of staff to answer questions as well as provide land use ratios as a planning tool to develop the project area maps.
- 3) Discuss the alternatives, infrastructure needs, additional input, and the next steps. A stakeholder developed “Blended Map” which conceptualized areas of community consensus was presented.

All of the meetings were held in the evening at schools located in close proximity to the project study area with many individuals attending multiple meetings and attendance at times peaking to 70 participants.

Meetings were supported with staff from the Departments of Planning, Transportation, Public Works, Economic Development, Parks and Recreation, as well as the Prince William County Public Schools. An independent facilitator was used during the meetings to build trust and ensure good communication and meet the project mission and goals.

### **Community Engagement:**

**Meeting 1** – July 12, 2012: Introductory presentation on project definition, goals, objects, background, and existing conditions.

**Meeting 2** – August 6, 2012: Stakeholder input and creation of alternative maps.

**Meeting 3** – September 6, 2012: Evaluated and discussed the created alternative maps versus the established metrics.

**Meeting 4** – October 9, 2012: Project information, community input and next steps.

### **Evolution:**

On November 27, 2012, the Director of Planning presented the alternative maps created by the attendees to the Board of County Supervisors. In January 2013, the applicant

resubmitted for a Comprehensive Plan Amendment with the created Blended Map. In March 2013, the Board approved the application for initiation of a Comprehensive Plan Amendment for Stone Haven.

## **Collaborative Measures**

### **Innovation:**

With this study, staff took a new approach to public outreach and engagement for the County. Using the format established by the National Charrette Institute as a starting point, staff laid out a timeline to contact the community, conduct meetings and workshops, and present the alternatives to the Board. Each gathering with the public would build from the last, which allowed the community to have their voice heard through the final product of the “Blended Map” that represents their vision of the project area. With no funding allocated to the project for consultant assistance, the limited resources required a creative adaptation of the NCI Charrette System™ to provide a quality public engagement through the help of the independent facilitator.

### **Quality:**

The quality of the project is measured by the praise it received from the Board of County Supervisors, the property owner, the stakeholders, and positive media coverage. Supervisor Covington stated that “staff exceeded expectations” and that he had only heard positive feedback from the community on the outcome and the process. Quality is also measured by the success in the process of attracting citizen participants to subsequent meetings to contribute and engage in the planning process. This effort stood in stark contrast to a prior failed comprehensive plan amendment and rezoning request for the subject property.

### **Transferability:**

Based on the successful outcome, the Planning Office will continue to utilize the public outreach and engagement techniques developed with the Stone Haven Land Use Study in the future when determined appropriate. This technique could be valuable to other jurisdictions with similar needs and limited resources.



**Implementation:**

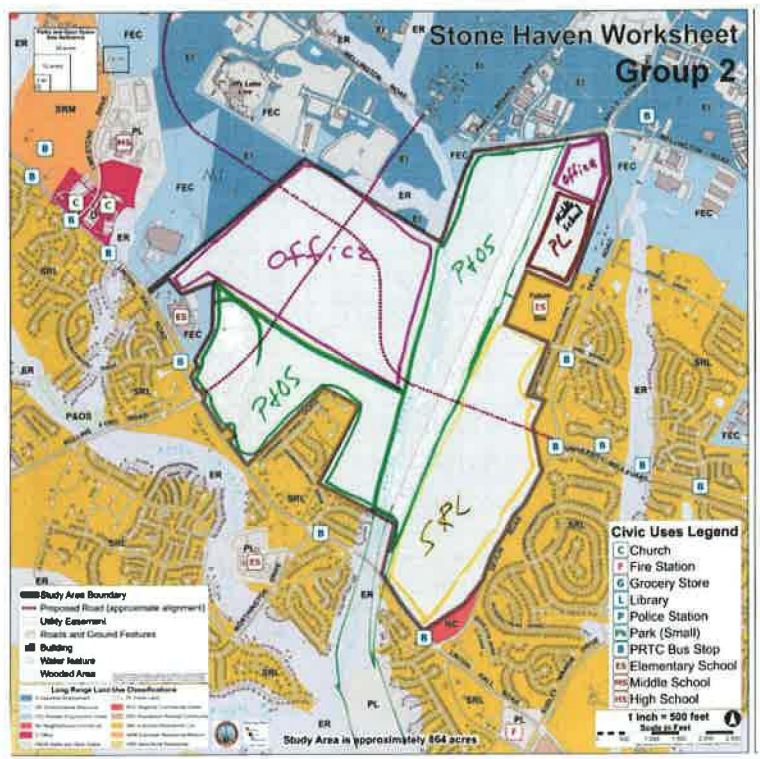
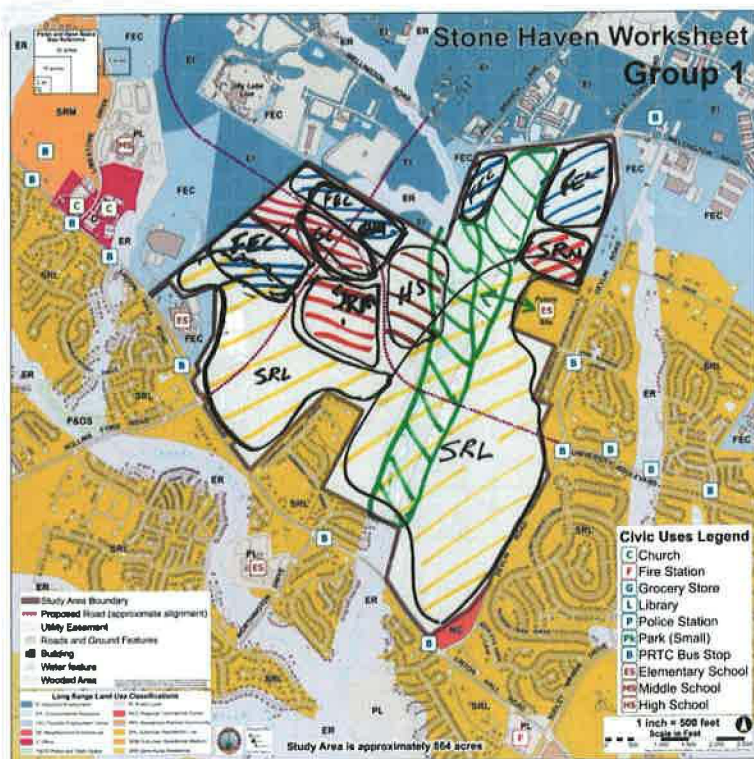
The surrounding community had previously opposed a Comprehensive Plan Amendment and Rezoning that was withdrawn due to vehement opposition. For this study, staff took information to the community that created a constructive dialogue. A large portion of the community came to support the Stone Haven plan at its March 12, 2013 initiation meeting. As of today, the Applicant has resubmitted a Comprehensive Plan Amendment using the stakeholder produced "Blended Map" as the guidance for their subsequent rezoning application. The Stone Haven case was initiated and can be tracked by case number, CPA #PLN2013-00186. A concurrent rezoning application from the Applicant is expected in the future.

**Comprehensiveness:**

The Planning Office staff created a Special Projects webpage specific to the Stone Haven Land Use Study project area. The website allowed access to the entire study process by addressing the mission, the milestones, and providing an ongoing commitment to answer the 70+ questions asked by the community. After the initial notification to stakeholders by mail, staff collected email addresses to facilitate correspondence about upcoming meetings. An on-line comment form provided an opportunity for citizens to ask questions about the project. The popularity of the website grew exponentially with over 400 visits to date as newspaper articles, emails and citizen meetings spread the word about the project. The use of the County's geographic information system to create maps and provide analysis was invaluable in communicating with citizens and contributed greatly to the success of the public outreach and engagement. In addition, a special brochure was created to hand out at the citizen meetings. A press release and posting on the County's cable television stations helped in advertising the community meetings.



## Working Group Maps





### Blended Map

