



## COUNTY OF PRINCE WILLIAM

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PLANNING  
OFFICE

Rebecca Horner, AICP, CZA

Director of Planning

April 6, 2018

**TO:** Planning Commission

**FROM:** Keasha Chappell Hall  
Planning Office

**RE:** Special Use Permit #SUP2017-00044, Potomac Mills Farmer's Market  
**Occoquan Magisterial District**

**I. Background** is as follows:

- A. Request – This is a Special Use Permit request to allow a farmer's market in the parking lot located in the southern quadrant of the Potomac Mills Mall complex.

#SUP2017-00044, Potomac Mills Farmer's Market	Required/Permitted	Proposed
Subject Area Square Footage	As Needed	±140,000 SF
Setback	20 feet from ROW	20 feet from ROW
Temp. Act. Permit (TAP) Requirements vs. SUP	Staff Review Public Safety Review Emergency Action Plan Annual/Seasonal Renewal Conditions	Staff Review Public Safety Review Emergency Action Plan BOCS Approval Conditions

- B. Site Location – The subject area is approximately ±140,000 square feet, and is located at 2700 Potomac Mills Circle. The site is identified on County Maps as GPIN: 8291-79-1954 (pt). (See maps in Attachment A).
- C. Comprehensive Plan – The site is designated RCC, Regional Commercial Center, in the Comprehensive Plan.
- D. Zoning – The site is zoned B-1, General Business, and is subject to proffers pursuant to Rezoning #PLN2006-00128, Potomac Mills Mall-Costco Wholesale.

- E. Surrounding Land Uses – The farmer's market will be located in surplus parking lot areas designated for weekday commuter parking. The subject area is located south of the Potomac Mills Mall complex, approximately 1,800 feet north of the intersection of Opitz Boulevard and Potomac Mill Road. The subject area is surrounded by parking lots, retail, and commercial uses. Specifically, north of the subject area is a parking lot for Potomac Mills Mall, to the east is a motor vehicle fueling station, south of the site are retail uses, a drive-through restaurant, and a motor vehicle fueling station, west of the site is a parking lot for Potomac Mills Mall.
- F. Background and Context – The Potomac Mills Farmer's Market was previously operating under a Temporary Activity Permit, TAP, which required periodic permit renewals. The TAP application process includes a Staff review that is very similar to the Special Use Permit review. During both processes, the subject application was reviewed for public safety, citizen welfare, transportation impacts, and community design.

As requested, in lieu of applying for a TAP, the Applicant is proposing to operate seasonally under the Conditions of a Special Use Permit. If approved, the farmer's market will be located in the commuter parking lot, and the proposed hours of operation will be on the Saturdays from approximately 7:00 am to 2:00 pm. The Applicant proposes to host approximately 50 local farmers and vendors that will sell produce and grocery items. The market will operate on a seasonal basis from April to October on Saturdays. However, the Conditions have added flexibility to allow an additional day of operation on Sunday.

**II. Current Situation** is as follows:

- A. Planning Office Recommendation – Staff recommends approval of Special Use Permit #SUP2017-00044, Potomac Mill Farmer's Market, subject to the Conditions dated February 20, 2018 for the following reasons:
- The proposed SUP will have minimal impact to the surrounding area. The use will operate on the weekends in the surplus commuter parking lot at Potomac Mills Mall. The farmer's market will not overlap with the parking needs of the mall or weekday commuters.
  - The proposed use is consistent with the commercial character of the surrounding area, which is a regional retail hub.
- B. Planning Commission Public Hearing – A public hearing before the Planning Commission has been advertised for April 6, 2018.

**III. Issues** in order of importance are as follows:

A. Comprehensive Plan:

1. Long-Range Land Use – Is the proposed use consistent with those uses intended by the RCC, land-use designation?
2. Level of Service (LOS) – How does the proposal address the mitigation of impacts to existing LOS?

B. Strategic Plan

1. Robust Economy – How does the proposal help to foster a diverse local economy that creates a culture of innovation and achieves more quality jobs, economic opportunities, and an expanded commercial tax base?

C. Community Input – Have members of the community raised any issues?

D. Other Jurisdictional Comments – Have other jurisdictions raised any issues?

E. Legal Uses of the Property – What uses are allowed on the property? How are legal issues resulting from the Planning Commission's action addressed?

F. Timing – When must the Planning Commission take action on this application?

**IV. Alternatives** beginning with the staff recommendation are as follows:

A. Recommend Approval of Special Use Permit, #SUP2017-00044 – Potomac Mills Farmer's Market, subject to the Conditions dated February 20, 2018, for the following reasons:

1. Comprehensive Plan Consistency Analysis:

- a) Long-Range Land Use – The site is designated RCC, Regional Commercial Center, on the Long-Range Land Use Map. This particular use is not specifically addressed in the RCC Long-Range Land Use Chapter; however, the proposed use is consistent with the commercial character of the area. Furthermore, regionally scaled retail uses are encouraged in the RCC long-range land use designation. The proposed farmer's market use is an auxiliary extension of the existing regional retailer, Potomac Mills Mall.
- b) Level of Service – The proposal is not anticipated to affect LOS.

2. Strategic Plan:

a) Robust Economy:

- (i) Increase Commercial Tax Base: The subject application proposes a ±140,000 square foot farmer's market. The subject area will operate in an existing parking lot, which is underutilized on the weekends during the off-peak shopping season. The proposed farmer's market use aligns with the Strategic Plan goal to increase the commercial tax base as a percentage of overall tax revenue to 35% by providing an additional opportunity for increased commercial activity and tax revenue.
- (ii) Increase Number of Jobs in Existing Small Businesses: Farmer's markets provide business growth opportunities for small businesses such as farmers, artisans, and many other trades.

- 3. Community Input – Notice of the Special Use Permit application has been transmitted to property owners within 200 feet of the site. As of the date of this staff report, the Planning Office has not received any feedback from the community.
- 4. Other Jurisdictional Comments – The subject site is not located within the required notification area of any jurisdiction.
- 5. Legal Uses of the Property – In addition to the by-right uses allowed under the B-1 zoning classification, and the proffers pursuant to #PLN2006-00128, Potomac Mills Mall-Costco Wholesale. The site could have a farmer's market use subject to an approved SUP or TAP. Legal issues resulting from the Planning Commission's action are appropriately addressed by the County Attorney's Office.
- 6. Timing – The Planning Commission has until July 17, 2018, which is 90 days from the first public hearing date, to take action on the SUP proposal. A recommendation to approve the SUP application would meet the 90-day requirement.

B. Recommend Denial of Special Use Permit, #SUP2017-00044, Potomac Mills Farmer's Market.

1. Comprehensive Plan Consistency Analysis:

- a) Long-Range Land Use – A recommendation of denial of the Special Use Permit would not have an impact on the RCC, long-range land use designation for this property.
- b) Level of Service – A recommendation of denial would not have any impact on the existing LOS.

2. Strategic Plan:

- a) Robust Economy:
  - (i) Increase Commercial Tax Base: The subject application proposes a ±140,000 square feet farmer's market. The subject area will operate in an existing parking lot, which is underutilized on the weekends during the off-peak shopping season. A recommendation of denial would not align favorably with the goal of increasing the County's commercial tax base.
  - (ii) Increase Number of Jobs in Existing Small Businesses: Farmer's markets provide business growth opportunities for small businesses such as farmers, artisans, and many other trades. A recommendation of denial would not align with the goal of increasing small business job growth.

3. Community Input – Notice of the Special Use Permit application has been transmitted to property owners within 200 feet of the site. As of the date of this staff report, the Planning Office has not received any feedback from the community.

4. Other Jurisdictional Comments – The subject site is not located within the required notification area of any jurisdiction.

5. Legal Uses of the Property – If the SUP were denied, the proposed use would not be permitted unless the Applicant applied for a TAP per the Zoning Ordinance guidelines.

6. Timing – The Planning Commission has until July 17, 2018, which is 90 days from the first public hearing date, to take action on the SUP application. A recommendation to deny the SUP application would meet the 90-day requirement.

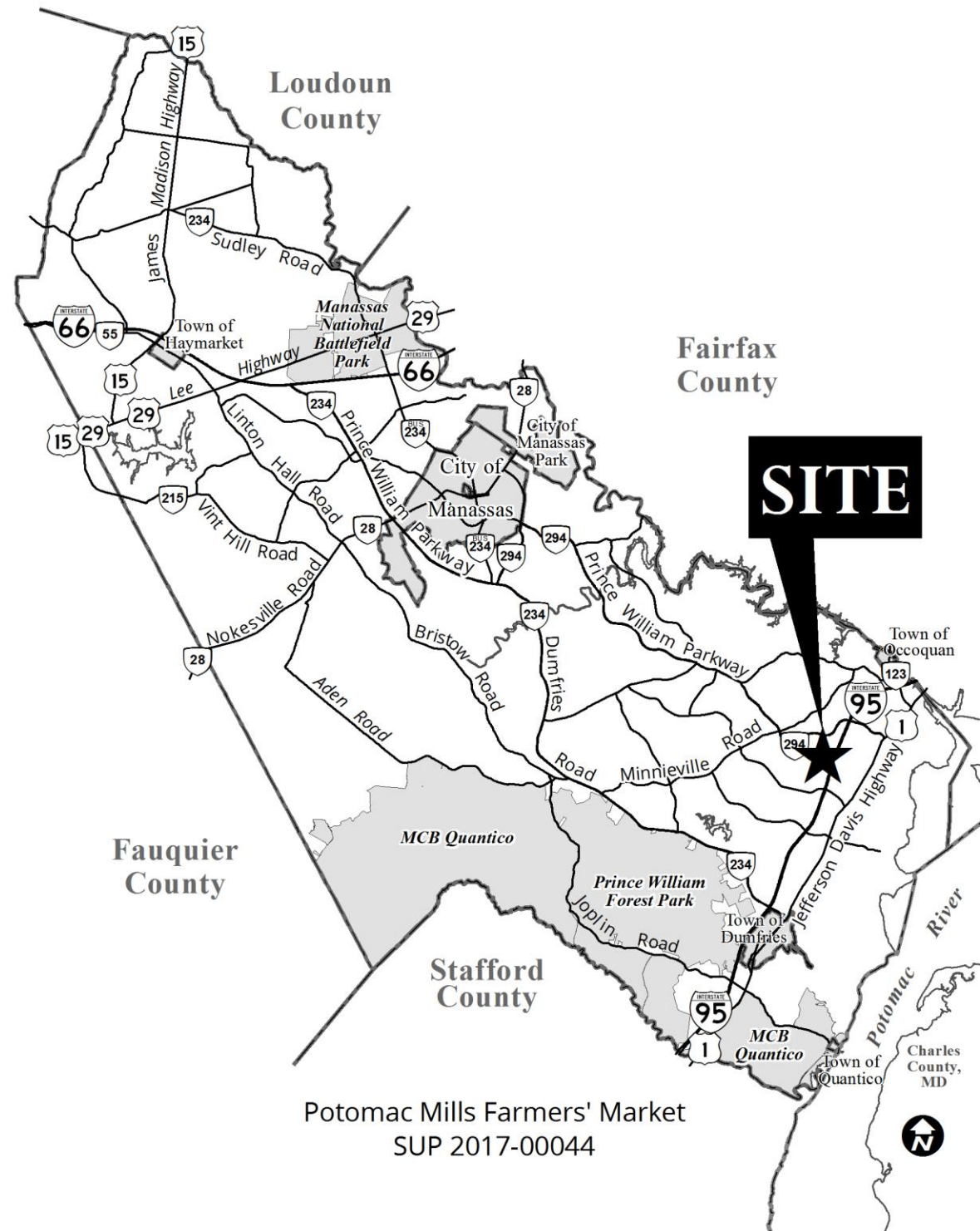
- V. **Recommendation** is that the Planning Commission accept Alternative A and recommend approval of #SUP2017-00044, Potomac Mills Farmer's Market, subject to the Conditions dated February 20, 2018.

**Staff:** Keasha Chappell Hall (ext. 6846)

**Attachments**

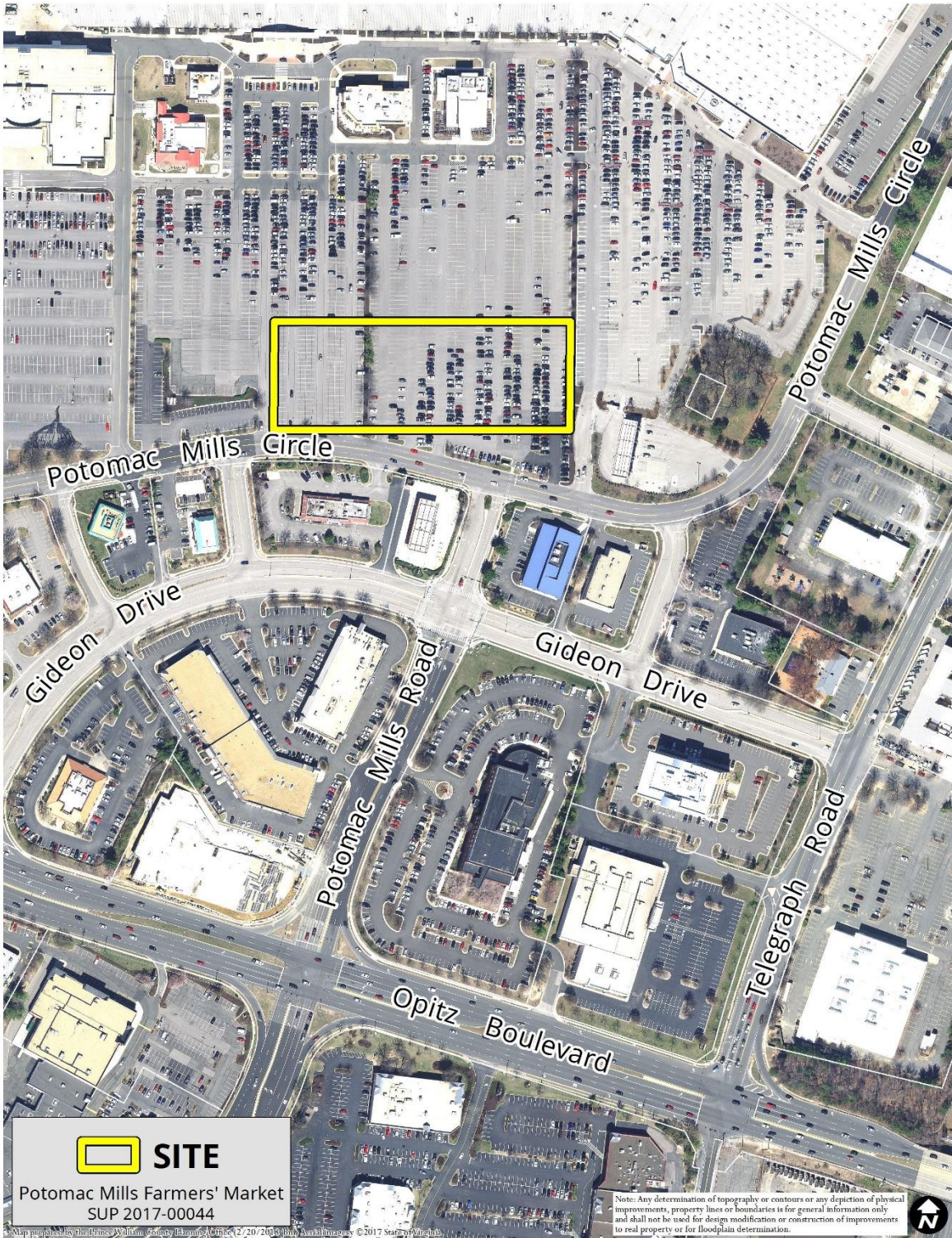
- A. Area Maps
- B. Staff Analysis
- C. Conditions
- D. SUP Plan
- E. Sign Exhibit

Attachment A – Maps  
VICINITY MAP

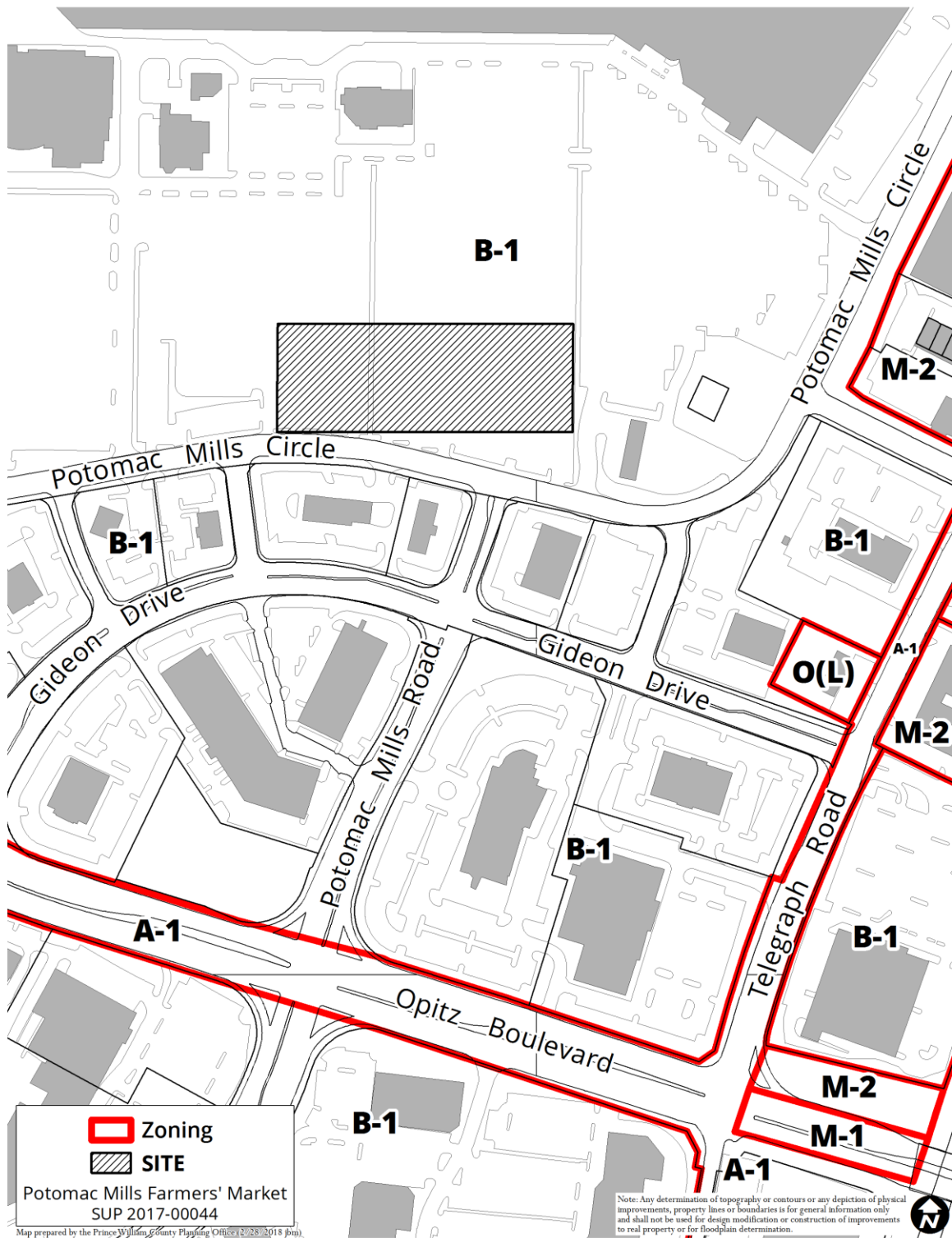


Potomac Mills Farmers' Market  
SUP 2017-00044

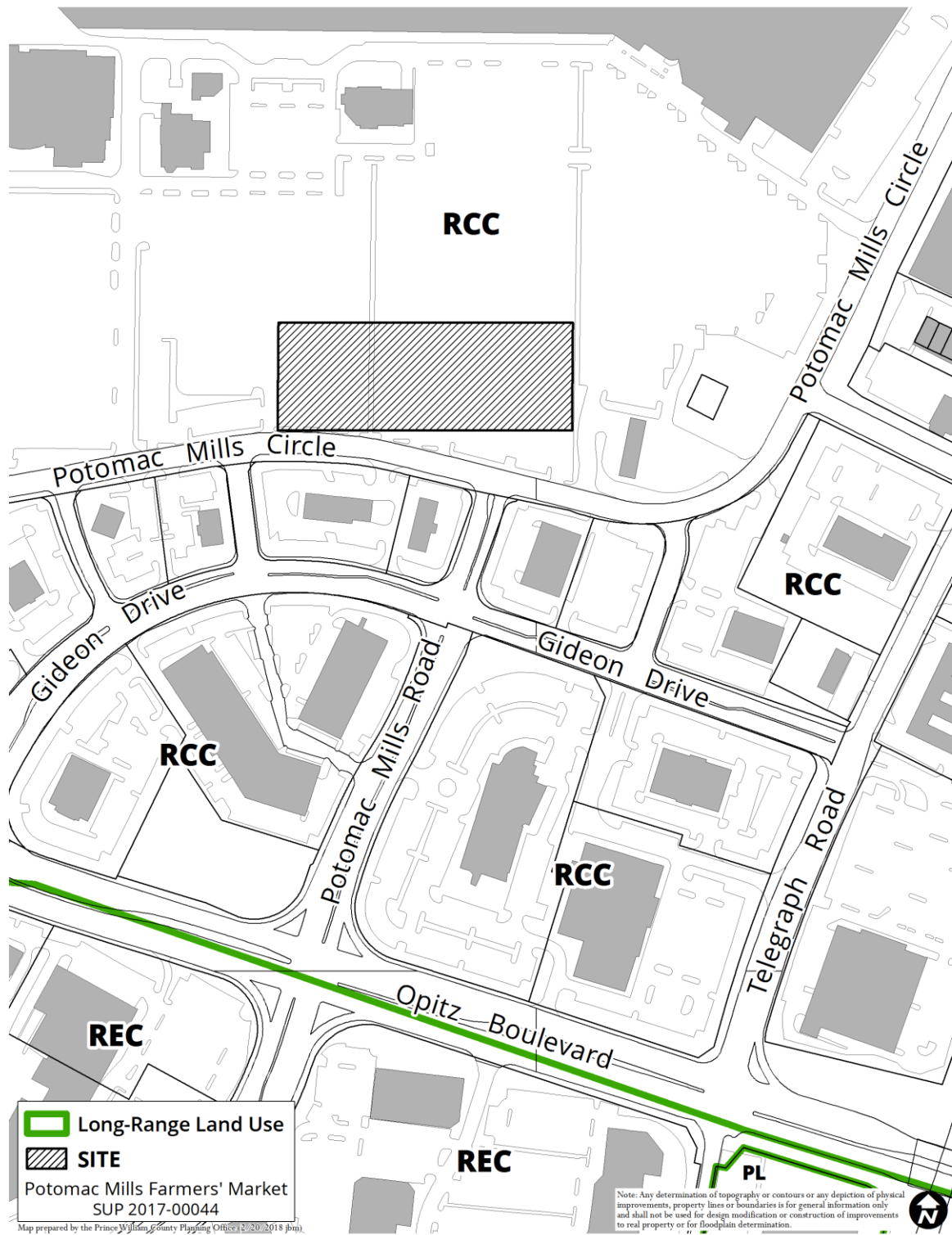
Attachment A – Maps  
AERIAL MAP



# Attachment A – Maps EXISTING ZONING MAP



Attachment A – Maps  
LONG-RANGE LAND USE MAP



<b>Part I. Summary of Comprehensive Plan Consistency</b>
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**Staff Recommendation: APPROVAL**

This summary analysis is based on the relevant Comprehensive Plan action strategies, goals, and policies. A complete analysis is provided in Part II of this report.

<b>Comprehensive Plan Sections</b>	<b>Plan Consistency</b>
Long-Range Land Use	Yes
Community Design	Yes
Fire & Rescue	Yes
Police	Yes
Transportation	Yes

<b>Part II. Comprehensive Plan Consistency Analysis</b>
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The following table summarizes the area characteristics (see maps in Attachment A):

<b>Direction</b>	<b>Land Use</b>	<b>Long-Range Future Land Use Map Designation</b>	<b>Zoning</b>
North	Parking area for Potomac Mills Mall and Retail Uses	RCC	B-1
East	Retail Uses and Motor Vehicle Fueling Station	RCC	B-1
South	Retail Uses	RCC	B-1
West	Parking area for Potomac Mills Mall and Retail Uses	RCC	B-1

**Long-Range Land Use Plan Analysis**

Through wise land use planning, the County ensures that landowners are provided a reasonable use of their land while the County is able to judiciously use its resources to provide the services for residents' and employers' needs. The Long-Range Land Use Plan sets out policies and action strategies that further the County's goal of concentrating on population, jobs, and infrastructure within vibrant, walkable, mixed-use centers serviced by transit. In addition to delineating land uses on the Long-Range Land Use Map, the Plan includes smart growth principles that promote a countywide pattern of land use that encourages fiscally sound development and achieves a high-quality living environment; promotes distinct centers of commerce and centers of community; complements and respects our cultural and natural resources, and preserves historic landscapes and site-specific cultural resources; provides adequate recreational, park, open space and trail

## Attachment B – Staff Analysis

amenities that contribute to a high quality of life for county residents; and revitalizes, protects, and preserves existing neighborhoods.

The subject site is in the Development Area of the County and is designated RCC, on the Long-Range Land Use Map. The following table summarizes the uses and densities intended within the RCC designation:

<b>Long-Range Land Use Map Designation</b>	<b>Intended Uses and Densities</b>
<b>Regional Commercial Center (RCC)</b>	The purpose of the Regional Commercial Center classification is to provide for areas, located close to and/or with good access to/ from an interstate highway, where large-scale retail projects that serve a regional rather than local market are to be located. RCC projects should be planned and developed in a comprehensive, coordinated manner. Primary uses include regional retail malls, mixed-use projects, and large single-user retail buildings. Residential uses shall be considered secondary uses and shall represent no greater than 25 percent of the total RCC gross floor area of the project. Drive-in/drive-through uses are discouraged. Residential uses shall, with the exception of Residential Elderly, be part of a mixed-use building. Shared/structured parking is encouraged. The acceptable housing type within any mixed-use RCC project is multifamily, at a density of 16-30 dwelling units per gross acre, less the ER designated portion of a property. Development in RCC projects shall occur according to an infrastructure implementation plan submitted at the time of rezoning. The intent of this plan is to ensure that critical infrastructure for office, employment, and lodging uses is developed adequately for each phase of the project. Development shall also occur according to a phasing plan that must ensure that office, employment, retail, and lodging uses are always the primary uses within the area rezoned.

### **Proposal's Strengths**

- **Zoning Consistency** – Farmer's Markets are permitted in the B-1, General Business, zoning district with a SUP.
- **Long-Range Land Use Consistency** – Regional scaled retail is an encouraged use in the RCC long-range land use designation. The proposed use is an auxiliary extension of the existing regional retail use, Potomac Mills Mall.
- **Neighboring Use Compatibility** – The proposed use is consistent with the existing character of the area, which is surrounded by various commercial and retail uses.

### **Proposal's Weaknesses**

- None identified.

**On balance**, the application is found to be consistent with the relevant components of the Long-Range Land Use Plan.

### **Community Design Plan Analysis**

An attractive, well-designed County will attract quality development, instill civic pride, improve the visual character of the community and create a strong, positive image of Prince William County. The Community Design Plan sets out policies and action strategies that further the County's goals of providing quality development and a quality living environment for residents, businesses and visitors, and creating livable and attractive communities. The Plan includes recommendations relating to building design, site layout, circulation, signage, access to transit, landscaping and streetscaping, community open spaces, natural and cultural amenities, stormwater management, and the preservation of environmental features.

### **Proposal's Strengths**

- **Design** – The Applicant has provided a signage exhibit that is consistent with Design Action Strategy DES 1.5, which encourages appropriately scaled entry and directional signs. The Applicant has provided a signage exhibit that is consistent with a site-wide sign program including by-right signage such as light pole mounted flag banners and secondary signage with a consistent theme. As conditioned, the Applicant shall apply for a permanent sign permit for the associated temporary signage. Furthermore, as conditioned the Applicant shall remove the temporary portable signage at the end of each day of operation.

### **Proposal's Weaknesses**

- None identified

**On balance**, this application is found to be consistent with the relevant components of the Community Design Plan.

### **Fire and Rescue Plan Analysis**

Quality fire and rescue services provide a measure of security and safety that both residents and businesses have come to expect from the County. The Fire and Rescue Plan sets out policies and action strategies that further the County's goal of protecting lives, property, and the environment through timely, professional, humanitarian services essential to the health, safety, and well-being of the community. The Plan includes recommendations relating to siting criteria, appropriate levels of service, and land use compatibility for fire and rescue facilities. The Plan also includes recommendations to supplement response time and reduce risk of injury or death to County

## **Attachment B – Staff Analysis**

residents, establishment of educational programs, such as cardio-pulmonary resuscitation (CPR) training, automatic external defibrillators (AED), and encourage installation of additional fire protection systems—such as sprinklers, smoke detectors, and other architectural modifications.

The site is served by Fire and Rescue Station 20, Prince William Commons. According to the most recent figures, Fire Station #20 responded to 4,470 incidents, and the station’s workload capacity is 2,200 incidents.

### **Proposal’s Strengths**

- 8.0 Minute Response Time – The site is within the recommended 8.0-minute response time for advanced life support.
- 4.0 Minute Response Time – The site is within the recommended 4.0-minute response time for fire suppression and basic life support for Prince William County.
- As previously mentioned, the Potomac Mills Farmer’s Market was previously operating under a TAP that required annual renewals. Much like the TAP application process, the subject application has been reviewed by County Public Safety agencies for safety and welfare.

### **Proposal’s Weaknesses**

- Station Workload – Fire Station 20 is currently operating above workload capacity. However, Staff does not anticipate adverse impacts to levels of service resulting from the proposed use.

**On balance**, this application is found to be consistent with the relevant components of the Fire and Rescue Plan.

## **Police Plan Analysis**

Residents and businesses expect a high level of police service for their community. This service increases the sense of safety and protects community investments. The Police Plan is designed to promote Prince William County’s public safety strategic goal to continue to be a safe community, reduce criminal activity, and prevent personal injury and loss of life and property, as well as to ensure effective and timely responses throughout the County. The Plan encourages funding and locating future police facilities to maximize public accessibility and police visibility as well as to permit effective, timely response to citizen needs and concerns. The Plan recommends educational initiatives, such as Neighborhood and Business Watch, and Crime Prevention through Environmental Design (CPTED), which encourages new development to be designed in a way that enhances crime prevention. The Plan also encourages effective and reliable public safety communications linking emergency responders in the field with the Public Safety Communications Center.

### **Proposal's Strengths**

- The Police Department reviewed this Special Use Permit application and determined that this proposal is not anticipated to create a significant impact on Police calls for service.
- As previously mentioned, the Potomac Mills Farmer's Market was previously operating under a TAP that required annual renewals. Much like the TAP application process, the subject application has been reviewed by County Public Safety agencies for safety and welfare.

### **Proposal's Weaknesses**

- None identified.

**On balance**, this application is found to be consistent with the relevant components of the Police Plan.

## **Transportation Plan Analysis**

By providing a multi-modal approach to traffic circulation Prince William County promotes the safe and efficient movement of goods and people throughout the County and surrounding jurisdictions. The Transportation Plan sets out policies and action strategies that further the County's goal of creating and sustaining an environmentally friendly, multi-modal transportation system that meets the demands for intra- and inter-county trips, is integrated with existing and planned development, and provides a network of safe, efficient, and accessible modes of travel. The Plan includes recommendations addressing safety, minimizing conflicts with environmental and cultural resources, maximizing cost effectiveness, increasing accessibility of all travel modes, minimizing projected trip demand, and providing sufficient network capacity. Projects should include strategies that result in a level of service (LOS) of "D" or better on all roadway corridors and intersections, reduce traffic demand through transportation demand management strategies, dedicate planned rights-of-way, provide and/or fund transit infrastructure, pedestrian and bicycle pathways, and improved and coordinated access to transit facilities.

The proposed farmer's market will not significantly affect traffic flow near the site. It would only operate on weekends between 7 AM and 2 PM between late April and late October. In addition, the site location, as part of the Potomac Mills Mall, is served by an adequate road network.

### **Proposal's Strengths**

- Daily Level of Service – The proposed application will not have an adverse effect on current levels of service.

### **Proposal's Weaknesses**

- None identified.

**On balance**, this application is found to be consistent with the relevant components of the Transportation Plan.

### **Strategic Plan**

This section of the report is intended to address the project's alignment with the outcomes provided within the County's Strategic Plan. The Strategic Plan posits that individuals, families and businesses prefer communities with a robust economy; easy access to jobs, services and activities; that support even the most vulnerable in the community; are safe and secure; and provide a quality education that assures lifelong learning and steady employment. From this analysis, the Strategic Plan Team developed five strategic goal areas to guide Board actions: "Robust Economy," "Mobility," "Wellbeing," "Safe and Secure Community," and "Quality Education and Workforce Development." It is important to note that no single area is viewed as more critical than another. Rather, each are interrelated and have direct impact on each other. Collectively, these goal areas impact the quality of life in all facets of the community issues raised during the review of the proposal, which are not directly related to the policies, goals, or action strategies of the Comprehensive Plan, but which are materially relevant to the County's responsibilities in considering land use issues. The aspects of the proposal relative to the Strategic Plan are as follows:

### **Proposal's Strengths**

- **Robust Economy** – Approval of the proposed SUP will have a positive impact to the following Strategic Outcomes of a Robust Economy:
  1. Increase commercial tax base;
  2. Increase number of jobs in existing small businesses.

### **Proposal's Weaknesses**

- None identified.

### **Materially Relevant Issues**

This section of the report is intended to identify issues raised during the review of the proposal, which are not directly related to the policies, goals, or action strategies of the Comprehensive Plan, but which are materially relevant to the County's responsibilities in considering land use issues. The materially relevant issues in this case are as follows:

- None identified.

### **Agency Comments**

The following agencies have reviewed the proposal and their comments have been summarized in relevant comprehensive plan chapters of this report. Individual comments are in the case file in the Planning Office:

- PWC Planning Office – Case Manager, GIS, Zoning
- PWC Department of Development Services – Land Development
- PWC Department of Fire & Rescue – Fire Marshal’s Office
- PWC Police Department – Crime Prevention
- PWC Transportation Department
- VDOT – Virginia Department of Transportation

**CONDITIONS**

**Applicant: Potomac Mills Mall**  
**Owner: Mall of Potomac Mills, LLC**  
**Special Use Permit: SUP #SUP2017-00044**  
**Prince William County GPIN 8292-79-1954**  
**Special Use Permit Area: ±140,000 SF**  
**Zoning: B-1, General Business District**  
**Magisterial District: Occoquan**  
**Date: February 20, 2018**

The following conditions are intended to offset the impacts of the proposal and to render the application consistent with the applicable chapters of the Comprehensive Plan and the surrounding areas. If the conditions of this Special Use Permit (“SUP”) or the Special Use Permit Plan (the "Plan") are in conflict with the Zoning Ordinance and/or the Design and Construction Standards Manual (“DCSM”), the more restrictive standards shall apply, except as specifically allowed by this Special Use Permit.

The Applicant shall file a site plan within one (1) year of approval of this special use permit by the Board of County Supervisors and shall have up to five (5) years from the date of final site plan approval to commence the proposed use. Completion of a site plan inspection shall constitute the commencement of the use.

The Applicant shall file a sign permit application within one (1) year of approval of this SUP by the Board of County Supervisors and shall install such signage in accordance with the sign permit approval. Failure to adhere to the required timeframe will result in the sign permit conditions below becoming null and void. Due to the seasonal nature of the proposed use, temporary sign permits for signage accompanying this use shall be processed in the same manner as a permanent sign, thus relieving the periodic requirement to renew the temporary sign permit.

1. Use Parameters

- a. Use Limitations – The ±140,000 SF farmer’s market shall be restricted to the commuter parking lot located at the southern end of the shopping center, and shall generally conform to the SUP Plan identified as Potomac Mills Farmer’s Market SUP Plan dated February 09, 2018. Any expansion in area for the farmer’s market use shall require an amendment to this special use permit.
- b. Hours of Operation – The use shall be limited to weekend operation on Saturdays and/or Sundays, between the hours of 7:00 a. m. and 2:00 p.m.
- c. Signage – Notwithstanding what is permitted by the Zoning Ordinance, temporary commercial activity signage shall be in general conformance with the sign exhibit referenced as Potomac Mills Farmer’s Sign Exhibit dated February 9, 2018, and shall be allowed during the seasonal hours of operation.

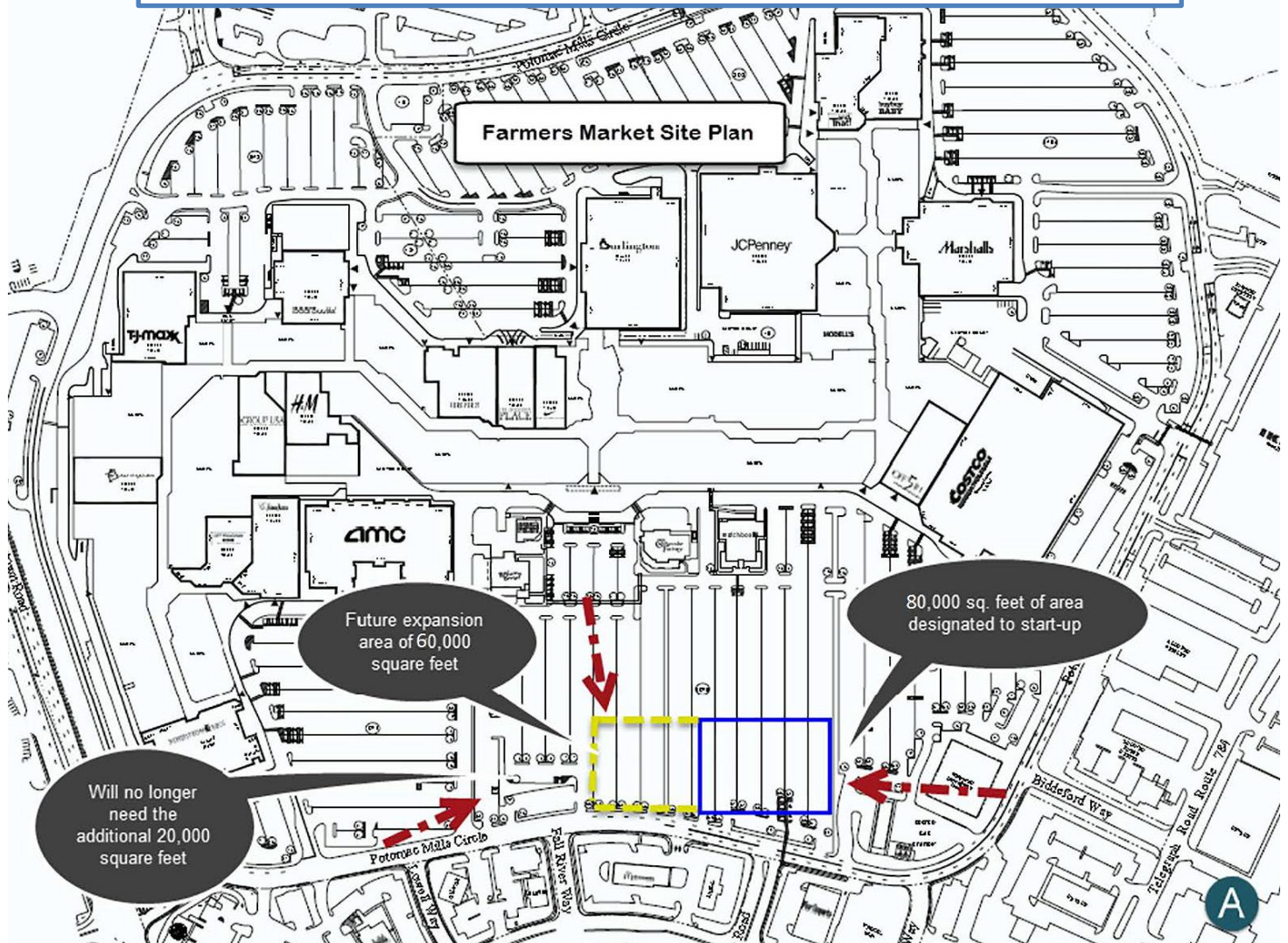
## Attachment C – Conditions

- i. The Applicant shall limit the quantity of temporary signage to three (3) temporary portable signs, two (2) banners, and secondary signage as needed.
    - ii. Approved temporary portable signage may be installed temporarily, during the hours of operation. All temporary portable signs, except for flag mounted pole banners, shall be removed at the end of each operating day. This shall not preclude the Applicant from obtaining additional by-right signage permitted by the Zoning Ordinance.
  - d. Safety – The Applicant shall provide an Emergency Action Plan prior to final site plan approval. A copy of said Plan shall be onsite during the hours of operation.
  - e. Pedestrians Only – The farmer’s market area will be restricted to pedestrian use only. Temporary barricades shall be used to prevent vehicles from entering the farmer’s market area, except for the purposes of loading and unloading.
  - f. Permanent Structures – Permanent structures shall be prohibited on the site.
  - g. Temporary Structures – All temporary structures, including all tents and similar structures shall be removed immediately after the close of the farmer’s market day(s) of operation. Setup of any temporary structures shall only be installed on the weekends, i.e. Saturday and Sunday. Mobile homes, large mobile offices, and recreational vehicles are prohibited.
2. Community Design
- a. Transportation – The Applicant shall ensure that any vehicles associated with the proposed use do not obstruct any travelways, adjoining road network, or landscaped areas. All vendor and customer vehicles outside of the farmer’s market area shall be parked in properly striped, designated parking spaces.
  - b. Lighting – Only the existing parking lot lighting may be used to light the farmer’s market area. No additional lighting for the farmer’s market shall be permitted. Spotlights, lanterns, and other additional types of lighting shall be prohibited.
3. Maintenance of Property
- a. Site Maintenance – The owner/applicant shall maintain the site and shall pick up trash, litter and debris.
4. Fire and Rescue
- a. Tents – Any tents or cumulative area of tents, larger than 900 square feet in size shall require a permit from the Fire Marshal’s Office. All tents shall be located at least fifty (50) feet from any existing building.

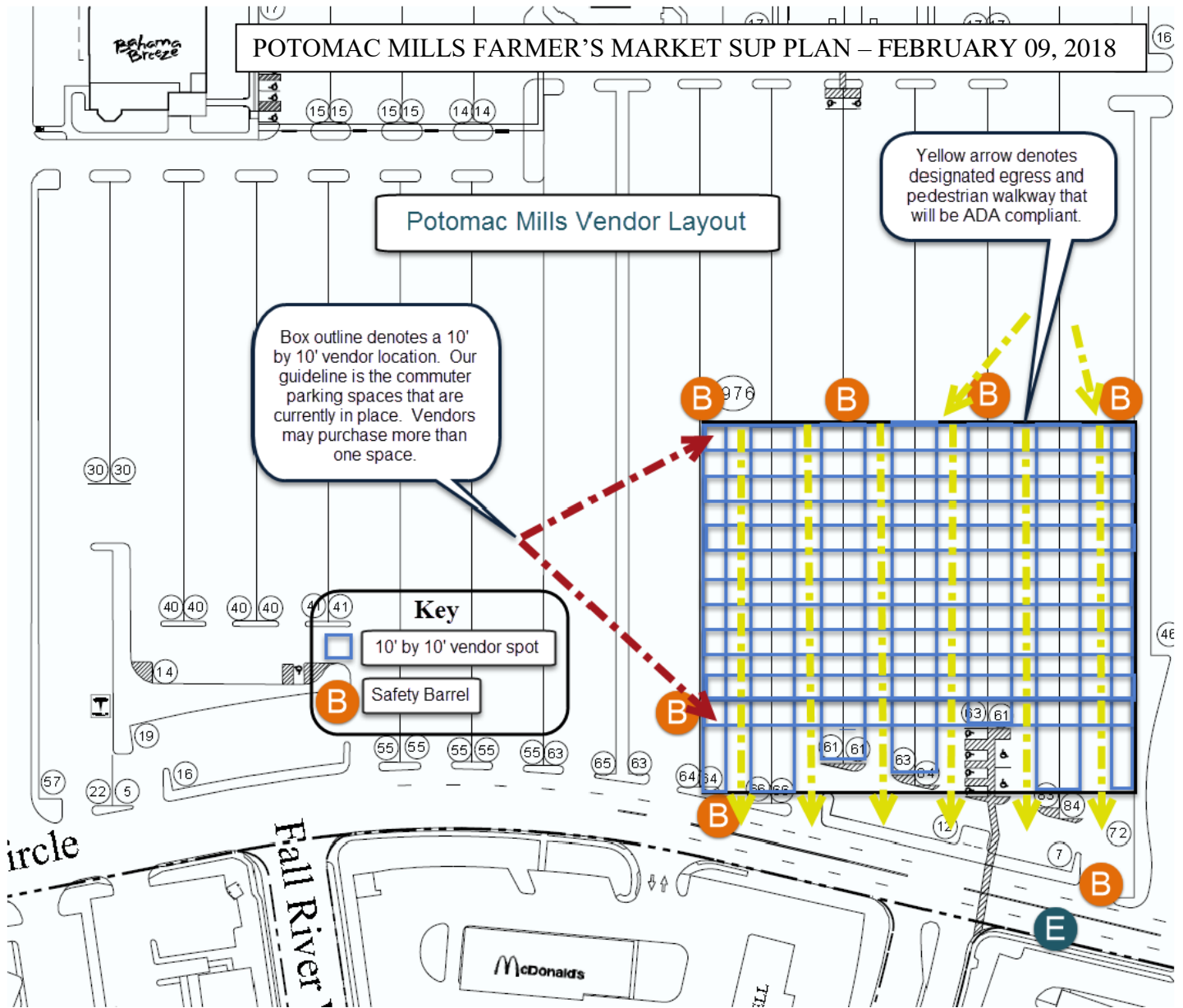
## **Attachment C – Conditions**

- b. Emergency Access – All vehicles and activities associated with the farmer's market shall not obstruct, impede, or cause conflict with areas designated for emergency vehicle access.

POTOMAC MILLS FARMER'S MARKET SUP PLAN – FEBRUARY 09, 2018



## Attachment D – SUP Plan



## Attachment E – Signage Exhibits



## Attachment E – Signage Exhibits



***Banner Sign- proof***

Potomac Mills Farmers Market Sign Exhibit Dated 2/09/18

## Attachment E – Signage Exhibits



*Flag Sign- proof*

Potomac Mills Farmers Market Sign Exhibit Dated 2/09/18