PRINCE WILLIAM
Coles District

# Strategic Plan Town Hall

May 22, 2024

1. County strengths
    a. Diverse population
    b. Employment opportunities
    c. Diversity of environments- urban, rural, natural, historical
    d. Variety of types of communities
    e. Open spaces
    f. Historical preservation
    g. Affordable living compared to Fairfax, Loudoun, Arlington
    h. Numerous Parks (national, state, and local)
    i. Diverse resources
    j. Park services
    k. Libraries
    l. Commerce
    m. Old Town Manassas- events, restaurants, pavilion/ skating rink
    n. Schools (programs)
2. County Weaknesses
    a. Poor image in the region (messaging/perception)
        i. Missing out on attracting residents
    b. Slow on competition
        i. Reactive vs proactive
    c. Cost of living is “through the roof” compared to a few years ago
    d. Traffic (Rte 28)
    e. Infrastructure can’t handle growth
    f. Taxes
    g. Perception of 2nd class schools
    h. Businesses not attracted
    i. Lack of affordable housing
    j. Lack of homeless services in west end of the county
        i. No drop-in services
    k. Lack of good public transportation
    l. Teacher pay
3. Strengths and weaknesses specific to the Coles District?
    a. Strengths
        i. Open spaces
        ii. Parks/ trees
        iii. Green space (focus on growing effectively)
        iv. Sense of community, good neighbors (see 5.j.)
    b. Weaknesses
        i. Coles is most malleable & vulnerable
        ii. Coles has limited resources/ amenities
        iii. Concerns of over-development
        iv. Industrial zoning is a frustration
        v. Want continuity of existing development

4. What are some threats in the next 4-5 years?
    a. State and local desires are affecting development (eg sports complex)
    b. Electrical power shortage, inadequate grid & water scarcity
    c. Infrastructure is taxed (stressed and degraded)
    d. Lack of effective police to citizen ratio (eg speeding on 234)
    e. Existing data center concerns
        i. Increasing CPU usage leads to increased energy costs
    f. Need smart land use planning- developers eager to build out at highest density or to highest bidder (eg data centers)
        i. Stick to the plan
    g. Tax base isn't diversified
    h. Transportation infrastructure not keeping up with growth
    i. Small business exodus from the county
    j. Accurate tax assessments
5. What are some opportunities in the next 4-5 years?
    a. Attract diverse businesses (small business exodus from other counties)
    b. Incentivize telework
    c. Seek destinations (parks)
    d. Stick to a good plan
    e. Be a better alternative to neighboring counties
    f. GMU satellite campus growth and expansion
    g. Prevention services
        i. Ie office on youth
    h. A1 zoning is changed & geographic change density is up
    i. Who can we model?
    j. Coles has a sense of community
6. Priorities for the next strategic plan
    a. Extend the planning horizon 30 years
    b. Expand public safety services proportional to population growth (police, fire, EMS)
    c. Minimize impact of any changes for people already here- prevent dissimilar uses being adjacent (eg residential and industrial)
    d. Define who we are & make a plan to follow along with that
    e. Keep open spaces
    f. Establish human services in underserved areas, (eg western PWC)
    g. Focus less on high density housing (concerns of crime as a result)
    h. Cease new data & distribution center approval
    i. Protect general infrastructure needs
        i. Power, water, roads, etc
    j. Develop affordable housing
    k. Focus the plan on residents, not developers
    l. Care
    m. Seek legislation amendments for proffers