

**Town of Occoquan
Strategic Planning Committee Charter
July 2011**

Purpose:

The purpose of the Occoquan Strategic Planning Committee (OSPC) is to make recommendations to the Occoquan Town Council on a 5-10 year vision for the town, as well as specific recommendations on how to implement that vision.

Membership and Meetings:

The members of the OSPC shall be appointed by a majority vote of the Town Council, and the Town Council shall choose a chairperson from among the appointees. The OSPC, however, is encouraged to consult with other individuals and groups, and to seek public input, in whatever manner it deems is most appropriate and useful to the fulfillment of its purpose. Meetings of the Committee shall be open to the public and their date, time, and location shall be posted at least three days in advance. The OSPC is not authorized to incur costs on behalf of the town without the specific permission of the Mayor or Town Council.

Specific Tasks:

The OSPC should make whatever recommendations it believes are appropriate. It should, however, at a minimum, address the issues detailed below, some of which the Town Council recognizes will intersect or overlap.

1. Economic Development, including but not limited to:
 - a. Recommendations for the creation and maintenance of a sustainable and vibrant business community that is attractive to residents and visitors alike and makes a meaningful contribution to the town's tax base.
 - b. Recommendations regarding the types of businesses (e.g. restaurants, retail shopping, service businesses, hobby/part-time businesses) the town should attempt to attract, the means for attracting them, and the location of such businesses within the town.
 - c. Recommendations for appropriate development of the Occoquan waterfront to take advantage of its relatively unique position in Prince William County.
 - d. Recommendations regarding the use of pedestrian plazas, boardwalks, directory displays, and similar approaches.
 - e. Recommendations for the appropriate integration of Occoquan's economic development plans with those of surrounding areas (e.g. Belmont Bay) and jurisdictions (e.g. PWC and Fairfax County).

2. Community/Neighborhoods, including but not limited to:
 - a. Recommendations regarding the preferred use of undeveloped or developable properties within town boundaries.

- b. Recommendations regarding the means to implement such preferred uses.
 - c. Recommendations regarding traffic flows through the town.
 - d. Recommendations regarding the protection of flora, streams, and other natural resources within town boundaries.
 - e. Recommendations regarding interaction with communities and neighborhoods adjacent to town boundaries.
3. Cultural Resources/Open Space, including but not limited to:
 - a. Recommendations regarding the preservation or expansion of the town's historic sites and properties.
 - b. Recommendations regarding the maintenance, expansion, and operation of open space for public uses.
4. Marketing, including but not limited to:
 - a. Recommendations regarding the branding/marketing of the town as a destination
5. Use of Quasi-Public Authorities, including but not limited to:
 - a. Recommendations regarding the establishment of an Economic Development entity.
 - b. Recommendations regarding the establishment of a park, cultural resources, or other authority.
 - c. Recommendations regarding the establishment of overlay districts within the town.

At its first meeting the Committee shall review the committee charter and make recommendations to the Town Council regarding modifications it would like incorporated. In addition, at its first meeting the Committee shall also decide upon a date by which it will submit its recommendations to the Town Council.

It is important to recognize that the charge of the committee *is not* to organize a charrette that results in a kitchen-sink of idiosyncratic wish list items with no recommendations for implementation. Instead, the committee is to strive to develop concrete recommendations consistent with its purpose. Similarly, the committee is not expected to host a referendum amongst town citizens or businesses. While, again, the Committee should feel free to consult with whomever it wishes, and be informed by public opinion, the Town Council expects the Committee to express *its* best judgment in the recommendations.

At the conclusion of its work, the Committee shall make a formal presentation to the Town Council accompanied by a written report. The Committee should also feel free to make periodic reports to the Town Council as it sees fit. Upon reviewing the Committee's recommendations the Town Council will likely hold town meetings for public comment, and then decide upon how to proceed, using the Committee's work to inform the Comprehensive Plan Review and other town processes.