March 20, 2019 Planning Commission Work Session
AGENDA

- Background
- Vision / themes
- Land use plan
- Mobility plan
- Green infrastructure plan
- Economic development plan
- Cultural resources plan
- Level of service plan
- Implementation
- Next steps in Small Area Plan (SAP) process
Board of County Supervisors (BOCS) initiated series of Small Area Plans August 2016:
- Dale City
- Innovation Park
- North Woodbridge
- Parkway Employment Center
- US 29 (added later)
- Independent Hill
- Triangle
- Yorkshire
- Fairgrounds/New Dominion
BACKGROUND – WHAT IS A SMALL AREA PLAN?

- Focus on achieving compact, mixed-use activity centers, that:
  - Offer a range of housing types
  - Include areas of high density housing
  - Provide multiple transportation modes (i.e., multimodal)
  - Pedestrian friendly/walkable design
  - Allow for a variety of commercial densities
  - Incorporate vertical mixed-use
  - Provide civic spaces and uses
  - Enhance greenspace and cultural resources
  - Focus economic development
BACKGROUND – DEMOGRAPHIC TRENDS

<table>
<thead>
<tr>
<th></th>
<th>Regional (Round 9.1)</th>
<th>Countywide (Round 9.1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 Population</td>
<td>5,387,300</td>
<td>441,600</td>
</tr>
<tr>
<td>2040 Population</td>
<td>6,712,600</td>
<td>569,500</td>
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<tr>
<td>Growth 2015-2040</td>
<td>1,325,300</td>
<td>127,900</td>
</tr>
<tr>
<td>Percent Increase</td>
<td>24.6%</td>
<td>29.0%</td>
</tr>
<tr>
<td>2015 Employment</td>
<td>3,160,900</td>
<td>143,100</td>
</tr>
<tr>
<td>2040 Employment</td>
<td>4,116,000</td>
<td>240,900</td>
</tr>
<tr>
<td>Growth 2015-2040</td>
<td>955,100</td>
<td>97,800</td>
</tr>
<tr>
<td>Percent Increase</td>
<td>30.2%</td>
<td>68.3%</td>
</tr>
</tbody>
</table>

- County Goal
- Direct growth to Small Area Plans in accordance with the County’s Smart Growth Principles
BACKGROUND – NORTH WOODBRIDGE SAP

- Prior studies 2005 - 2010
- Stakeholder meetings
  - June 7, 2017
  - June 14, 2017
  - September 14, 2017
- Community charrette January 10, 2018
- Community conversations October-November 2018
- Additional feedback and commentary in person, by phone, and online
- Urban Land Institute Technical Assistance Panel for Fast Ferry December 2018
VISION: Building on North Woodbridge’s rich history, create a dynamic community to include a focus on creating a dense, mixed-use North Woodbridge Town Center, while strengthening the existing communities of Marumsco and Belmont Bay, oriented around a multimodal transportation network with a high quality of life on a vibrant waterfront.

PLACETYPES: Create a sense of place with a vertical mixed-use town center and capitalize on the waterfront as a unique feature. Create neighborhoods with a balanced mix of housing types and affordability.

MOBILITY: Create a multimodal network that leverages, connects, and expands the community’s mobility hubs.

DESIGN: Create and implement high-quality design standards for pedestrian-scaled private and public development. Integrate facility design and public safety programs to enhance safety and personal security.

GREEN INFRASTRUCTURE: Ensure a robust and connected system of greenways, blueways, trails, open space and corridors that provide a benefit to the environment, community and local wildlife.

LEVEL OF SERVICE: Ensure the adequacy of public facilities including high-quality schools, fire and rescue, police, libraries, and other government buildings.

ECONOMIC DEVELOPMENT: Encourage economic development to attract and retain high quality businesses and services.

CULTURAL RESOURCES: Identify and protect Prince William County’s significant historical, archaeological, architectural, and other cultural resources, including those significant to the County’s minority communities, for the benefit of all of the County’s citizens and visitors.
CONSIDERING PLACETYPES

Utilize concepts from the Multimodal System Design Guidelines published by the Virginia Department of Rail and Public Transportation:

- Transect
- Multimodal network
- Modal emphasis
TRANSECT PLAN DENSITIES

- **T-6**: highest mixed-use intensity in the study area due to the relatively large parcels, potential for redevelopment, and adjacency to existing rail and bus station
- **T-5**: has a high mixed-use intensity, and provides a transition between the most dense and less dense areas
- **T-4**: a mixed-use intensity that provides a transition from the urbanity of the Town Center to represent a neighborhood scale of intensity
- **T-2**: consists of lower density flex/industrial uses
• Town Center / Urban Neighborhoods areas of greatest walkability / connectivity
• Neighborhoods for lower intensity mixed-use
• Technology/Flex to support industrial use evolution
• Preservation of established communities
• Parks and open space network
**LAND USE PLAN**

### USES

- **Primary Uses**
  - Retail & Service Commercial
  - Office
  - Entertainment Commercial
  - Multi-Family Residential
  - Government Contracting

- **Secondary Uses**
  - Civic, Cultural, Community Institutional
  - Hotel
  - Active Adult Retirement Communities
  - Office

### DESCRIPTION

- **Town Center**
  - Provide a mix of uses arranged in a pedestrian-friendly urban form. These centers are located for regional commercial and entertainment destinations as well as access to a mass transit for adjacent residential and employment centers. Streets are interconnected and multi-modal with parking located behind buildings. Short blocks with shallow setbacks and on-street parking are appropriate.

- **Urban Neighborhood**
  - High-density mixed-use buildings with a focus on local employment uses within an urban, mixed-use environment. Retail and commercial establishments are integrated into the neighborhood. Neighborhood design is based on traditional neighborhood principles, emphasizing pedestrian activity. Development should be in short blocks with homes oriented to the front of the lot with shallow setbacks. Parking is on-street or in-alley.

- **Neighborhood**
  - Provide a focus on local employment uses within an urban, mixed-use environment. New retail and commercial establishments and/or the inclusion of multi-family housing can support developments. The intent is to create vibrant, diverse places to accommodate a variety of business and housing development needs. Buildings have short to medium setbacks and varying block sizes. Parking is predominantly structured with accommodations for on-street and limited surface parking.

- **Technology/ Flex Industrial Area**
  - Provide opportunities for production, R&D, office/warehouse space, and warehousing uses that do not require large outdoor storage or produce nuisances such as noise, dust or vibration. They are less hazardous and limited impacts on surrounding areas compared to heavy manufacturing. Buildings in this area have room to drop setbacks and larger block sizes. Surface parking is acceptable.

### FORM & CHARACTER

<table>
<thead>
<tr>
<th>Town Center</th>
<th>Urban Neighborhood</th>
<th>Neighborhood</th>
<th>Technology/Flex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Pattern</td>
<td>Based on Street Typology</td>
<td>Based on Street Typology</td>
<td>Based on Street Typology</td>
</tr>
<tr>
<td>Target Residential Density</td>
<td>50-100 du/acre</td>
<td>12-50 du/acre</td>
<td>8-24 du/acre</td>
</tr>
<tr>
<td>Target Non-Residential FAR</td>
<td>2.3-3.0</td>
<td>1.1-1.3</td>
<td>0.57-1.38</td>
</tr>
<tr>
<td>Target Land Use Mix</td>
<td>Residential: 40-60% Non-Residential: 10-50% Commercial: 15%</td>
<td>Residential: 80-100% Non-Residential: 0-20% Commercial: 5%</td>
<td>Residential: 80-100% Non-Residential: 0-20% Commercial: 5%</td>
</tr>
<tr>
<td>Target Building Height</td>
<td>Up to 8 stories</td>
<td>Up to 8 stories</td>
<td>4 to 8 stories</td>
</tr>
<tr>
<td>Minimum Open Space</td>
<td>10% of site</td>
<td>10% of site</td>
<td>10% of site</td>
</tr>
</tbody>
</table>

### RENAISSANCE PLANNING
ILLUSTRATIVE PLAN

- Connected communities with distinct characters
  - North Woodbridge Town Center
  - Belmont Bay
  - Marumsco
- Transit triangle
  - Virginia Railway Express (VRE)
  - Commuter parking / Omni-Ride
  - Fast ferry terminal
- Vibrant waterfront activities anchored by George Mason University (GMU) Science Center and Belmont Bay Town Center
- Waterfront access via Potomac Heritage National Scenic Trail (PHNST)
- Potential for phased developments
NORTH WOODBRIDGE TOWN CENTER

- Dense mixed-use
  - Office
  - Residential
  - Retail / restaurants
  - Civic
  - Arts and Entertainment
- Transit-oriented development
  - VRE >> high speed rail
  - Omni-Ride >> Metrorail
  - Fast Ferry
  - Transit center / BRT
- Main Street Focus pedestrian spine
- Pedestrian / bike crossings of Route 1
- Parks and open space
- Potomac Heritage National Scenic Trail
MULTIMODAL CONCEPTS
BELMONT BAY

- Complete master planned land bay development
- Align PHNST along waterfront
- Establish civic focal point leveraging science (GMU) and nature (National Wildlife Refuge), e.g. a community center or amphitheater
- Consider incorporating golf course into Parks and Open Space
- Capitalize on vibrant waterfront
- Consider potential ferry location site
- Preserve existing residential communities
MARUMSCO

- Facilitate reinvestment / redevelopment of existing commercial properties
- Introduce mixed-use into commercial zones
- Improve pedestrian and bike connectivity
- Preserve existing residential uses
- Extend BRT along Route 1
- Expand technology/flex land use
Apply Multimodal Guidelines
• Design overlay on traditional functional classification
• Bus Rapid Transit (BRT) along Route 1
• Pedestrian and bike connectivity
  • PHNST
  • Pedestrian crossings of Route 1
  • North Woodbridge Town Center pedestrian spine
• Street grid network
• Route 1 / 123 interchange
Activity Density

- Activity Density = (population + jobs)/acre
- Calculate the potential number of jobs and population expected with planned residential and non-residential development of the small area plan
PROPOSED TRANSIT NETWORK

Proposed transit services:

- A shuttle service that can be branded as a trolley to provide frequent service connecting the Town Center, Marumsco, and Belmont Bay and provide frequent service to the “Transit Triangle”
- Potomac River Fast Ferry
- High-speed rail serving the VRE station
- Continuation of BRT south of the VRE station along U.S. Route 1
- Improve access to the Route 123 commuter lot
- Metrorail Blue Line extension
Proposed bicycle network:
- Shared use paths
- Cycle tracks
- Bike lanes
- Sharrows
PROPOSED BICYCLE NETWORK
Proposed pedestrian network:

- Construct sidewalks on both sides of all streets and high-visibility crosswalks at key locations
- Pedestrian bridge crossings of Route 1 at VRE and PHNST
- Complete PHNST along waterfront
- Promenade streets within the Town Center are designated as pedestrian emphasis routes
MODAL EMPHASIS
Transit Boulevard:

- Highest capacity and most transit supportive
- Dense urban centers that have sufficient density and market
- Multi-lane and multimodal boulevard with a dedicated lane or right-of-way for transit
- Transit technologies could be bus service with a bus only lane (BRT or express bus), light rail
PROPOSED STREET SECTIONS (BOULEVARD)

Boulevard:
- Accommodates multiple motorized and non-motorized modes
- Higher traffic volumes and greater efficiency of vehicular movements
- Typically four to six lanes
- Provide safe and convenient pedestrian and bicycle access to adjacent land uses
Major Avenue:
- Contain highest density of destinations, intensity of activity, and mix of modes
- Wide sidewalks to accommodate high numbers of pedestrians and a variety of outdoor activities, including sidewalk cafes, kiosks, vendor, etc.
- High transit ridership for local bus routes
Avenue:
• Provide balance between access to the businesses and residences that front upon them and the collection of vehicular and pedestrian traffic
• Pedestrian and bicycle activity is very common as Avenues serve as critical links in the non-motorized network
Local Street:
- Lowest amount of activity, have the slowest speeds, and provide for the most access
- Bicyclists typically can share the road with autos
- Separate sidewalks and trails for pedestrians
- Primarily residential and connect to Avenues, Boulevards or Major Avenues
GREEN INFRASTRUCTURE

- Benefit both human and wildlife communities
- Connect regionally
  - PHNST
  - Occoquan Blueway
  - Occoquan Bay National Wildlife Refuge
- Address local needs
  - Strategically placed pocket parks
  - Streetscaping
  - Steep slope protection
- Leverage The Osprey’s Golf Course redevelopment opportunities
• Expand recreational river access
• Enhance riverfront park
• Define Belmont Bay Community Green
• Develop Disc Golf Course
• Create lowland meadows for native planting
• Establish reforestation areas
Goal - The North Woodbridge Small Area Plan area will encourage economic development to attract and retain high quality businesses and services.

- Support existing businesses and identify vacant parcels with development potential
- North Woodbridge is an identified activity center, also designated Federal Opportunity Zone(s)
- Target industries: advanced manufacturing, federal contracting, healthcare, information communications technology, life sciences
- Candidate tools and incentives: tax increment financing, Business Improvement Districts, Industrial Revenue Bonds, rezoning, Public/Private Partnerships, GoVirginia, other grants and funding opportunities
• Continue documentation and preservation of historic and archaeological resources
• Cultivate partnerships on completing cultural resource action strategies
• Celebrate history for placemaking and interpretive media
• Leverage value of PHNST to increase tourism
Projected new facilities needs:
- Safe and Secure Community
  - Fire station
  - Police Substation and administrative building
  - Satellite field office
- Education needs:
  - Elementary school
  - Community library
- Parks and Recreation
  - Additional 242 acres of parkland
- Broadband Needs and Wireless Communications Gaps
  - Ongoing effort to improve infrastructure through redevelopment

### Projected School Needs by Existing and Projected Population

<table>
<thead>
<tr>
<th>Type of School</th>
<th>Existing (2019)</th>
<th>Additional Need by 2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>3</td>
<td>0.80</td>
</tr>
<tr>
<td>Middle</td>
<td>1</td>
<td>0.18</td>
</tr>
<tr>
<td>High</td>
<td>0</td>
<td>0.13</td>
</tr>
<tr>
<td>Total</td>
<td>4</td>
<td>1.11</td>
</tr>
</tbody>
</table>

### Projected Parks by Existing and Projected Population

<table>
<thead>
<tr>
<th>Park Type</th>
<th>Existing (2019)</th>
<th>Additional Need by 2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood</td>
<td>22</td>
<td>27.5</td>
</tr>
<tr>
<td>Community</td>
<td>31.5</td>
<td>110</td>
</tr>
<tr>
<td>Regional</td>
<td>107</td>
<td>165</td>
</tr>
<tr>
<td>Linear/Resource</td>
<td>9.5</td>
<td>110</td>
</tr>
<tr>
<td>Total</td>
<td>170.5</td>
<td>412.5</td>
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</table>
Action Strategies
• Phased: short, medium, long term, on-going
• Continuing coordination with stakeholders: regular BOCS reports on implementation
• Support Plan Vision and Goals
## IMPLEMENTATION (EXAMPLE ACTION STRATEGIES)

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Goal</th>
<th>Action Item</th>
<th>Coordinating Agencies</th>
<th>Implementation Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term</td>
<td>Green Infrastructure</td>
<td>Establish an alignment for the Potomac Heritage National Scenic Trail (PHNST) to follow the Occoquan River Shoreline</td>
<td>PWC</td>
<td>Consider acquisition or dedication of land through development.</td>
</tr>
<tr>
<td>Medium Term</td>
<td>Economic Development</td>
<td>Establish North Woodbridge Town Center Business Improvement District</td>
<td>PWC, Private Sector</td>
<td>Provide marketing, innovative funding pursuit, and operations services specific to the North Woodbridge Town Center</td>
</tr>
<tr>
<td>Longer Term</td>
<td>Mobility</td>
<td>Construct U.S. Route 1 / Route 123 interchange</td>
<td>Virginia Department of Mobility, PWC, Private Sector</td>
<td>Establish timeframe for evaluating possible at-grade option</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Land Use</td>
<td>Ensure development along the south of Occoquan Road provides a transition zone from areas of greatest intensity to the lower density, single-family homes just outside of the study area</td>
<td>PWC, Private Sector</td>
<td>Evaluate applications through the development review process</td>
</tr>
</tbody>
</table>
NEXT STEPS

• Coordination with
  • Mixed Use Zoning District
  • Level of Service policy / analysis
  • Design guidelines
• Refine Draft Plan – March/April
• Agency review – March
• Additional community feedback on Draft Plan via email and comment form – March/April
• Planning Commission Hearing – Tentatively April 17
• BOCS Hearing – June/July
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