

North Woodbridge Small Area Plan Overview

March 20, 2019 Planning Commission Work Session

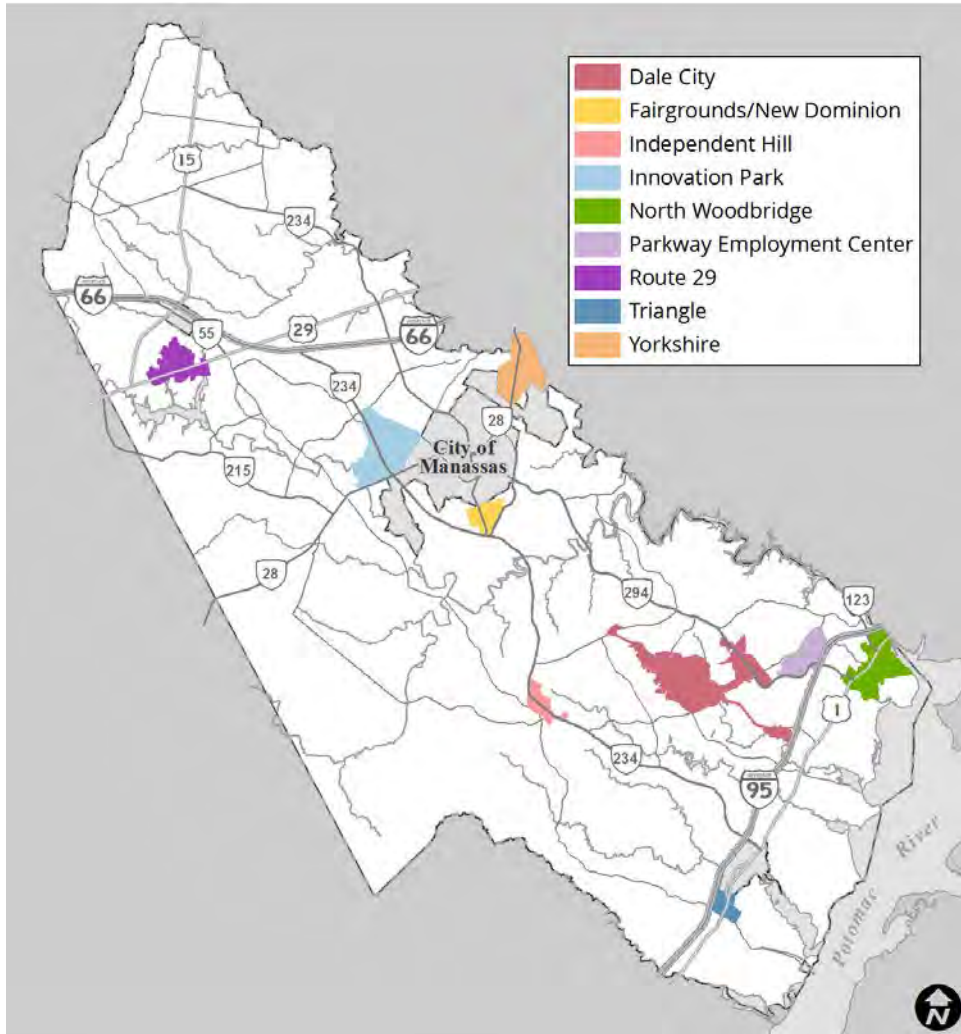


AGENDA



- 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

BACKGROUND – SMALL AREA PLANS



- 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 – DEMOGRAPHIC TRENDS

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

- 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 & GOALS

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 Marumsko 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


T6		
	MIXED USE INTENSITY	High
	ACTIVITY DENSITY (jobs + people/ac)	100+/ac
	AVG. BLDG. HEIGHT	8+ Stories
	TYPICAL MAX BLDG. HEIGHT	20+ Stories
	TYPICAL NET FAR	2.30+
SUPPORTED TRANSIT TECHNOLOGY	LRT/Rail	

T5		
	MIXED USE INTENSITY	High
	ACTIVITY DENSITY (jobs + people/ac)	60-100/ac
	AVG. BLDG. HEIGHT	6 Stories
	TYPICAL MAX BLDG. HEIGHT	12 Stories
	TYPICAL NET FAR	1.38-2.30
SUPPORTED TRANSIT TECHNOLOGY	BRT/LRT	

T4		
	MIXED USE INTENSITY	Moderate
	ACTIVITY DENSITY (jobs + people/ac)	25-60/ac
	AVG. BLDG. HEIGHT	4 Stories
	TYPICAL MAX BLDG. HEIGHT	8 Stories
	TYPICAL NET FAR	0.57-1.38
SUPPORTED TRANSIT TECHNOLOGY	Express Bus	

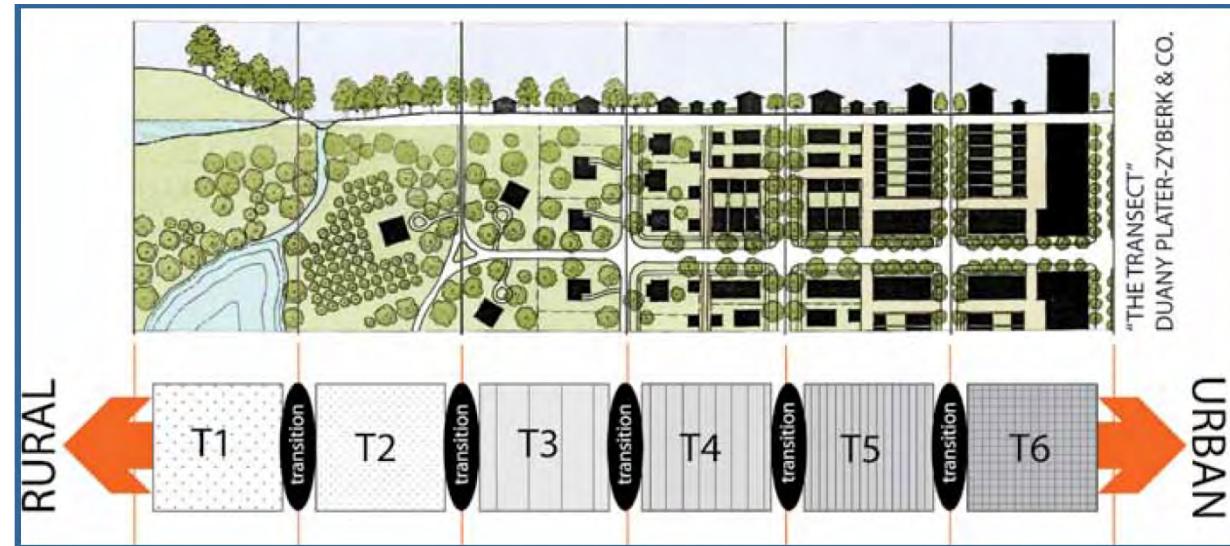
T3		
	MIXED USE INTENSITY	Moderate
	ACTIVITY DENSITY (jobs + people/ac)	10-25/ac
	AVG. BLDG. HEIGHT	3 Stories
	TYPICAL MAX BLDG. HEIGHT	5 Stories
	TYPICAL NET FAR	0.23-0.57
SUPPORTED TRANSIT TECHNOLOGY	Fixed Route Bus	

T2		
	MIXED USE INTENSITY	Low
	ACTIVITY DENSITY (jobs + people/ac)	1-10/ac
	AVG. BLDG. HEIGHT	1.5 Stories
	TYPICAL MAX BLDG. HEIGHT	3 Stories
	TYPICAL NET FAR	0.02-0.23
SUPPORTED TRANSIT TECHNOLOGY	Demand Response	

T1		
	MIXED USE INTENSITY	Very Low
	ACTIVITY DENSITY (jobs + people/ac)	0-1/ac
	AVG. BLDG. HEIGHT	1 Stories
	TYPICAL MAX BLDG. HEIGHT	2 Stories
	TYPICAL NET FAR	0-0.02
SUPPORTED TRANSIT TECHNOLOGY	Demand Response	

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

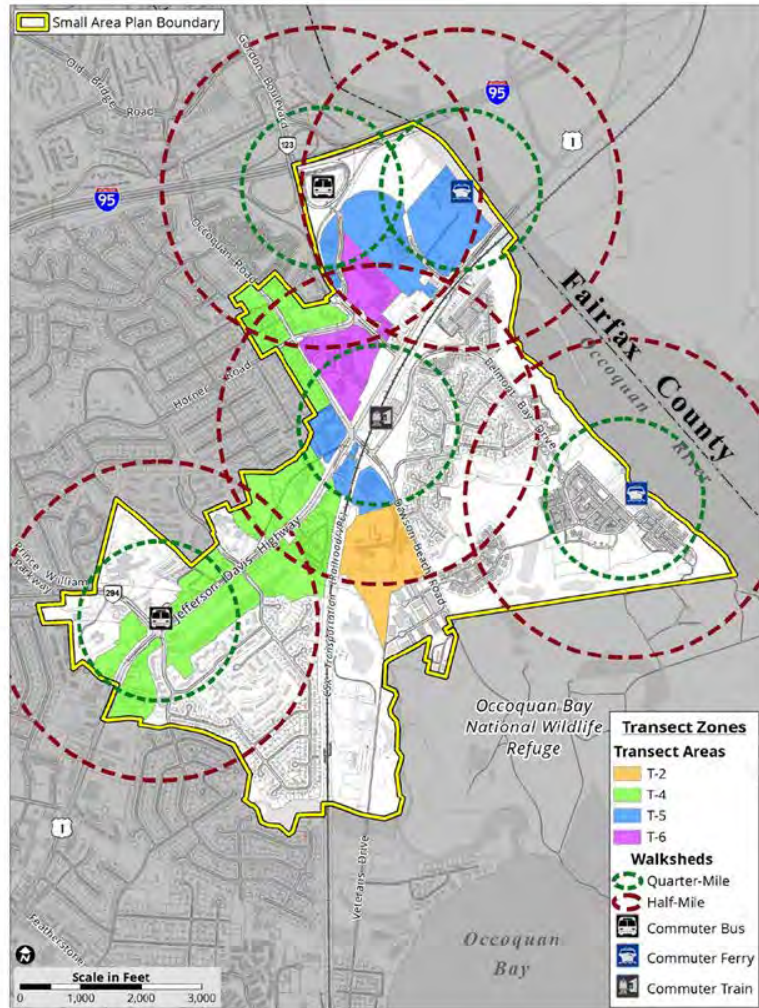
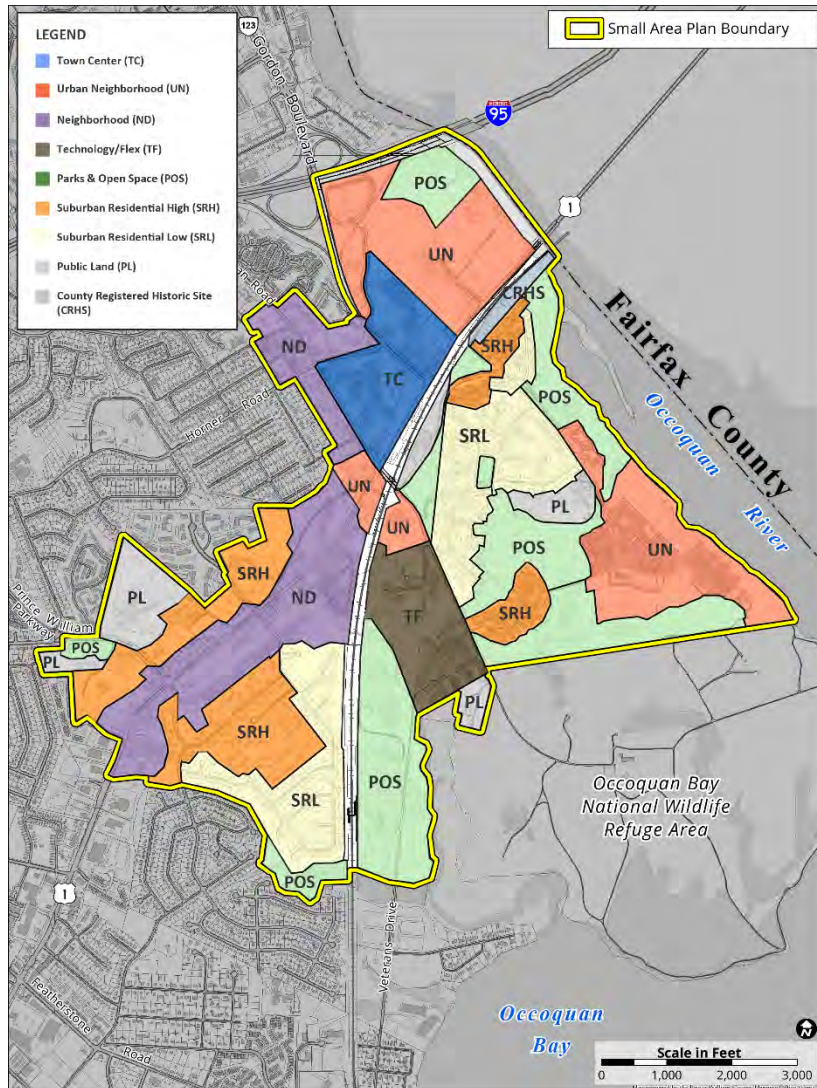


Figure 41: Transects for Future Planned Land Uses









- **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

LAND USE PLAN



- 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

		Town Center	Urban Neighborhood	Neighborhood	Technology/Flex
DESCRIPTION					
					
		Town Centers provide a mix of uses arranged in a pedestrian-friendly urban form. These centers are locations for regional commercial and entertainment destinations as well as access to amenities 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 Neighborhoods are an opportunity to develop higher density, mixed-use residential close to transit (VRE) or town centers. They mix housing types that meet the needs of all ages and economic groups. Small-scale office, retail and service uses 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 alleys.	Neighborhoods provide a focus on local employment uses within an urban, mixed-use environment. First-floor 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 areas provide opportunities for production, flex 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 medium to deep setbacks and larger block sizes. Surface parking is acceptable.
USES	Primary Uses	<ul style="list-style-type: none"> Retail & Service Commercial Office Entertainment Commercial Multi-Family Residential Government Contracting 	<ul style="list-style-type: none"> Multi-Family Residential High-Density Townhouses Retail & Service Commercial 	<ul style="list-style-type: none"> Multi-Family Residential Retail & Service Commercial Civic, Cultural, Community Institutional 	<ul style="list-style-type: none"> Healthcare Federal Government Contracting Research & Development Flex Space Light Industrial Warehousing & Logistics Advanced Manufacturing
	Secondary Uses	<ul style="list-style-type: none"> Civic, Cultural, Community Institutional Hotel 	<ul style="list-style-type: none"> Active Adult Retirement Communities Office 	<ul style="list-style-type: none"> Office Institutional Hotel Healthcare Local Government Contracting 	<ul style="list-style-type: none"> Retail & Service Commercial Office Institutional Retail & Service Commercial

		Town Center	Urban Neighborhood	Neighborhood	Technology/Flex
FORM & CHARACTER	Use Pattern	Based on Street Typology	Based on Street Typology	Based on Street Typology	Based on Street Typology
	Target Residential Density	50-100 du/acre	12-50 du/acre	8-24 du/acre	n/a
	Target Non-Residential FAR	2.3-3.0	1-2.3	0.57-1.38	Up to 0.6
	Target Land Use Mix	Residential: 40-80% Non-Residential: 10-50% Civic: 5%+	Residential: 80-90% Non-Residential: 0-20% Civic: 5%+	Residential: 80-90% Non-Residential: 10-50% Civic: 5%+	Residential: 0% Non-Residential 100% Civic: 0%+
	Target Building Height	8-20+ stories	6-12 stories	Up to 8 stories	4 to 8 stories
	Minimum Open Space	10% of site	10% of site	10% of site	20% of site

ILLUSTRATIVE PLAN

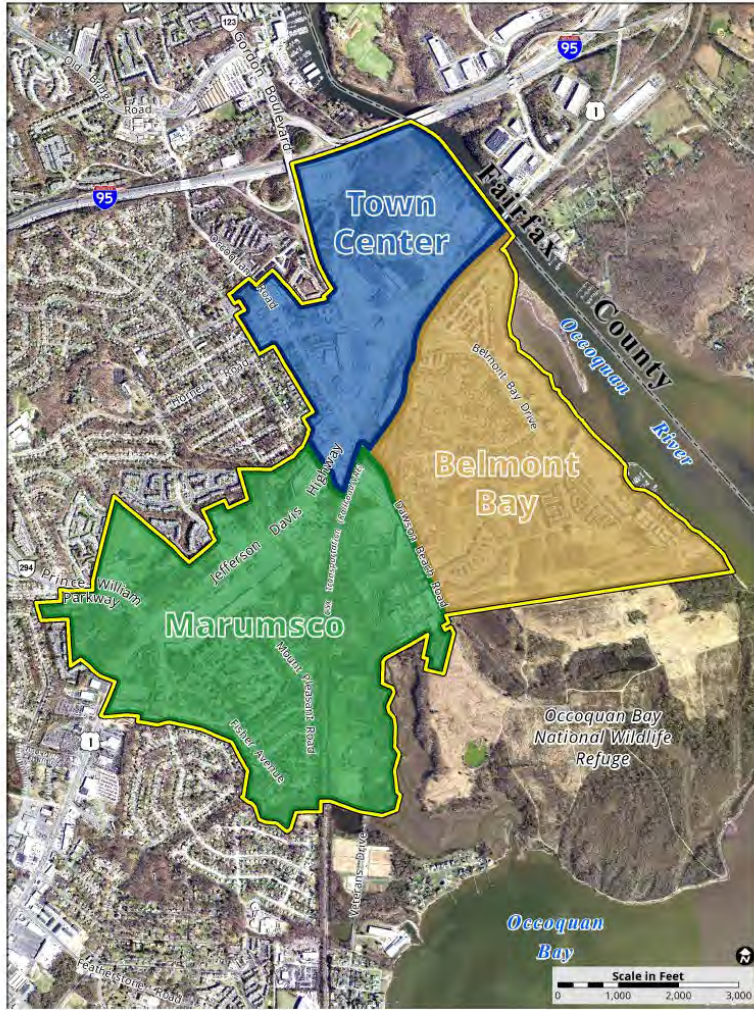


Figure 3: North Woodbridge Small Area Plan Subareas

- 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

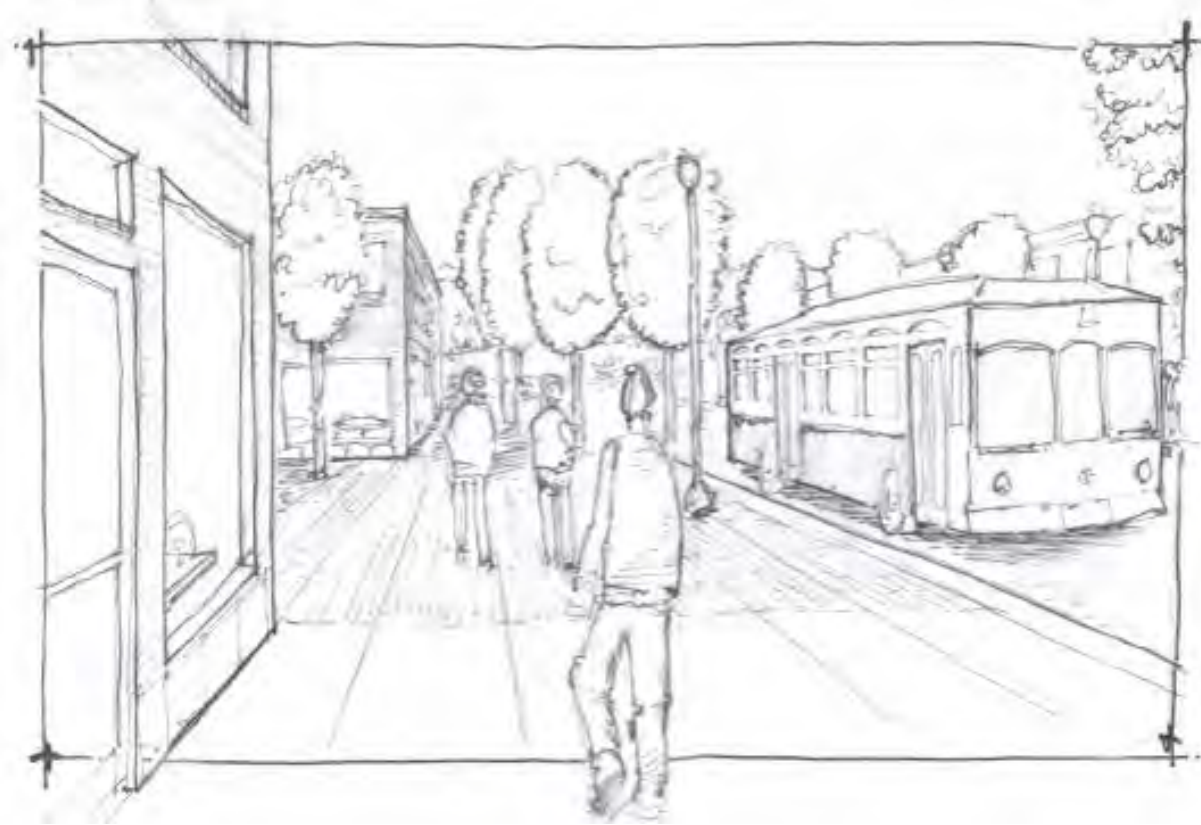
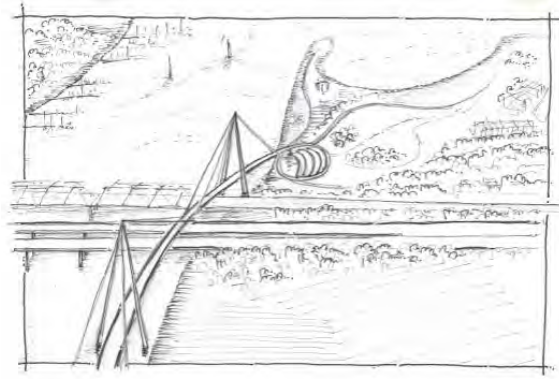
NORTH WOODBRIDGE TOWN CENTER



Figure 46: Town Center – Illustrative Plan

- 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

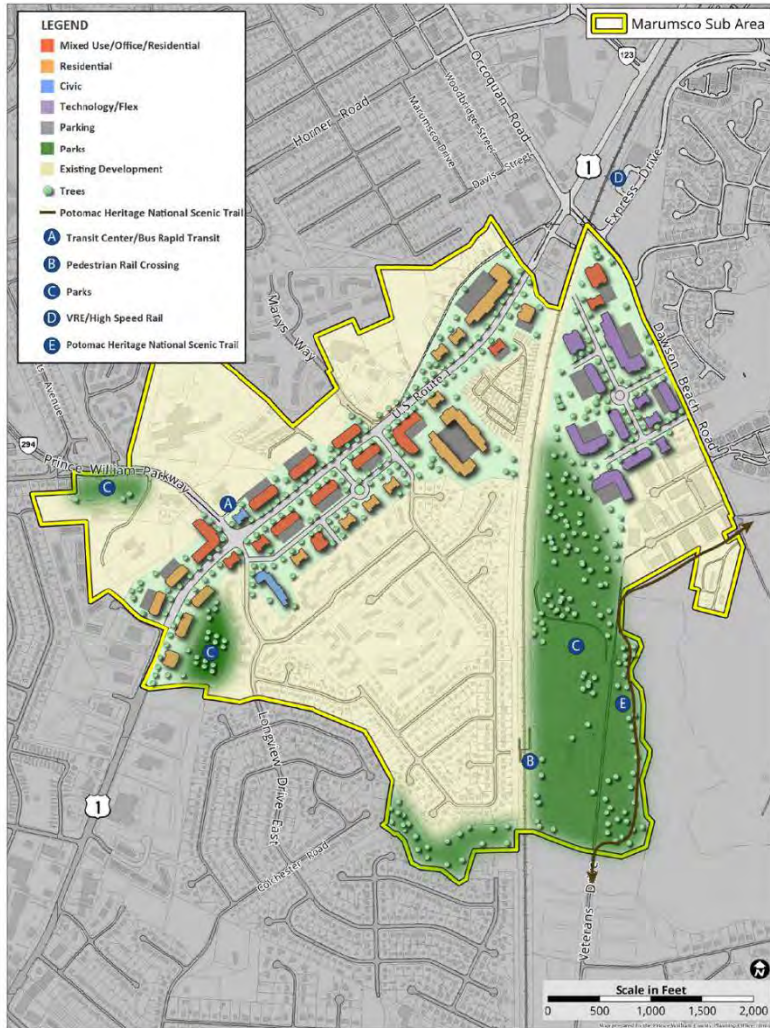


Figure 48: MarumSCO – Illustrative Plan

- 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

MULTIMODAL CONNECTIVITY OVERVIEW

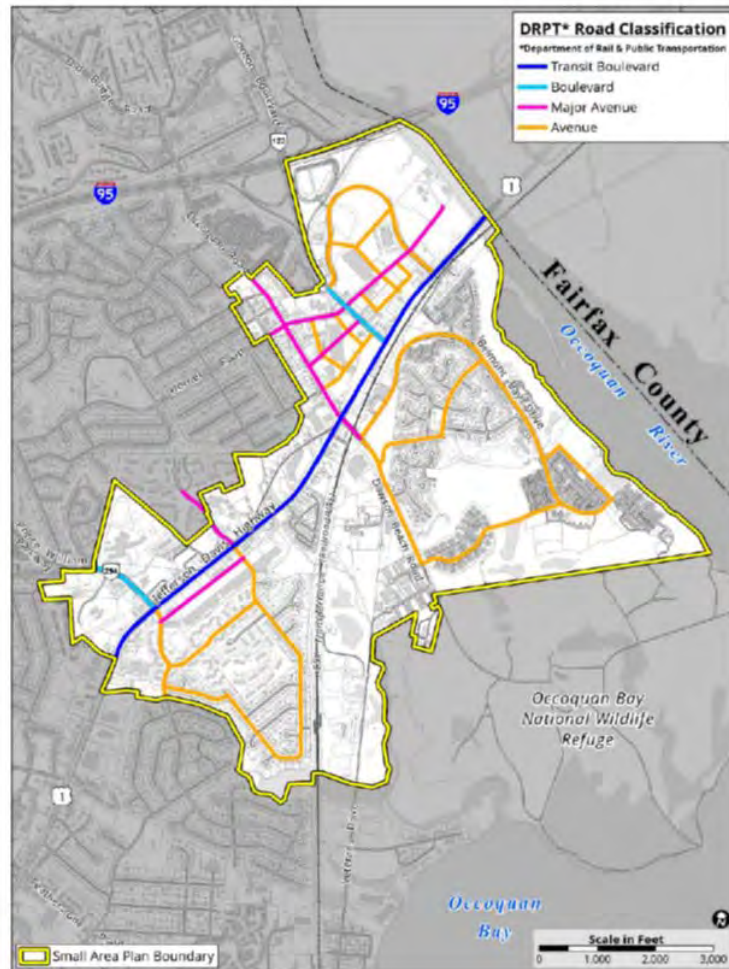


Figure 58: DRPT Road Classification

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

MULTIMODAL SYSTEM OVERVIEW

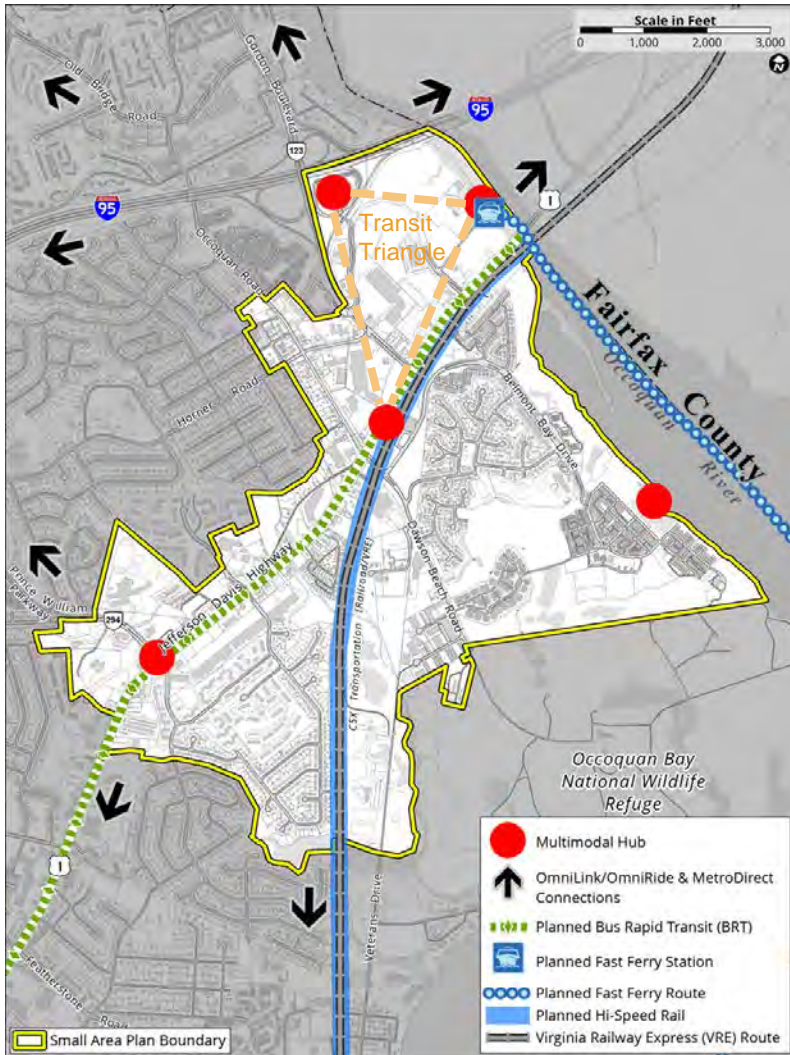
District (Small Area Plan)	North Woodbridge (low estimate)	North Woodbridge (high estimate)
Non-residential (Potential GFA)	2,296,160	3,788,913
Total Jobs	6,199	10,720
Dwelling Units	8,646	12,892
People	22,620	32,386
Total People + Jobs	28,819	43,106
Total Land Area	1,264	
Activity Density	23	34
Density Classification	P-4	P-5

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

MULTIMODAL CENTER INTENSITY			
Center Type	Activity Density (Jobs + people/acre)	Gross Development FAR (residential + non-residential)	Net Development FAR (residential + non-residential)
P-6 Urban Core	70.0 or more	1.0 or more	1.6 or more
P-5 Urban Center	33.75 to 70.0	0.5 to 1.0	0.8 to 1.6
P-4 Large Town or Suburban Center	13.75 to 33.75	0.21 to 0.5	0.3 to 0.8
P-3 Medium Town or Suburban Center	6.63 to 13.75	0.10 to 0.21	0.15 to 0.3
P-2 Small Town or Suburban Center	2.13 to 6.63	0.03 to 0.10	0.05 to 0.15
P-1 Rural or Village Center	2.13 or less	0.03 or less	0.05 or less
SP Special Purpose Center	Varies	Varies	Varies

PROPOSED TRANSIT NETWORK



Proposed transit services:

- A shuttle service that can be branded as a trolley to provide frequent service connecting the Town Center, Marumscoc, 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 path



Bike lane



Cycle track

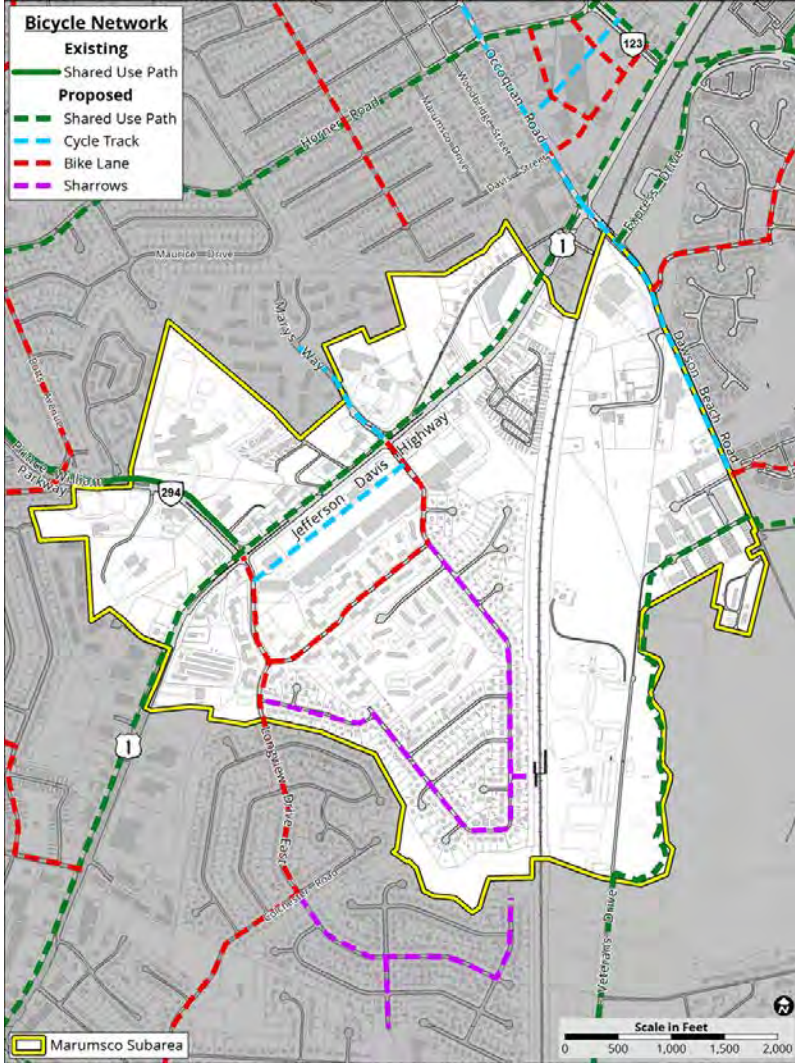
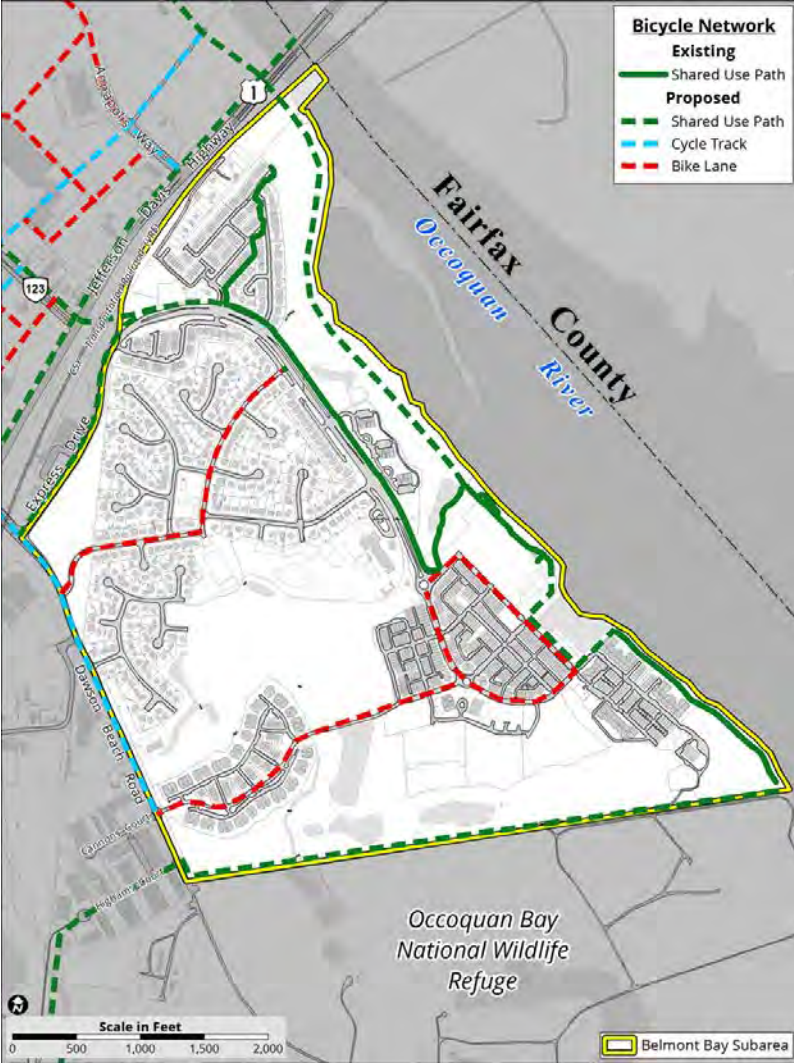


Sharrows

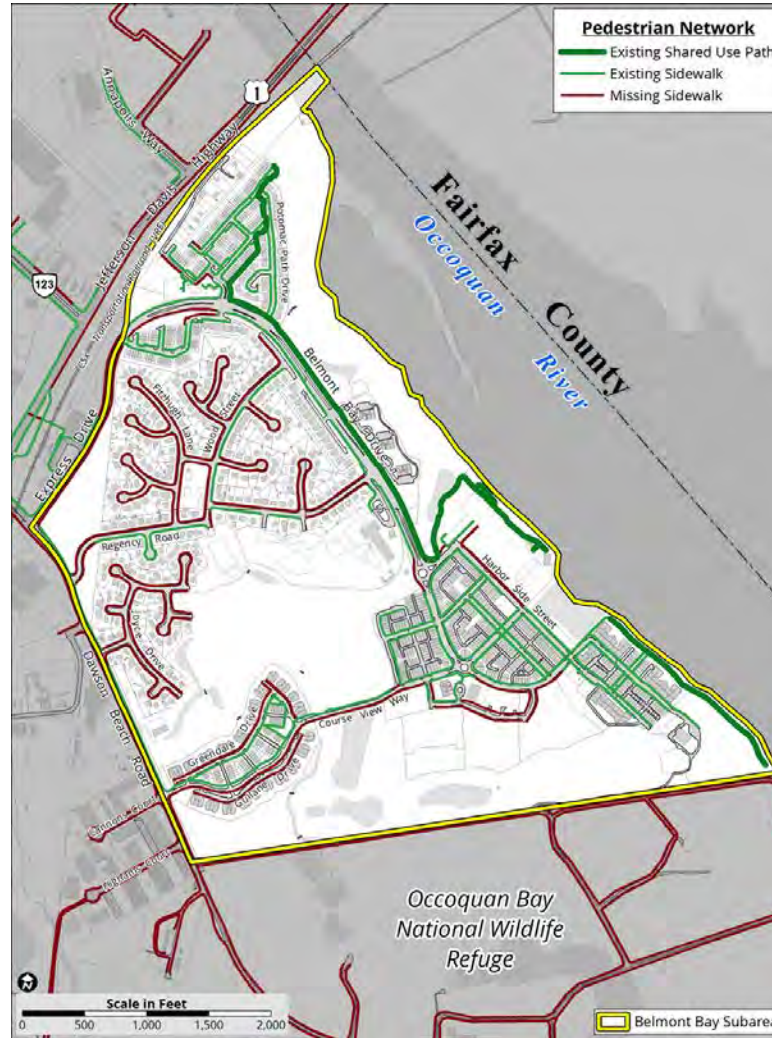
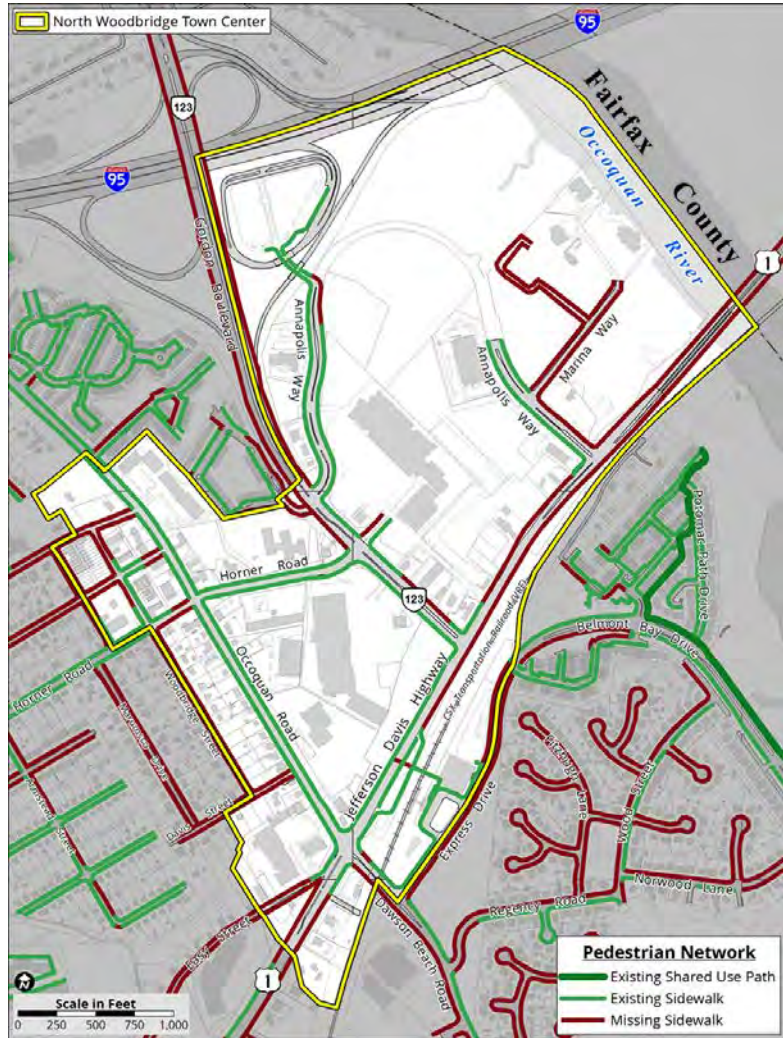
Proposed bicycle network:

- Shared use paths
- Cycle tracks
- Bike lanes
- Sharrows

PROPOSED BICYCLE NETWORK

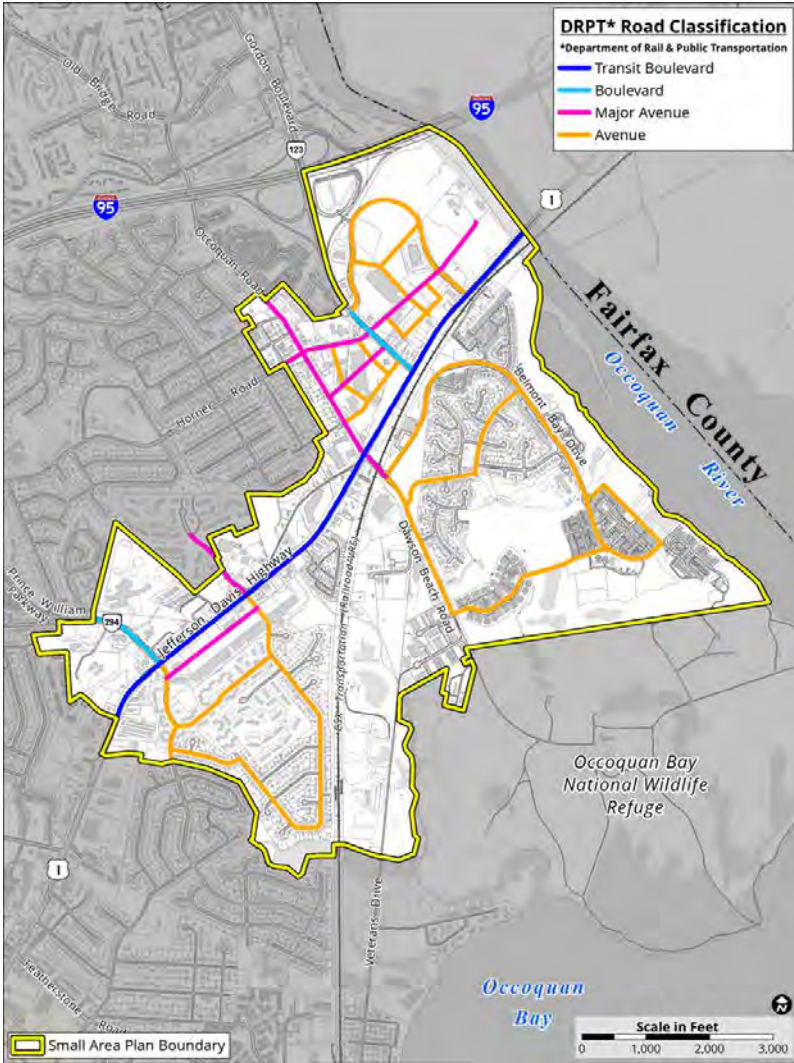
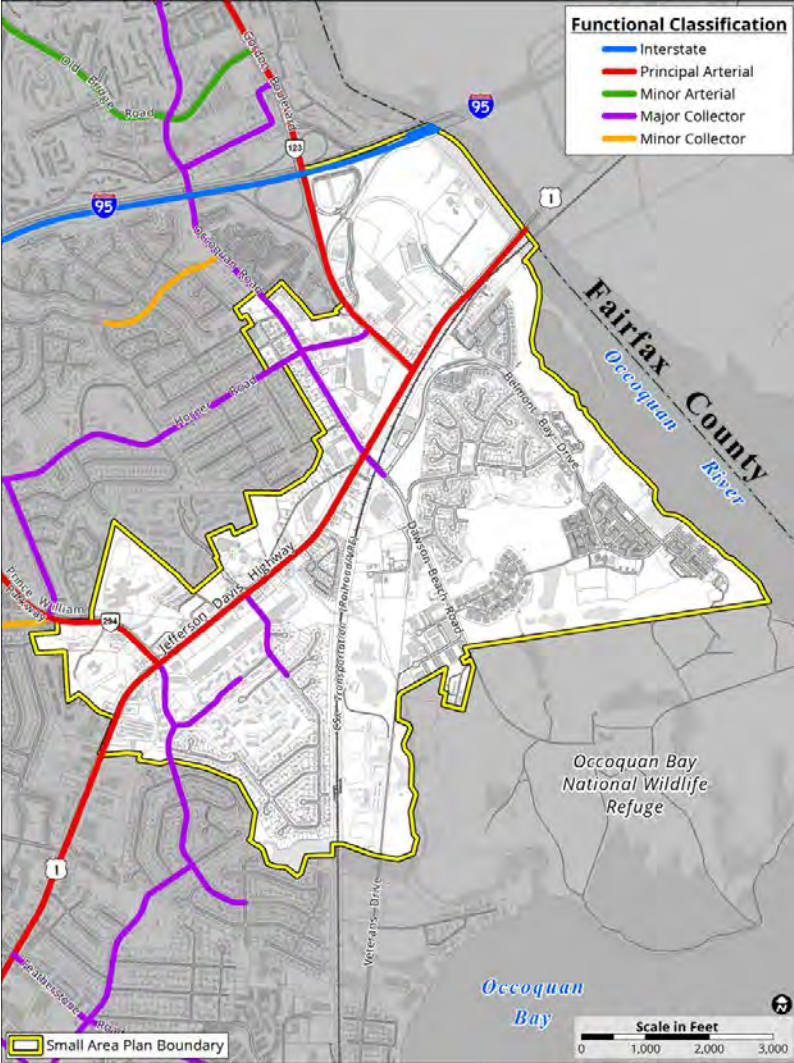
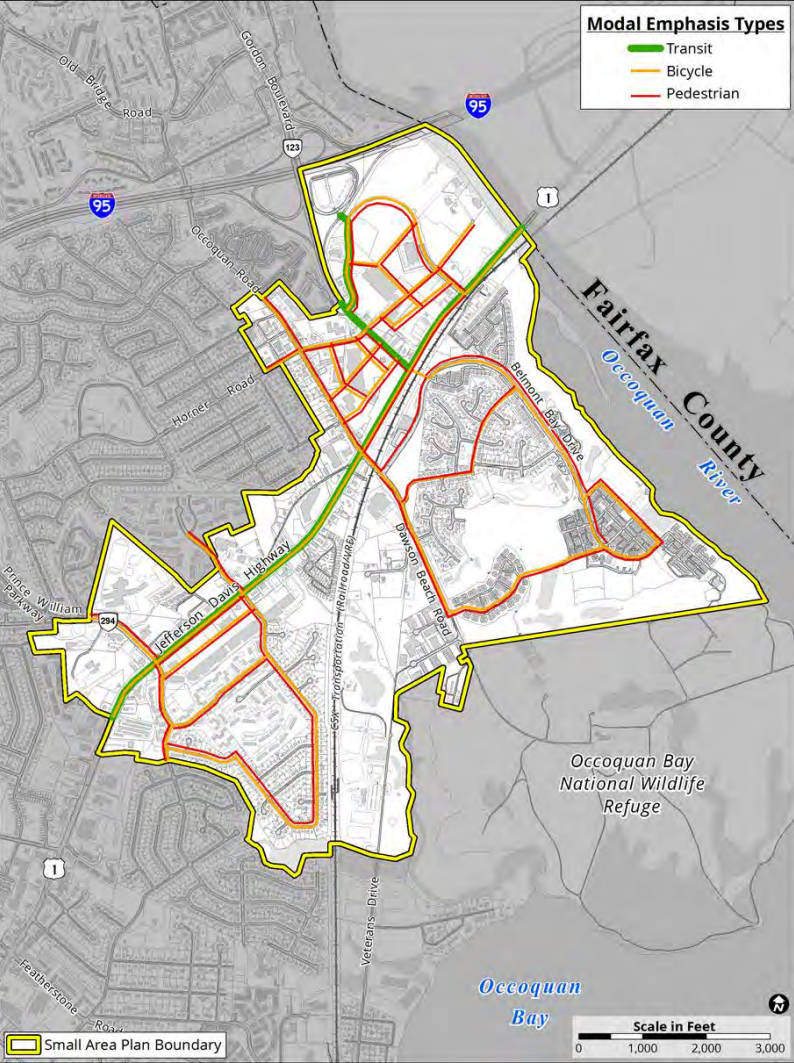


PROPOSED PEDESTRIAN NETWORK

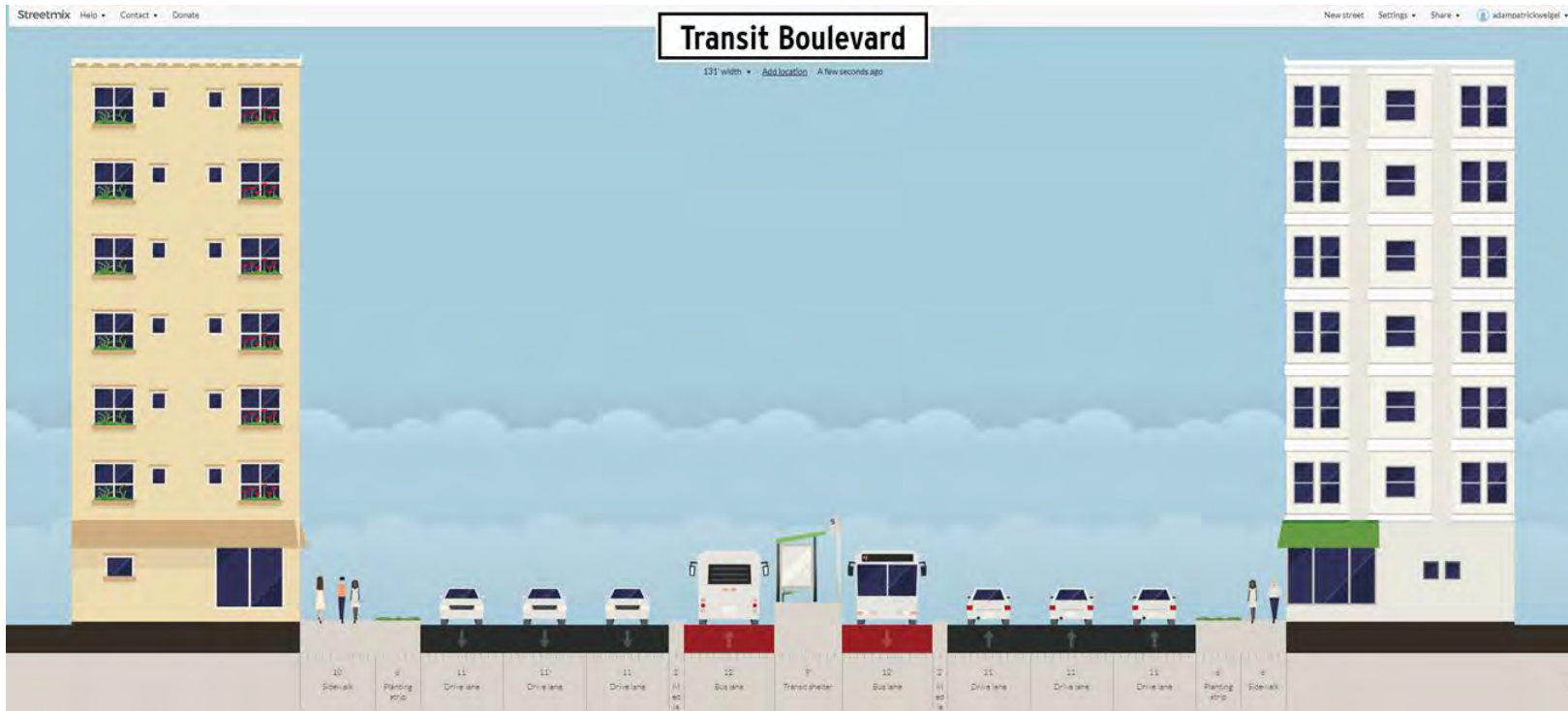


- Proposed pedestrian network:
- Construct sidewalks on both sides of all streets and high-visibility crosswalks at key locations
 - Pedestrian bridge crossings of Route 1 at VRE and PHNST
 - Complete PHNST along waterfront
 - Promenade streets within the Town Center are designated as pedestrian emphasis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

MODAL EMPHASIS



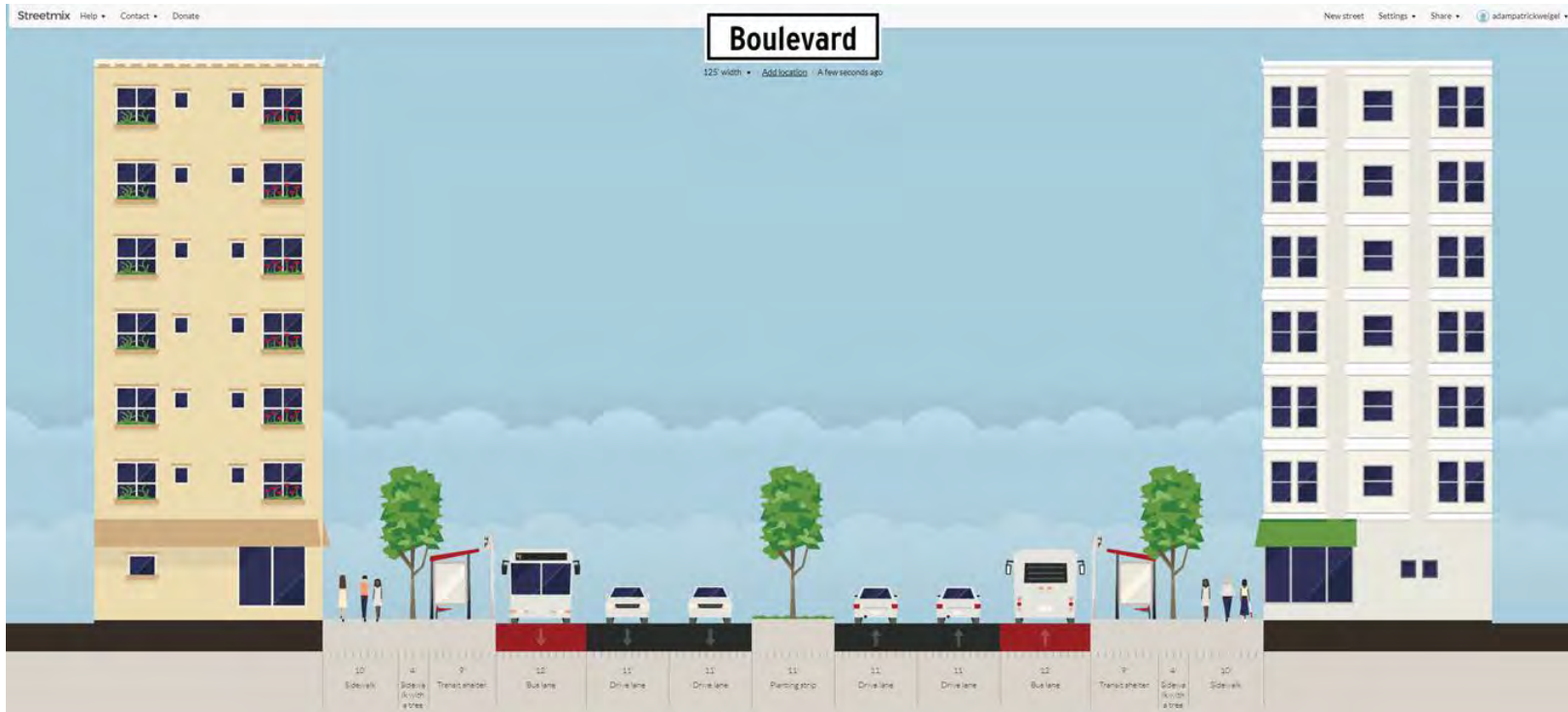
PROPOSED STREET SECTIONS (TRANSIT BOULEVARD)



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

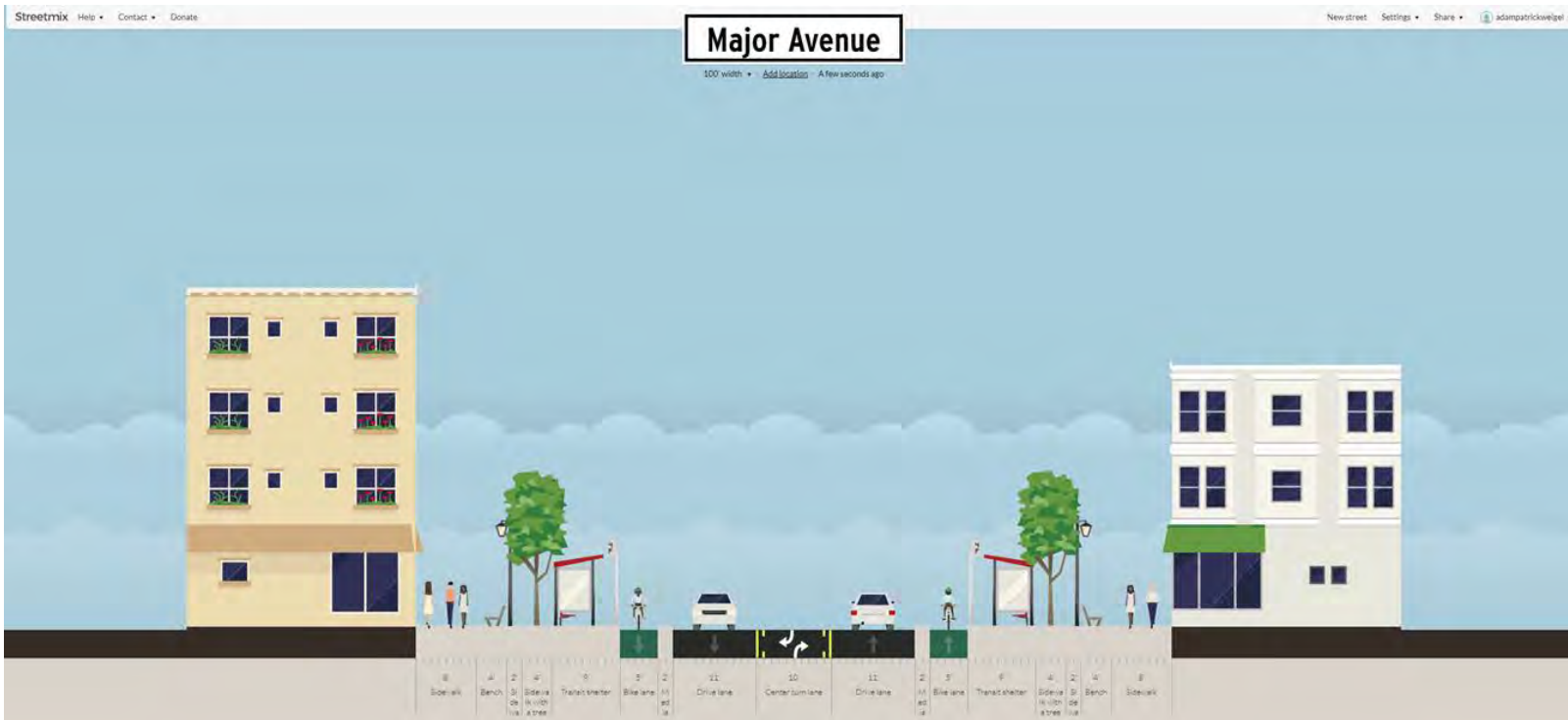
PROPOSED STREET SECTIONS (BOULEVARD)



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

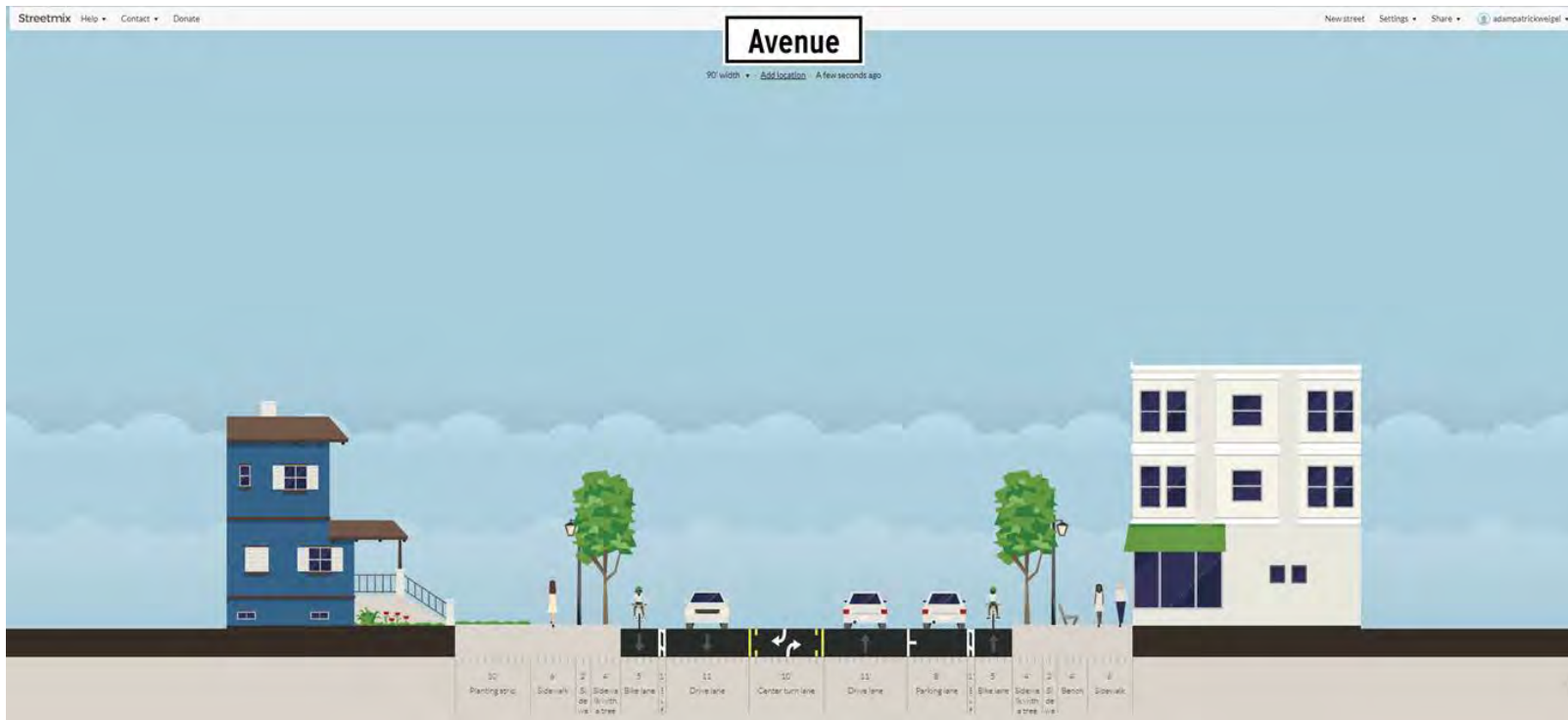
PROPOSED STREET SECTIONS (MAJOR AVENUE)



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

PROPOSED STREET SECTIONS (AVENUE)



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

PROPOSED STREET SECTIONS (LOCAL STREET)



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

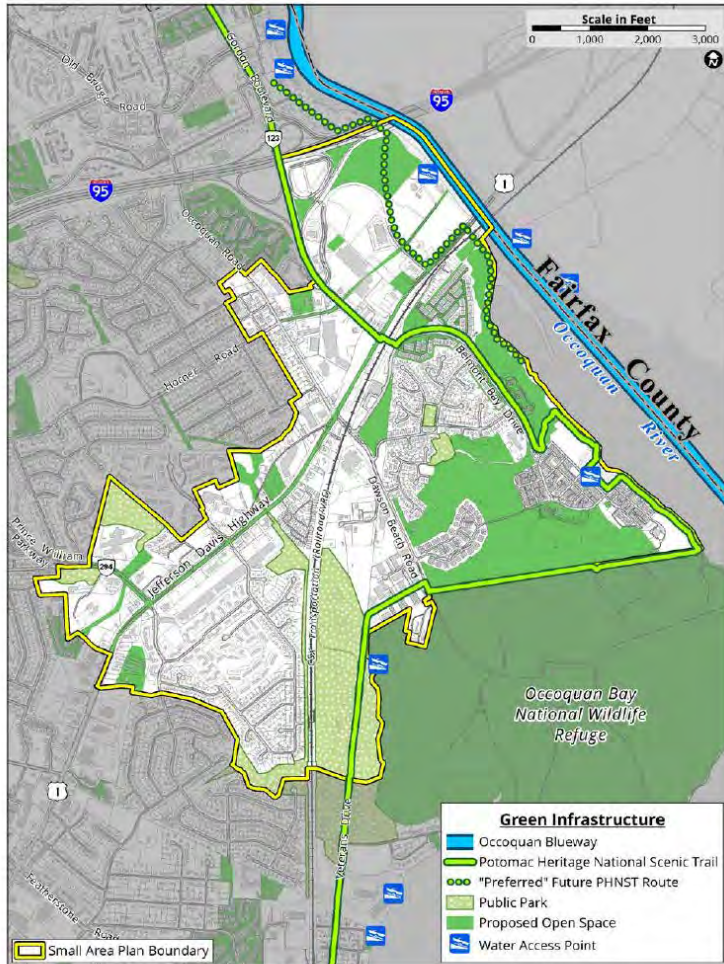


Figure 65: North Woodbridge Green Infrastructure

- 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

THE OSPREY'S GOLF COURSE AT BELMONT BAY CONCEPT

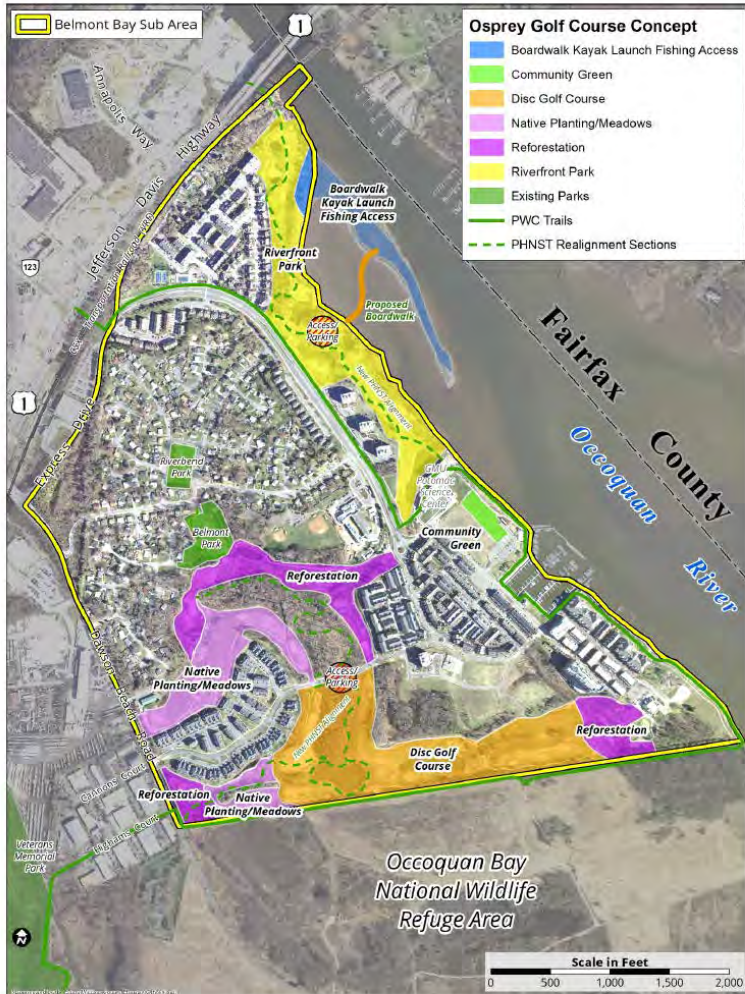
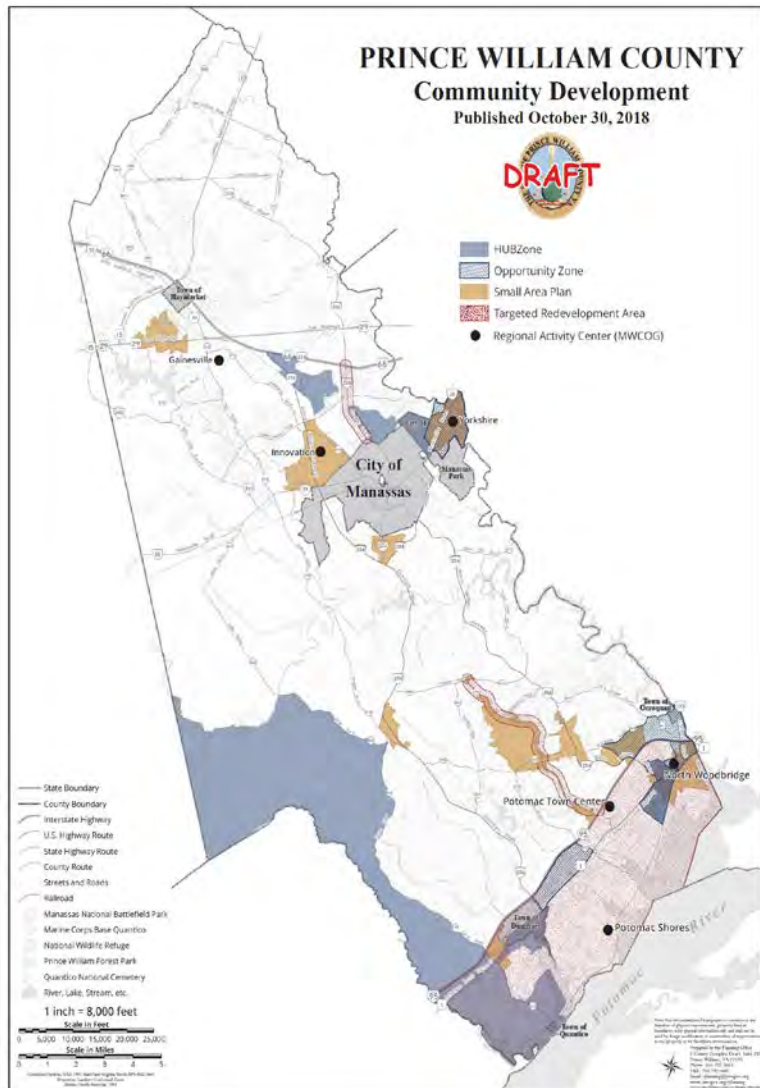


Figure 66: Osprey Golf Course Concept

- 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

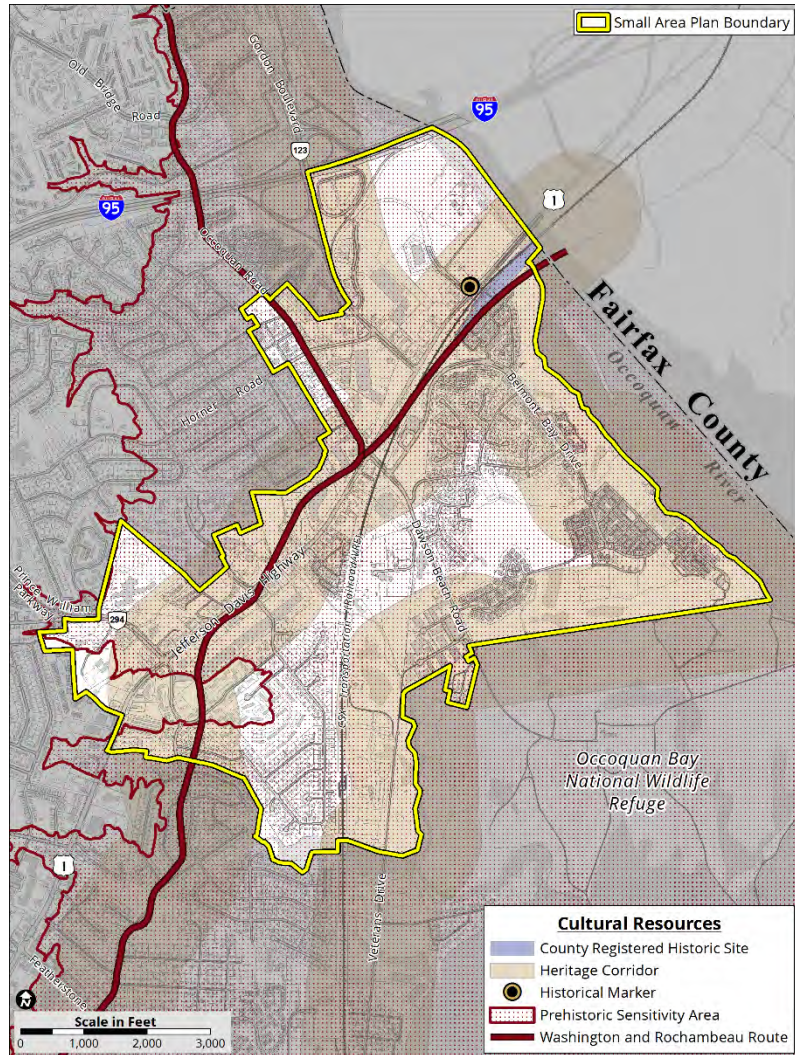
Economic Development



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

CULTURAL RESOURCES



- 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

LEVEL OF SERVICE

Projected School Needs by Existing and Projected Population		
Type of School	Existing (2019)	Additional Need by 2040
Elementary	3	0.80
Middle	1	0.18
High	0	0.13
Total	4	1.11

Projected Parks by Existing and Projected Population		
Park Type	Existing (2019)	Additional Need by 2040
Neighborhood	22	27.5
Community	31.5	110
Regional	107	165
Linear/Resource	9.5	110
Total	170.5	412.5

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

IMPLEMENTATION



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)

Timeframe	Goal	Action Item	Coordinating Agencies	Implementation Strategies
Short Term	Green Infrastructure	Establish an alignment for the Potomac Heritage National Scenic Trail (PHNST) to follow the Occoquan River Shoreline	PWC	Consider acquisition or dedication of land through development.
Medium Term	Economic Development	Establish North Woodbridge Town Center Business Improvement District	PWC, Private Sector	Provide marketing, innovative funding pursuit, and operations services specific to the North Woodbridge Town Center
Longer Term	Mobility	Construct U.S. Route 1 / Route 123 interchange	Virginia Department of Mobility, PWC, Private Sector	Establish timeframe for evaluating possible at-grade option
Ongoing	Land Use	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	PWC, Private Sector	Evaluate applications through the development review process

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

FOR MORE INFORMATION



Contacts:

David McGettigan
Long Range Planning Manager
Prince William County Planning Office
dmcgettigan@pwcgov.org

Dan Hardy
Principal
Renaissance Planning Group
dhardy@ciesthatwork.com