

North Woodbridge Small Area Plan Overview

December 11, 2018 ULI Technical Assistance Panel

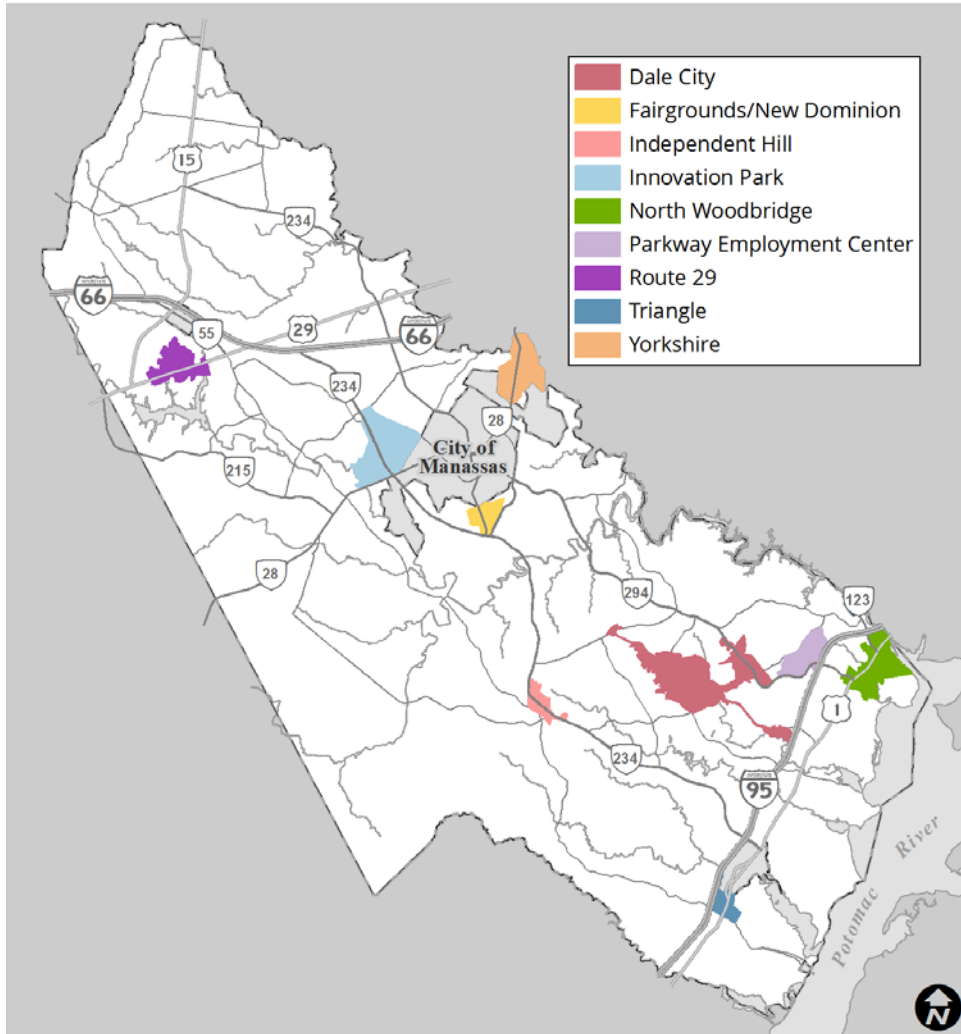


TODAY'S AGENDA



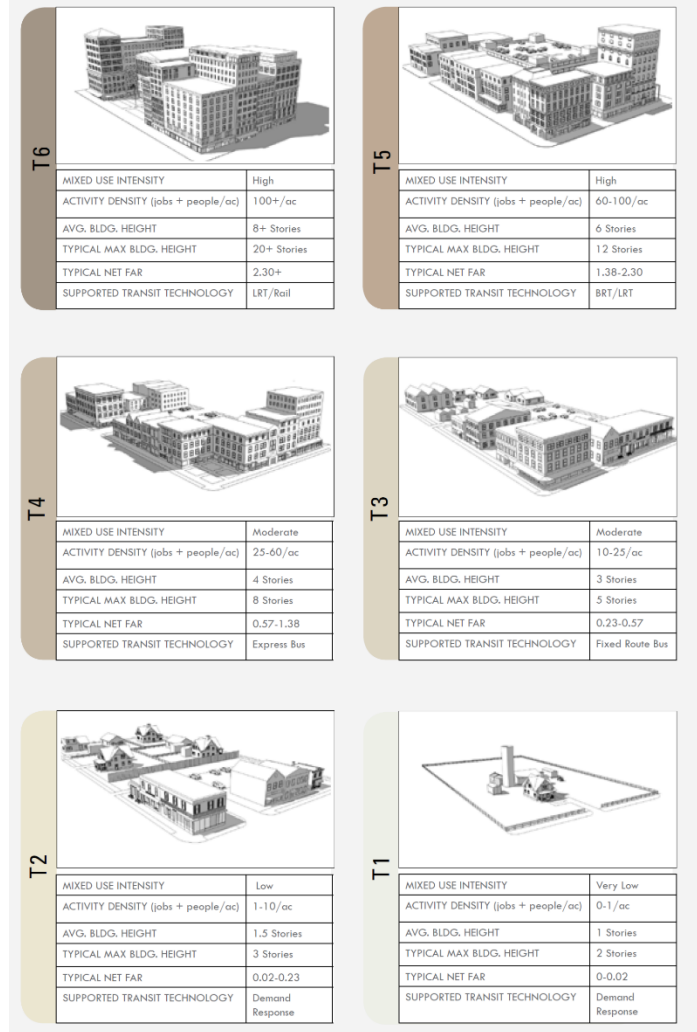
- Background
- Vision / themes
- Overall concept plan
- Community focal points / subareas
- Functional elements
- Implementation
- Next steps in Small Area Plan (SAP) review process

BACKGROUND – SMALL AREA PLANS



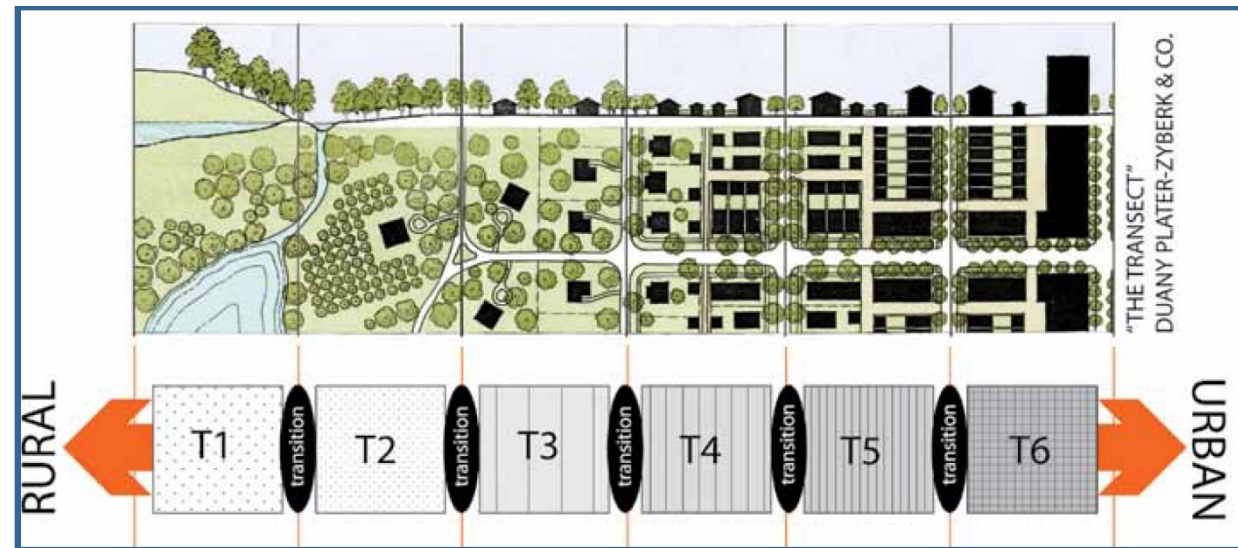
- Board of County Supervisors (BOCS) initiated series of SAP August 2016 to focus on achieving compact, multimodal, activity centers:
 - Dale City
 - Innovation Park
 - North Woodbridge
 - Parkway Employment Center
 - US 29 (added later)
 - Independent Hill
 - Triangle
 - Yorkshire
 - Fairgrounds/New Dominion

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

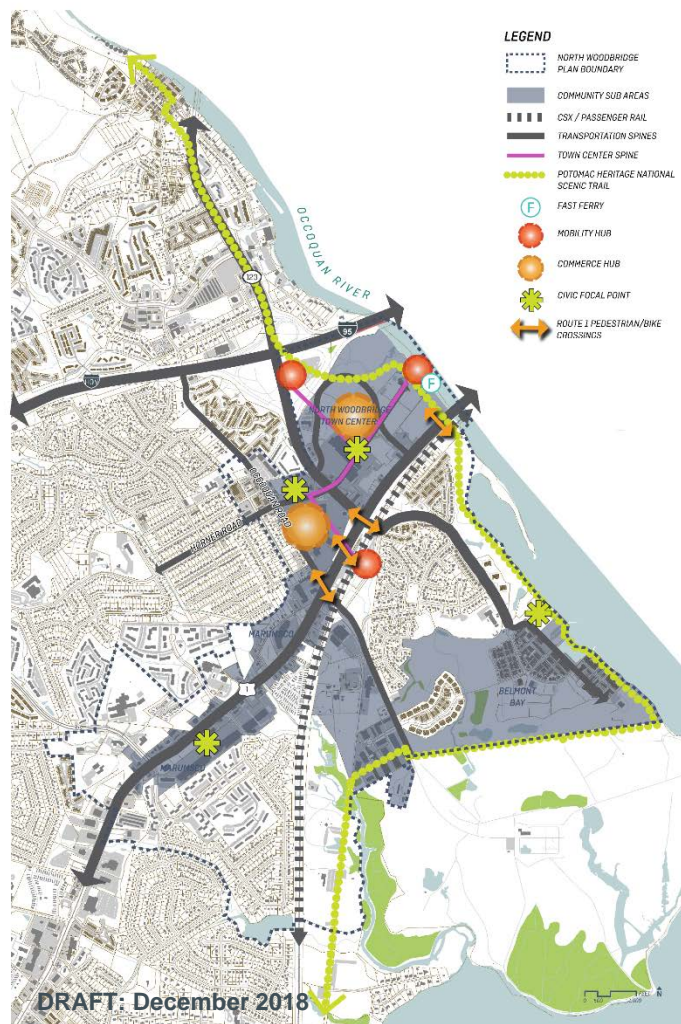


BACKGROUND – NORTH WOODBRIDGE SAP



- 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 December 2018

VISION, GOALS, ACTION STRATEGIES



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 multi-modal 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: Maintain a robust and connected set of greenways

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: Protect and enhance cultural resources

CONCEPTUAL 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
- Waterfront access via Potomac Heritage National Scenic Trail (PHNST)
- Potential for phased developments

MULTIMODAL CONNECTIVITY



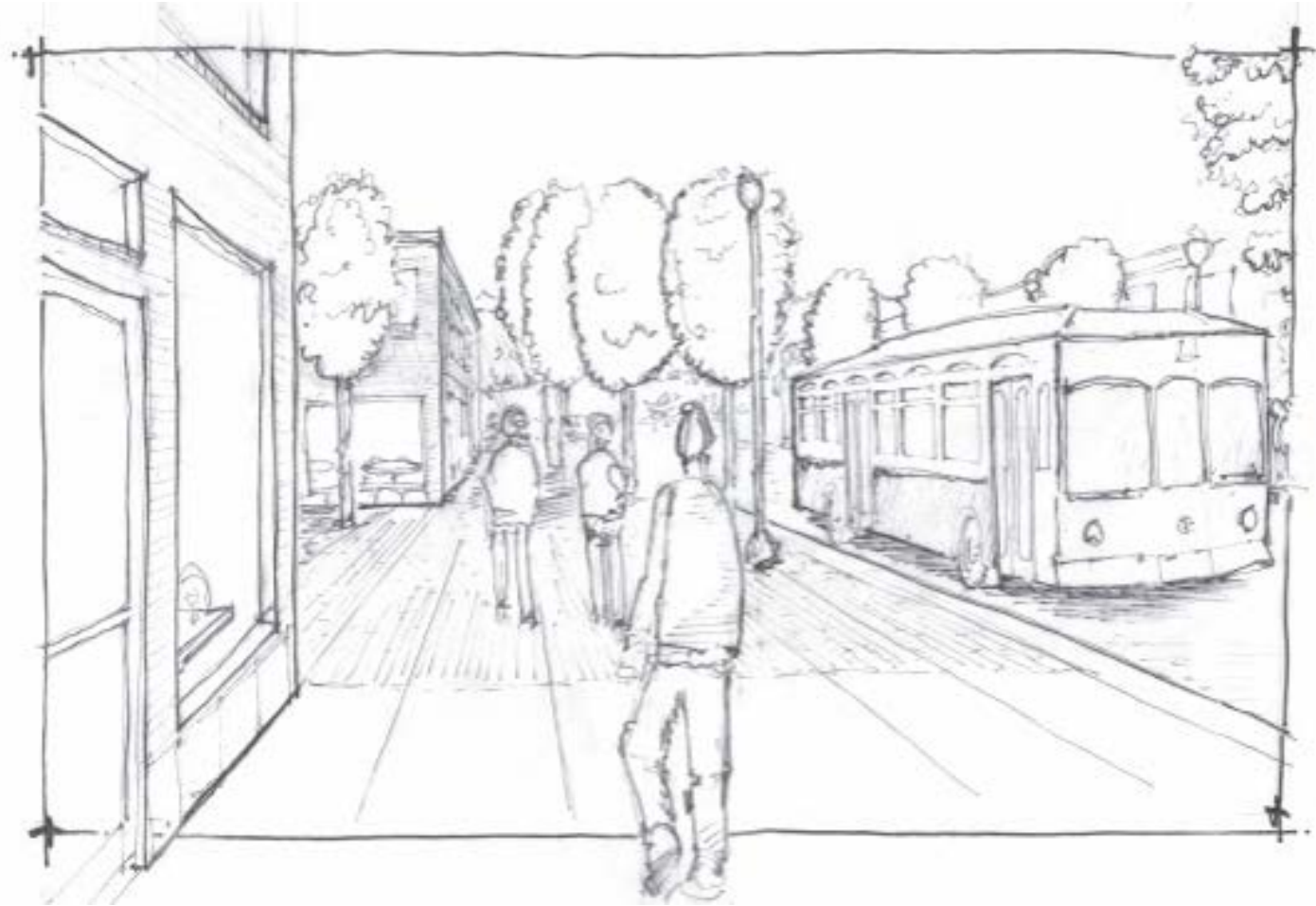
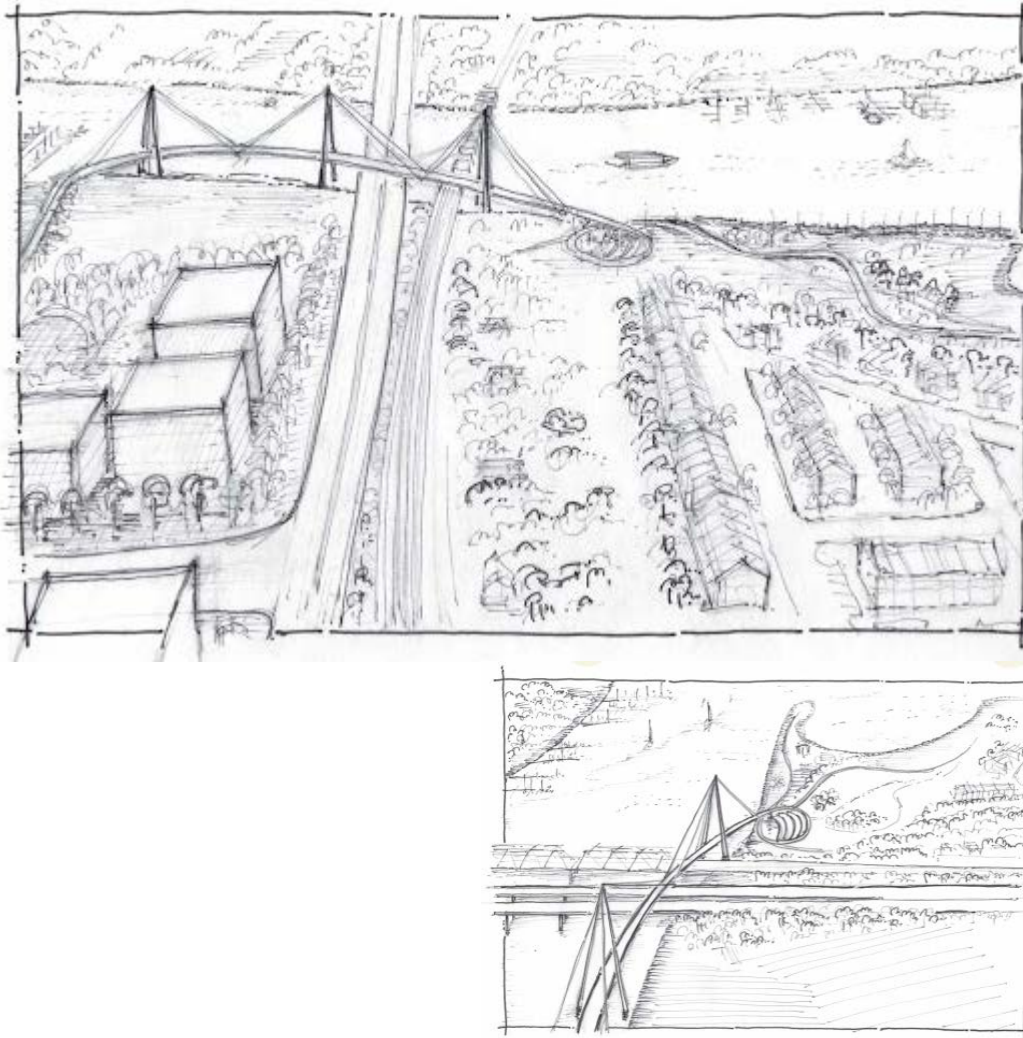
- Transit triangle
 - VRE
 - Commuter parking / Omni-Ride
 - Fast ferry terminal
- Bus Rapid Transit (BRT) along Route 1
- Pedestrian and bike connectivity
 - PHNST
 - Pedestrian crossings of Route 1
 - North Woodbridge Town Center pedestrian spine
- Street grid network
- Route 1 / 123 interchange

NORTH WOODBRIDGE TOWN CENTER



- Dense mixed-use
 - Office
 - Residential
 - Retail / restaurants
 - Civic
- Transit-oriented development
 - VRE >> high speed rail
 - Omni-Ride >> Metrorail
 - Fast Ferry
- Pedestrian spine
- Pedestrian / bike crossings of Route 1

MULTIMODAL CONCEPTS



BELMONT BAY



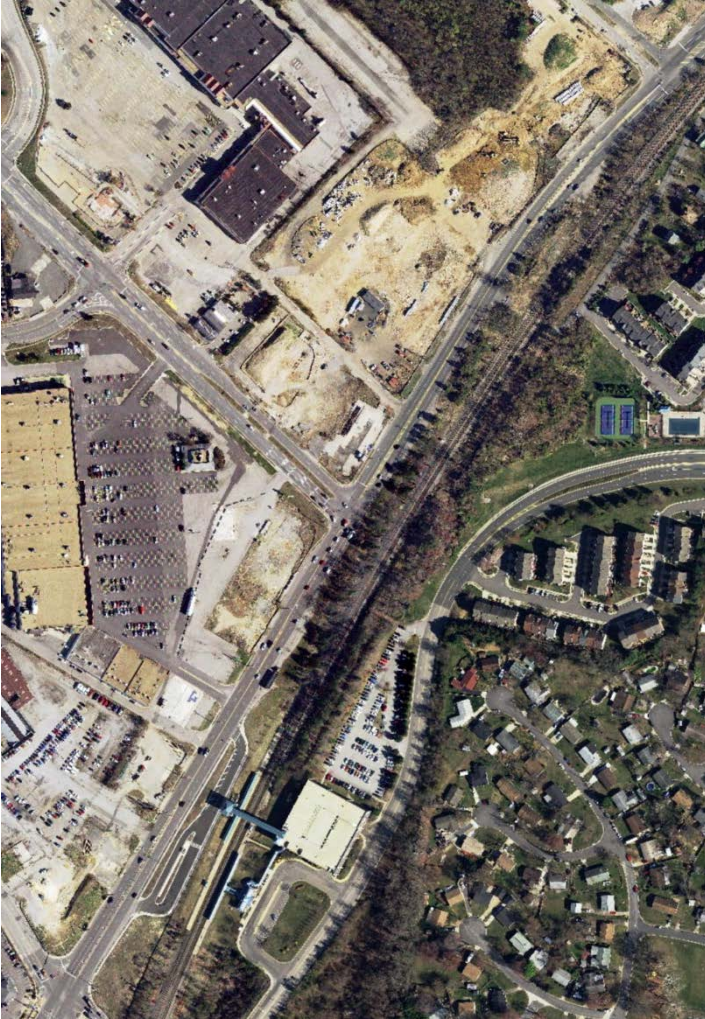
- Complete master planned land bay development
- Align PHNST along waterfront
- Establish civic focal point leveraging science (GMU) and nature (National Wildlife Refuge)
- Consider incorporating golf course into Parks and Open Space
- Capitalize on vibrant waterfront
- Consider potential ferry location 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

IMPLEMENTATION



Action Strategies

- Phased: short, medium, long term, on-going
- Continuing coordination with stakeholders: regular BOCS reports on implementation
- Support Plan Vision and Goals

Economic Development

- Town center / small business
- Attractive environment for office
- Federal contracting
- ICT: Information, Communications, Technology
- Science / nature
- Tourism
- Healthcare

NEXT STEPS



- Coordination with
 - Mixed Use Zoning District
 - Level of Service policy / analysis
 - Design guidelines
- Refine Draft Plan
- Agency review
- Public meetings / community feedback on Draft Plan
- Planning Commission Hearing
- BOCS Hearing

FOR MORE INFORMATION



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