



Parkway Employment Center Small Area Plan: Town Hall Charrette

*Prince William County
Planning Office*

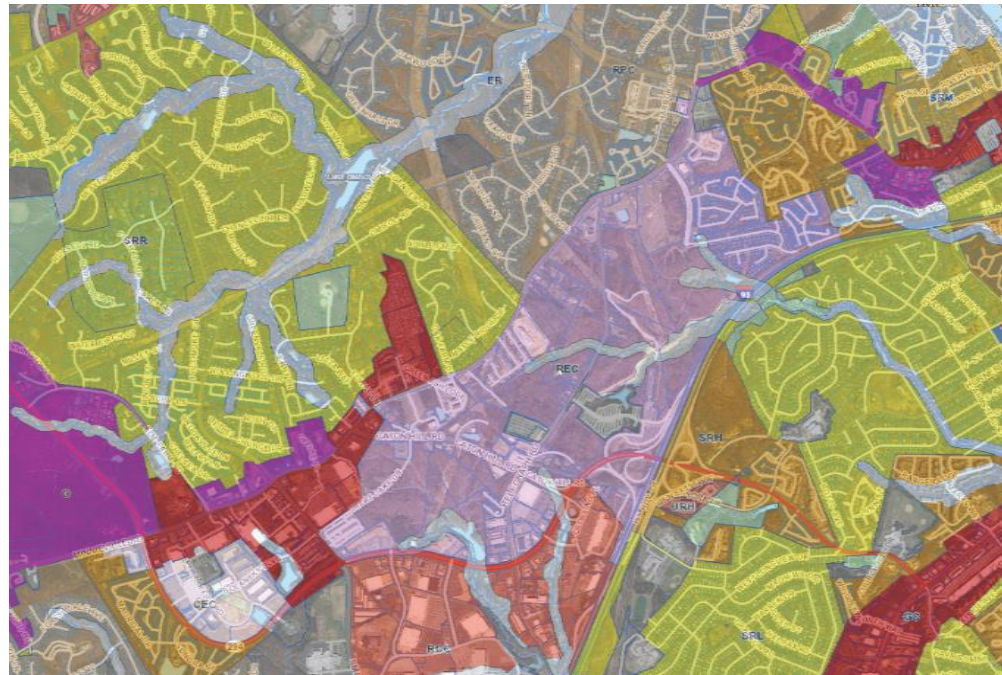
March 14 & 15, 2018

Comprehensive Plan Update



Update the Comprehensive Plan for the County every ten years.

- ◆ Incorporate Population Data and Projections
- ◆ Chapter Updates (Including level of service needs)
- ◆ Small Area Plans

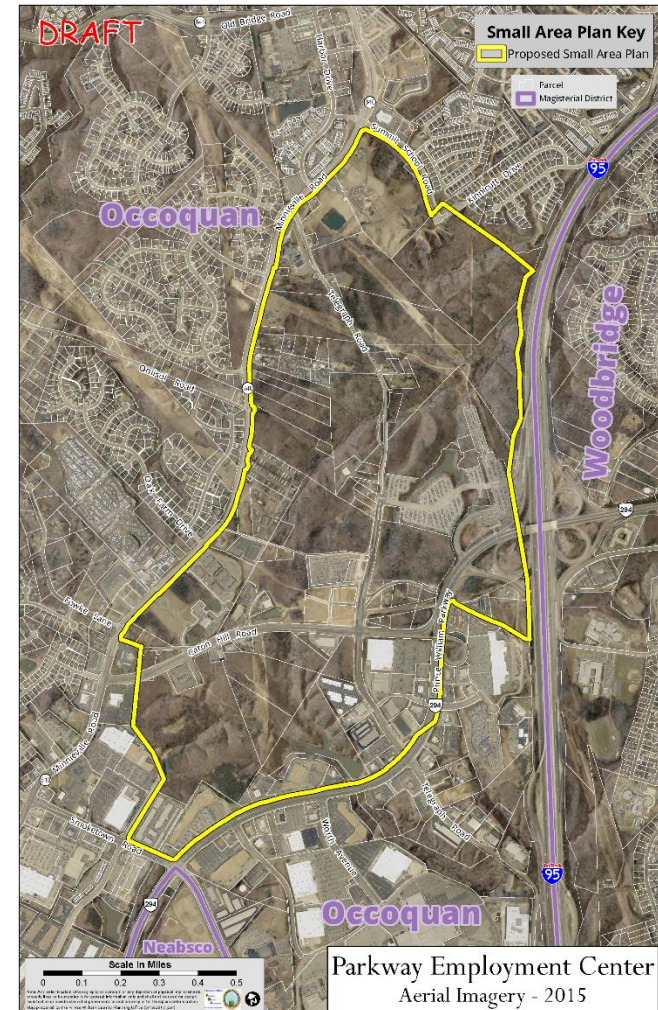


Small Area Plans



- What is a small area plan?
 - ◆ Detailed land use plan for a specific area of the County
 - ◆ Goals and objectives specific to the small area
 - ◆ Design standards

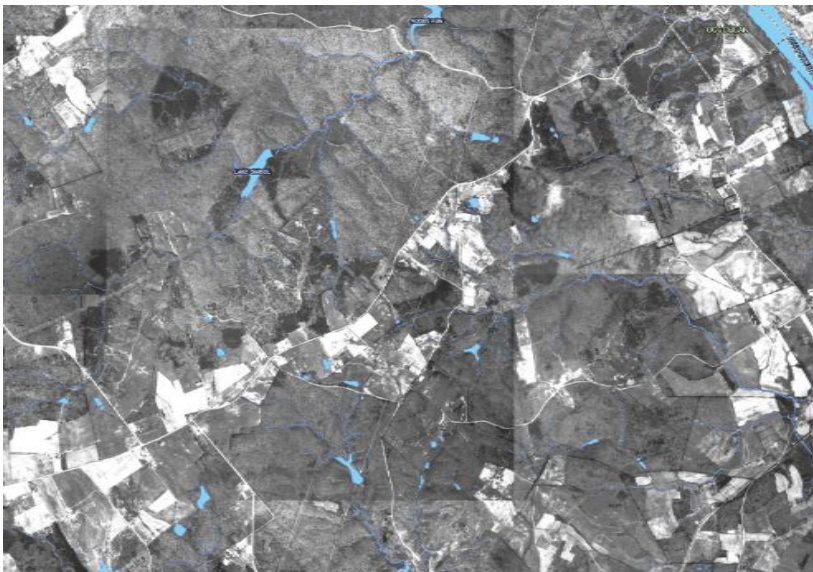
- Small area plans vs. sector plans; what is the difference?
 - ◆ Infrastructure needs plan/CIP
 - ◆ Implementation strategy



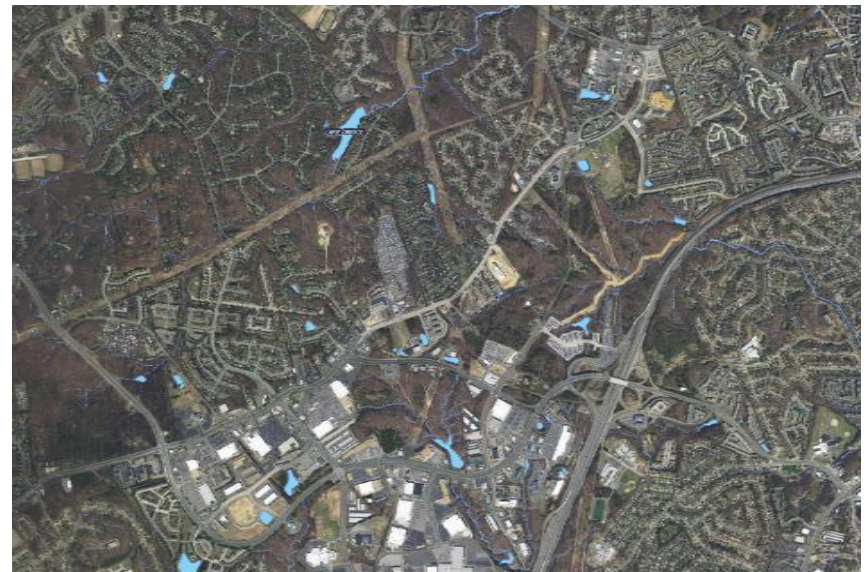
Parkway Employment Center



- Why a Parkway Employment Center Small Area Plan?
 - ◆ Parkway Employment Center Sector Plan 2008
 - ◆ PWC Strategic Plan 2016



1937 Aerial



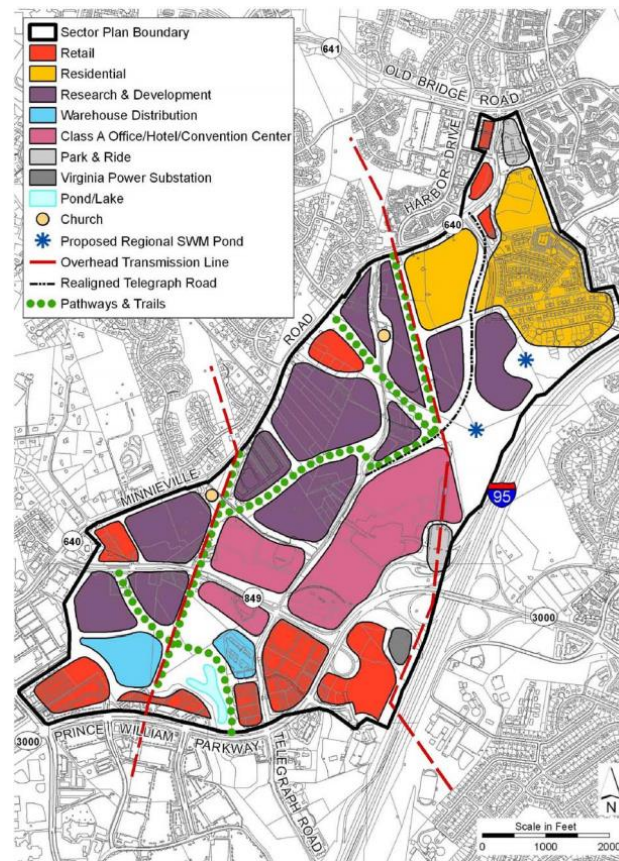
2017 Aerial

Parkway Employment Center



■ Why a Parkway Employment Center Small Area Plan?

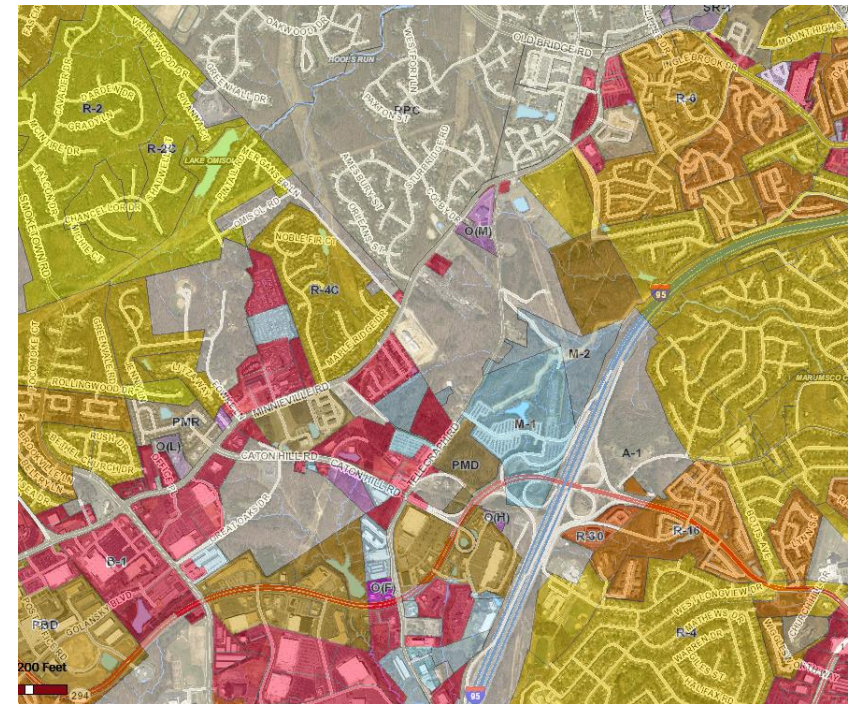
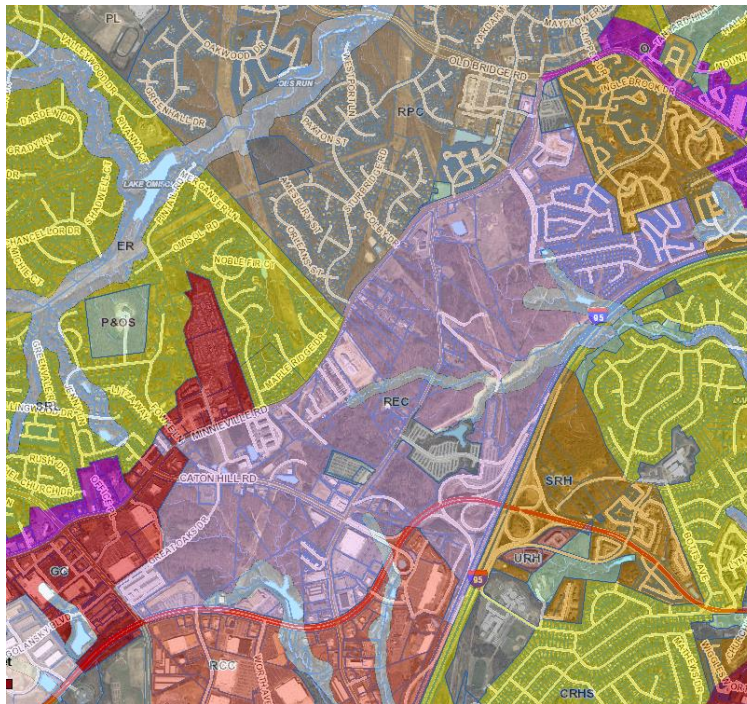
- ◆ Parkway Employment Center Sector Plan 2008
- ◆ PWC Strategic Plan 2016



Parkway Employment Center



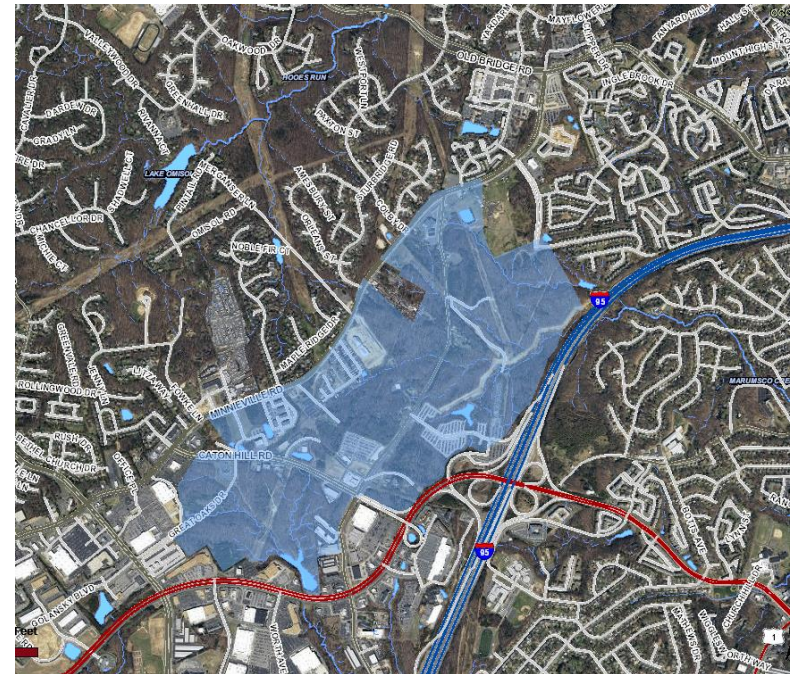
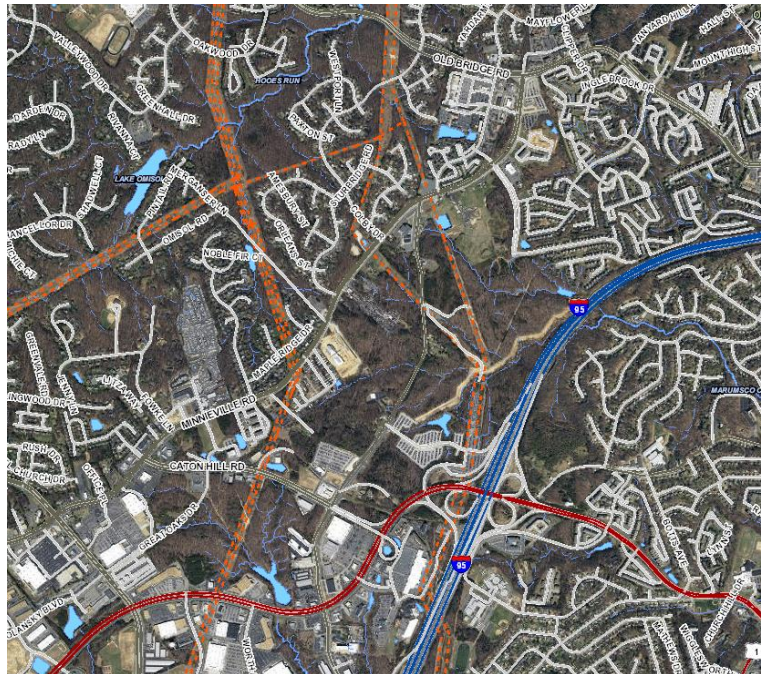
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Parkway Employment Center



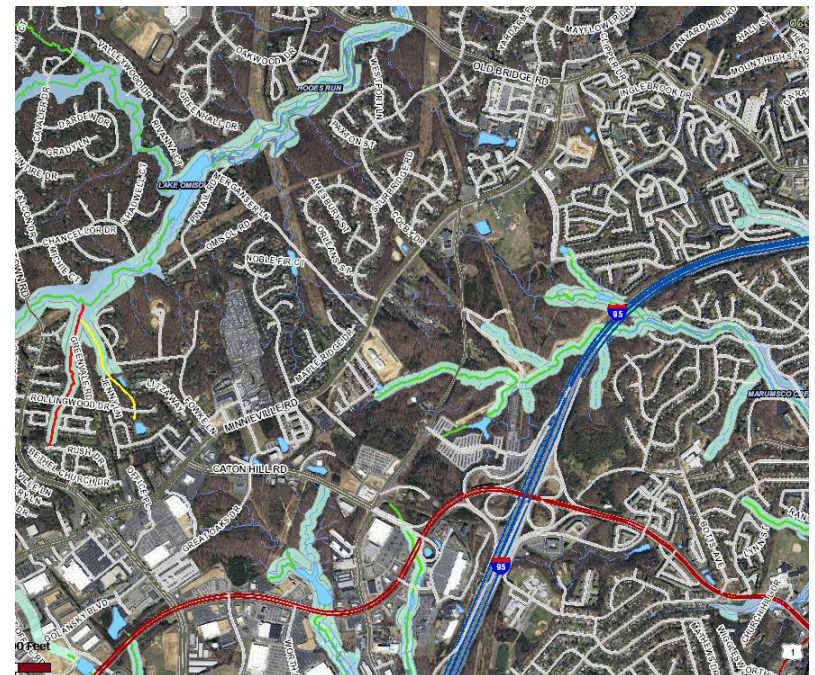
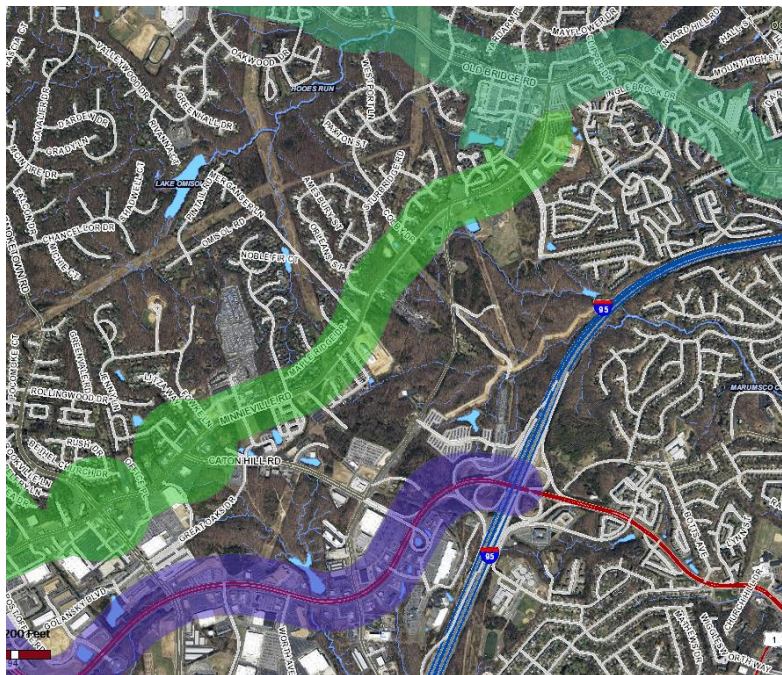
- Why a Parkway Employment Center Small Area Plan?
 - ◆ Parkway Employment Center Sector Plan 2008
 - ◆ CPA Requests
 - ◆ PWC Strategic Plan 2016



Parkway Employment Center



- Why a Parkway Employment Center Small Area Plan?
 - ◆ Parkway Employment Center Sector Plan 2008
 - ◆ PWC Strategic Plan 2016



Parkway Employment Center Sector Plan



- The Parkway Employment Center Sector Plan was adopted as a part of the Comprehensive Plan in 2008
 - ◆ Does contain a land use plan, but does not coordinate with the long range land use plan
 - ◆ Does not currently include design guidelines



Population/Employment



Parkway Employment Center Small Area Plan		
Residential		
2015 COG existing population	865	
Residential Inventory population (entitled/zoned)	496	
Undeveloped A-1 area population (current LRLU planned)	747	(325 MFA)
subtotal	2,108	
2040 COG projected population	5,471	
delta	(3,363)	delta
Non-Residential		
2015 COG existing employees	3,441	
Undeveloped A-1 area employees (Sector Plan)	10,561	
subtotal	14,002	
2040 COG projected employment	7,240	
delta	6,762	delta



Process



Process:

- Conduct background research
- Meet with stakeholders
- Town hall meeting/Visioning/Design charrette
 - Develop plan recommendations
- Planning Commission Work Session
- Planning Commission Public Hearing
- Board of County Supervisors Public Hearing



Review Existing Documents



- Breakout into groups and review existing documents and plans that are relevant to the study area
- Determine if there are any ideas, goals, or strategies that should be considered in the new small area plan and record on flip charts
- Utilize the existing documents findings for the development of the draft alternatives



SWOT Confirmation/TOWS Analysis



Strengths – Internal

Weaknesses – Internal

Opportunities – External

Threats – External



SWOT Confirmation/TOWS Analysis



Parkway Employment Center—SWOT

STRENGTHS - INTERNAL

- S.1 Roads in the southern portion of the study area are strong/well developed.
- S.2 Transportation facilities meet the current demand.
- S.3 It is a gateway to the County.
- S.4 Access and visibility to I-95 corridor.
- S.5 Utilities are present and available for extension.
- S.6 Development potential of large, vacant parcels.
- S.7 Existing public transit, buses.
- S.8 PWC has educated work force to draw upon.
- S.9 There are existing trees, natural spaces, and stream corridors.
- S.10 Many retail uses at Potomac Mills Mall.
- S.11 Farm/ community garden concept in the Tackett's Mill area.

WEAKNESSES - INTERNAL

- W.1 Aging utilities (50+ years) are in need of an upgrade.
- W.2 Steep slopes and Resource Protection Areas are a challenge.
- W.3 Commuter lots are an inefficient use of space/land.
- W.4 Not very walkable or bikeable.
- W.5 Commuter lots are close to I-95, which can result in traffic congestion.
- W.6 Buses have low ridership.
- W.7 Telegraph Rd is underutilized and puts pressure on Minnieville Rd.
- W.8 Power lines are a constraint for new development/parcel assemblage.
- W.9 Many different landowner's make property assemblage a challenge.
- W.10 Regional Employment Center designation does not work anymore.
- W.11 Noise from I-95 and Prince William Parkway.
- W.12 Not much data on cultural resources/history.
- W.13 Not much public/open space, either passive or active, in this part of the County.

OPPORTUNITIES - EXTERNAL

- O.1 Infill development and TOD w/garage parking constructed at commuter lots.
- O.2 Preserve park areas and green space, active/passive recreation, and trails.
- O.3 Opportunity for secure cybersecurity/federal uses.
- O.4 Increase the use of public transit, especially PRTC.
- O.5 Create connectivity for pedestrians/cyclists to get to the commuter lot.
- O.6 Create an enterprise zone/hub zone.
- O.7 Building infrastructure could incentivize development.
- O.8 Incentives such as tax exemptions, road bonds, TIFs, and public/private partnerships.
- O.9 Walkable mixed-use community that will attract office and young work force.
- O.10 Share stormwater management ponds/infrastructure within the study area.
- O.11 Use green infrastructure: streams, forest, existing SWM to contain run off.
- O.12 Fund a study for cultural resources identification in the CIP.
- O.13 Make use of power lines w/trails or dog parks.
- O.14 Initiate a study on feasibility of stream mitigation projects/credits.

THREATS - EXTERNAL

- T.1 Parking is problematic in commuter lots due to high demand and lack of enforcement.
- T.2 Non-conforming/undesirable uses remain.
- T.3 Commuter lots keep expanding.
- T.4 Land values do not justify structured parking.
- T.5 New proffer legislation potentially leads to fewer transportation improvements for residential projects.
- T.6 Environmental features, such as streams and steep slopes, break up parcels for development.
- T.7 Flooding is a potential issue with new development, the study area watershed flows to Marumsco Creek.

SWOT Confirmation/TOWS Analysis



Example 1: Strength + Opportunity

S6: Development potential of large, vacant parcels.

O3: Opportunity for secure cybersecurity/federal uses.

S6,O3: Large parcels can be used to attract cyber/federal companies to expand workforce and provide a housing demand for the area.



SWOT Confirmation/TOWS Analysis



Example 2: Weakness + Opportunity

W4: Not very walkable or bikeable.

O5: Create connectivity for pedestrians/cyclists to get to the commuter lot.

W4,O5: Creating bicycle and pedestrian connections to commuter lots can provide both a more fitness oriented community and one that is multi-modal.



SWOT Confirmation/TOWS Analysis



Example 3: Weakness + Threat

W13: Not much public/open space, either passive or active, in this part of the County.

T7: Flooding is a potential issue with new development, the study area watershed flows to Marumsco Creek.

W13,T7: Integrating parks and active stormwater/flood management into a vibrant community can be a resource and celebrated.



Draft Alternatives



- Each table will draft alternatives based on the TOWS and existing documents analysis
- All maps must have a legend and a title (follow the map drawing key found at each table)
- Exercise 1: Identify key features/layout of the study area including:
 - ◆ Nodes: An activity center within the study area, a diversity of activities/uses are present
 - ◆ Paths: These highlight movement through the study area (streets, trails, sidewalks, etc.)
 - ◆ Edges: Define boundaries in the study area, real or perceived (walls, wood lines, shorelines, streets, utilities, etc.)
 - ◆ Landmarks: Point of reference (buildings, monuments, signs, art, etc.)
 - ◆ Districts: Distinct areas that an individual enters into and out of within the study area



Draft Alternatives



- Exercise 2 “Design Game”: Each person at the table has the opportunity to make an improvement to the plan, drawing upon the information that has been collected thus far in the charrette
- Each move must be recorded and identified on the map
- Exercise 3: Create each of the following components:
 - Land use component
 - Transportation/circulation component
 - Parks/open space, green infrastructure component
 - Infrastructure/facilities component
 - Economic development component



Identify Common Themes



- Each group presents their alternative to the overall group
- After all groups have presented, identify common themes among the alternatives and record on flip charts
- Consider the common themes as major elements of the small area plan



Final Out-Brief



- Arrange all of the charrette products around the room in chronological order:
 - ◆ Existing Documents
 - ◆ TOWS Analysis
 - ◆ Draft Alternatives
 - ◆ Major Elements/Common Themes
- Conduct a brief run-through of the overall findings of the charrette



Next Steps



- Update project web page with charrette materials
- Draft plan (will be put on website and eNotification sent)
- Present draft at Planning Commission Work Session
- Planning Commission and BOCS Hearings

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