

PARKWAY EMPLOYMENT CENTER

LAND USE

VISION AND THEMATIC PRINCIPLES

The vision for the Parkway Employment Center Small Area Plan will be implemented through a series of goals and action strategies that are introduced in the following paragraphs and woven throughout the Small Area Plan recommendations.

Vision Statement

Parkway Employment Center is a sustainable, pedestrian friendly, transit-oriented, vertical mixed use Town Center anchored by a vibrant arts and entertainment district that fosters both local and regional economic opportunities while also preserving the extensive natural resources.

Small Area Plan Goals and Action Strategies

Figure 19 identifies the goals for each functional area of the Small Area Plan, providing thematic principles for achieving the Small Area Plan vision and guiding the Small Area Plan recommendations.

Within the following pages, these Goals are further elaborated upon and supported by specific Action Strategies. The Action Strategies are summarized in matrix form in the Implementation chapter of the Small Area Plan.

VISION: Parkway Employment Center is a sustainable, pedestrian friendly, transit-oriented, vertical mixed use Town Center anchored by a vibrant Arts and Entertainment District that fosters both local and regional economic opportunities while also preserving the extensive natural resources.

PLACETYPES: Create a community that capitalizes on the existing green space while building a vibrant arts and entertainment area, and a unique transit-oriented Town Center to create a place for both residents and visitors to live, work, and play.

MOBILITY: Create a multimodal network that connects to the community's mobility hubs and promotes the growth of a transit-oriented Town Center.

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.

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 the County's citizens and visitors.

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

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

LAND USE PLAN

A major goal of the Parkway Employment Center Small Area Plan is to "Parkway Employment Center is a sustainable, pedestrian friendly, transit-oriented, vertical mixed use Town Center anchored by a vibrant arts and entertainment district that fosters both local and regional economic opportunities while also preserving the extensive natural resources."

This section of the Plan is integral in the development, vision, and implementation of this goal.

This land use plan refers to the characteristics of density, diversity, and design present for a specific geography. A small area plan informs the linkages between several land use types and presents an overarching goal for the identity of these spaces. The framework for developing this Small Area Plan includes creating transportation network that supports mixed-use development and a high quality of life on a waterfront community.

Transect and Activity Density Framework

The framework of this plan utilizes the core concepts of Transect and Activity Density. The Transect is a way to describe the range of natural and built environments from the countryside to the center of the city as a set of bands of uniform density called Transect Zones (See Figure 20). Each Transect Zone defines a consistent scale of density and intensity of development and the entire complement of streets, buildings, and open space that goes along with that level of intensity. Figure 21 is a standard table of Transect Zone densities defined for all of Virginia using Activity Densities. This table of Transect Zone densities and typical characteristics was developed through an analysis of real Virginia places, ranging from large urban downtowns to rural village centers. Figure 22 provides a 3-dimensional illustration of the form, layout, intensity, and type of transit technology that typically supports each of the Transect Zones.

Activity Density is simply a way to combine the density of existing or future population and jobs in an area to allow them to be classified more simply. Activity Density for an area is the sum of people and jobs in the area divided by the acreage, yielding a total density of jobs plus people per acre. The Transect is a relatively common way of describing density and intensity of development in the urban planning profession.

This Plan identifies specific Transect densities for Parkway Employment Center and has been used to define the types and surrounding contexts of both Multimodal Centers and Multimodal Corridors. The Activity Densities for each Transect Zone reflect both existing and future densities, although the future, planned land uses and densities are the primary consideration in the development of a Multimodal System Plan as identified in the Mobility section of this Plan.

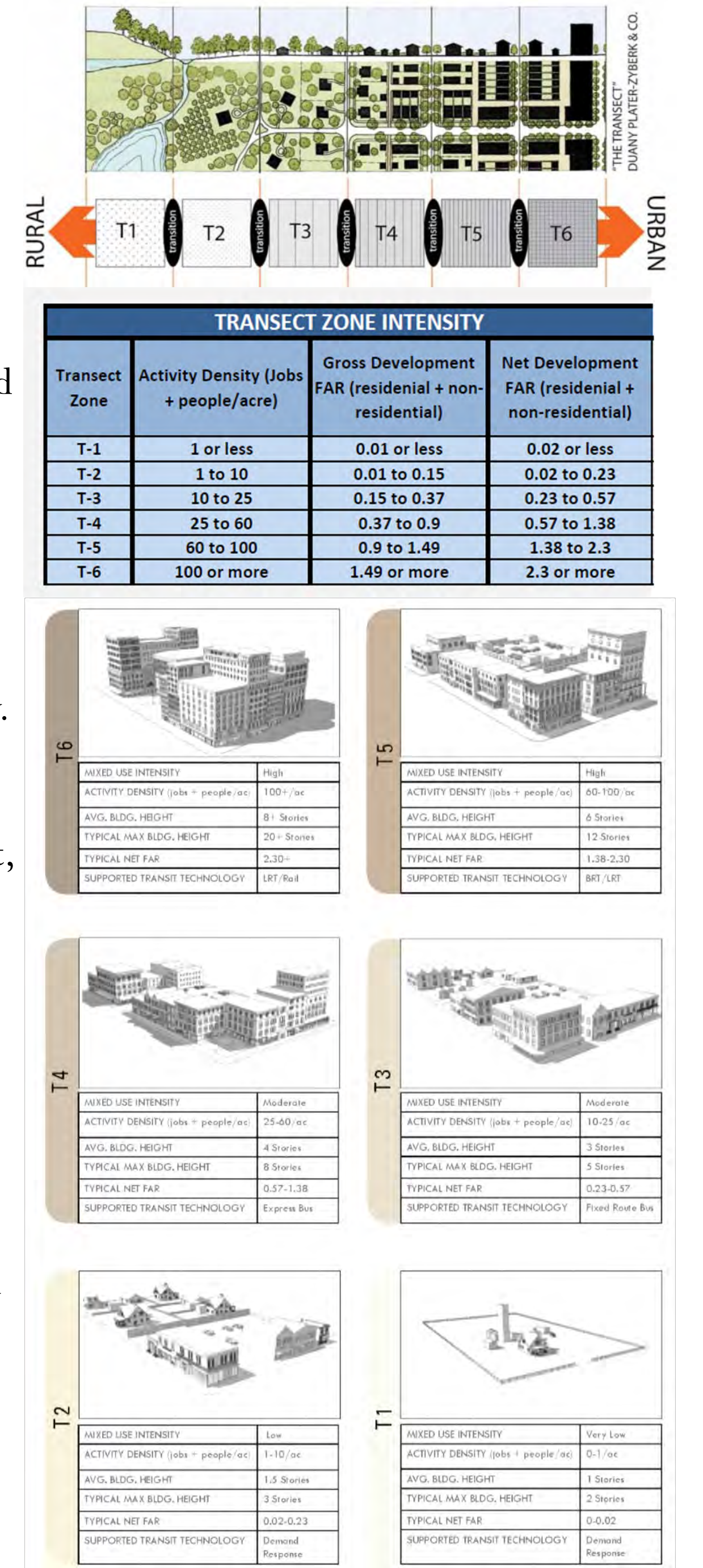


Figure 23 identifies the transects for the future planned land uses and densities for Parkway Employment Center. A walkshed walking radius is utilized in the development of the transect to ensure the relationship between land use, density, and access to transit is considered.

The T-6 Transect in Parkway Employment Center is located adjacent to the proposed transit center within easy walking distance. This area is selected for the highest mixed-use intensity in the study area due to the adjacency to the proposed transit center and the opportunity to create a signature building to help identify the area, signify a significant gateway to the County and anchor the proposed transit-oriented Town Center.

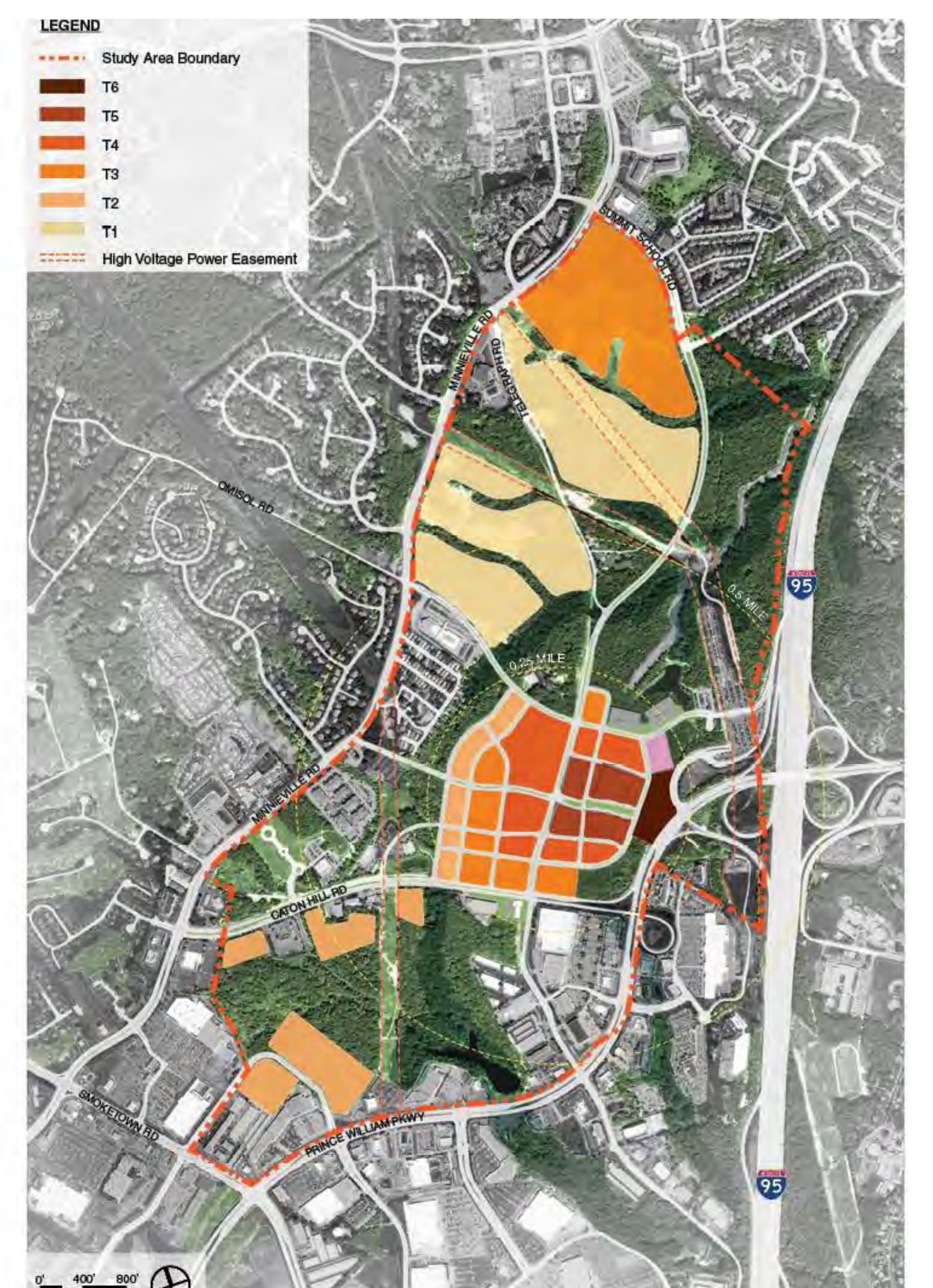
The T-5 Transect is located around the T-6 Transect with all the acreage within ¼ mile of the transit center. This Transect has a high mixed-use intensity, but at a lower density and intensity than the T-6 Transect and forms the heart of the Town Center focused on the central greenspace.

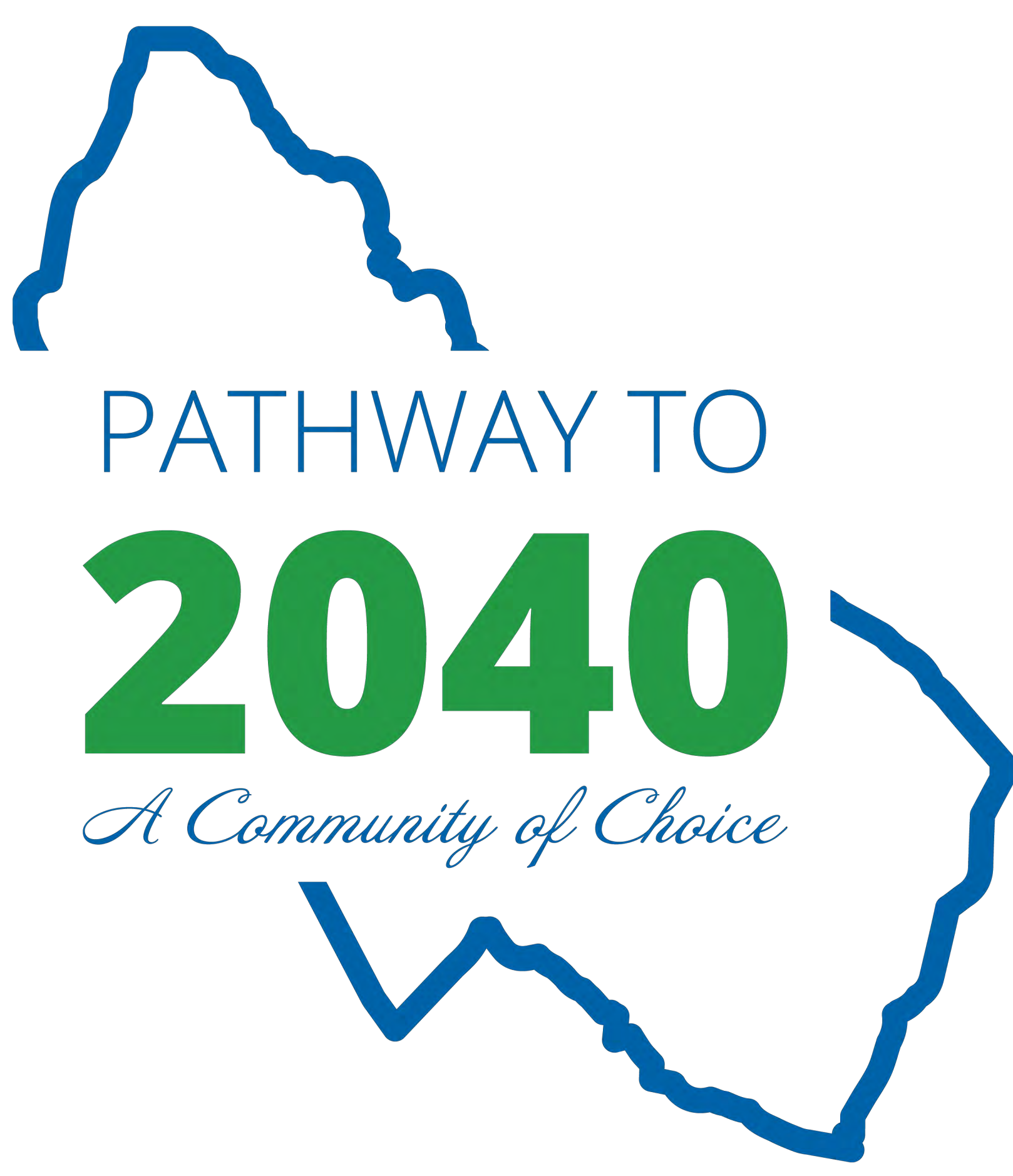
The T-4 Transect is located adjacent to the T-6 and T-5 Transects and provides a transition in mixed-use intensity to a moderate level. The T-4 Transect along the perimeter acts as a transition from the urbanity of the Town Center to represent a neighborhood scale of intensity.

The T-3 and T-2 Transects in the Town Center provide further transition from the T-4 to the surrounding land on the perimeter of the Town Center.

The T-2 Transect is also located in the southwest portion of the Small Area Plan to provide for lower intensity light industrial uses.

The T-1 Transect is in the central portion of the Small Area Plan to provide areas for development consistent with the low suburban neighborhoods across Minnieville Road.





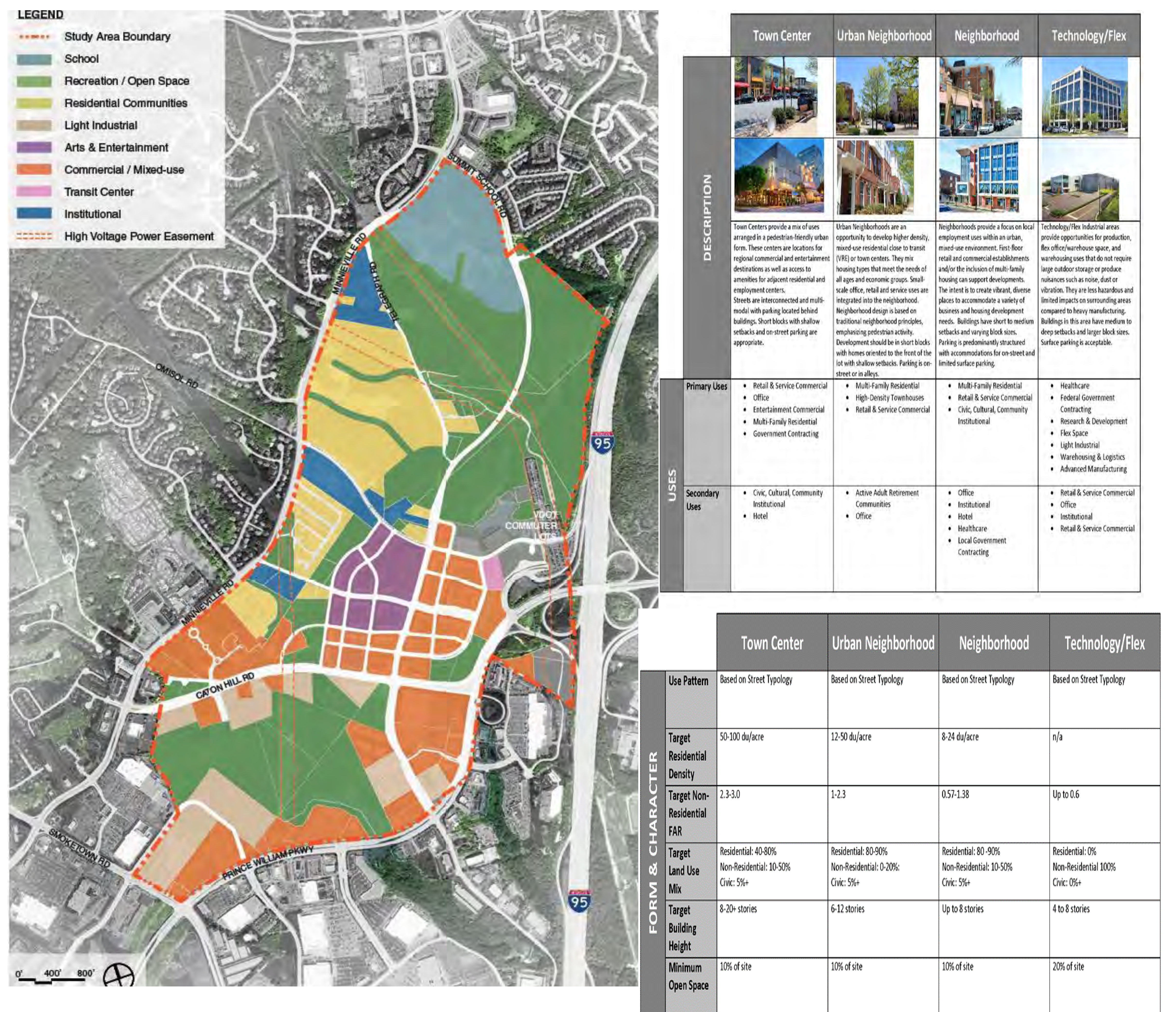
PARKWAY EMPLOYMENT CENTER

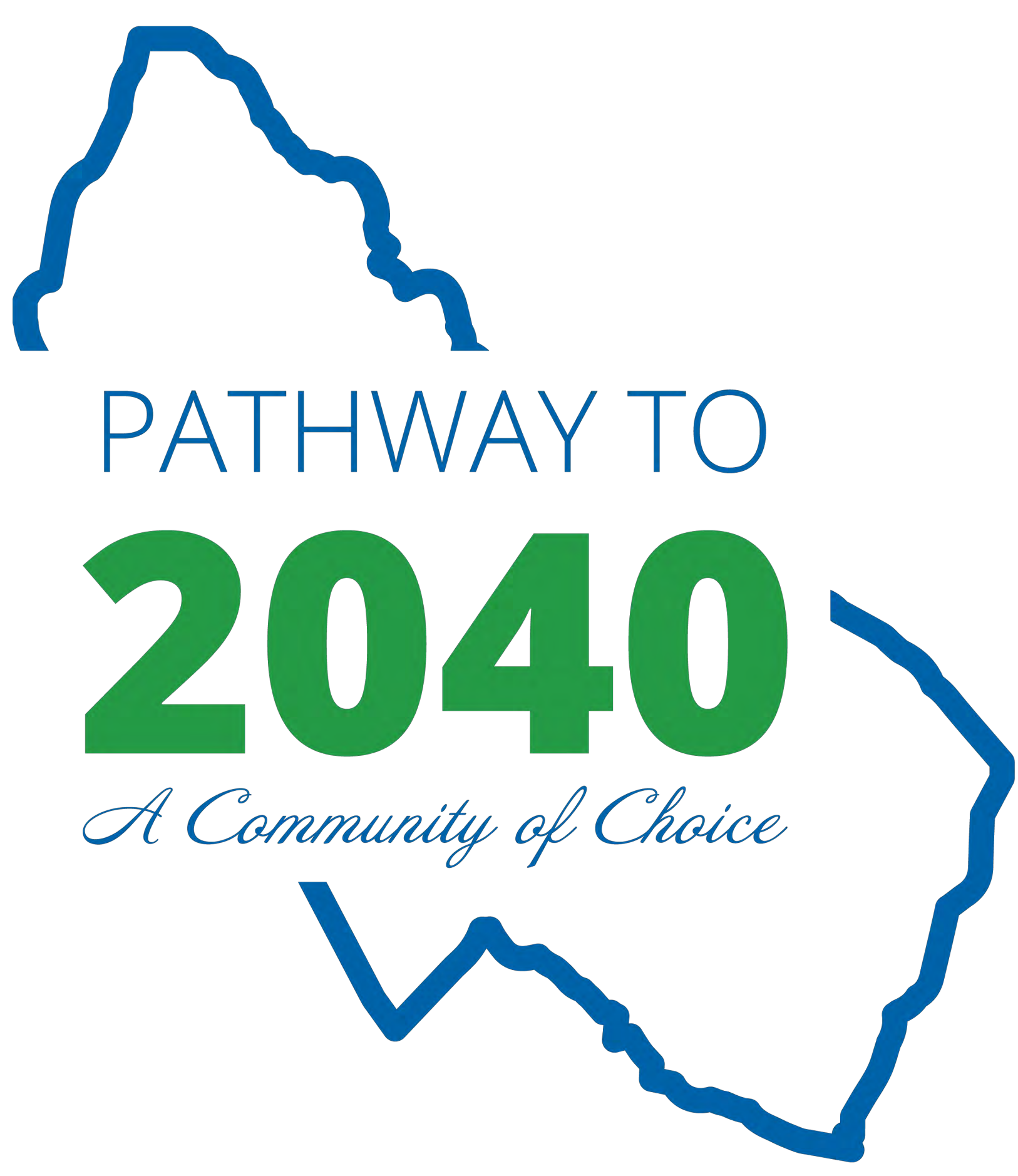
LAND USE

Future Land Use Map

Figure 24 illustrates the proposed Long-Range Land Use classifications for the Parkway Employment Center Small Area Plan. New long-range land use designations are proposed to implement the vision and goal of the plan to create a sense of place with a mixed-use town center and to capitalize on the extensive environmental resources. The proposed land use designations aligned with the designated Transects and Design Guideline Zones/Clusters provide a complete picture for future development.

The Design Guidelines provide a description of the uses, form, and character of each of the proposed long-range land use classifications developed for this Plan. The Zoning Ordinance will require a review and a likely update to ensure that these proposed land uses can be realized.

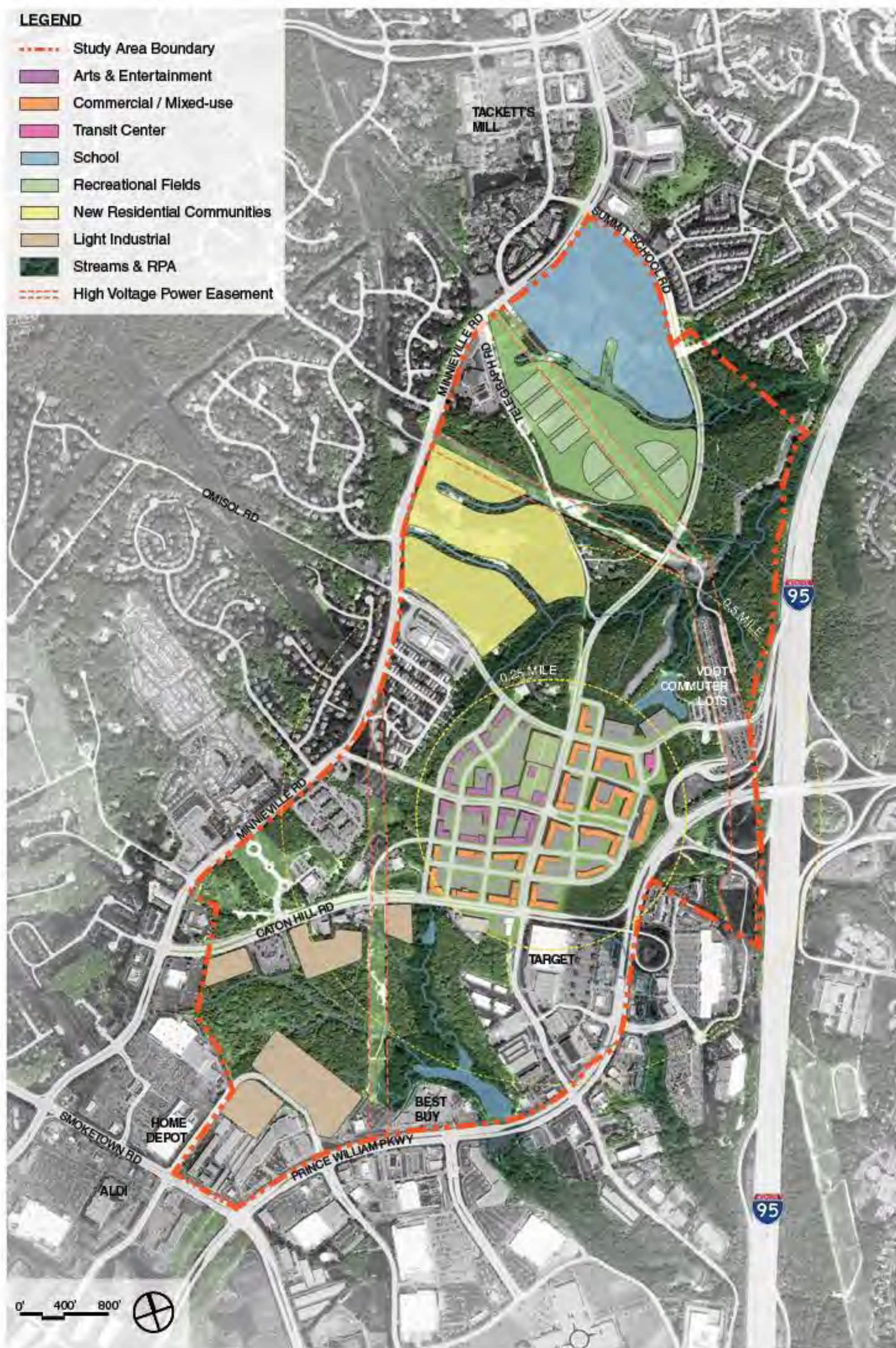




PARKWAY EMPLOYMENT CENTER

LAND USE

OVERALL ILLUSTRATIVE PLAN 1



Transit-Oriented Town Center - Concept

The Transit-Oriented Town Center is located at the core of the Parkway Employment Center concept plan. The street grid is based on urban and walkable blocks of 300'-500'. Additionally, the proposed Longpointe Development roadway network has been utilized to create connectivity between the planned development and proposed development. The Town Center is bounded by Caton Hill Road to the south and the new Omisol / Horner Road connection to the north. Telegraph Road splits the Town Center forming the major north-south connection. A new connection from Minnieville Road creates the major-east west boulevard that terminates at a central greenspace that has been planned for the Longpointe development. This new connection creates the Town Center's "main street" and is envisioned to have high levels of pedestrian activity. An opportunity for a signature building is located at the focal point of the vista along the new "main street." The proposed transit center building is located at the northeast corner of the Town Center centrally located between the Town Center and existing commuter lots. It will have easy access to VDOT commuter lots and the I-95 HOT lanes. Surrounding the central greenspace is the dense mixed-use core of the Town Center. The Arts & Entertainment area (approximately 25-30 acres) is anchored by a 200,000 SF Arts & Entertainment Hub. Uses within the Town Center could include commercial, retail, hotel and high density residential.

Active Ground Floors & Street Wall Conditions

Transit-Oriented Town Center

To create a vibrant town center streetscape environment, a diverse range of build-to lines is proposed. The following two areas are envisioned as 100% corners at the core of the Town Center area:

- Intersection of Telegraph Road and the extension of the unnamed road connecting the linear park
- Intersection of Telegraph and Caton Hill Road

The above-mentioned areas are recommended to have 100% of building edges along the build-to line, as shown in the Figure 23 (Overall Transect).

Focal point street corners/intersections should be defined by buildings at build-to lines, along with design elements such as entrances that open directly onto the street; windows, storefronts, and related openings that provide façade transparency; and, special paving to highlight building entrances. Street corners may be expanded with curb extensions, thereby connecting continuous sidewalk areas to street corners and crosswalks.

Related activity zones in the Town Center area are recommended to have a minimum build-to-line of 75%—meaning that that building construction must occupy at least 75% of the street frontage along the designated build-to line. This will help provide a consistent, bounded street wall. Build-to-lines should be understood in conjunction with building heights, as additional controls will indicate step-backs in height required from the build-to-line for buildings over a certain number of stories (refer below).

Other areas, including lower-density areas and existing residential uses adjoining the Town Center area, are recommended to have at least 50% of building frontage along the build-to lines.

Stepbacks, Materials, and Ground Floor Features

For taller buildings greater than 3 floors in height, it is recommended that the upper floors of buildings include at least one stepback of the building façade to provide better articulation of the ground floor building envelope. The bottom, middle and top sections of buildings should be emphasized by treating the façades with a combination of materials and massing. For lower-height buildings (3 floors or less), such articulation can be achieved through application of different materials between ground floors and upper floors. Additionally, façade modulation in the form of variation of wall planes, projections, etc. should be utilized to generate visual interest.

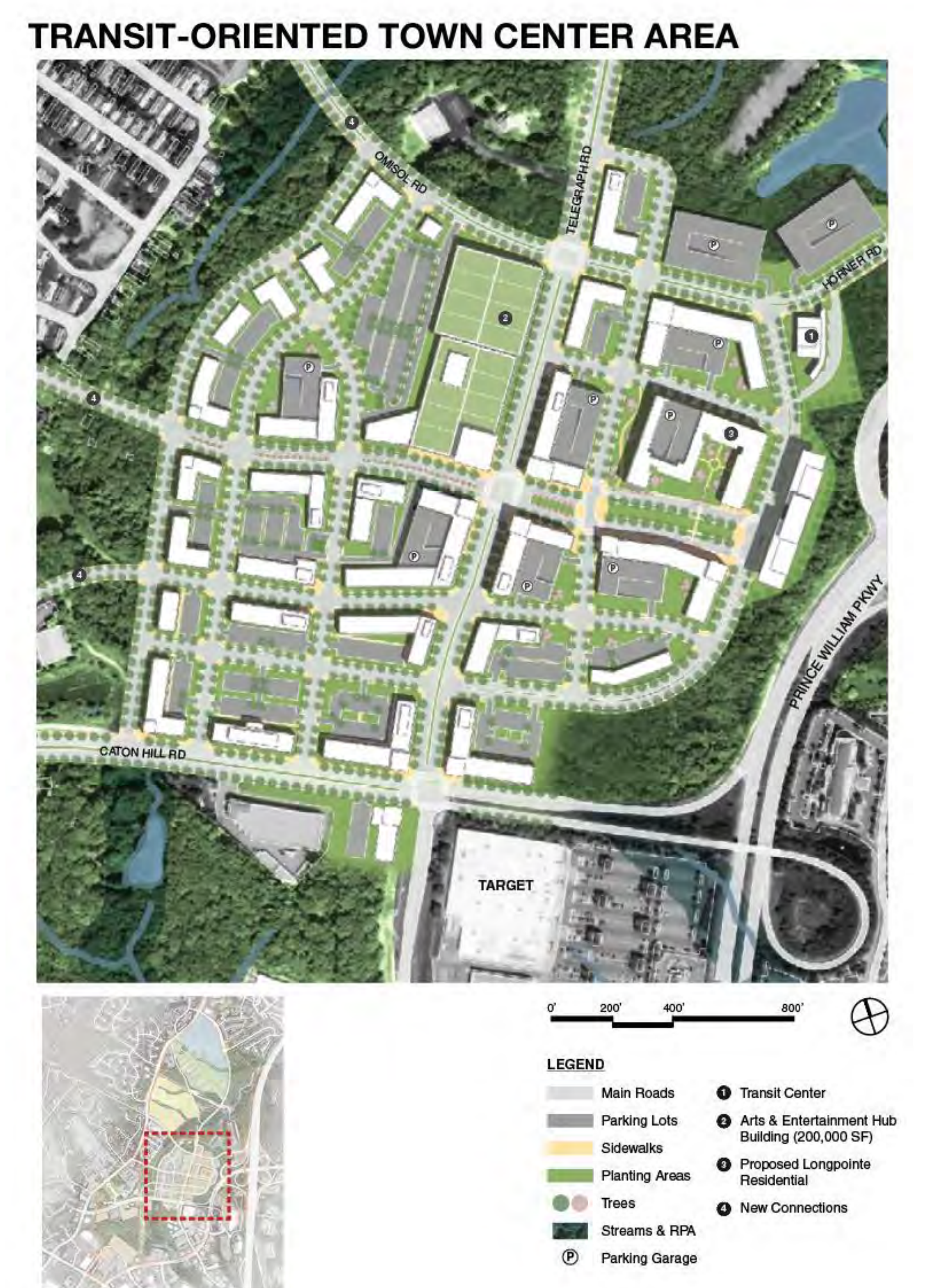
Other Development Areas

Active ground floors requirements primarily apply to the Town Center area; such requirements do not apply to other development clusters, such as school and recreation areas, new residential communities, and business park and light industrial areas.

ILLUSTRATIVE PLANS

This illustrative drawing was created to demonstrate, in detail, the development potential of the Parkway Employment Center. Each of these illustrations incorporates the major themes of place, mobility, and interconnectedness with civic and green spaces. The examples below provide the detail for the Transit –Oriented Town Center-Concept.

ILLUSTRATIVE PLAN 4



ACTIVE GROUND FLOORS & STREET WALL 5

