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.

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 the 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 19). 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 area. 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 use 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-1 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-2 Transect is located around the T-1 and T-5 Transects 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-1 Transect and forms the heart of the Town Center focused on the central greenspace.

The T-3 Transect is located adjacent to the T-4 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-5 Transect is located in the southwest portion of the Small Area Plan to provide for lower intensity light industrial use.

The T-6 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.
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.
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 Green Hill Road to the south and the new Eastern • Main Road connection to the north. Telegraph Road splits the Town Center forming the major north-south connection. A new connection from Minnickie 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 intended 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 core and is intended to have high levels of pedestrian activity. It will have easy access to YSDT 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 75 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

The above-mentioned areas are recommended to have 50% of building edges along the build-to-line, as shown in the Figure 73 (Overall Transect). Final street center/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 interior 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 crossings.

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 areas adjoining the Town Center area, are recommended to have at least 50% of building frontage along the build-to-lines.

**Stopover, 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 (1-3 floors), such articulation can be achieved through application of different materials between ground-floor and upper floors. Additionally, façade modifications in the form of variation of wall planes, proportions, 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.