



June 7, 2019

TO: Planning Commission

FROM: David J. McGettigan Sr., AICP
Planning Office

RE: Comprehensive Plan Text Amendment #CPA2017-00006, Parkway Employment Center
Small Area Plan - **Occoquan Magisterial District**

I. Background is as follows:

- A. Initiation of Comprehensive Plan Update – Under Section 15.2-2229 of the Virginia Code, the Board of County Supervisors may consider amendments to the Comprehensive Plan. On August 3, 2016, the Board approved the proposed scope of work for comprehensive plan amendments which included numerous small area plans referenced in the attached resolution (Attachment – BOCS Initiating Resolution).
- B. Previous Plans and Studies – The original Parkway Employment Center Plan was initiated as a Comprehensive Plan Map Amendment PMA#95-0014 and adopted by Resolution # 97-734 on September 16, 1997. The latest version of the Parkway Employment Center Sector Plan was adopted on March 18, 2008 as part of the Comprehensive Plan Technical update. The need to reevaluate the Parkway Employment Center Sector Plan arose from several factors including regional changes in the marketability of office development, new state laws affecting the proffer system, new Opportunity Zone investment incentives, and a desire to see a new vision for what Parkway Employment Center can become.
- C. Small Area Plans – Small area plans provide greater emphasis on detailed planning, visioning, economic development, and design to develop plans that represent each study area with its own character, vision, and implementation strategy. Small area plans provide opportunities to direct growth to key locations in the County and to ensure quality, mixed-use development.
- D. Purpose of the Small Area Plan – The Small Area Plan serves as a basis for the long-term vision for future growth in the Parkway Employment Center. The vision and goals of the Small Area Plan are realized through the completion of the action items established in the Plan. The purpose of the Parkway Employment Center Small Area Plan is to organize and synthesize the existing area plans and analyses and consolidate the findings from previous studies into a single vision with actionable steps for implementation.

- E. Small Area Plan Location – The small area plan generally encompasses approximately 737.3 acres of land that is bounded by the Interstate 95 (I-95) to the east and Prince William Parkway (State Route 294) to the southeast, Minnieville (State Route 640) to the west, Summit School Road to the northeast and Smoketown Road to the southwest. The Parkway Employment Center is a critical eastern gateway into Prince William County from the I-95. Also, the State of Virginia designated Parkway Employment Center as an Opportunity Zone, part of a provision of the new revitalization tool established by the Federal Tax Cuts and Jobs Act of 2017.
- F. Organization of the Plan – The Small Area Plan consists of eight major components which are identified below and follow an extensive existing conditions and data analysis that sets the foundation upon which the plan is built.
1. Vision and Thematic Principles – Establishes the long-term vision and supporting goals for the creation and guidance of the Parkway Employment Center Small Area Plan.
 2. Land Use Plan – Consists of a land use plan with development standards including density, form, and layout. The transect identifies the relationship between density and mobility. An illustrative plan shows what successful full build-out of the plan would look like.
 3. Mobility Plan – Mobility has a close relationship with land use, this plan calls for multi-modal mobility that interfaces with the dense, mixed-use development.
 4. Green Infrastructure Plan – Ensures that open space, active recreation, and passive recreation is supported in the plan. With additional density of people living, working, and playing in the Parkway Employment Center, there will be a demand for outdoor spaces and a requirement for environmental protection.
 5. Level of Service Plan – As the Parkway Employment Center changes and grows over the next 20 years, it is necessary to ensure that level-of-service infrastructure improvements are programmed in the plan.
 6. Economic Development Plan – Encourages the attraction and retention of diverse high-quality businesses and services that strengthen the economic vitality of this area.
 7. Cultural Resources Plan – Plans for the identification and preservation of architectural and archaeological sites, historic districts, cemeteries, battlefields, cultural landscapes, museum objects, and archival materials in the study area.

8. Implementation Plan – This section activates the plan, so that action strategies are implemented in the short, mid, long term, and ongoing time frames to ensure the plan is actualized by 2040.
- G. Background and Context – The site has the following approval history:
 1. Parkway Employment Center Sector Plan was adopted on September 16, 1997 as an amendment to the 1990 Comprehensive Plan. The ER is not intended to be developed for commercial or residential purposes.
 2. The latest version of the Parkway Employment Center Sector Plan was adopted on March 18, 2008 as part of the Comprehensive Plan Technical update.

II. Current Situation is as follows:

- A. Proposed Comprehensive Plan Amendment – The Parkway Employment Center Small Area Plan is intended to replace the existing Parkway Employment Center Sector Plan and be incorporated into the Comprehensive Plan.
- B. Public Participation Process – The Parkway Employment Center Plan benefitted from extensive public participation including:
 1. Stakeholder meetings in the community on June 7, 2017, June 14, 2017; and January 25, 2018. Participants discussed transportation connectivity and its effects on economic development, structured park lots, the need for a school site in this plan area and the creation of enterprise hubs/zones.
 2. A community charrette was conducted over a two-day period on March 14 and 15, 2018. Groups focused on the design elements to incorporate into the Plan. The major components of discussion were Land Use, Transportation, Parks/Open Space & Green Infrastructure. Economic development. Participants in each group considered strategies that would leverage the area's strengths and address weaknesses.
 3. Community Conversations Meetings (3) on October 30, 2018, November 13, 2018, and November 14, 2018.
 4. Planning Commission work session and public meeting on May 15, 2019.
- C. Historical Commission Meeting – The Parkway Employment Center Small Area Plan will be reviewed by the Prince William County Historical Commission at their regularly scheduled meeting on June 11, 2019. An update will be provided at the Planning Commission Public Hearing.
- D. Planning Commission Public Meeting/Work Session – The Parkway Employment Center Small Area Plan draft was presented to the Planning Commission for discussion during a public meeting and work session on May 15, 2019. Comments

provided during the public meeting and work session have been addressed in the attached Plan.

E. Planning Office Recommendation – The Planning Office recommends adoption of Comprehensive Plan Amendment #CPA2017-00006, Parkway Employment Center Small Area Plan into the Comprehensive Plan. The proposed amendment is supported by staff for the following reasons:

- The Plan capitalizes on easy access to VDOT commuter lots and the I-95 HOT lanes
- The Plan provides detailed guidance and implementation strategies for the redevelopment of an important gateway area of the County;
- The Plan coupled with the designation of an Opportunity Zone for the area will spur investment in infrastructure leading to revitalization of the area;
- The Plan supports and furthers the County Smart Growth Principles in accordance with the Comprehensive Plan; and
- The Plan results from extensive public participation from citizens.

F. Planning Commission Public Hearing – A public hearing before the Planning Commission has been advertised for June 19, 2019, and eNotifications were sent to all who subscribe to PWC Alerts. The text and maps are also available on the Planning web site <http://www.pwcgov.org/SmallAreaPlans>.

III. Issues in order of importance are:

- A. Policy – What are the policy implications of amending the Comprehensive Plan to incorporate the proposed amendment?
- B. Community Input – What community input will be required and what opportunities for community input have already been provided?
- C. Legal – What are the pertinent legal issues associated with this proposal?
- D. Timing – When would the Planning Commission need to take action?

IV. Alternatives beginning with the staff recommendation are as follows:

- A. Recommend Adoption of Comprehensive Plan Amendment #CPA2017-00006, Parkway Employment Center Small Area Plan.
1. Policy – The Small Area Plan further refines the intent and goals of the Parkway Employment Center Sector plan and provides flexibility to address changes in the marketability of office development, creation of Opportunity Zone investment incentives, and a desire to see a new vision for the Parkway

Employment Center. It also furthers the intent and goals of the Long-Range Land Use by following the County's Smart Growth principles:

- a. Mixed-Use – *Mix land uses in the Development Area.* The Small Area Plan provides for a mix of uses, which is critical in reducing vehicle miles traveled by providing residents and workers with opportunities to walk for many of their trips.
- b. Compact Design – *Take advantage of compact, environmentally friendly and energy efficient building design.* The Small Area Plan envisions a dense, walkable community with a compact street grid and complete streets that accommodate all modes of travel.
- c. Diversity of Housing – *Create a range of housing opportunities and choices.* The Small Area Plan contributes guidance to promote a diversity of housing by proposing mid- to high-rise multi-family housing while preserving existing single-family detached, townhouse and garden apartment units that are predominately in and around the study area.
- d. Pedestrian-friendly – *Create walkable neighborhoods.* The Small Area Plan focuses attention on creating a walkable community through design of the streetscape, a street grid that promotes walkability, and emphasis of other modes of travel besides the automobile.
- e. Sense of Place – *Foster distinctive, attractive communities with a strong sense of place.* The Small Area Plan incorporates the elements necessary for transforming the area into a vibrant, transit-oriented town center that celebrates and protects cultural resources and natural features, while leveraging assets for economic growth and a high quality of life. The use of civic spaces throughout the study area provides opportunities to further a sense of place and foster development of spaces that become that third place that isn't work or home, but a place to gather in community.
- f. Preserve Open Space – *Preserve open space, farmland, cultural resources, natural beauty, and critical environmental areas.* The Small Area Plan includes a green infrastructure plan and cultural resources plan that not only provides for preservation of environmental and cultural resources but provides strategies to build on and enhance open spaces in the study area.
- g. Using Existing Infrastructure Investments – *Strengthen and direct development towards existing communities and infrastructure.* The Parkway Employment Center Plan has been identified as an area to direct growth, especially considering the substantial investment in transit opportunities serving the area.

- h. Multimodal – *Provide a variety of transportation choices.* The Mobility section of the Small Area Plan represents the first effort to incorporate Multimodal System Design in the Comprehensive Plan. This design focuses on strengthening the linkages between transportation and land use. The Plan capitalizes on the proximity of the Parkway Employment Center to I-95, a commuter parking lot along Caton Hill Road and the benefits of transit service from the nearby Woodbridge VRE Station.
 - i. Fosters Investment – *Make development decisions predictable, fair, and cost-effective.* This detailed plan will provide very specific guidance to development and when combined with the new Mixed-Use Zoning District being concurrently developed will make development decisions predictable, fair and cost-effective. Different tools to facilitate economic development are discussed to encourage development and to coordinate and fund infrastructure.
 - j. Participatory – *Encourage community and stakeholder collaboration.* The extensive community outreach accomplished in preparation of this plan reflects this principle.
2. Community Input – The Small Area Plan process included research, stakeholder and public engagement, and visioning, leading to the final plan. As required by Section 15.2-2225, Code of Virginia, notice of the Comprehensive Plan Amendment (CPA) has been advertised and proposed amendments have been published on the Prince William County government web site and have been available in the Planning Office. Additionally, eNotifications were sent to all who subscribe to PWC Alerts. A public meeting and work session were held on May 15, 2019. Additionally, the Planning Office received feedback during the Comprehensive Plan Update Community Conversations meetings held on October 30, 2018, November 13, 2018, and November 14, 2018. The comments provided at the public meetings have been considered in the proposed amendment.
 3. Legal – In accordance with Section 15.2-2223, the Small Area Plan will provide guidance for future rezoning and special use permit applications as well as any future infrastructure improvements needed.
 4. Timing – Section 15.2-2229, Code of Virginia allows that if the governing body desires an amendment, it may prepare such an amendment and refer it to the local planning commission for public hearing within 60 days after written request by the governing body. A public hearing before the Planning Commission was advertised for June 19, 2019.
- B. Do Not Recommend Adoption of Comprehensive Plan Amendment #CPA2017-00006, Parkway Employment Center Small Area Plan.

1. Policy – A recommendation not to adopt the Plan would not further the goals of the Comprehensive Plan.
2. Timing – Section 15.2-2229, Code of Virginia allows that if the governing body desires an amendment, it may prepare such an amendment and refer it to the local planning commission for public hearing within 60 days after written request by the governing body. A public hearing before the Planning Commission was advertised for June 19, 2019.
3. Legal – Legal issues resulting from Planning Commission action would best be addressed by the County Attorney’s office.
4. Community Input – The Small Area Plan process included research, stakeholder and public engagement, and visioning, leading to the final plan. As required by 15.2-2225, Code of Virginia, notice of the Comprehensive Plan Amendment (CPA) has been advertised and proposed amendments have been published on the Prince William County government web site and have been available in the Planning Office. Additionally, eNotifications were sent to all who subscribe to PWC Alerts. A public meeting and work session were held on May 15, 2019. Additionally, the Planning Office received feedback during the Comprehensive Plan Update Community Conversations meetings held on October 30, 2018, November 13, 2018, and November 14, 2018. The comments provided at the public meetings have been considered in the proposed amendment.

V. Recommendation is that the Planning Commission concurs with Alternative A and recommends adoption of Comprehensive Plan Amendment #CPA2017-00006, Parkway Employment Center Small Area Plan.

Staff: David J. McGettigan Sr., AICP x7189

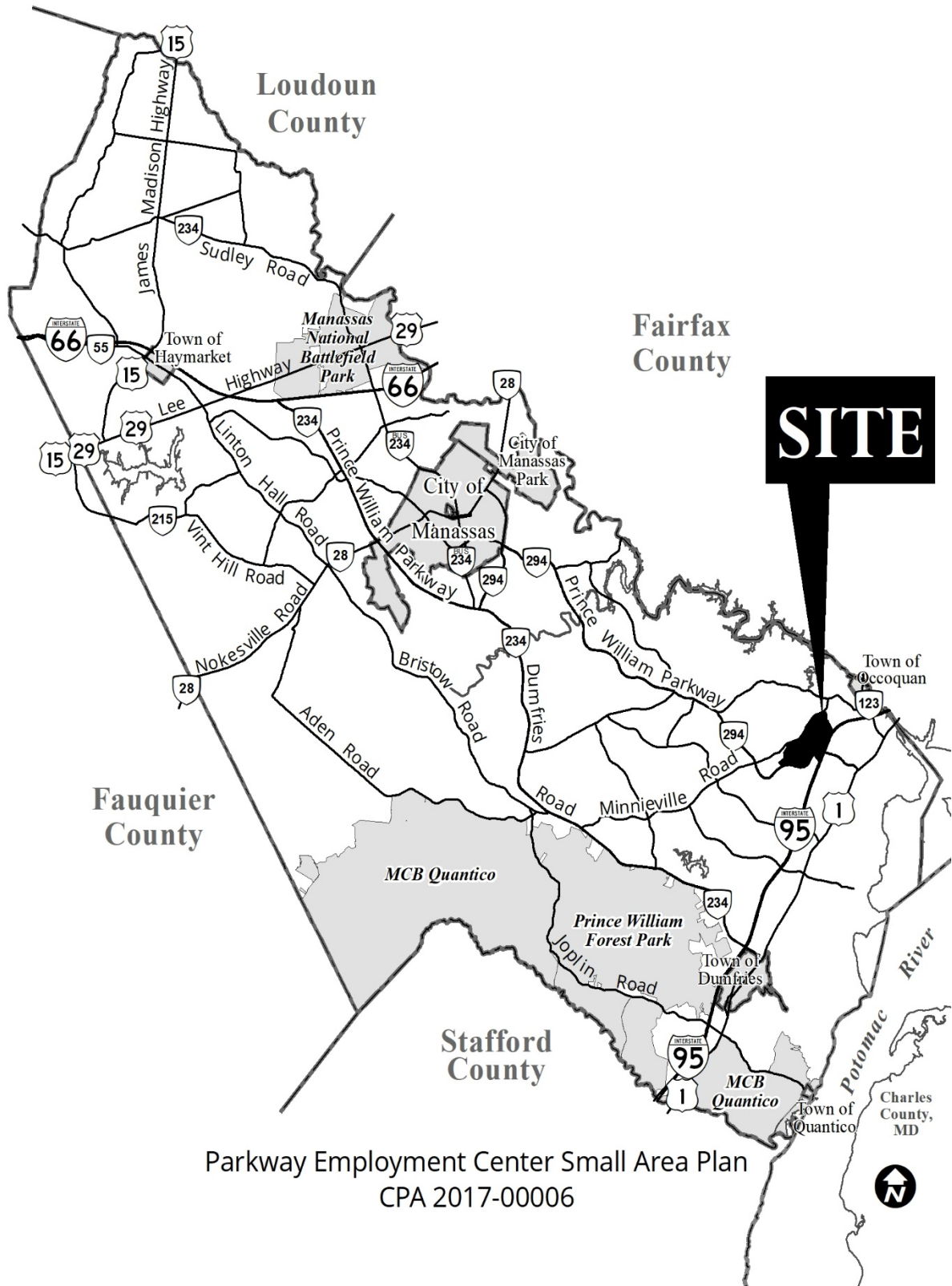
Attachments:

Parkway Employment Center Plan
Vicinity & Parkway Employment Center Maps
BOCS Initiating Resolution

Parkway Employment Center Small Area Plan draft language is available online at www.pwcgov.org/PlanUpdate

Or

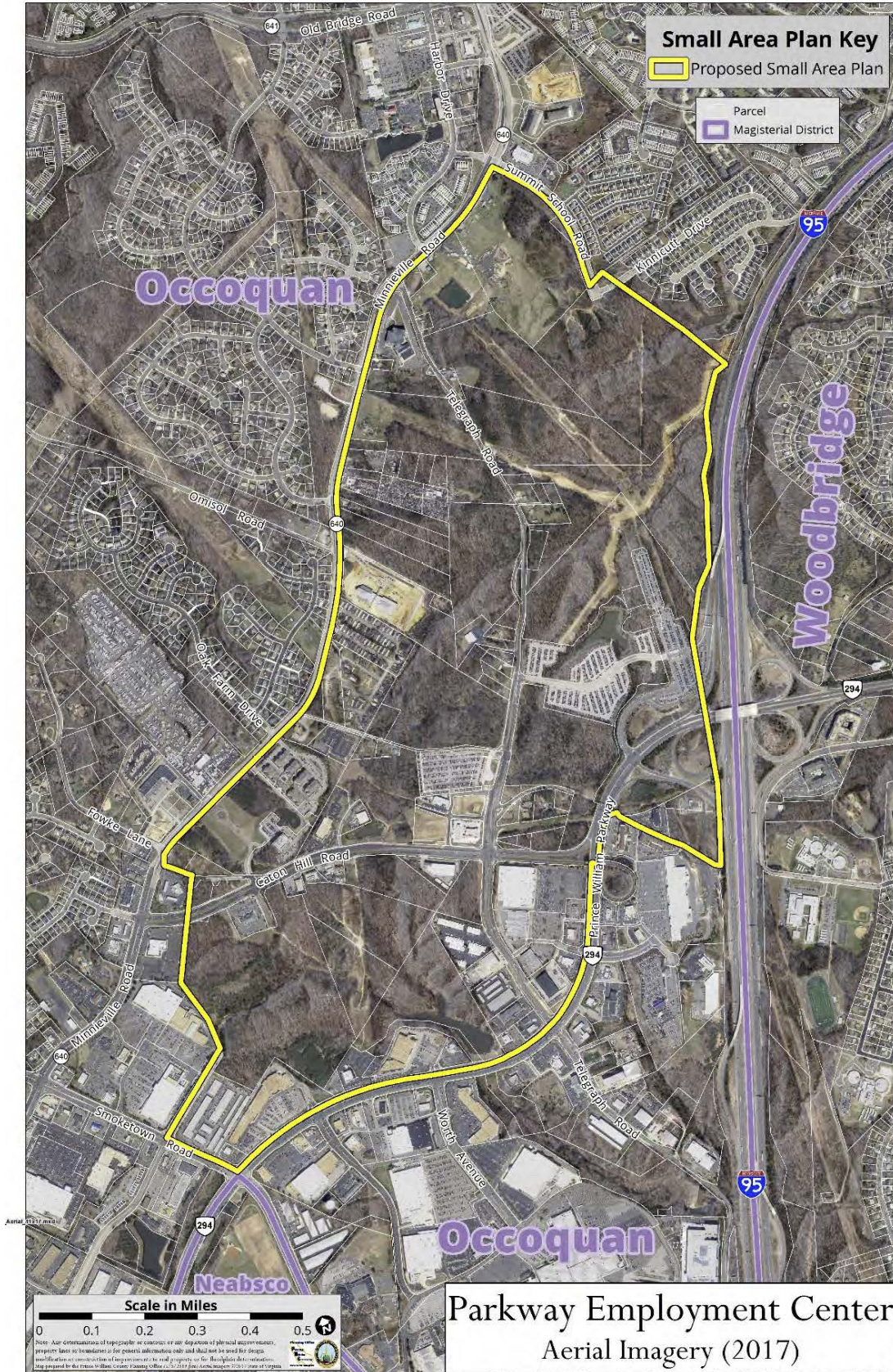
Link directly [here](#)



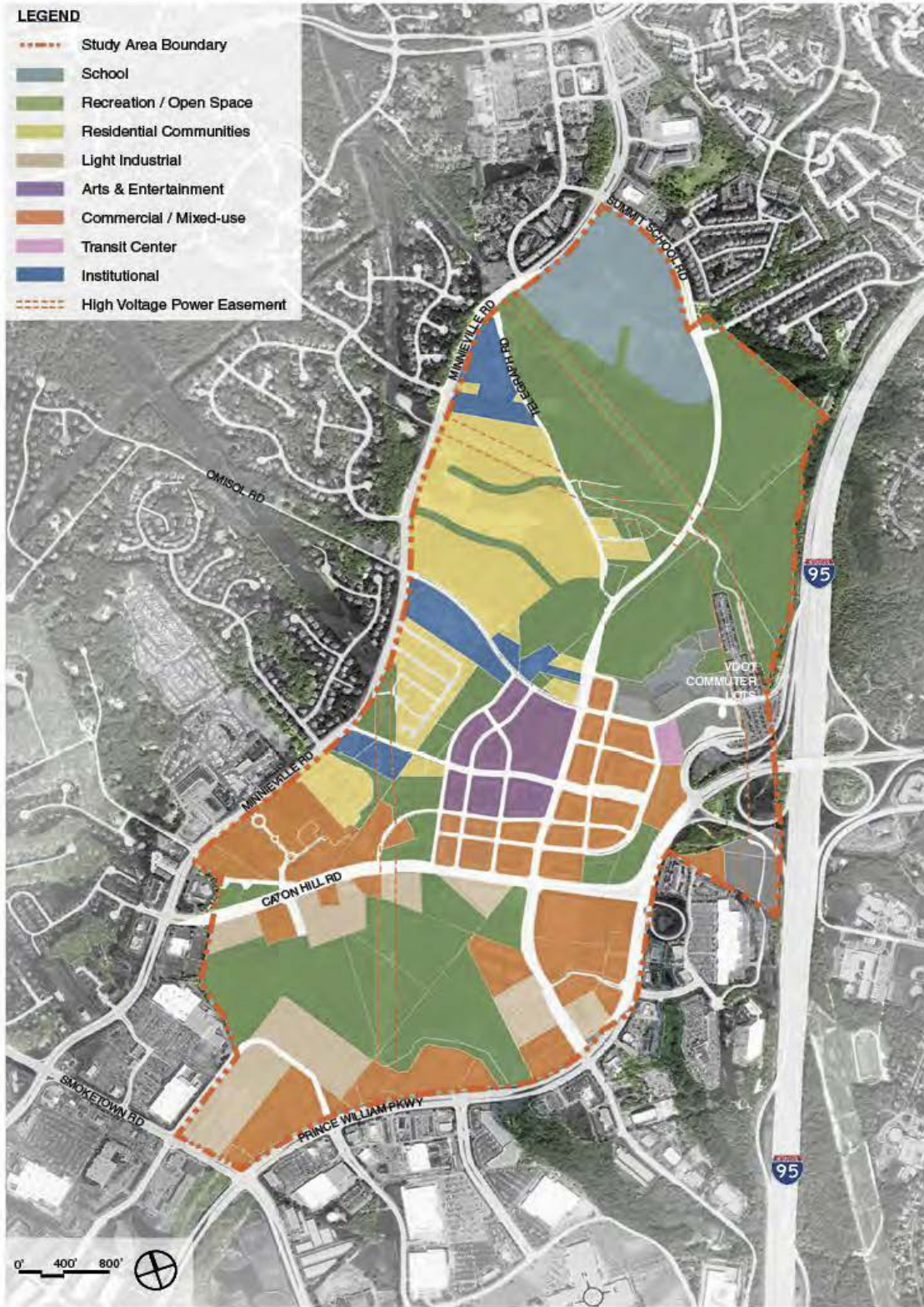
Parkway Employment Center Small Area Plan
CPA 2017-00006

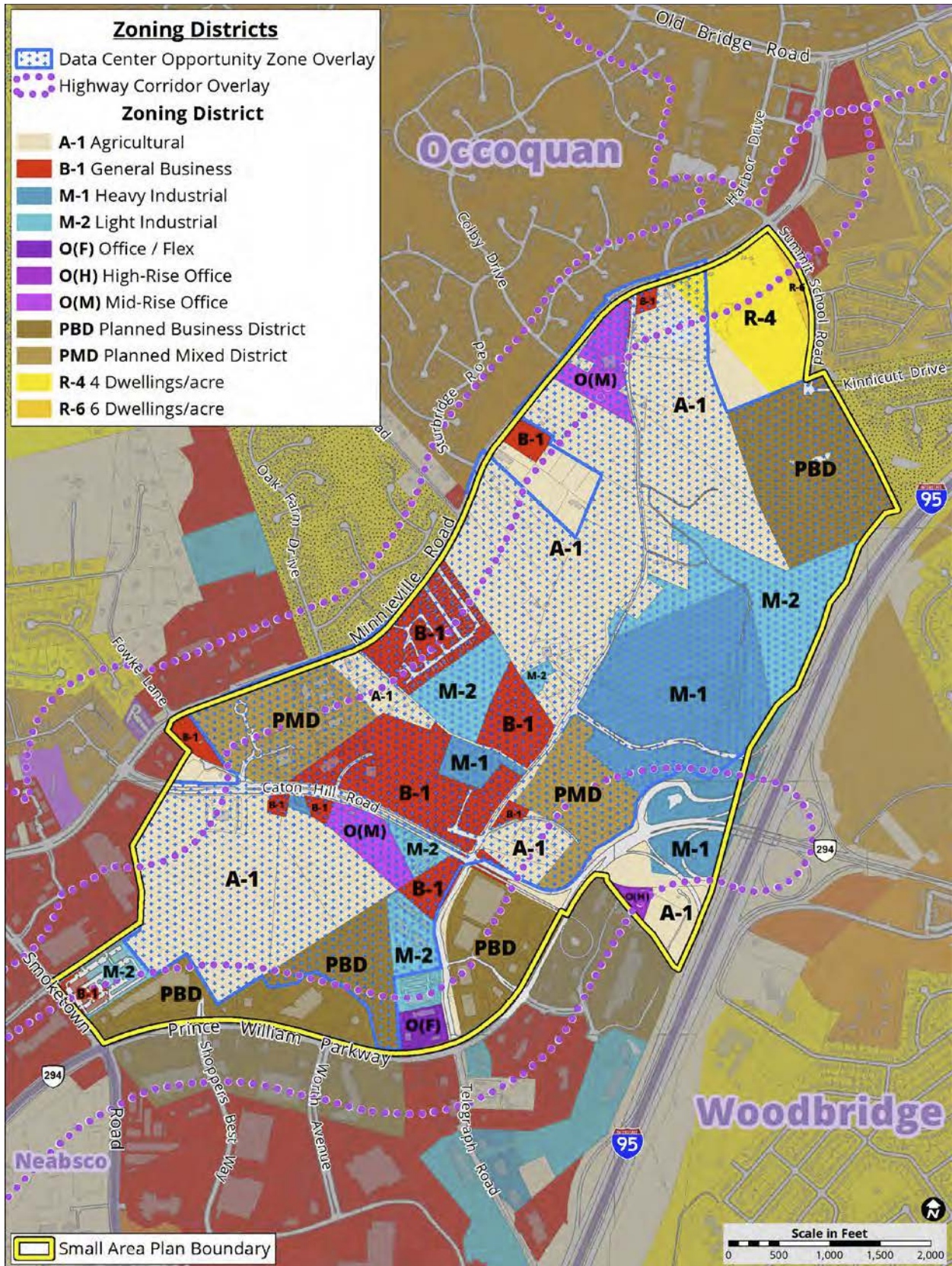


Aerial Map of Small Area Plan



OVERALL LAND USE PLAN





MOTION: NOHE

**August 3, 2016
Regular Meeting
Res. No. 16-647**

SECOND: PRINCIPI

**RE: ACCEPT THE PROPOSED SCOPE OF WORK FOR THE
COMPREHENSIVE PLAN UPDATE**

ACTION: APPROVED

WHEREAS, under Section 15.2-2229 of the Virginia Code, the Board of County Supervisors may consider amendments to the Comprehensive Plan; and

WHEREAS, due to the availability of updated demographic projections extending to 2040, policies adopted and amended by the Prince William Board of County Supervisors, Board directives, changes in State law and completion of numerous public infrastructure projects, there is a need to update the Comprehensive Plan; and

WHEREAS, the Prince William Board of County Supervisors has initiated a number of Comprehensive Plan amendments including:

- Thoroughfare Plan Update
- Technical Review to Update Population and Employment Forecasts
- Economic Development Plan Update
- Urban Development Areas
- Levels of Service Standards; and

WHEREAS, the Prince William Board of County Supervisors has authorized various planning studies to provide analysis and recommendations regarding planning and land use issues including:

- COG Regional Activity Centers Study
- Potomac Communities Design Guidelines
- MCB Quantico Joint Land Use Study
- Rural Preservation Study
- Cockpit Point Battlefield Study
- Dale City Design Guidelines
- VRE Studies
- Bristoe Station and the Kettle Run Battlefields Preservation Study; and

WHEREAS, the Planning Office has recommended that the following areas be re-planned or have their existing plans revisited:

- North Woodbridge
- Parkway Employment Center
- Innovation
- Fairgrounds/New Dominion Area
- Independent Hill
- Triangle
- Yorkshire; and

BOCS Initiating Resolution

**August 3, 2016
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WHEREAS, the proposed scope of work to update the Comprehensive Plan includes the above referenced comprehensive plan amendments, planning studies and areas recommended for additional planning;

NOW, THEREFORE, BE IT RESOLVED that the Prince William Board of County Supervisors does hereby accept the proposed scope of work for the Comprehensive Plan update.

Votes:

Ayes: Anderson, Caddigan, Candland, Jenkins, Lawson, Nohe, Principi, Stewart

Nays: None

Absent from Vote: None

Absent from Meeting: None

For Information:

Planning Director

ATTEST: _____
Stella Campbell
Clerk to the Board