

**Haymarket Activity Center:** The study area consists of approximately 450 (+/-) acres located near the I-66 and Route 15 / James Madison Highway interchange in northern Prince William County. Interstate 66 bisects this activity center (north and south). This Activity Center is generally bounded by the Dominion Valley and Stoney Branch Crossing subdivisions in the north and Villages of Piedmont and conservation area in the south, the Town of Haymarket in the east and the Heflin Farm and Antioch Road in the west (see Figure 17).

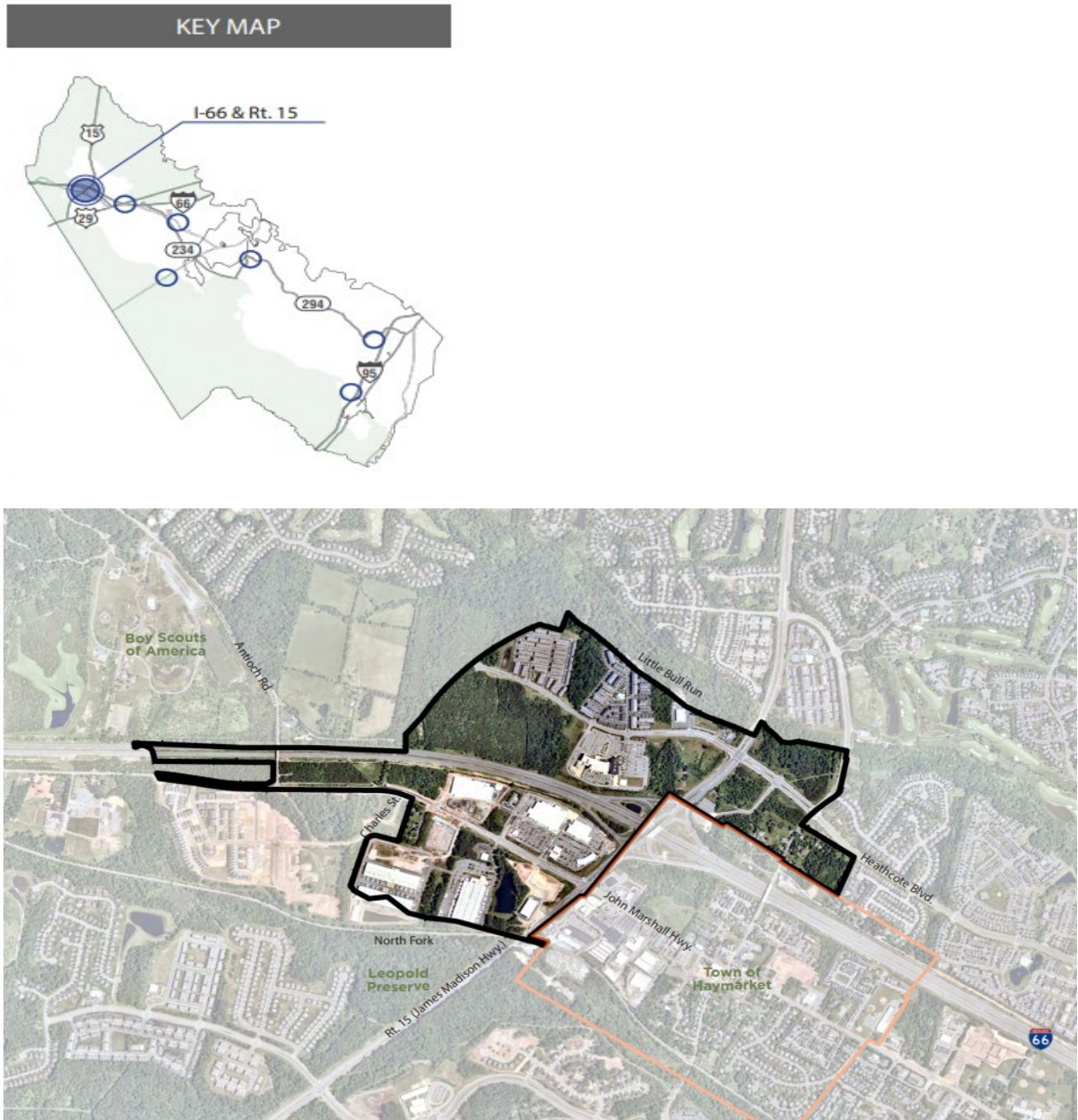


Figure 1: Haymarket Activity Center General Location and Study Area Boundaries

## **HAYMARKET ACTIVITY CENTER LAND USE PLAN**

The Long-Range Land Use Classifications associated with the study area include the following:

Heathcote Health Center is a major regional employment anchor.

**Office Mixed Use (OMU T-4)** areas, located around the Medical Center, allow for additional supportive employment uses, housing options, and commercial development.

**Mixed Use (MU T-3)** areas extend east along Heathcote Boulevard providing community-serving retail, employment uses, and additional housing options. Additional Community Mixed-Use areas along John Marshall Highway support existing, planned, and future regional commercial amenities.

**Commercial Use (COM T-3)** areas will integrate office and commercial uses that serve the hospital and vicinity. This area also provides a transition between higher-intensity hospital campus uses and the surrounding rural area.

**Residential Neighborhood (RN T-3)** areas include a range of housing options near employment and mixed-use centers.

Areas on the south side of John Marshall Highway include:

**Industrial T-3 (I-T3)** areas that will continue to support data center and light manufacturing uses.

**Industrial T-2 (I-T2)** areas will allow for additional, low intensity business uses that will provide a transition between existing residential uses and I-66.

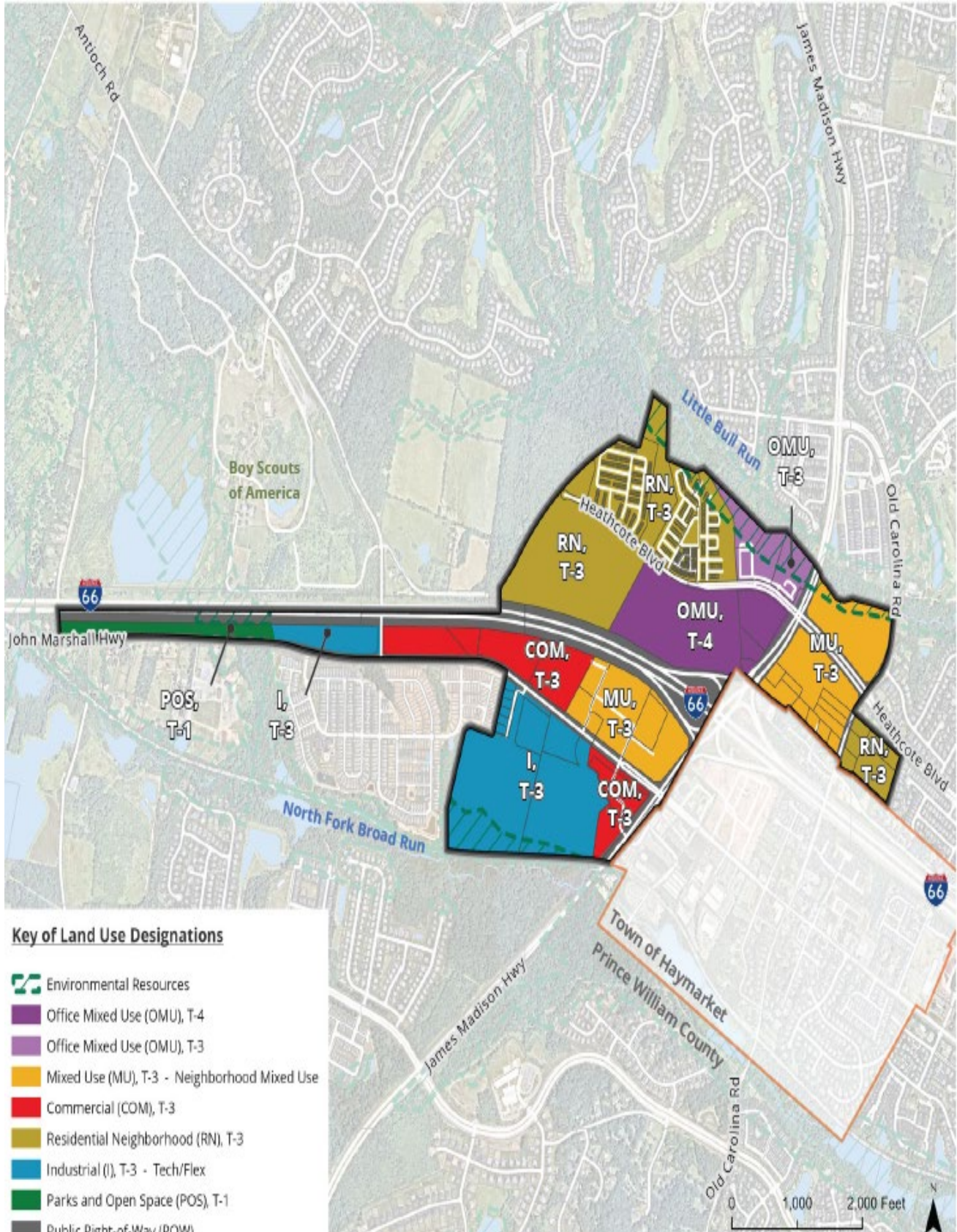


Figure 2: Haymarket Activity Center

## **HAYMARKET ACTIVITY CENTER VISION**

Create an identifiable employment and commercial node for the Haymarket area that will be supported by multimodal connections and diverse housing options.

## **HAYMARKET ACTIVITY CENTER LAND USE POLICY**

**HALU POLICY 1:** Encourage mixed-use development that integrates neighborhood serving commercial uses and diverse housing options, particularly close to employment centers.

### **ACTION STRATEGIES:**

**HALU 1.1** Prioritize job creation by encouraging additional employment uses to complement the Heathcote Medical Center.

**HALU 1.2** Provide height and density transitions between higher-intensity development areas and surrounding residential and rural areas.

**HALU 1.3** Establish the area as a cohesive 'Medical District' through area specific branding elements, wayfinding, public art, and other placemaking features.

**HALU 1.4** Create a distinct, unified area through streetscape enhancements such as lighting, street furniture, and consistent tree canopies to establish a sense of place.

## **HAYMARKET ACTIVITY CENTER HOUSING POLICY**

**HAHP POLICY 1:** Encourage a range of housing options, including small-lot single family detached, single-family attached, and multifamily.

## **HAYMARKET ACTIVITY CENTER MOBILITY POLICY**

**HAMP POLICY 1:** Create a walkable, bikeable, multimodal area which links seamlessly to the historic core of Haymarket and surrounding residential neighborhoods.

### **ACTION STRATEGIES:**

**HAMP 1.1** Expand access to environmental and open space resources along Little Bull Run and within the Leopold Reserve to preserve ecological resources and better enable these resources to serve as community amenities.