# DALE CITY: SAFETY & CONNECTIVITY IN A PLANNED COMMUNITY

## Prince William County, Virginia

Transportation / Land-Use Connections (TLC) Program

FY 2016 Technical Assistance

**April 2017**

# ACKNOWLEDGMENTS


Honorable John D. Jenkins, Neabsco District Supervisor

Dale City Civic Association

Metropolitan Washington Council of Governments

Potomac and Rappahannock Transportation Commission

Prince William Chamber of Commerce

Prince William County Department of Development Services

Prince William County Department of Economic Development

Prince William County Department of Transportation

Prince William County Parks & Recreation

Prince William County Planning Office

The Hylton Group

Trails and Blueways Council

Virginia Department of Transportation


RHODESIDE & HARWELL

NELSON NYGAARD

Mobility | Accessibility | Sustainability

Metropolitan Washington Council of Governments

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# 1 INTRODUCTION

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## Project Background & Purpose

The Dale City: Safety & Connectivity in a Planned Community project is funded by the Metropolitan Washington Council of Governments Transportation / Land Use Connections (MWCOG TLC) program. This program provides support to local governments in the metropolitan Washington region as they work to improve transportation and land use coordination. As a grant recipient, Prince William County used the awarded funds to provide technical assistance to advance recommendations of the American Institute of Architects Sustainable Design Assessment Team (AIA SDAT) study *"Dale City: The Friendliest Greenest Little City Around"*, which was completed in the Fall of 2015.

The overall goal of this study is to identify strategies to improve safety and connectivity for the aging planned community of Dale City. This Plan will benefit Prince William County by ensuring the long-term economic and social viability of Dale City through a series of achievable action strategies.

Rhodeside & Harwell, a landscape architecture, urban design and urban planning firm, in partnership with Nelson-Nygaard, a transportation planning firm, led the design process. The design team completed site visits and analyses from late February through late March, 2016. Design alternatives were developed through April and presented to the project advisory group to select a preferred design alternative in May, 2016. The preferred alternative was refined based on advisory group comments and presented to the public in late July, 2016.

In summary, this study focuses on a half-mile area centered around the Gerry Lane / Dale Boulevard intersection in Dale City and explores the following project elements:

1. TESTING & EVALUATION OF AIA SDAT RECOMMENDATIONS- assesses the feasibility of opportunities identified in this initial study and investigates additional / alternate ideas to consider
2. MOBILITY IMPROVEMENTS, CONNECTIVITY AND SAFETY- including pedestrian, bicycle, and transit facilities
3. PUBLIC REALM IMPROVEMENTS- explores opportunities for streetscape enhancements, and the development of civic places, gateways and public art to establish a sense of place for Dale City
4. GREEN INFRASTRUCTURE- provides stormwater management and "green" connections to the surrounding area
5. URBAN DESIGN- integrates a redevelopment framework to support the future development of the study area as a community center for Dale City

# COMMUNITY ENGAGEMENT

Public engagement was an essential element in the development of this plan. The plan's public engagement strategy involved several components including, two advisory group meetings and a public open house.

## Advisory Group

An Advisory Group of community stakeholders was formed to guide the planning process. Two (2) Advisory Group meetings were held during the course of this project, including:

1. **Kick-off meeting & site tour**- included a review of the project scope, schedule, and approach. A site tour and subsequent discussion was incorporated to walk the study area with Advisory Group members to identify opportunities and challenges.
2. **Work Session / Charrette**- during this meeting, the design team reviewed findings from the analysis of existing conditions and solicited feedback on two master plan alternatives.

The Advisory Group included the following individuals and groups:

- Honorable John D. Jenkins, Neabsco District Supervisor
- Dale City Civic Association
- Metropolitan Washington Council of Governments
- Prince William Chamber of Commerce
- Potomac and Rappahannock Transportation Commission
- Prince William County Department of Development Services
- Prince William County Department of Economic Development
- Prince William County Department of Transportation
- Prince William County Parks & Recreation
- Prince William County Planning Office
- The Hylton Group
- Trails and Blueways Council
- Virginia Department of Transportation

*Site Tour*

*Kick-off Meeting*


2016

**Project Process Timeline**

March 7, 2016:
Kick Off Meeting / Site Tour with County staff and Advisory Group

May 11, 2016:
Charrette with Advisory Group

## Public Open House

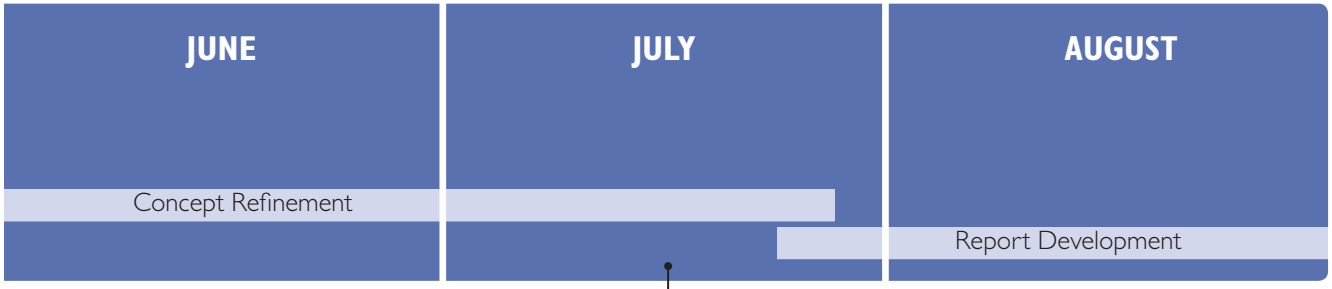
A public open house was held on July 18, 2016, at the Hylton Memorial Chapel. During the open house, participants were provided the opportunity to:

- Review existing conditions
- Express needs and concerns that could be addressed through the Plan
- Review draft recommendations
- Engage the project team to provide further ideas


*Public Open House Feedback*

*Public Open House*

*Public Open House*




## KEY FINDINGS & THEMES FROM COMMUNITY ENGAGEMENT ACTIVITIES

### TRANSPORTATION

1. Increase pedestrian and bike connectivity in the study area.
2. Provide better connections to adjacent neighborhoods.
3. Calm traffic along Dale Blvd., but consider roadway capacity and volume.
4. Make Dale Blvd. a true "boulevard".

### REDEVELOPMENT/PLACEMAKING

5. This project is a first step towards implementation of the AIA SDAT Study.
6. The Dale Blvd. & Minnieville Rd. intersection is a key node for Dale City and should be an active "center".
7. Consider integrated mixed-use redevelopment.
8. Build upon activity of the existing farmers market.
9. Create a "place" for Dale City.

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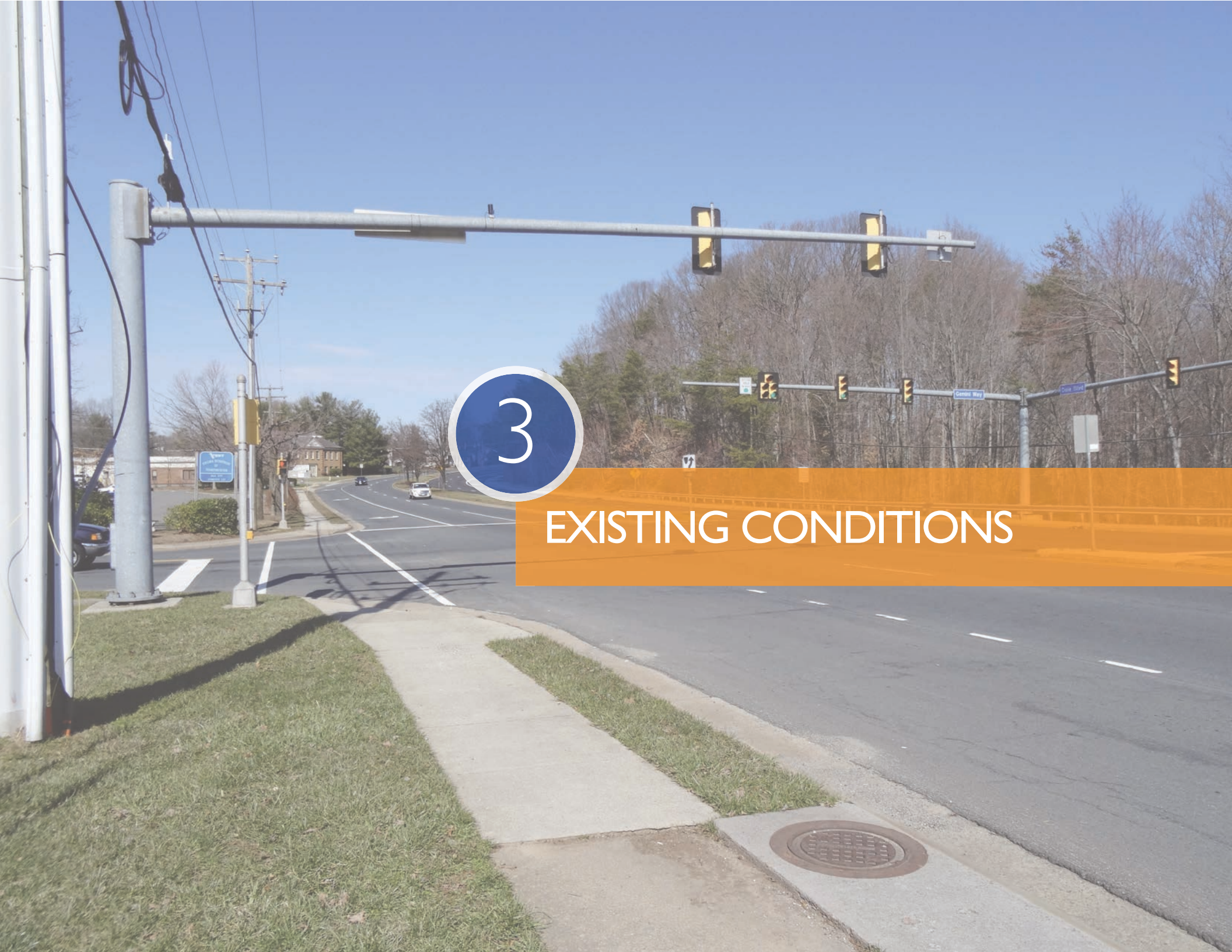


# 3 EXISTING CONDITIONS

# EXISTING CONDITIONS

## Context

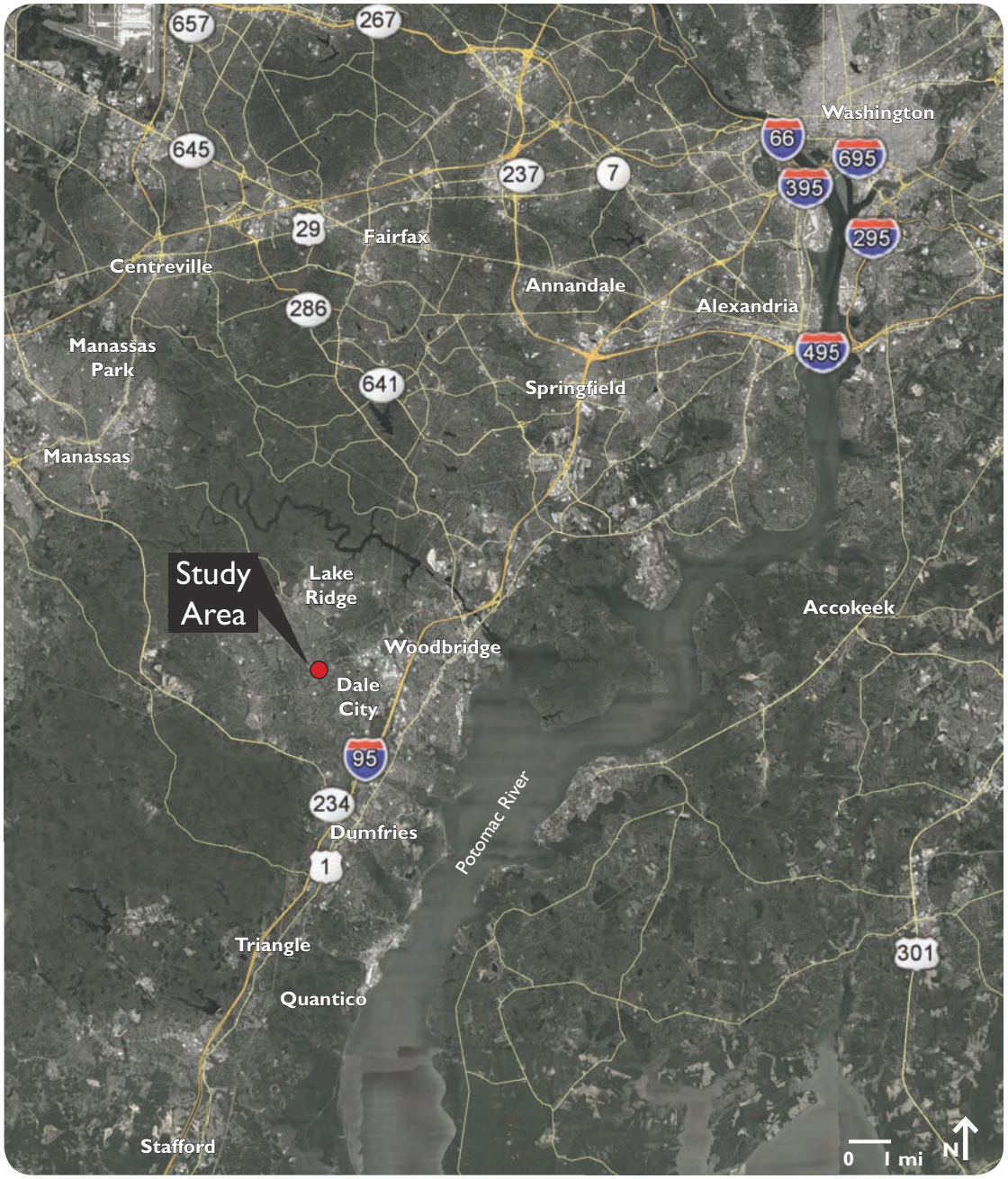
Dale City is located approximately 23 miles south of Washington, D.C. and slightly west of Woodbridge, VA. Comprised of over 14 square miles, Dale City stretches one-mile westward of I-95 along Dale Boulevard to Hoadly Road. In total, the community includes 17 major residential areas, commercial areas, as well as a number of community resources such as schools, parks, and other public amenities.

## The Study Area

The study area includes a 1/2-mile radius from Gerry Lane along Dale Boulevard and is comprised of the following key elements and land uses:

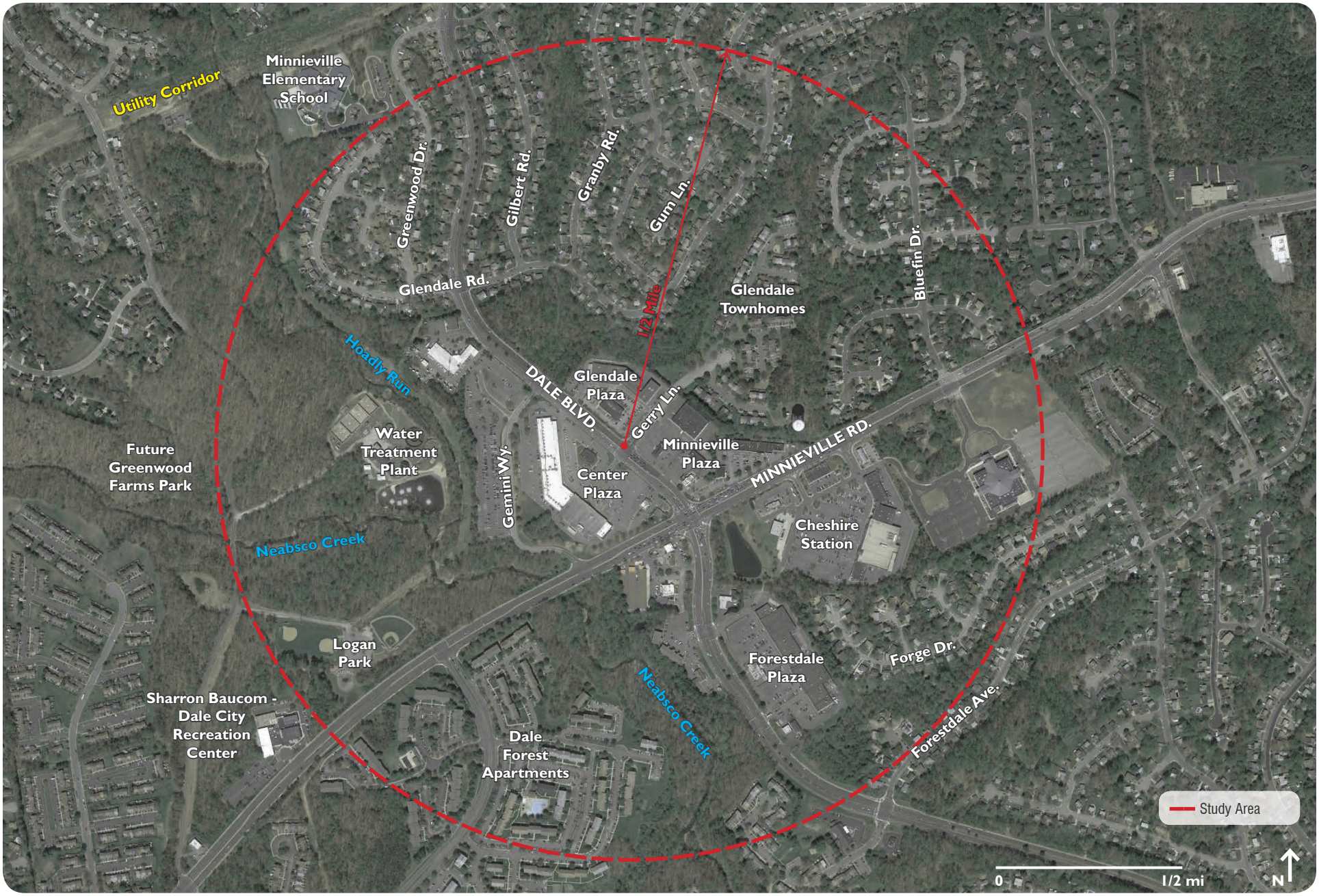
- Commercial development / strip shopping centers
- Adjacent residential neighborhoods, primarily single family & townhomes
- Recreation resources including Logan Park and Sharron Baucom- Dale City Recreation Center
- Natural resources including pristine woodlands, Hoadly Creek, and Neabsco Creek

## Study Area Regional Context




*Study area in metropolitan Washington region*

# Study Area




*1/2-Mile Study Area*

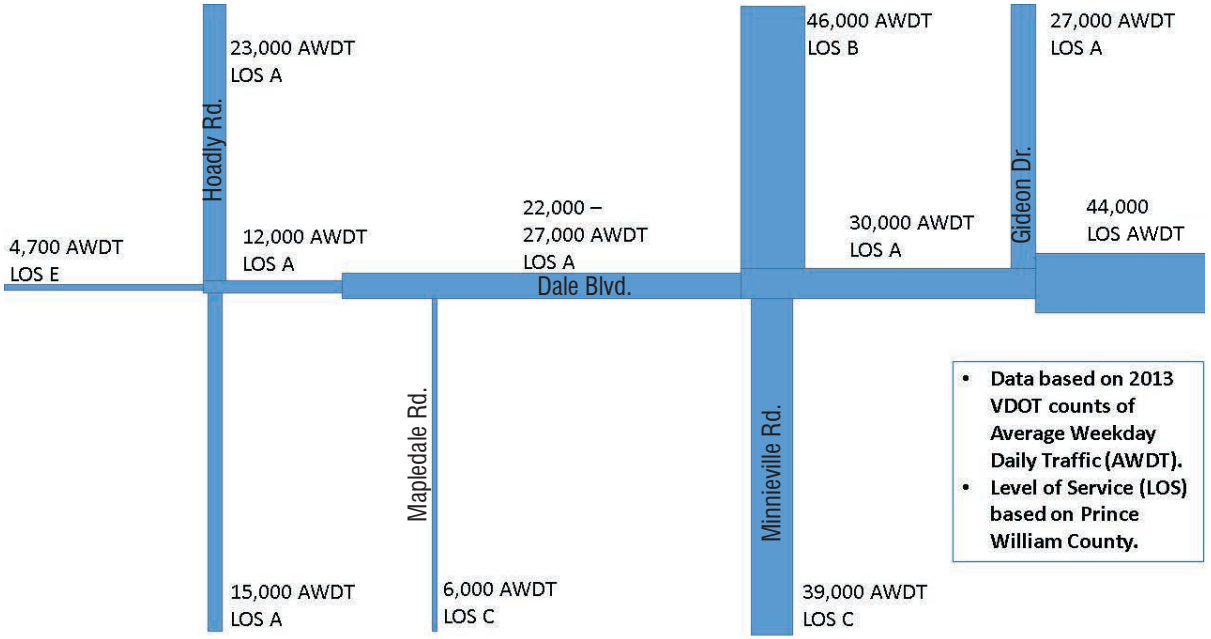
## The Transportation Network

Dale Boulevard has special significance to the community. As the primary road that traverses the width of Dale City from Interstate 95 on the east to Hoadly Road on the west. Dale Boulevard is a physical and physiological focal point for the entire community, but also divides the community north and south, due to the speed of traffic and the width of the roadway. Traffic volumes are highest closer to the Interstate and gradually decline traveling east to west. The posted speed limit varies from 45mph to 35mph throughout the corridor, with observed vehicle speeds on the high end of these limits.

Minnieville Road traverses north to south and carries more people each day with higher vehicle traffic volumes than Dale Boulevard. The Level of Service (LOS) for vehicles is generally good on both Minnieville Road and Dale Boulevard, though the LOS at the intersection is degraded at peak periods. Turning queues were noted as an issue at this intersection, particularly cars turning off of Dale Boulevard onto Minnieville Road traveling north.

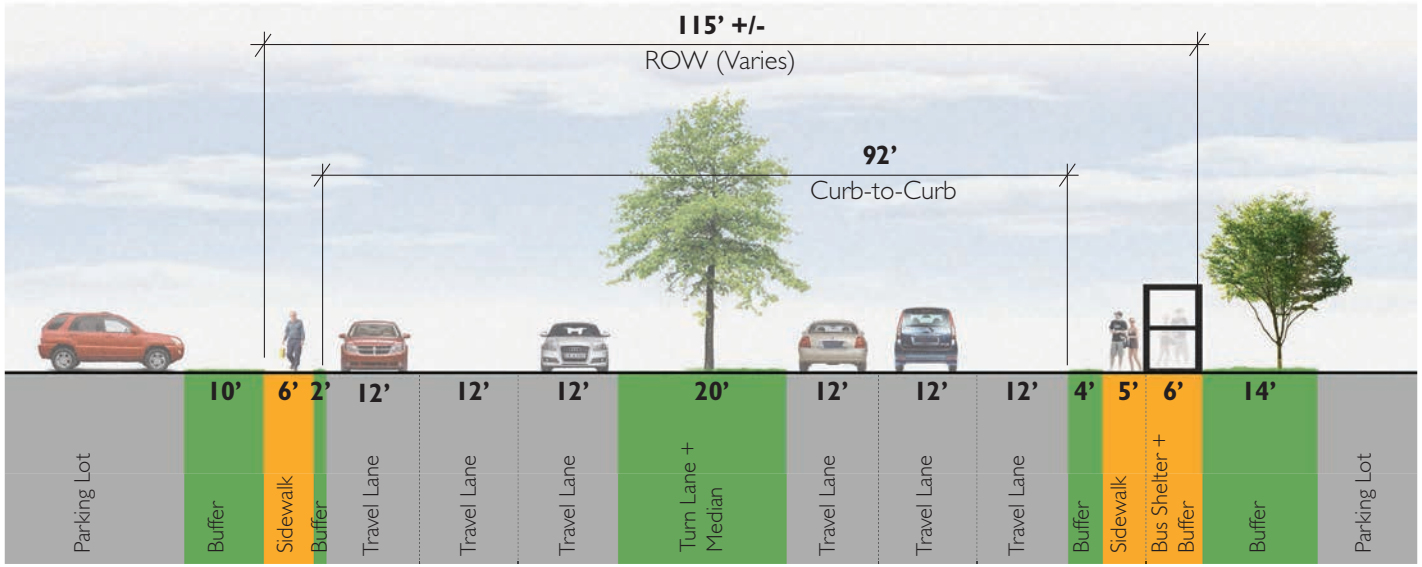
Within the study area, the residential neighborhoods surrounding the area generally lack connectivity to the commercial areas. This requires residents to travel longer distances on Minnieville Road or Dale Boulevard to reach destinations that might only be located a short distance from their home. Moreover, crossing distances and the speed of traffic on Dale Boulevard and Minnieville Road further constrain the ability of residents to walk or bike to area destinations. In addition, some sidewalk gaps and unofficial foot paths are evidence of unmet pedestrian needs. Gemini Way is a notable segment where pedestrian infrastructure is not provided despite its location near commuter buses and transit. The lack of connectivity and an incomplete pedestrian network limits the ability of residents and commercial patrons from walking and bicycling to meet their everyday travel needs.

Parking supply in the study area appears to exceed parking demand, particularly in the older commercial areas. Many of the commercial developments exhibited excess parking supply at peak periods, and there were opportunities to increase shared parking arrangements. The Park and Ride lot owned by the Virginia Department of Transportation (VDOT), while well-utilized, at times has excess capacity.

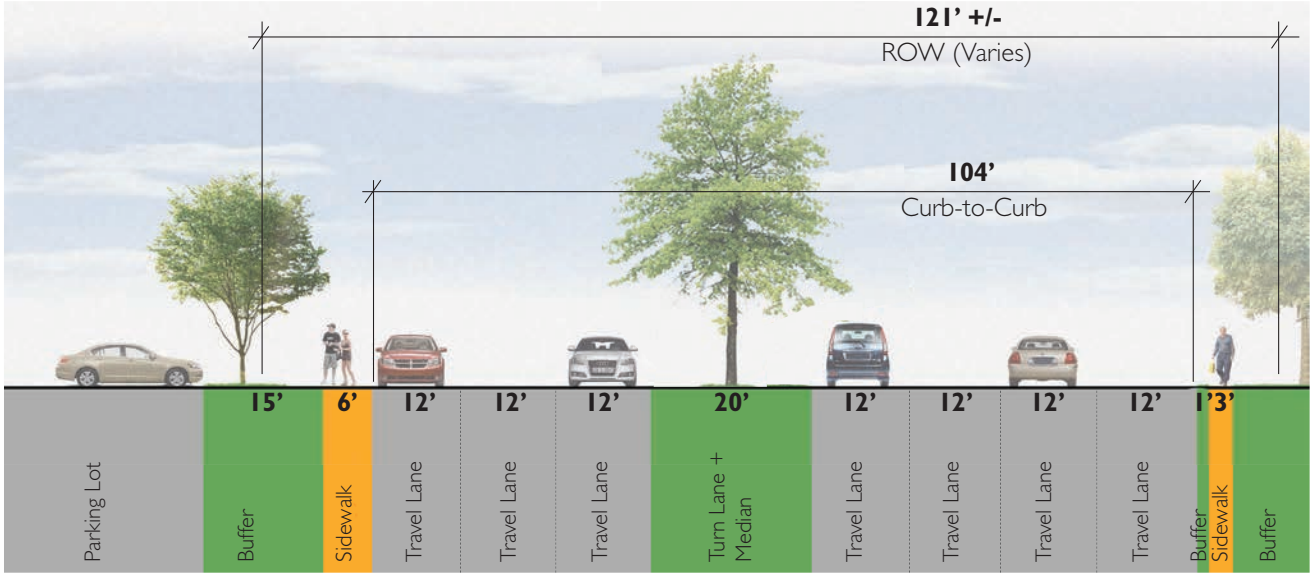



*2013 Virginia Department of Transportation (VDOT) Traffic Counts*

# Typical Existing Street Cross Sections




Dale Boulevard




Minnieville Road

# EXISTING CONDITIONS

## Urban Form and Character

Current conditions along Dale Boulevard are the legacy of an auto-oriented approach to commercial strip development, dating back to the 1970s. While Dale City as a whole carries significance as a 1960s master-planned community, it currently lacks a sense of place, identifiable centers, and both physical and psychological community focal points.

Addressing placemaking within the public realm and establishing safe multi-modal connections between existing strip commercial centers and adjacent neighborhoods are key considerations to transforming the Minnieville Road / Dale Boulevard node into a multi-modal place and center of community.

Currently, a majority of the study area is comprised of single-use commercial zoning. This zoning type has facilitated the development of suburban, strip commercial shopping centers, that include large parking lots with wide front yard lot line setbacks. Further, this development typology does not include walkable scale blocks, pedestrian connections to the street, or integrate a mix of land uses to encourage living, working, shopping, and recreation within a centralized area.


*Complex parking layouts from main road to shopping center parking*

*Fast moving traffic adjacent to narrow buffers and sidewalks*

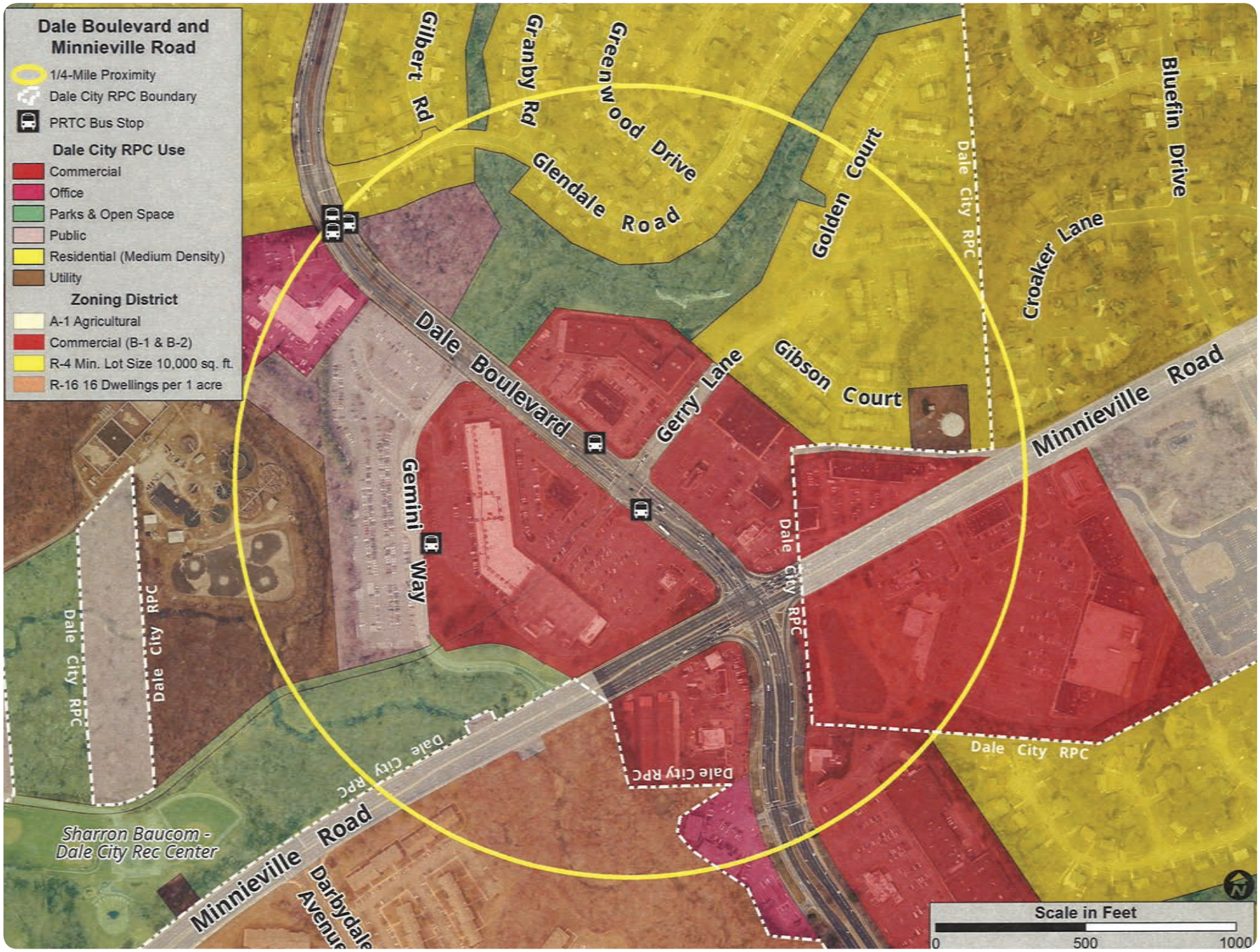
*Large development setbacks with excess parking*

*Narrow sidewalks without a buffer from traffic*

*Existing lighting*

*Older strip commercial shopping center*

# Existing Zoning




*Source: Prince William County Planning Office*

# EXISTING CONDITIONS

## Key Demographic Considerations

**Prince William County**

- Dale City 2010 population- 65,969 people
- Current estimated County population- 432,874 *(a 7.6% increase from 2010)*
- Projected County population- 519,928 by 2030 *(87,000 more than today)*
- Current County median age- 34.2 *(up from 29.1 in 1990)*
- The number of residents over the age of 65 is increasing
- Median County household income- $98,514
- Average household size- 3.22

**National Trends**

- Amenities, living close to work (estimated 39.2 minute commute time for County today)

*Source: Prince William County Demographic & Economic Newsletter First Quarter 2016*

**The Dale City Market (Today)**

- The need for senior housing is increasing
- The need for multi-family housing is increasing
- There will likely be a future need for additional single-family housing
- Office development is stagnant
- There is some over-saturation in the retail market

**Additional National Trends**

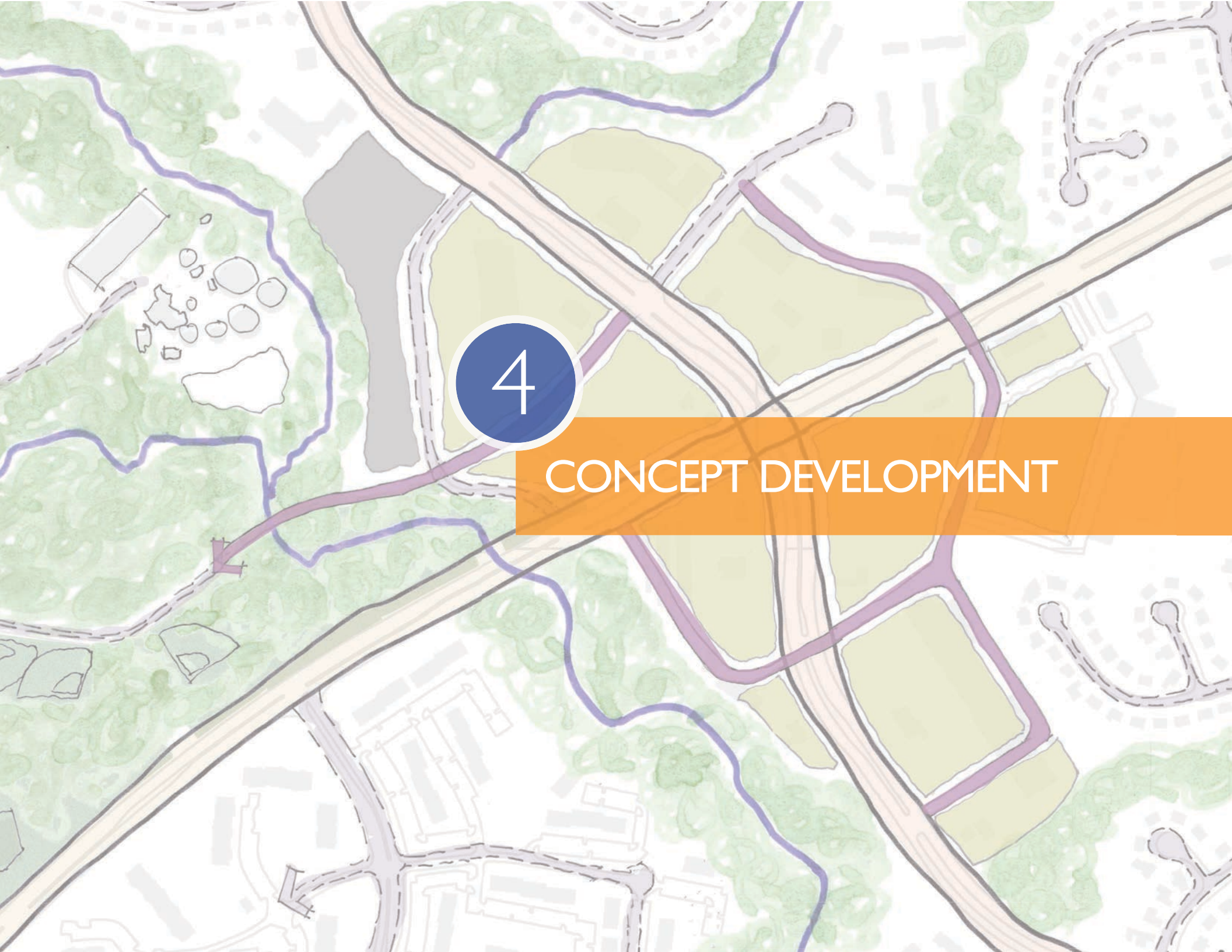
- Walkable, bikeable neighborhood streets
- Smaller houses or units at lower costs
- Access to transit, nature, recreation
- Sense of community

*Source: AIA SDAT Report*


*Stonebridge at Potomac Town Center, Woodbridge, VA*

*Stonebridge at Potomac Town Center, Woodbridge, VA*

*Government Center, Prince William County, VA*



# 4 CONCEPT DEVELOPMENT

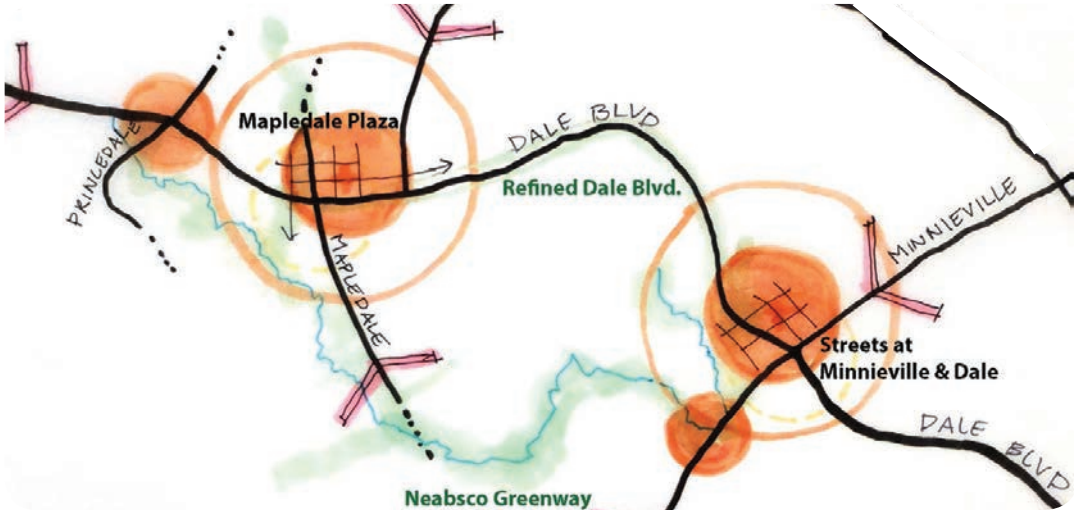
# CONCEPT DEVELOPMENT

## AIA Sustainable Design Assessment Teams (SDAT) Study (2015)

The "Dale City: The Friendliest Greenest Little City Around" study developed in 2015 served as an important starting point for this project. Overall, the concept recommends retrofitting the aging strip shopping malls within the study area to create a revitalized town center for Dale City. Along with this, the AIA SDAT study also recommends the development of "complete streets" to better accommodate buses, bicyclists, and walkers. New off-street connections are made by completing linkages in the Neabsco Greenway and by adding other trails through wooded areas to adjacent residential areas. Key recommendations included:

- "Main Street" retail across Dale Boulevard at Gerry Lane
- Structured parking at park & ride lot
- Shade structures & plaza for the farmers market
- Small liner shops at the commuter bus stop
- New apartments in a mid-rise building with amenity stormwater park (southeast of Dale Boulevard and Minnieville Road intersection)
- A science / ecology center anchor
- Bike lanes and wider sidewalks along Minnieville Road and Dale Boulevard
- Develop a sense of place and an identifiable community center


*AIA SDAT Study Master Plan recommendations at the Minnieville + Dale Boulevard intersection*




*The study area is one of two activity nodes studied in the AIA SDAT study*

## Concept Alternatives

Building upon the recommendations of the AIA SDAT study, the design team developed two concept alternatives. The two concepts explored are not mutually exclusive. One concept refined the 'suburban retrofit' recommendations of the AIA SDAT study while the other explored long-term, full build-out potential of the study area. As part of the design process, these concepts were reviewed with the advisory group for discussion and selection of a preferred alternative.

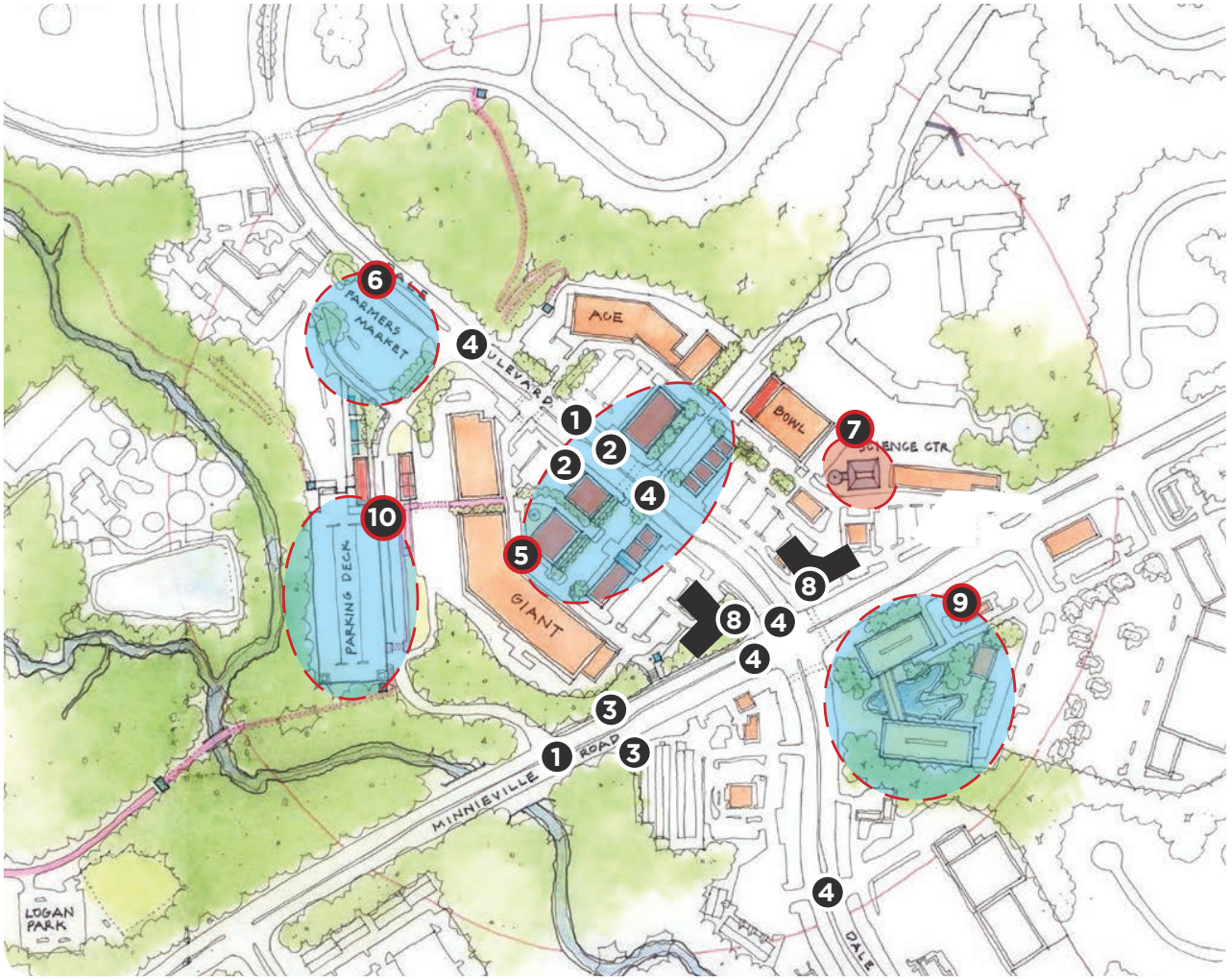
## Concept 'A': Suburban Retrofit

Concept 'A' developed in the early phase of this study, builds upon the recommendations of the AIA SDAT study and retains the following key elements:

1. Preserve travel lane configurations and curb alignments along Dale Boulevard and Minnieville Road
2. Develop a shared use path (8-10 ft. wide) along Dale Blvd. on both sides of the street
3. Widen and buffer sidewalks along Minnieville Rd.
4. Improve pedestrian and bicycle connections across Dale Boulevard and Minnieville Road to increase safety for users

The following are key refinements of the AIA SDAT study recommended by the design team:

5. Integrate a mix of uses along "Main Street" (including residential) to increase activity and to encourage livability in the study area
6. Enhance the existing farmers market location with permanent structures to increase the function and visibility for this important civic use
7. Relocate the proposed science / nature Center to become a gateway into the study area and to anchor "Main Street" as well as to improve connectivity to natural areas along Neabsco Creek and the future greenway. Consider a range of uses to promote civic engagement




*Concept 'A' recommendations*

8. Redevelop the northwest and northeast corners of the Dale Boulevard & Minnieville Road intersection

9. Establish a community park at the existing stormwater pond site. Integrate senior housing along "Main Street"

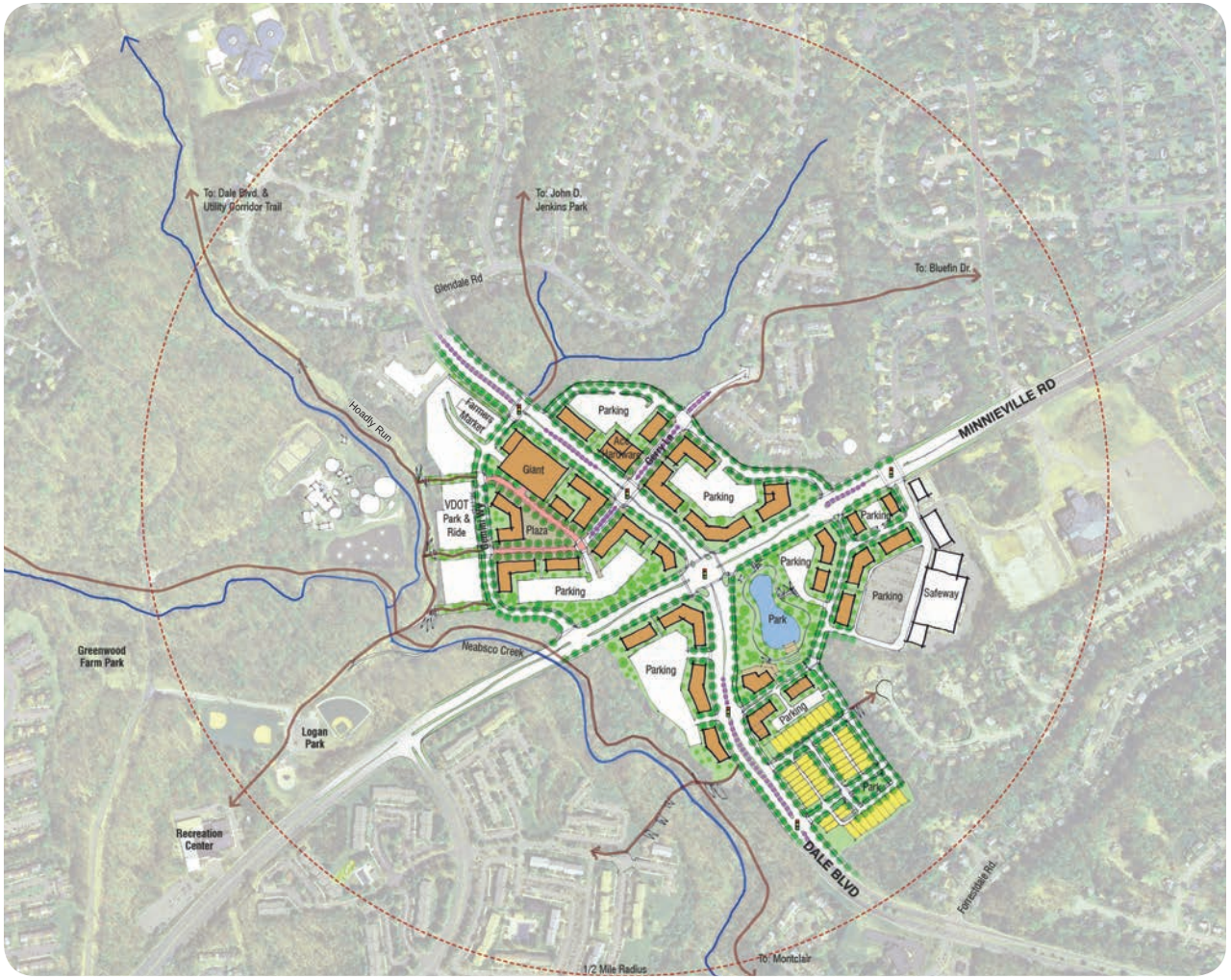
10. Defer construction of a parking garage at the VDOT Park & Ride lot and assess the need for a parking garage at a later date as redevelopment occurs

## Concept 'B': Full Redevelopment

Concept 'B' maximizes the development potential of the study area and develops a long range plan to completely transform into a denser, more connected, and walkable/bikeable community center with a mix of land uses and housing options. This concept includes the following major elements:

1. Builds upon ideas and recommendations of the AIA SDAT Study including the creation of a grid of walkable and bikeable streets
2. Establish a Town Center around "Main Street" that includes a mix of uses (residential, retail, and office)
3. Provides enhanced bicycle and pedestrian connections to adjacent residential neighborhoods as well as the surrounding region
4. Capitalizes on public transit opportunities by creating transit-oriented development that provides a place where residents can live and work close to sustainable transit options
5. Creates a signature civic space for gathering to help build a sense of community along "Main Street"

Concept 'B' was selected as the preferred alternative by the project advisory group due to its positive long-term implications and potential to transform the study area into a dynamic 'center' for Dale City. As a result of Advisory Group feedback, this concept was expanded further in the Master Plan concept




*Concept 'B' recommendations*

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# 5 MASTER PLAN CONCEPT

# MASTER PLAN CONCEPT

## Thematic Principles

Based on feedback received from the advisory group during the planning process, the following principles were developed to guide the creation of the preferred Master Plan concept:

### **MOVE** PEOPLE

- Establish safe multi-modal connections for bicyclists, pedestrians, vehicles, and transit
- Link surrounding land uses
- Retain existing vehicular capacity along Dale Boulevard & Minnieville Road
- Create "complete streets" that enhance the existing street network with amenities that reinforce community identity
- Create a grid of new streets to improve access and connectivity while decreasing traffic congestion
- Capitalize on public transit opportunities (VDOT Park & Ride and PRTC bus stops)
- Explore off-street opportunities to develop pedestrian and bicycle connections that create parallel routes to Dale Boulevard & Minnieville Road

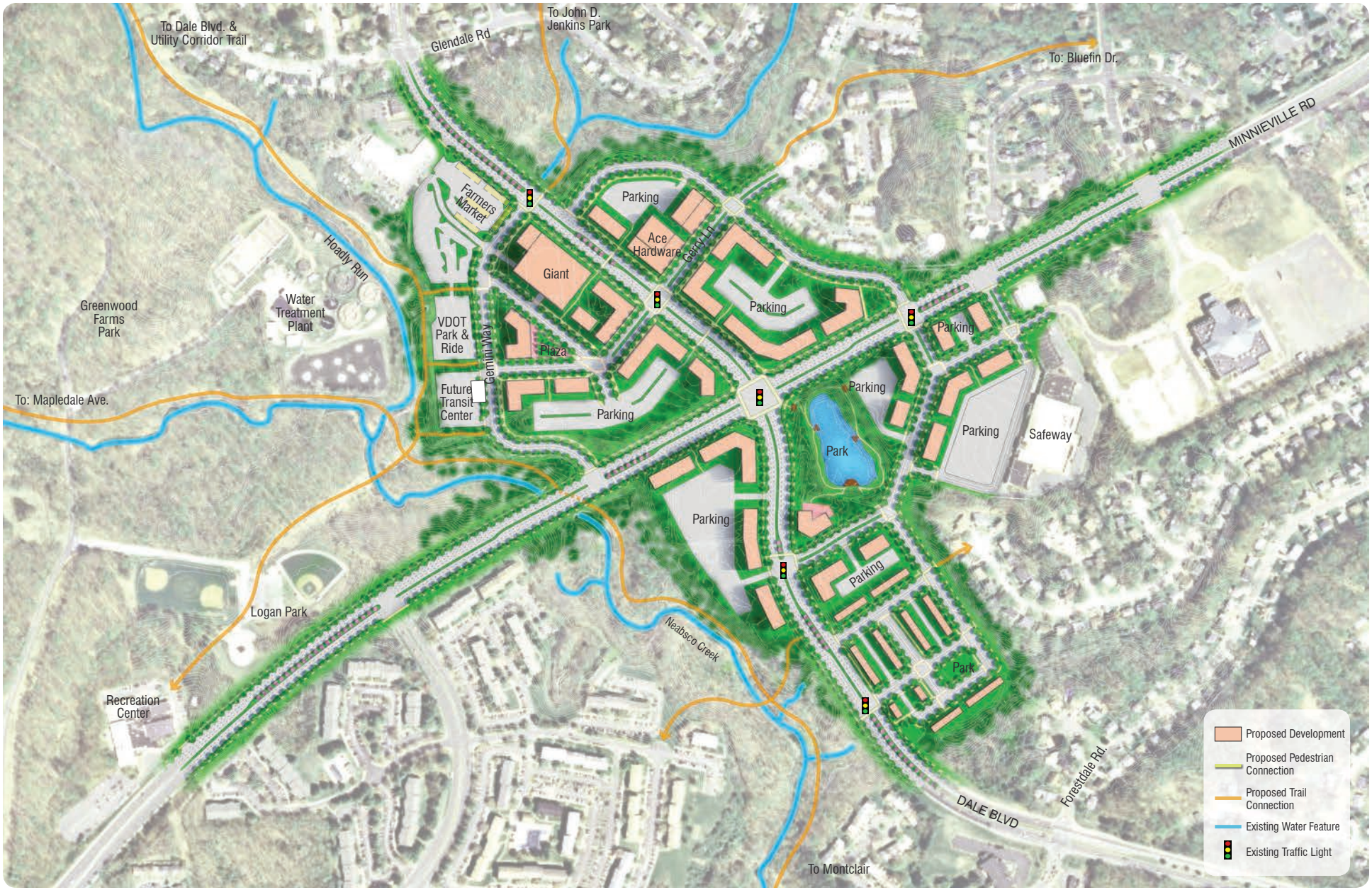
### CREATE A PLACE TO **LIVE, WORK & SHOP**

- Create a vibrant local destination
- Build upon the AIA SDAT recommendation to create a "Main Street" at Gerry Lane
- Establish a 'town center' around "Main Street" that includes a mix of-uses (e.g., commercial, residential, office, and civic uses)
- Capitalize on the need for senior and multi-family housing
- Enhance the farmers market and build on its influence as a major activity generator
- Create a civic space for gathering to help build a sense of community
- Build a brand for the area that encourages use, creates a "buzz", generates excitement, and communicates an identity

### PROVIDE OPPORTUNITIES TO **RECREATE**

- Create an interconnected system of greenways / shared-use paths and sidewalks
- Develop a framework of major greenway connections utilizing:
  - Neabsco Creek
  - Hoadly Run
  - Major overhead utility corridors
- Connect residents and visitors to significant natural resources including the future Greenwood Farms Park
- Provide bicycle connections to Logan Park and Sharron Baucon-Dale City Recreation Center

# Illustrative Master Plan



## Dale Boulevard & Minnieville Road

Along the primary transportation corridors, Dale Boulevard and Minnieville Road, the plan retains the existing travel lane configurations, curb alignments, and traffic light locations. This will minimize impacts to automobile traffic and allow these streets to continue to serve as regional connections, while accommodating local traffic.

To improve safety and connectivity for pedestrians and bicyclists, a buffered, shared-use path should be constructed along the north and south sides of both streets. The non-motorized path should be between 8 to 10 ft. wide and well-buffered from the faster moving vehicle traffic with street trees and a planting strip. Construction of the path should be timed with redevelopment of the commercial land uses along the street in order to integrate the path into the development plans.

Improvement to the safety and location of pedestrian and bicycle connections across Dale Boulevard and Minnieville Road will complement the new shared-use path. These improvements will facilitate the park-once concept and allow patrons of the commercial spaces to walk between destinations at all four corners of the intersection. Pedestrian crossing enhancements include high-visibility crosswalks, pedestrian countdown signals, and signal phasing to accommodate crossings at all four legs of signalized intersections.

Finally, the intersection at Dale Boulevard and Minnieville Road should enhance the existing concrete medians with vegetation, street trees, and public art to function as a gateway to the town center. The street design should signal to drivers traveling down Dale Boulevard from Interstate 95 that they are entering a defined district and intuitively desire to drive more slowly.

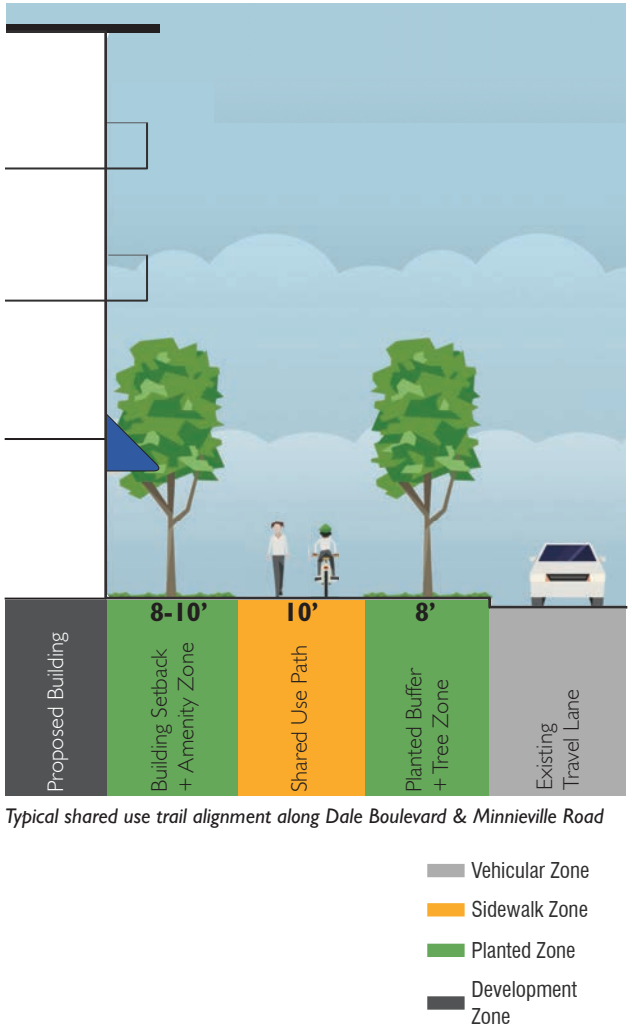
## New Local Street Connections

This plan recommends creation of a new street grid comprised of local streets that support and provide access for future redevelopment. These new roads will provide an alternate route for residents and patrons of the commercial uses to access local destinations, while reducing some of the traffic pressures on the Dale Boulevard and Minnieville Road intersection from local trips.

The proposed secondary circulation network utilizes the existing traffic lights to create connections across Dale Boulevard and to connect the study area. These shortened connections will also facilitate bicycle and pedestrian usage by shortening the distance between destinations and providing a more comfortable built environment, separated from fast moving vehicle traffic. As such, these secondary streets should be "complete streets" that balance the needs of all users and prioritize safe walking and bicycling infrastructure. Vehicle speeds should be kept low and on-street parking provided. The streets should not be designed solely as service alleys, but should support redevelopment opportunities.

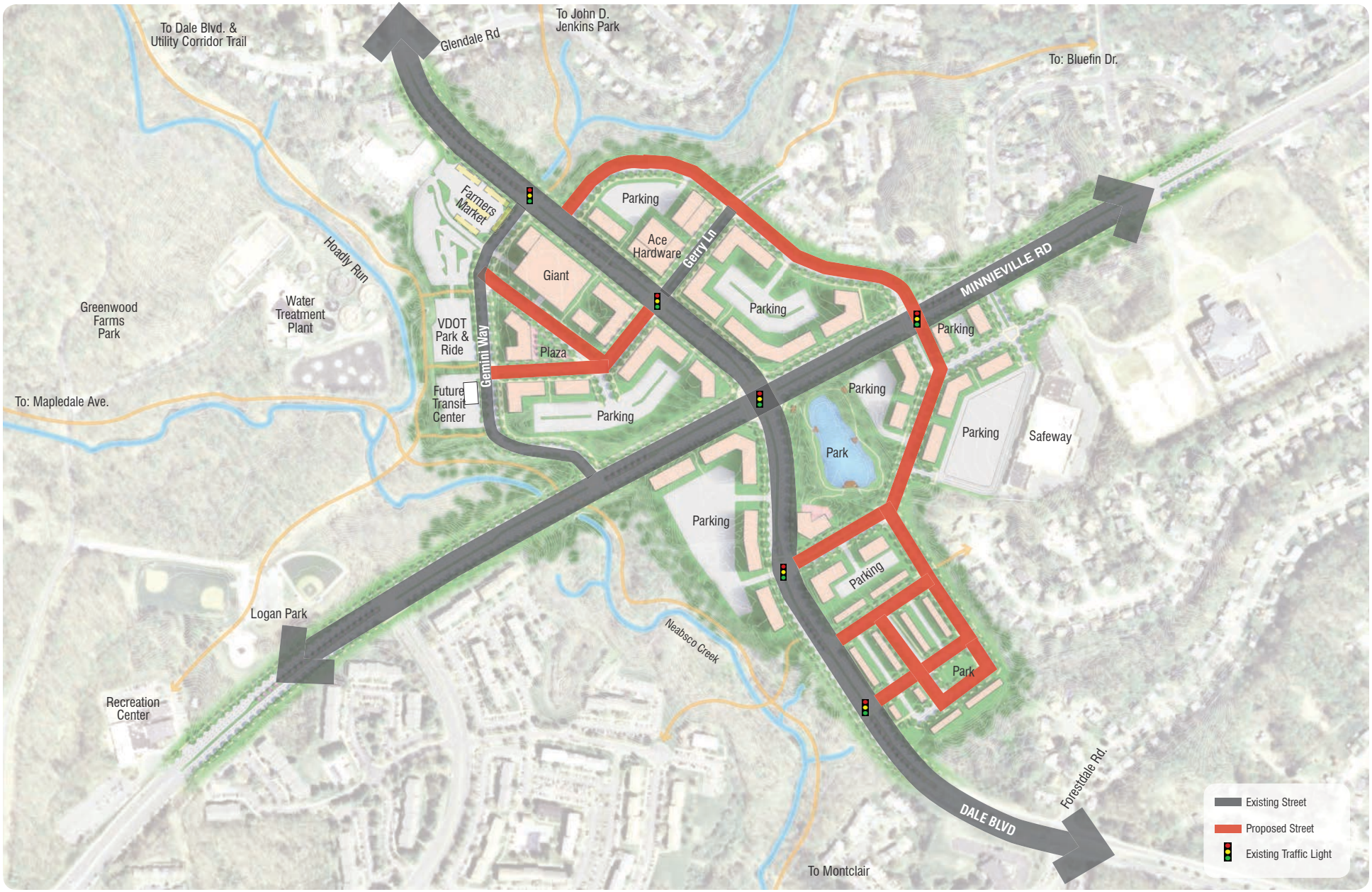
## VDOT Park & Ride Lot

The VDOT Park and Ride lot does not require development of a parking garage at this time. However, there are opportunities to improve the pedestrian and




*Typical shared use trail alignment along Dale Boulevard & Minnieville Road*

# Proposed Street Network



bicycle access and connectivity across Dale Boulevard and Minnieville Road at Gemini Way. Crosswalks at both of these intersections should be enhanced, along with placement of a crosswalk across Gemini Way to the commercial core and the Giant Foods. Additional amenities should include shaded or covered places for people to sit and wait, street trees and shaded areas, secure bicycle parking, short-term bicycle racks, way-finding signage to indicate local walking and bicycling routes, and commuter connections information.

The VDOT Park and Ride lot's location adjacent to Hoadly Run and Neabsco Creek creates an ideal location for green infrastructure enhancements. This could include permeable pavements, planted medians with vegetation or trees, bioswales, or other stormwater improvements. In addition to providing environmental and aesthetic improvements, green infrastructure features would support the area's place-making and weekend farmer's market activities and provide connections to the non-motorized trail system.

## New Bicycle & Pedestrian Connections

Building on the SDAT recommendations to increase the number of greenways in Dale City, this plan supports creation of an interconnected system of greenways and shared-use paths throughout the study area and Dale City. There are significant opportunities to connect the surrounding residential neighborhoods to this commercial area and the VDOT Park and Ride lot through the area's existing green spaces and creeks.

The study identified new opportunities for off-street non-motorized trail connections:

- **Neabsco Creek** runs East-West parallel to Dale Boulevard and was identified in previous studies as a key complement to the busy street for non-motorized users. Connecting many commercial, residential, and institutional destinations throughout Dale City, development of the Neabsco Creek greenway would support many of the goals of this plan.

- **Hoadly Run** is a creek and green space that runs North-South, semi-parallel to Dale Boulevard. It provides connectivity to the Neabsco Creek and the residential areas beyond the study area.

- **The Utility Corridor** is an existing utility corridor that runs parallel to both Minnieville Road and Dale Boulevard. This route could provide additional connections to the commercial area northwest of the study area.

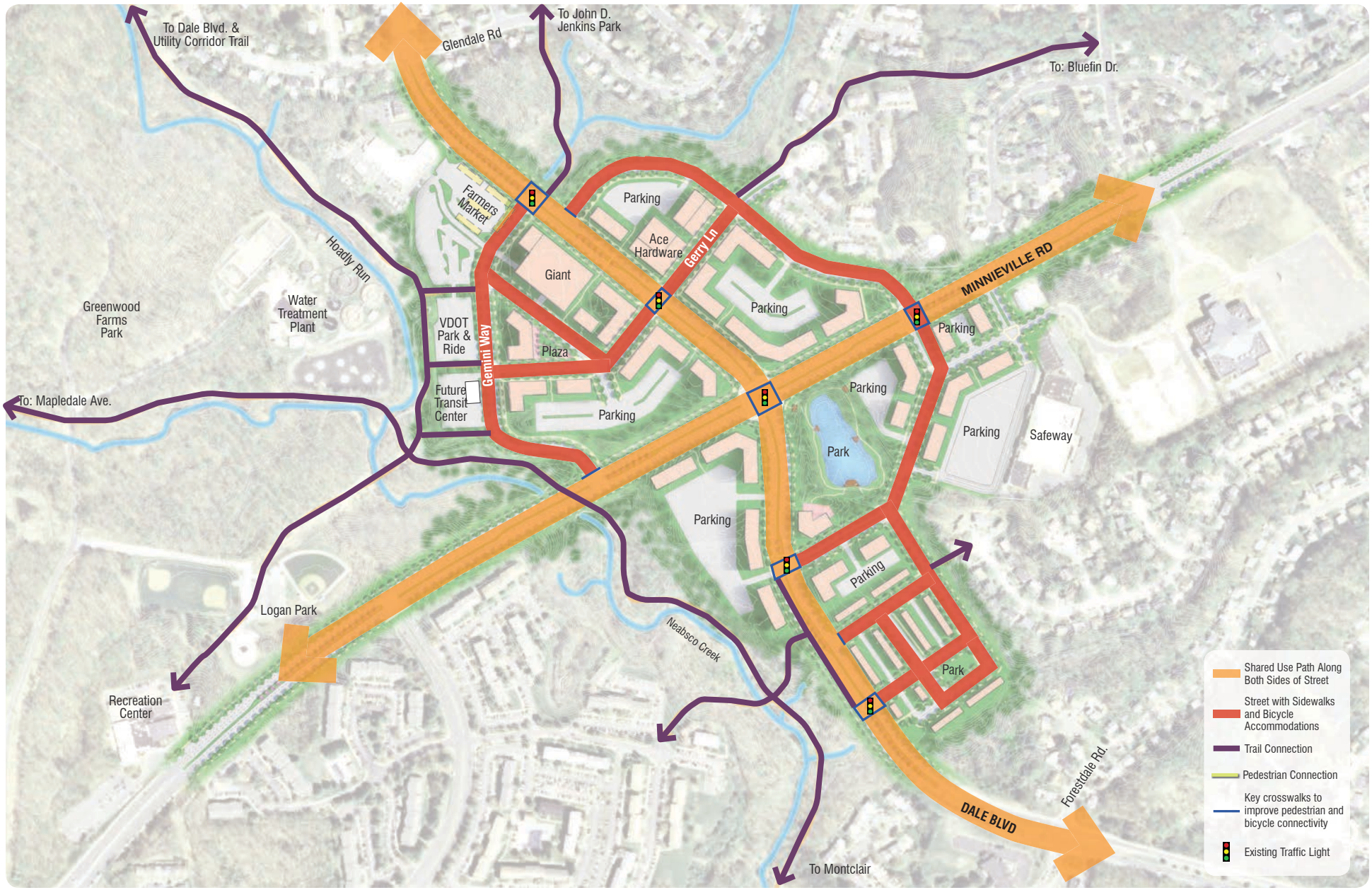
A framework for major greenway connections along Neabsco Creek, Hoadly Run, and the Utility Corridor would knit together the residential and commercial areas within Dale City. Wayfinding signage and place-making along the trail could also increase patronage of the study area's numerous restaurants and businesses.

A future network of greenways, shared-use paths, and sidewalks, will need to be developed with safety in-mind. Dale Boulevard and Minnieville Road, are major thoroughfares that essentially split the study area into four quadrants. Pedestrian crossings at signalized intersections, should be prioritized and include high visibility crosswalks and pedestrian countdown timers on all legs of these intersections, to facilitate the safe crossing of these corridors. Vehicular lighting should be provided along all streets. Pedestrian scale lighting should be included along all streets and greenway corridors to ensure personal safety for all users.

The provision of pedestrian scale lighting, signage public art, wayfinding, and other streetscape elements will encourage use of non-vehicular transportation and de-emphasize the auto-centric character of the study area.


*Public art, signage, wayfinding, and enhanced vegetation will improve the experience of bicyclists and pedestrians*

# Proposed Bicycle & Pedestrian Network



# MASTER PLAN CONCEPT

## Development Land-Bays

The proposed street network supports the creation of a series of developable land bays for mixed-use development to serve as a livable 'center' for Dale City and includes:

- Vertical / horizontal mixed use (office & residential over retail)
- Multi-family housing
- Senior housing
- Townhomes
- Civic uses
- Plazas, parks, and open spaces

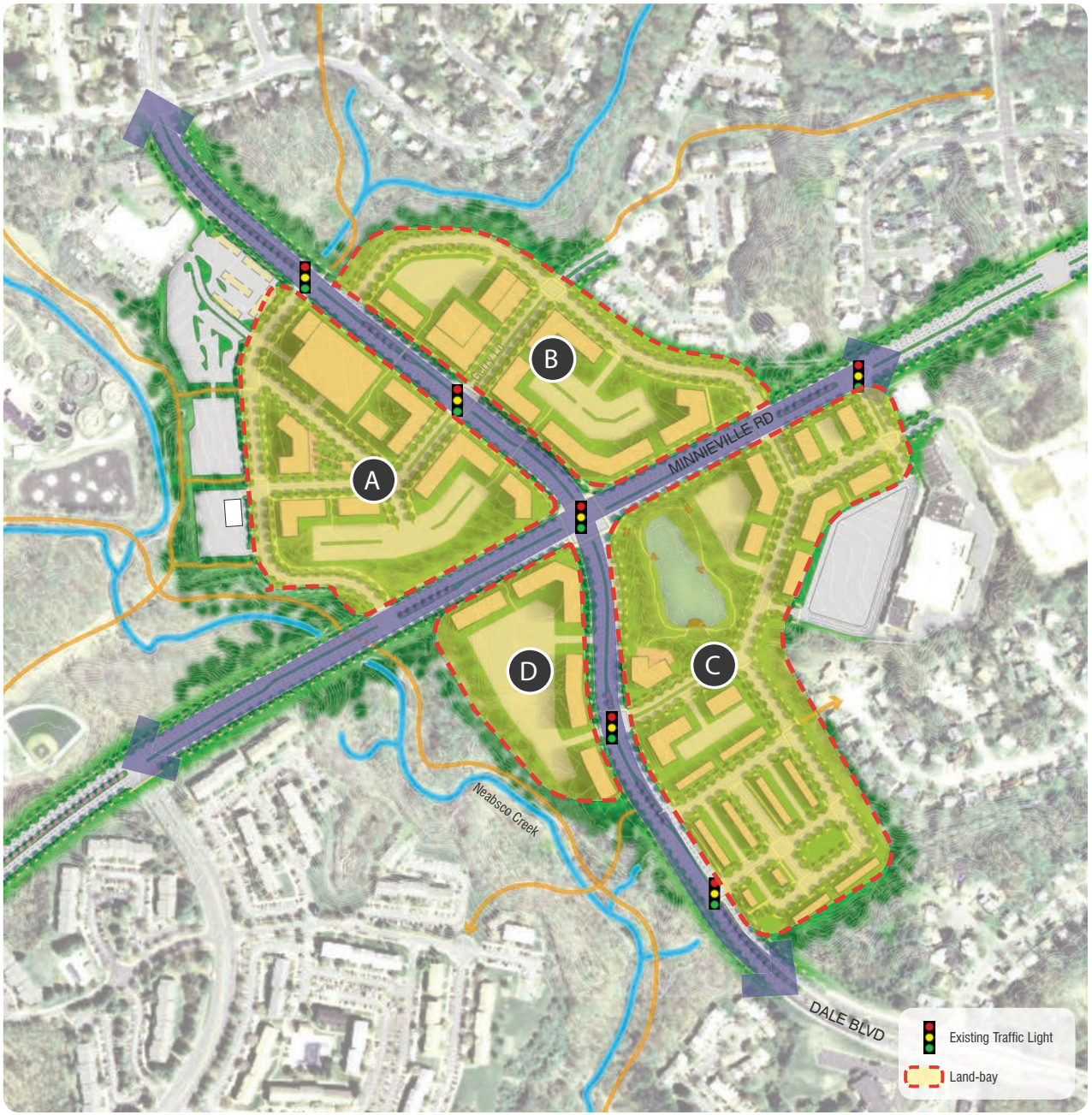
This Master Plan concept includes four land-bays which include the following:

**Land-bay 'A'**- is envisioned as the 'Main Street' focal point that includes residential, retail, civic uses, and a grocery store anchor.

**Land-bay 'B'**- continues 'Main Street' along Gerry Lane and includes residential uses.

**Land-bay 'C'**- creates a mixed-use node south of Minnieville Road that is supported by existing commercial development such as Cheshire Station.

**Land-bay 'D'**- envisions the inclusion of additional housing and office uses



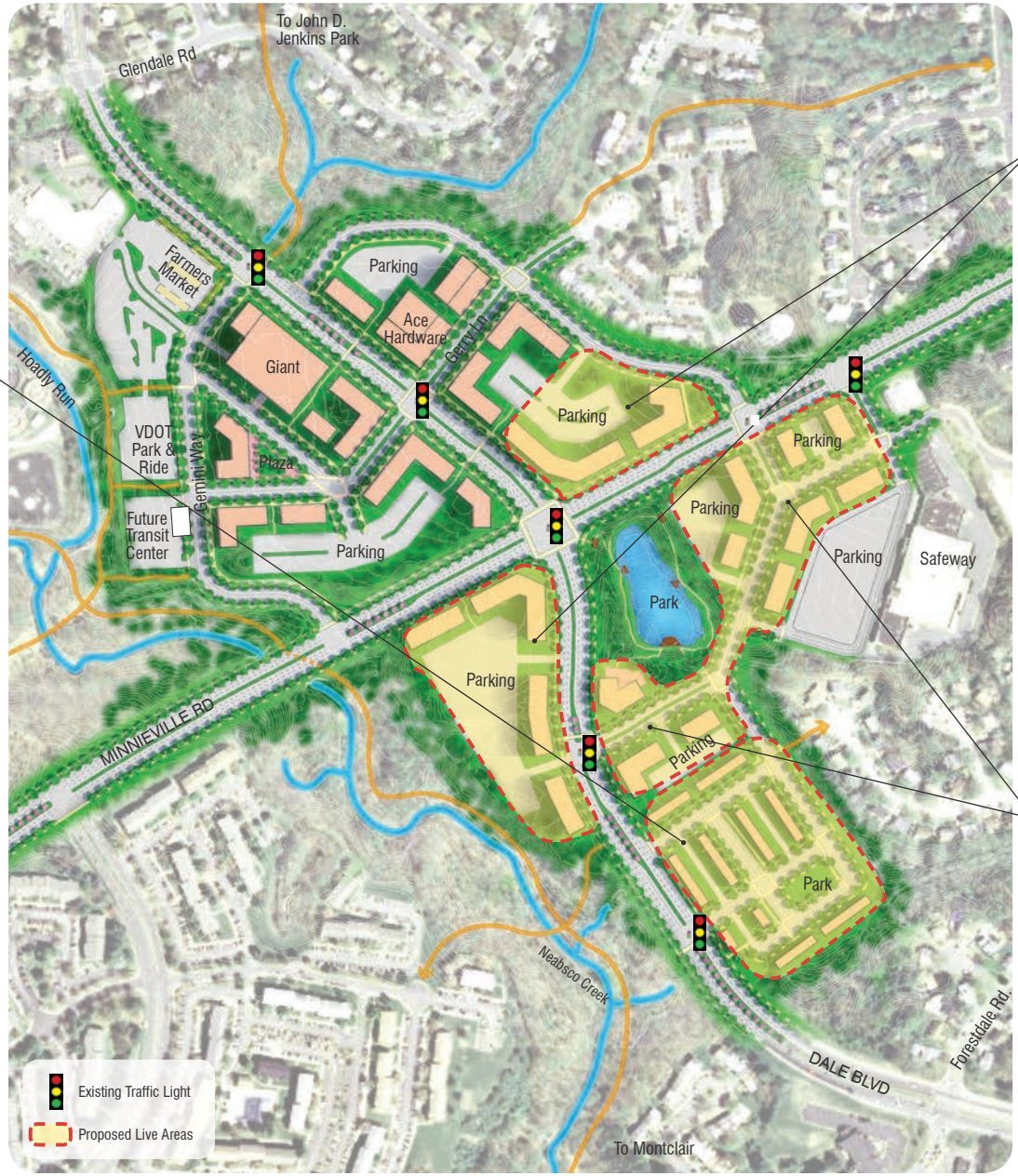
# Places to Live


*Old Town, Alexandria, VA*


*Baxter Village, Fort Mill, SC*


*Langley, WA*

**Townhomes, Duplexes, & Cottages** - the inclusion of a diverse mix of housing types will support opportunities to attract families to live closer to transit and the new walkable / bikable 'town center'.





*Harbor Town, Memphis, TN*

**Multi-family Housing**- the need for apartments in Dale City is increasing. Providing this housing type as part of the 'town center', will increase community density, increase access to transit for residents, and create affordable housing for young professionals and families.


*Boulder, CO*

**Live / Work Units**- today it has become attractive to work close to home. This development typology includes ground floor office / retail space under second floor residential uses.

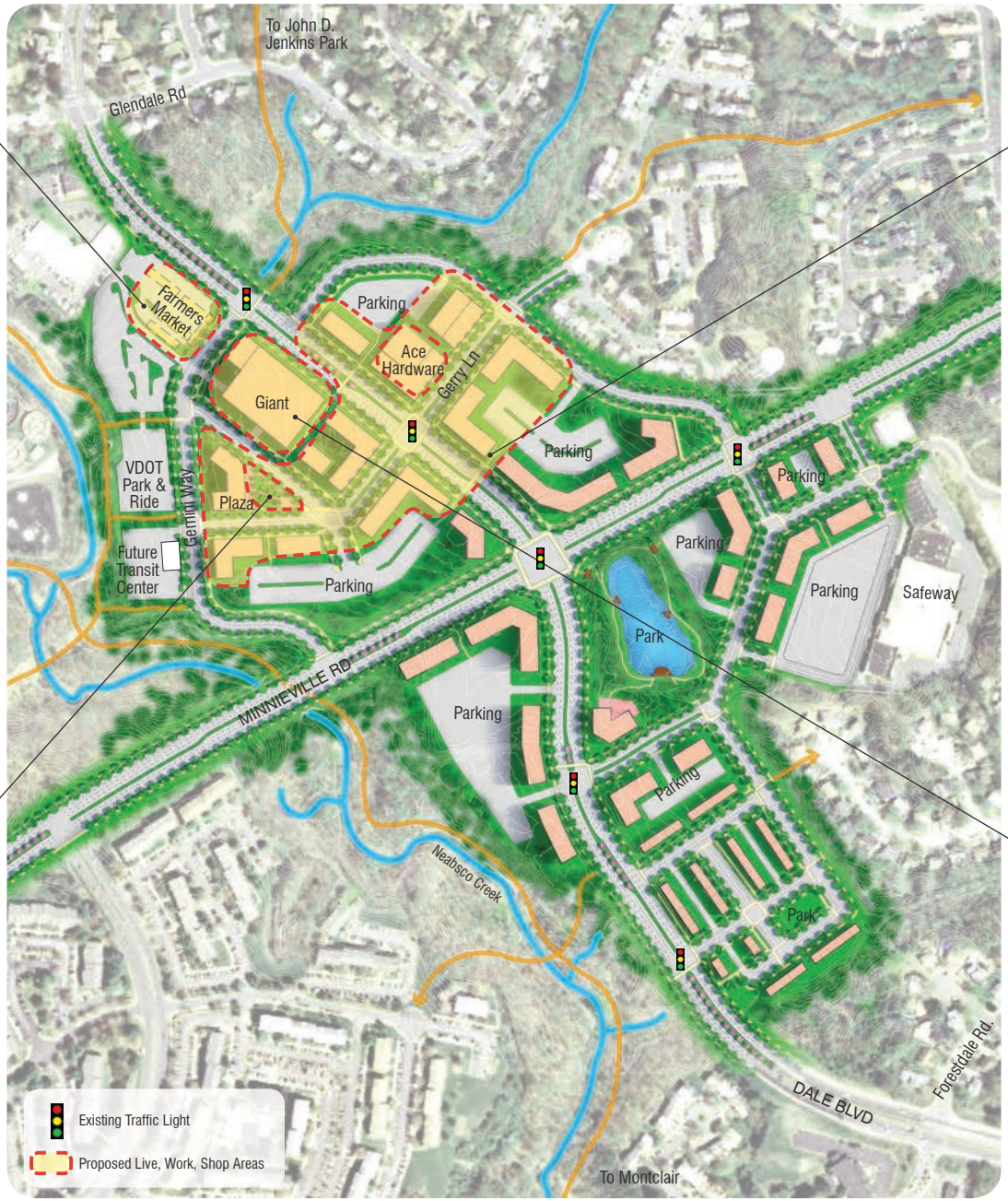
# MASTER PLAN CONCEPT

## Places to Work & Shop

*Asheville, NC*

**Enhanced Farmers Market**- the Farmers market at the VDOT Park & Ride Lot has become a signature fixture for Dale City. The Farmers Market should be enhanced with permanent shade structures that allow parking during the day, but enhances the Farmers Market when it is active.

**Civic Plaza**- at the heart of a successful urban center is a central community gathering space. A civic plaza should be developed along 'Main Street' as a destination for community events and as an identifiable 'center' for Dale City.




*Birkdale Village, Huntersville, NC*

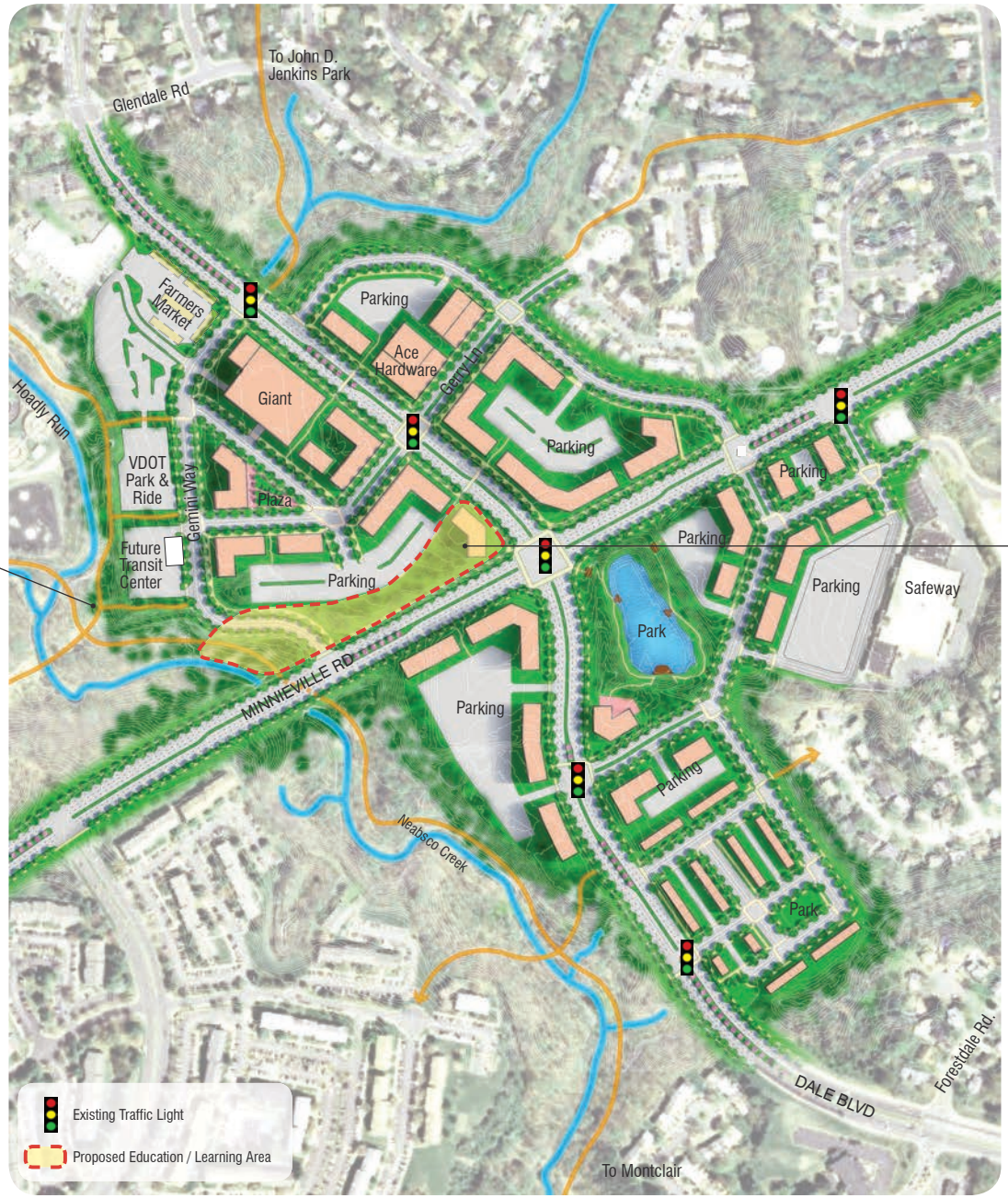
**'Main Street' Mixed Use**- to create a community core for Dale City, 'Main Street' should be developed as a walkable and bikable corridor that incorporates active residential, retail, and office uses. Buildings along 'Main Street' should be urban in scale and oriented close to the street.

*Safeway, Alexandria, VA*

**Grocery Store with Parking on Ground Level**- Giant is currently a major retail anchor in the study area. As part of the redevelopment proposed in this Plan, the supermarket is relocated

along Dale Boulevard to increase visibility and parking is located on the ground floor to maximize buildable site area and reduce the need for unsightly surface parking.

**Access to Nature**- trails and greenways through natural areas increase access to nature and provide off-road connections to surrounding neighborhoods and community destinations. Interpretive elements such as signage, outdoor classrooms, and other elements enhance the user experience and increase opportunities for environmental education.




**Civic Use**- a major civic use such as an education center, or library, would serve as a anchor destination for 'Main Street' that would draw both local and regional visitors. Connections to the civic center from schools, such as Minnieville Elementary, capitalizes on learning opportunities.

# MASTER PLAN CONCEPT

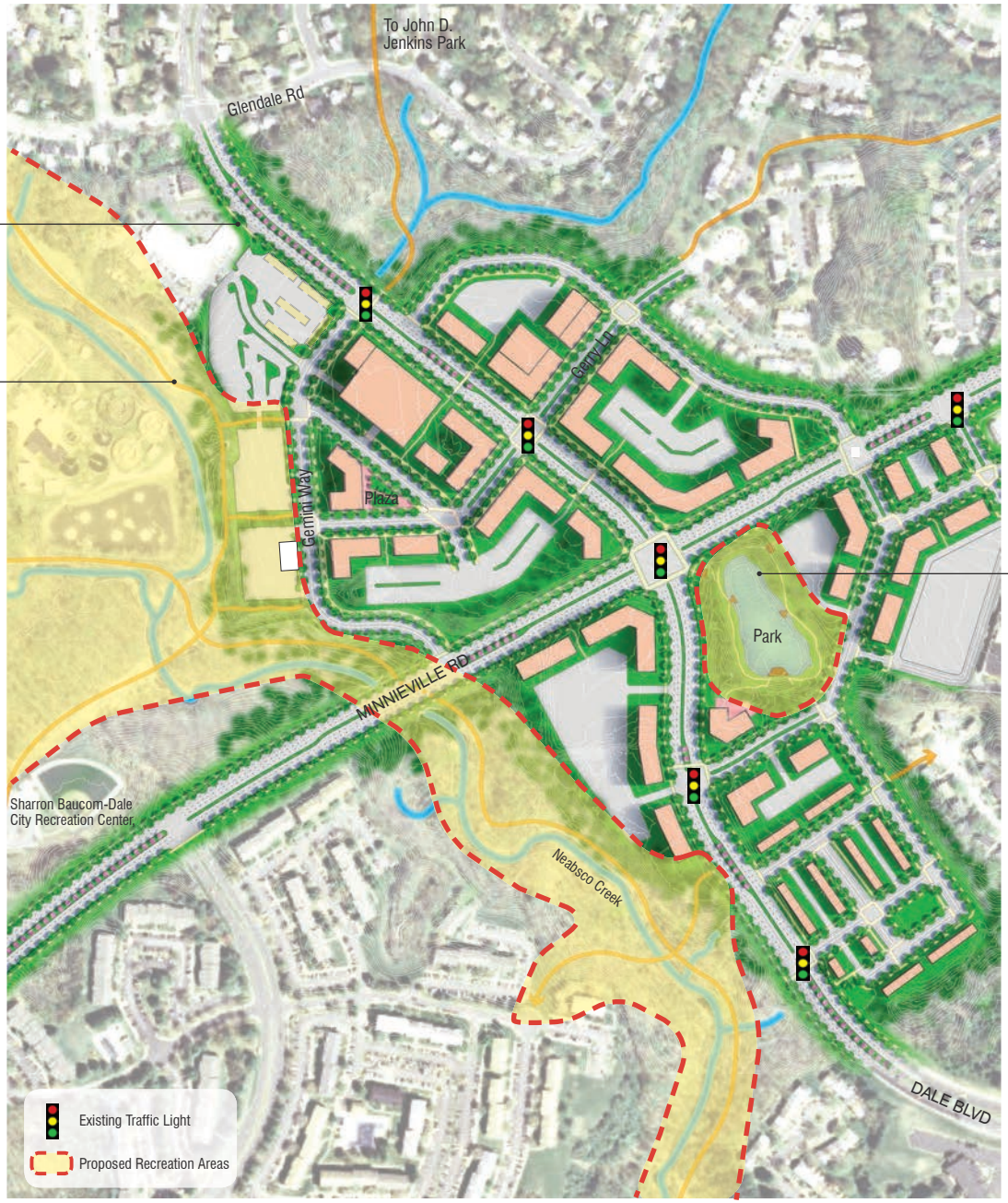
## Recreation

*Cary, NC*

*Indianapolis, IN*

**Nature-Based & Urban Greenways**- greenways help support the utilization of non-vehicular modes of transportation. A network of greenways, as proposed in this plan, improves connectivity from adjacent land uses to the new town center and provide greater connectivity to the surrounding region.

Connections should be provided to existing recreation resources such as to the Sharron Baucom-Dale City Recreation Center, which is located adjacent to the study area.




*Charlotte, NC*

**'Central Park'**- the existing stormwater management area is under-utilized. This resource could be transformed into a major community destination open space as a place for gathering, play, relaxation, and entertainment.

# 6 IMPLEMENTATION PLAN

# IMPLEMENTATION PLAN

The transformation of the study area will not happen overnight, but will occur in phases. The key to this implementation strategy is identifying the "low hanging fruit" that can be easily achieved while, at the same time, being effective in signaling the perception that improvements are starting to occur. The art of implementation involves the completion of early actions that can demonstrate that improvements are beginning to happen – change that can build on successes, and notify the market that a new and exciting transformation is beginning to emerge. To realize the recommendations outlined in this Master Plan, the implementation strategies outlined in the following tables are organized into three categorizes:

- **Improve Connectivity-** provide safe and efficient multimodal connectivity to and within the study area
- **Encourage Strategic Redevelopment-** explore policies and complete actions that will enable the construction of mixed-use development that will support the "town center" vision
- **Provide Programming & Activation-** build upon existing activities and brand the area as a destination for Dale City

**Master Plan action items have been identified and organized by the following phases of implementation:**

- **Short-Term:** 0-2 years
- **Mid-Term:** 2-10 years
- **Long-Term:** 10+ years
- **Ongoing:** continuous process

| Action Item | Description | Phase |
|---|---|---|
| Develop a Streetscape Master Plan & Preliminary Design Drawings for improvements along Dale Boulevard & Minnieville Road. | A Streetscape Master Plan, will provide specific recommendations for hardscape material finishes, furnishings, lighting, civic art types/locations, and other critical streetcape elements. This Streetscape Master Plan will ensure the development of a cohesive public realm along Dale Boulevard & Minnieville Road.<br><br>As part of the development of a Streetscape Master Plan and preliminary design drawings, review the County's shared use bike path Design and Construction Standards Manual standards and, if necessary, initiate an amendment to update the standards. | Short-Term |
| Improve bicycle and pedestrian safety and connectivity in the study area including the greenway network and completion of the Neabsco Greenway. | There are gaps in the existing bicycle/pedestrian network. Future redevelopment projects should update and complete sidewalk/pedestrian connections and may also consider signage, wayfinding, secure bicycle parking, and shade trees and ensure that they meet the standards in the County's Design and Construction Standards Manual. Continue to communicate and coordinate with property owners and the community with the goal of assembling the parcels needed to create contiguous trails/greenways. | Short-Term |
| Create a small area plan to be included in the County's Comprehensive Plan. | Utilize this study in the creation of a small area plan for Dale City which will act as a guide for future development. | Short-Term |

| Action Item | Description | Phase |
|---|---|---|
| Explore the potential for a form-based code overlay in the study area to support the development of an urban mixed-use town center. | Create a white paper on form-based coding and explore the feasibility for the study area. A form-based code prescribes how development will occur in regard to form, density, use, and connectivity and may be a useful tool for the creation of a mixed-use town center. | Short-Term |
| Review the potential for Dale City to be added as a Metropolitan Washington Council of Governments regional activity center. | Regional Activity Centers are designated locations in the region that will accommodate the majority of the region's future growth for both population and employment. A regional activity center designation helps in the development of long-range regional planning goals and the integration of planning policies on land use, transportation, housing, and the environment and could be useful in promoting the development of a Dale City town center. | Short-Term |
| Change perceptions of the area through an increased number of programmed activities and events. | Utilize the VDOT Park and Ride lot and/or coordinate with adjacent shopping center landowners, to encourage alternative uses of surplus parking space. Active uses of these areas may include temporary event space for performances; pop-up retail, kiosks, and food trucks; public art and other place making elements. | Short-term |
| Improve transit and park & ride infrastructure. | Complete pedestrian/bicycle connections to the existing park & ride lot and bus shelters in the study area. Other infrastructure improvements include updating bus shelters, signage, wayfinding, secure bicycle parking, and shade trees. | Mid-Term |
| Improve the farmer's market as a catalyst for redevelopment in the community. | The farmer's market is currently a highly visited and regarded civic space for community gathering. Improvements to the market, such as the introduction of permanent facilities or infrastructure, can act as a catalyst for future development and build on the existing sense of community. | Mid-Term |
| Expand the street network in the study area. | As individual projects occur or a master plan for the town center is proposed, an expanded street network should be considered. It has the benefit of creating more opportunities for development, encouraging compact walkable development, and an opportunity for traffic to flow around the town center. | Long-Term |

| Action Item | Description | Phase |
|---|---|---|
| As redevelopment occurs, assess the need for a parking garage at the VDOT park & ride facility. | Conduct a study for the construction of a parking garage as the density of the town center increases, and existing surface parking is replaced by new development. | Long-Term |
| Build a brand for the Dale City "town center". | Continue to work with the community in redefining Dale City and sharing and building on successful projects. Initiate a branding strategy that will assist the County in communicating the image of the "town center" as it begins to emerge. | Ongoing |
| Continue to meet with and coordinate with property owners and developers regarding redevelopment opportunities in the study area. | Communicating and coordinating with property owners and developers is key to redevelopment of the community. Most of the properties in the study area are privately owned and redevelopment efforts are dependent on property owner and developer participation. Evaluate opportunity to develop a "main street" at Gerry Lane as a first phase redevelopment project. | Ongoing |
| Utilize this study as an advisory document for future development projects. | Utilize this study as an advisory tool in the development review process for rezoning's, special use permits, and public facility reviews. | Ongoing |

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