**STUDY AREA**

- **Acreage:** +/- 604 acres

- **Transitional Area:** Between industrial uses to the west and residential uses to the east

- The study area is located in close proximity to I-66, Manassas National Battlefield Park, the Sudley Road Corridor Sudley Road /I-66 Interchange, and the Prince William Parkway.
  - **North (1/2 mile):**
    - I-66
    - Manassas National Battlefield Park
  - **East:**
    - Sudley Road Corridor: 1 mile
    - I-66/Sudley Road Interchange: 1.3 miles
  - **West:**
    - Prince William Parkway

**KEY MAP**
EXISTING CONDITIONS

- Several major roadways along the edges of the study area, but minimal internal circulation
- Two Resource Protections Areas (RPAs) on west side and south sides of the study area
- Areas of protected open spaces throughout study area, largely along residential edges
- Large areas of undeveloped / vacant land throughout the area
  - Residential areas are located to the east with little to no road connections to Bethlehem Road (except Coverstone Drive)
  - Majority of study area is comprised of industrial uses
  - A large quarry is located south of Sudley Manor Drive
  - Innovation Park Small Area Plan is located south of study area
  - The Sudley Road Redevelopment Corridor is located 1-mile east of the study area and abuts the study area boundary at its northern end.
EXISTING LAND USE

- Industrial uses west of Bethlehem Road
- Areas of undeveloped land in the study area
- A mix of residential uses east of Bethlehem Road
- Norfolk Southern Railroad right-of-way runs through center of study area
- Dean Divers Church, a historic church, is located in the study area
- Mullen Elementary School is in the study area
- Bull Run Library east of study area
- New local fire station northwest of study area on Balls Ford Road
Data Center Overlay covers all of study area west of Bethlehem Road and Chatsworth Drive.

Highway Overlay District along Prince William Parkway (Suburban Parkway).

Technology Overlay to south of Sudley Manor Drive (CH & EH subdistricts).

Protected Open Space.

Pending Planning Cases:
1. Allan Myers Paving: 22.8 acres, Special Use Permit (SUP) for asphalt/concrete plant with associated structures.
2. American Trade Center: 7.16 acres, rezoning to General Business & SUP to allow two drive-through restaurants and gas station. Pending.
4. Compton Property- Amazon Data Services: 79 acres, Comp. Plan Amendment to re-plan to FEC to allow data center uses.
5. Innovation Town Center: 78.65 acres, Comp. Plan Amendment to re-plan to TM.
6. Wellington Glen Parcel J/K: 46.80 acres, amend proffers on portion of property to change master zoning plan to allow O(F).
7. KH Data Capital Development: 37 acres, to rezone M-2 with proffers for data centers. Public Facilities Review concurrently taking place (now completed according to ePortal).
8. South Point Phase II: 22.23 acres, amend proffers with association Rezoning case to allowing increased building area for data center uses.
9. Wellington Associates LLC: 7.03 acres, rezoning from A-1 to M-2 to develop additional industrial warehouse buildings and associated parking/access areas.
LONG-RANGE LAND USE

- **Industrial Employment (EI):** provides for areas of economic base industries that must be screened and buffered from major transportation corridors and adjacent land uses. Primary uses include manufacturing, industrial parks, truck/auto repair, & other industrial uses. Retail uses are secondary.

- **Flexible Use Employment Center (FEC):** provides for employment uses. Primary uses may include light manufacturing, small assembly businesses, start-ups, and office uses. Retail/retail service uses are secondary. Warehousing, wholesale, distribution, or storage uses are also considered secondary.

- **Regional Employment Center (REC):** encourages intensive regional employment uses. Primary uses in the REC may include mid-rise and/or high-rise office, research and development facilities, lodging, and mixed-use projects. Residential uses are secondary @16-30 dwelling units per gross acre.

- **Suburban Residential High (SRH):** provides areas of varied housing at the highest suburban density (10-16 dwellings per acre). Preferred use is multifamily.

- **Public Land (PL):** This Long-Range Land Use classification identifies public land within the County in order to provide an indication of existing and planned public facilities, institutions, or other government installations.
Market Observations
Bethlehem Activity Center

Market Observations

October 14, 2021

Prince William County, VA
Activity Center is largely industrial in nature, west of Bethlehem Road. Residential to east.

Major redevelopment opportunity around asphalt and concrete site – roughly 206 acres, which could accommodate residential as well as industrial uses.

The Innovation Park Town Center project has been approved just south of the Bethlehem Activity Center led by Castle Rock LLC and includes GMU Science & Technology Campus, Stanley Martin Homes.

The data center overlay district will attract additional data centers to the west of the activity center off Prince William Parkway and nearby.

Future center of gravity will be located at the intersection of Prince William Parkway and Sudley Manor Drive where roughly 689 acres of mostly undeveloped land is located.

Within 1 mile, the Sudley Road area has one of the County’s largest retail shopping corridors, including 10 shopping centers with over 2.8 million SF of leasable retail space.
Top Redevelopment Opportunity Site

Redevelopment or Repositioning Needed

1. Allan Myers Paving
   22.8 acres
Emerging Center of Gravity

INNOVATION PARK TOWN CENTER
- Planning Commission approved on 9/9/21 (7-0 decision)
- 132-acre development
- Castle Rock Partners, LLC
- University Village
  - 1,460 student housing units
  - 150 homes
  - Luxury hotel
  - Retail uses
- Town Center at Innovation Park
  - Stanley Martin Homes
  - 996 homes and apartments
  - Price: $350k to $500k
- GMU Sci-Tech Campus
  - Two new buildings
  - Completed by 2026
INDUSTRIAL/FLEX
• Industrial and business park uses are present in the area and could expand. Data centers are being positioned at several locations, including along Prince William Parkway and just east near Manassas Mall.
• There are several high value vacant land parcels that could be developed industrially, but have other higher value options (e.g. future retail, multi-family residential, office, etc.)

HOTEL/RESTAURANT:
• Hotel and restaurants are not well represented in the activity center but are near by on Sudley Road. More would be expected along Prince William Parkway and Sudley Manor Road in the future as new development occurs

OFFICE
• Various types of office space or an office park could be envisioned at the southwestern portion of the Bethlehem Activity Center, as well as on other development parcels south of the study area

RESIDENTIAL
• Medium and high density residential could be accommodated in the Bethlehem Activity Center
OVERALL ISSUES

Character

• Streetscape character lacks sense of place
• Lack of street trees and other streetscape amenities
• Lack of community green space and amenities such as parks
• Wayfinding and navigation

Development Challenges

• Juxtaposition of industrial and residential uses along Bethlehem Road, and history of conflicts between these land uses.
• Service trucks along Bethlehem Road are disruptive to residential uses.
• Existing development is located close to the Bethlehem Road Right-of-Way (e.g. Blackburn, Kesler Ridge, The Point at Manassas, and The Rock Church at Manassas).
• Minimal interconnected street network and lack of transit access.

Mobility Challenges

• Bethlehem Road is a 2-lane roadway which serves both industrial uses and residential uses with no dedicated pedestrian and bicycle infrastructure.
• Bethlehem Road has significant curvatures within its central extents.
• Mullen Elementary School backs onto Bethlehem Road and experiences the impact of the heavy industrial vehicle use.
• Access from the residential communities to the shared-use path along Sudley Road shared-use path is limited.
• The closest transit route is ¼ mile to the east along Ashton Ave, which provides stops for the Manassas local route only.

OVERALL OPPORTUNITIES

• Buffer the residential uses from industrial uses with dedicated buffers and enhanced streetscape buffers.
• Create a community amenity that can buffer land uses and provide public open space that serves surrounding residential uses.
• Establish “thresholds” that provide transitions between residential and industrial uses.
• Diversify employment opportunities. Capitalize on location near major roadways such as Prince William Parkway.
• Encourage data center and light manufacturing uses at undeveloped industrial sites that create low impacts to surrounding residential uses.
• Improve walkability/bikeability and streetscape character along Bethlehem Road and within communities east to Ashton Avenue.
• Expand transit options from the area to Manassas VRE and Park & Ride lots.
• Enhance multi-modal connectivity to the Sudley Road shared-used path and the planned trail along Ashton Avenue.
• Expand dedicated roadway extensions of Mason King Court and/or Notes Drive to provide access to industrial properties to the east of Bethlehem Road with the intention to limit industrial vehicles along Bethlehem Road.
• Analyze feasibility of straightening Bethlehem Road to remove curvatures within the central extent of the study area.
• Explore ways to minimize freight traffic along Bethlehem Road.
Vision
Bethlehem Road will accommodate a range of employment-based and residential uses. Land uses will evolve to ensure sensitive transitions between residential and non-residential uses, while improving access and connectivity.

Long-Range Land Use Designations

- **Office Mixed Use (OMU)** areas along Bethlehem Road will serve as a buffer between residential and industrial uses, while allowing for compatible employment uses.

- **Suburban Neighborhood (SN)** areas support existing residential areas that allow residents to live close to amenities such as Mullen Elementary School and nearby employment opportunities.

- **Technology Flex (TF)** will complement existing concentrations of manufacturing and industrial uses, enabling the area to evolve as a major employment center for the county.

- **Flexible Employment Center (FEC)** areas will allow for light manufacturing, start-up businesses, and office uses that will provide compatible land use transitions between existing industrial uses and future mixed-use development.

- **Public Land (PL)** is comprised of public facilities, specifically the Mullen Elementary School.

Key of Land Use Designations

- Office Mixed Use (OMU)
- Suburban Neighborhood (SN)
- Technology Flex (TF)
- Flexible Employment Center (FEC)
- Right-of-Way (ROW) includes roadways and interchanges
- Environmental Resource (ER)
- Public Land (PL)
ACTIVITY CENTER: BETHLEHEM ROAD

Transects

• **T-4**: Support higher-intensity and employment-anchored uses near the intersection of Sudley Manor Drive and Prince William Parkway.

• **T-3**: Allow higher-intensity and employment-anchored uses away from existing residential areas and support the scale and intensity of existing residential development patterns east of Bethlehem Road.

• **T-2**: Provide height and density transitions between higher-intensity areas and surrounding residential areas on the east side of Bethlehem Road.

Key of Transect Categories

- Transect 4 (T-4)
- Transect 3 (T-3)
- Transect 2 (T-2)
ACTIVITY CENTER: BETHLEHEM ROAD

Key Policies

Land Use
1. Diversify non-residential uses to complement existing industrial development in a manner that is compatible with existing residential uses. Potential non-residential uses may include research facilities, general office, data centers, light manufacturing, or others.
2. Provide buffers and transitions (e.g., open space, landscaping, land use transitions, etc.) between higher-intensity industrial areas and existing residential neighborhoods.

Housing
3. Support and protect existing residential neighborhoods and housing stock east of Bethlehem Road.

Connections
4. Explore opportunities to minimize freight traffic along Bethlehem Road.
5. Analyze the feasibility of straightening Bethlehem Road to remove sharp curves, while respecting existing properties and resources including Mullen Elementary School, local churches, and other community facilities.
6. Extend Mason King Court and/or Notes Drive to provide more convenient access and alternate routes to industrial properties with the intention of limiting industrial traffic along Bethlehem Road.
7. Improve pedestrian and bicycle connections, implement traffic calming measures (such as roundabouts), and enhance streetscape character along Bethlehem Road.
8. Expand transit options from the area to Manassas VRE and nearby Park & Ride lots.
9. Enhance multimodal connectivity to the Sudley Road shared-use path and the planned trail along Ashton Avenue.

Encourage the development of data center, light manufacturing, or other non-residential uses that are compatible with surrounding residential uses.

Complement existing industrial uses with other non-residential uses that are compatible with existing residential neighborhoods.

Encourage the development of public spaces that unify the area and establish a sense of place.