

Prince William County Comprehensive Plan Update Land Use Elements | Activity Centers and Redevelopment Areas

Dumfries Activity Center Work Session
July 14, 2021

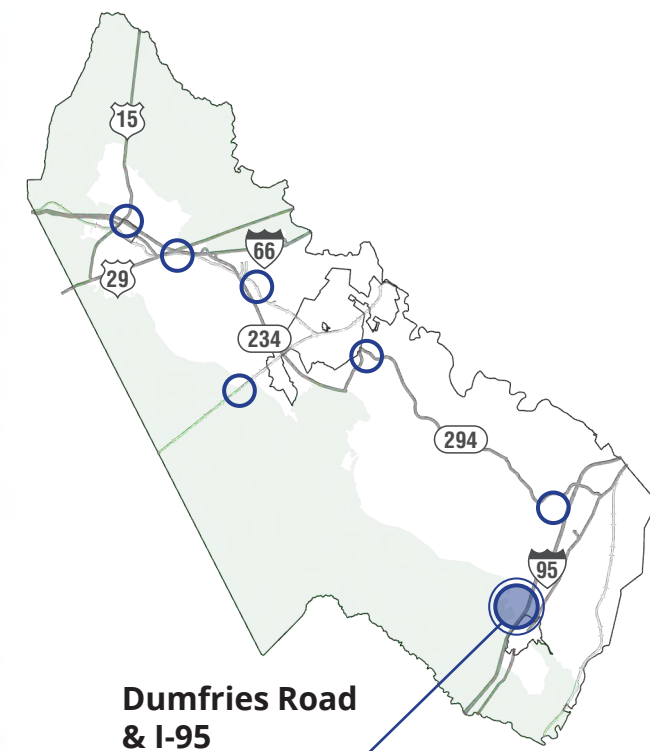
Revised: December 14, 2021

Nelson\Nygaard | Rhodeside & Harwell, Inc. | RKG Associates, Inc.

STUDY AREA

- 276 (+/-) acres
- Located at the I-95 / Dumfries Road interchange in eastern Prince William County
- Town of Dumfries located southeast of study area
- Prince William Forest Park located immediately west of the study area (edge of Rural Area)
- Significant contextual tree canopy / natural resources

CONTEXT

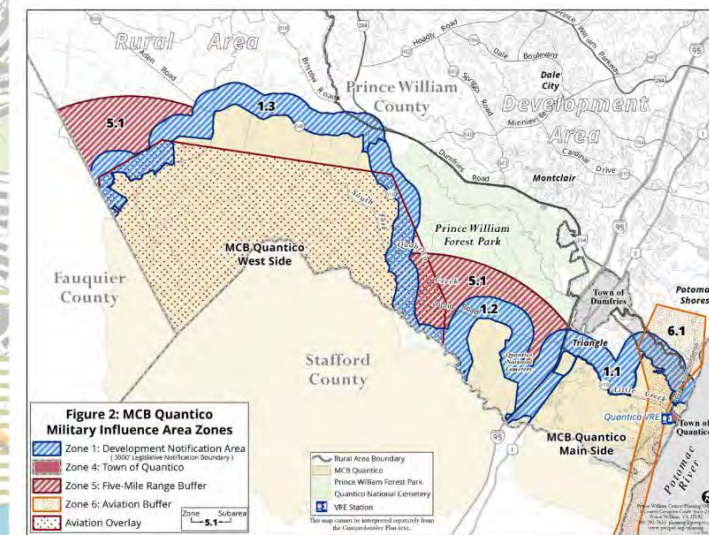
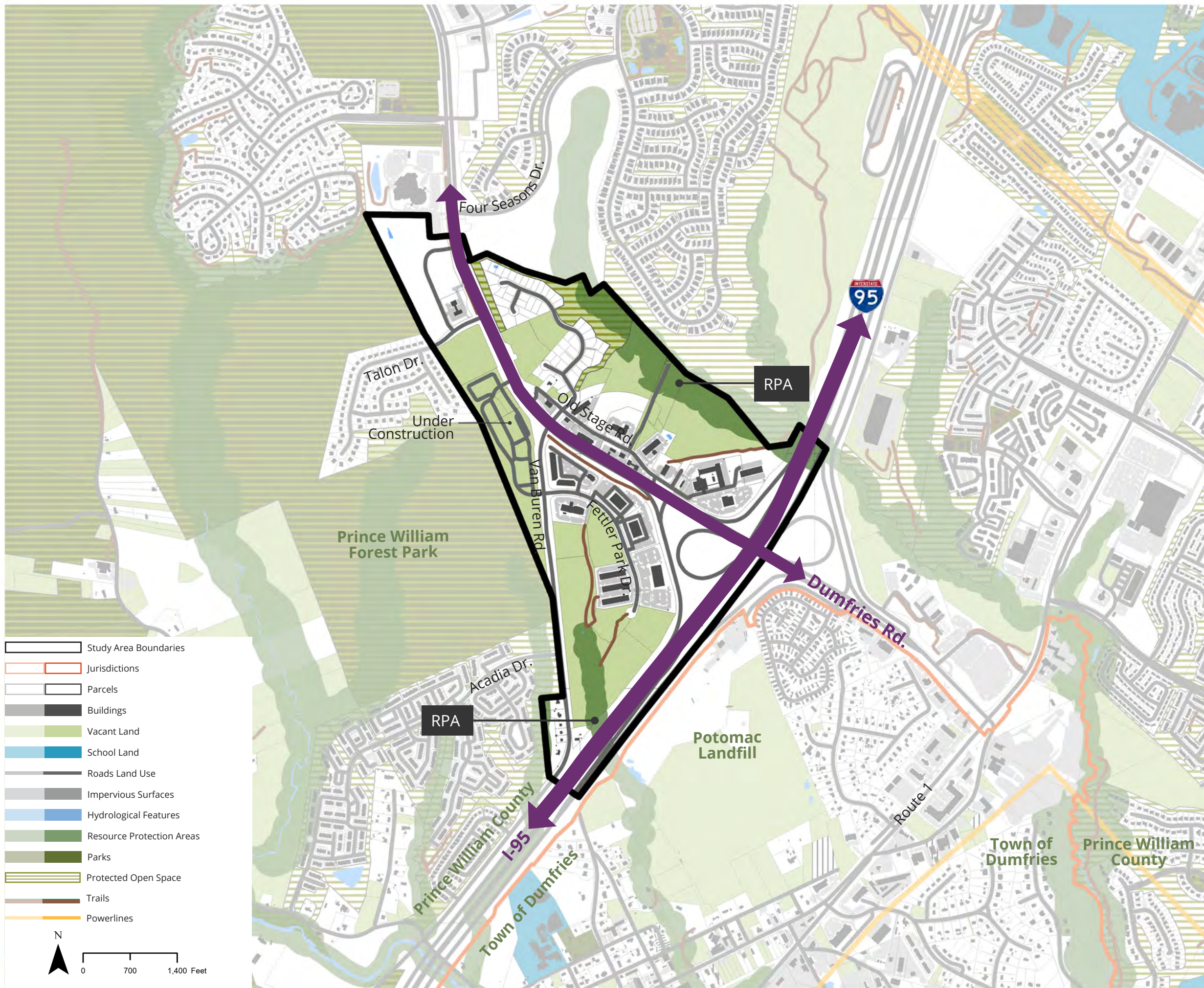


EXISTING CHARACTER



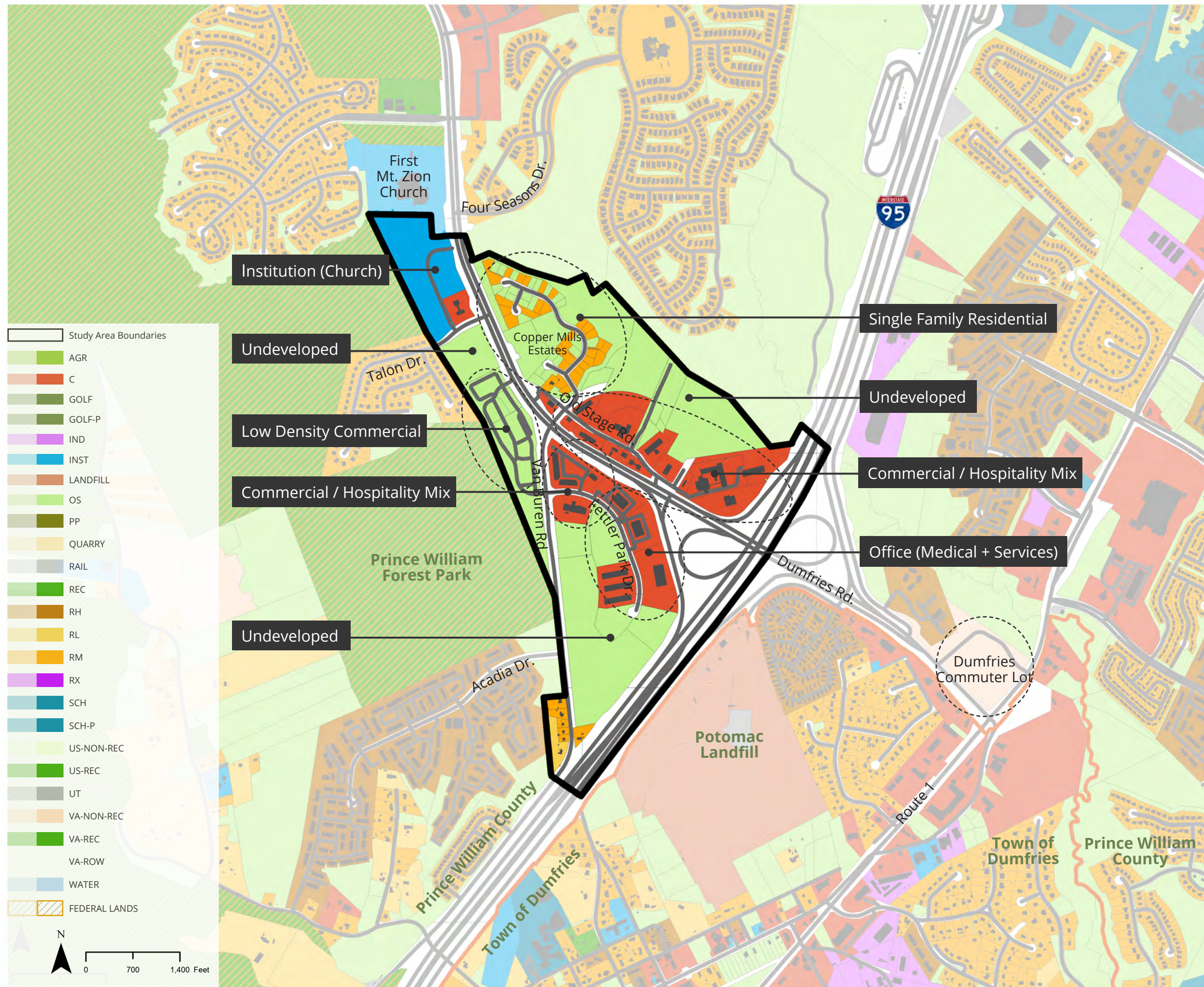
EXISTING CONDITIONS

- Environmentally sensitive Resource Protection Areas (RPAs) located on-site
- Lower density, suburban land development patterns
- Undeveloped land along north and southwest areas of the study area boundary
- I-95 is a major arterial that separates the study area from the Town of Dumfries
- Dumfries Road is a major thoroughfare that bisects the study area (east/west)
- Consider noise impacts of nearby Quantico Marine Base



EXISTING LAND USE

- Aging commercial and hospitality land uses north of Dumfries Rd.
- Newer, active commercial and office uses south of Dumfries Rd.
- Planned / under construction low density commercial uses along Dumfries Rd. (West).
- Large undeveloped sites along the northeast and southwest study area boundary.



LAND DEVELOPMENT

1. Popeye's restaurant

2. Colonial Downs- The Rose: 50,000-sf. gaming space, bars/restaurants, event space, hotel, and theater. To also include a 75-acre park.

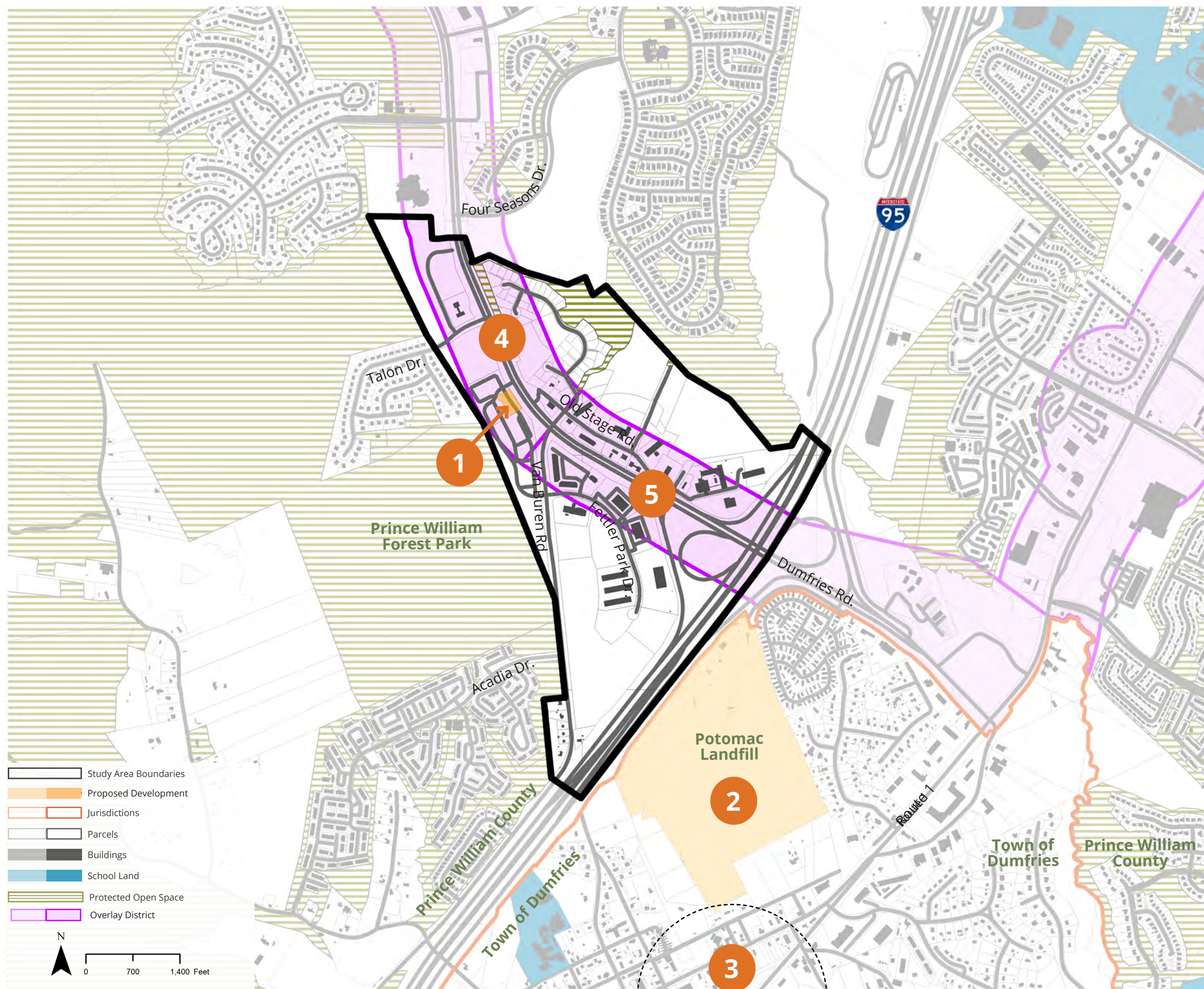


3. Route 1 widening and rerouting to create a 'main street' for Dumfries. Initial Village Center phase to include 285 apartments and 34,523 sf. of commercial use. "Dumfries seeks to become a modern urban village, not a re-creation of a colonial village".

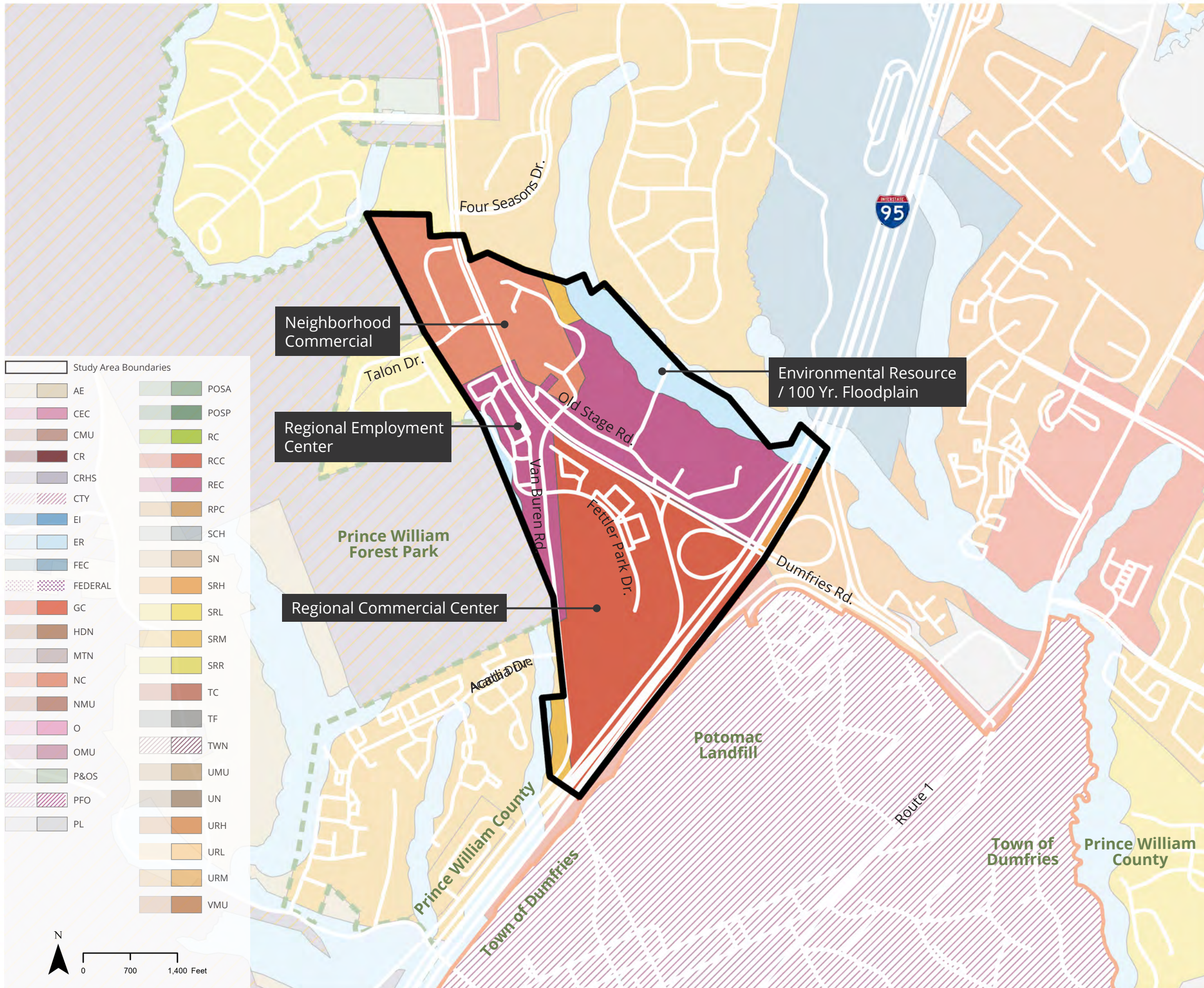


4. Suburban Arterial Overlay

5. Urban Arterial Overlay
Overlays encourage shared entrances, inter-parcel travelways or on-site service drives connecting adjacent properties. Regulates commercial development.



LONG-RANGE LAND USE



- Regional Commercial Center (RCC)**- encourages large-scale retail projects that serve a region rather than local market. Primary uses include regional retail malls, mixed-use projects, and large single-user retail buildings. Residential uses are secondary and may represent no greater than 25 percent of the total RCC gross floor area @16-30 dwelling units per gross acre
- 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 and may represent no greater than 25 percent of the total REC gross floor area @16-30 dwelling units per gross acre
- Neighborhood Commercial (NC)**- encourages commercial areas that serve surrounding residential neighborhoods. Mixed-use buildings that combine retail/retail services on the first floor only and residential uses on no more than two additional floors, with a special use permit.

Transportation Observations

Site Context

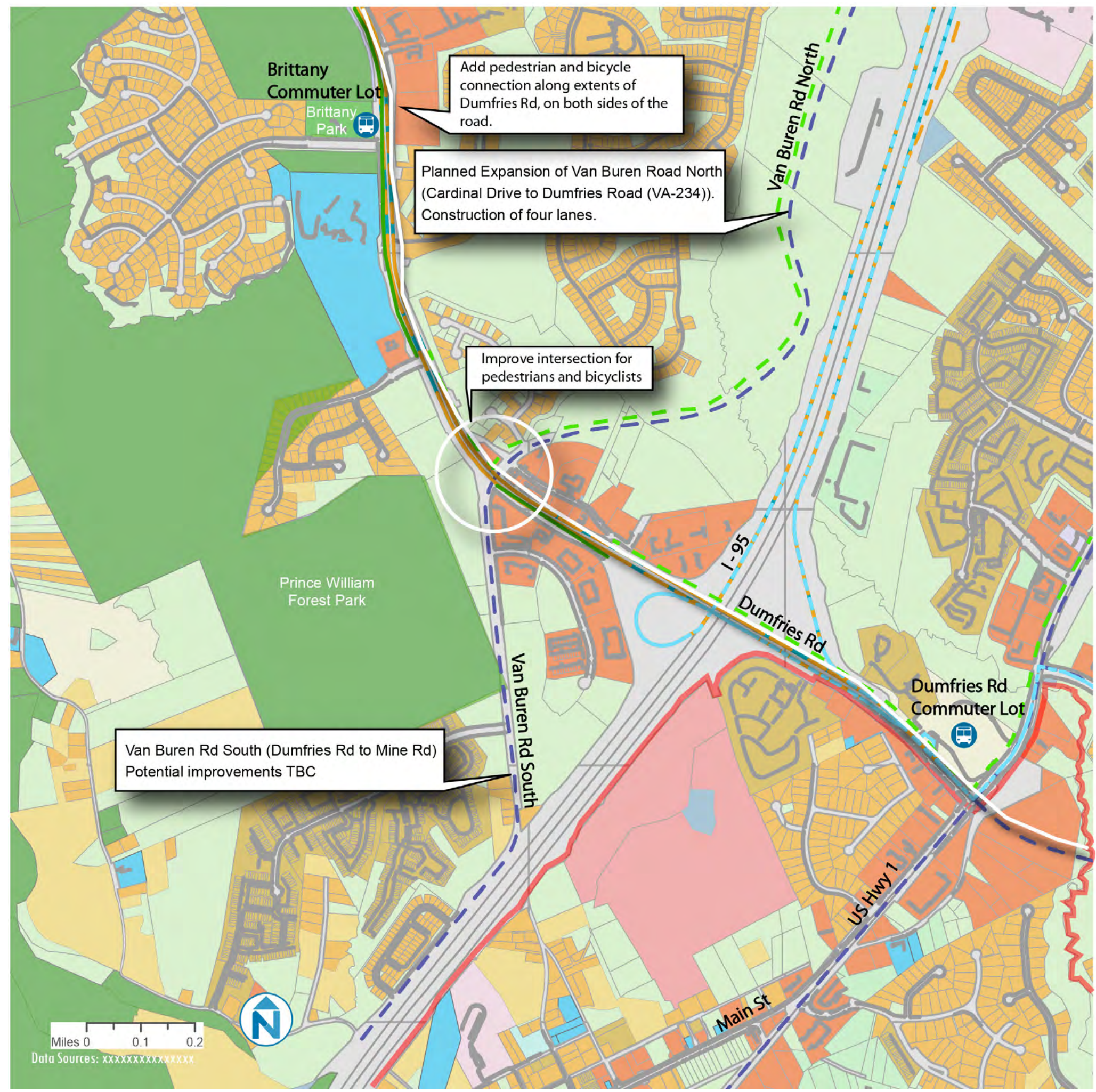
- Two commuter lots are served by three OmniRide bus routes.
- Enhanced pedestrian crossings across Dumfries Rd could improve connectivity between the Brittany Commuter Lot and north communities.
- A multi-use trail providing connectivity across I-95 to the east will be key for access to communities and the Dumfries Rd Commuter Lot.

Legend

- Commuter Lots
- RS South Route 1
- MC Montclair 200 Line
- MC Montclair 100 Line
- Existing Trail
- Proposed Trail
- Existing Roads
- Planned Expansions Roads
- Sidewalks
- Hydrological Features
- Conservation and Park Lands
- Town of Dumfries Boundary

Study Area Land Use

- | | | |
|------|-------|------------|
| C | RL | LANDFILL |
| IND | RM | OS |
| INST | SCH | VA-ROW |
| RH | SCH-P | US-REC |
| UT | REC | VA-NON-REC |



Van Buren Rd South (Dumfries Rd to Mine Rd)
Potential improvements TBC

Add pedestrian and bicycle connection along extents of Dumfries Rd, on both sides of the road.

Planned Expansion of Van Buren Road North (Cardinal Drive to Dumfries Road (VA-234)). Construction of four lanes.

Improve intersection for pedestrians and bicyclists

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Data Sources: xxxxxxxxxxxxxxxx

Market Observations

Prince William County, VA

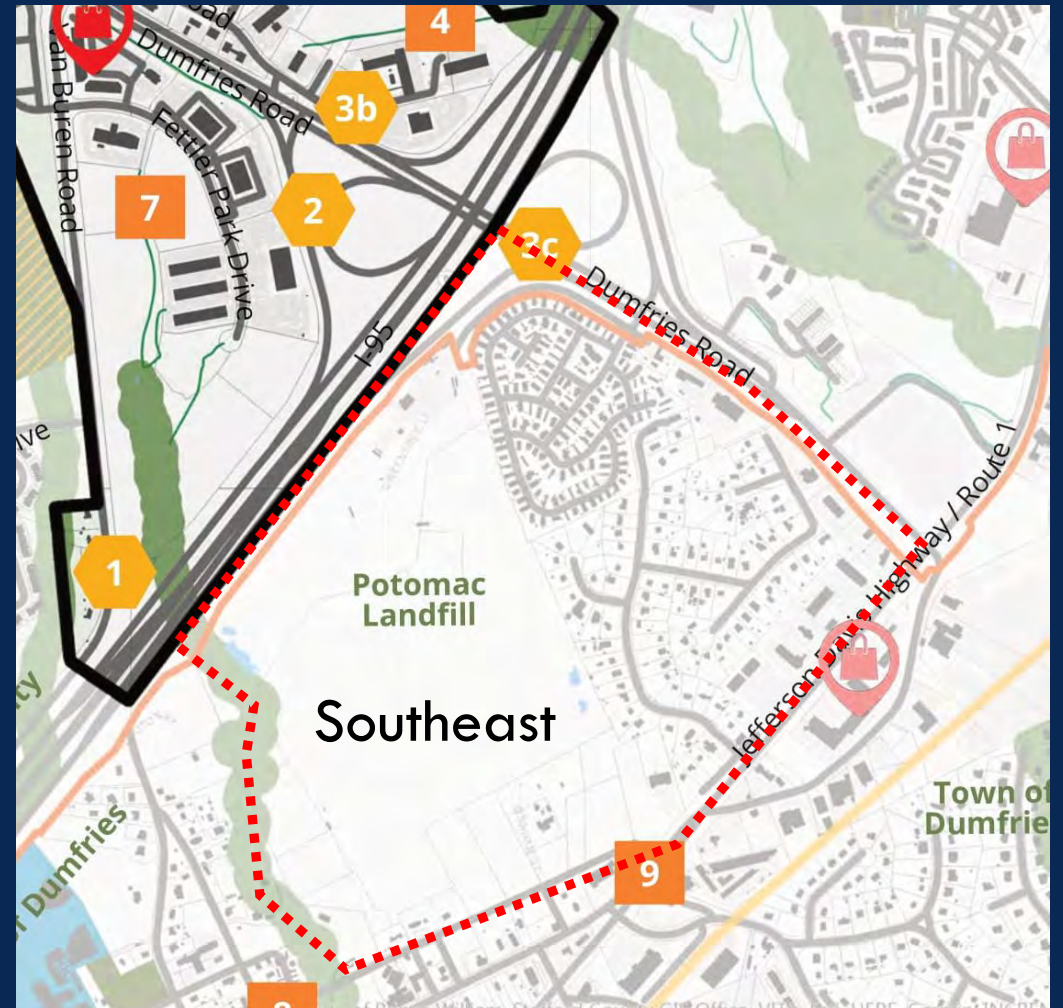
Dumfries/I-95 Activity Center

Market Observations

Land Use Observations

I-95 Interchange Southeast Corner

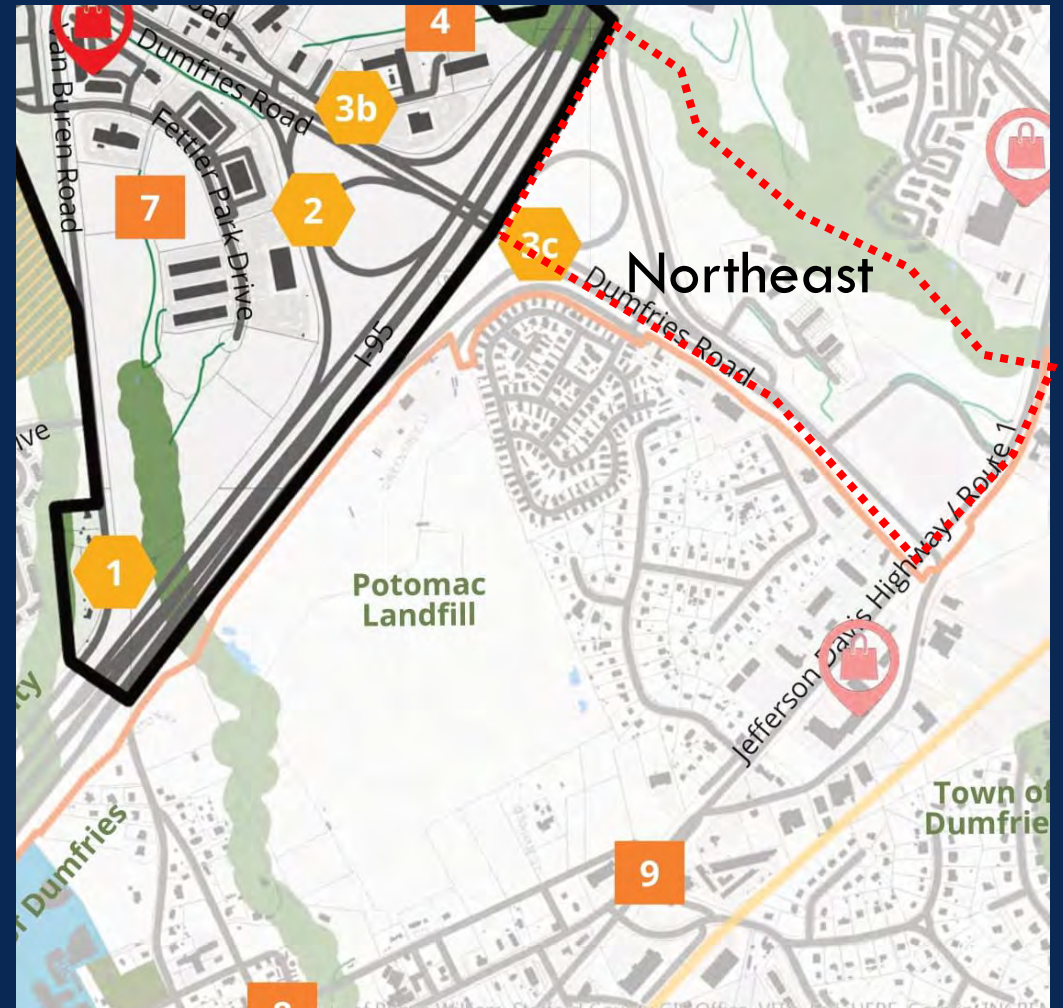
- Southeast corner of interchange is small residential neighborhood with reclaimed Potomac Landfill on edge of the I-95 exit ramp. Landfill is proposed for a new gaming development
- **The Rose:**
 - \$389 million project
 - Developed by Colonial Downs Group (Peninsula Pacific Entertainment)
 - 640 new jobs averaging \$47,000/yr. 96 management jobs over \$70,000/yr.
 - \$11 million in revenues to Dumfries and \$6.7 million of PWC
 - Not technically a casino but have horse racing slot machines
 - Planning for 8 new restaurants, with two having 225-seat capacity
- Large LKQ auto junkyard on other side of Route 1



Land Use Observations

I-95 Interchange Northeast Corner

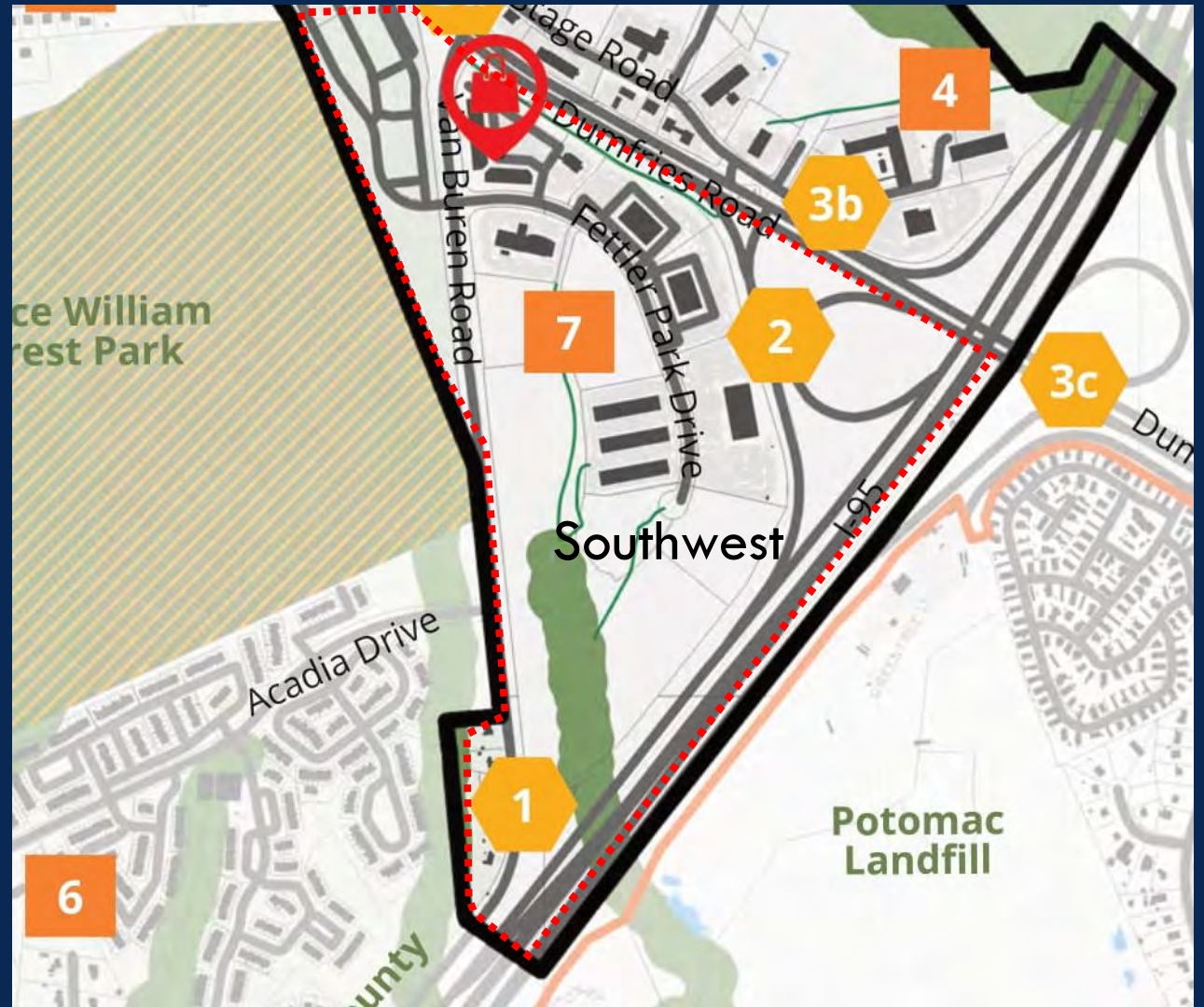
- Dumfries Commuter lot on northwest side of Dumfries Road and Route 1. Taking up valuable corner lot on Route 1/Dumfries Road. Could that be paired with Gaming Center lot with 2,500 parking spaces
- Small development occurring north of Briarwood Apartments along I-95 interchange



Land Use Observations

I-95 Interchange Southwest Corner

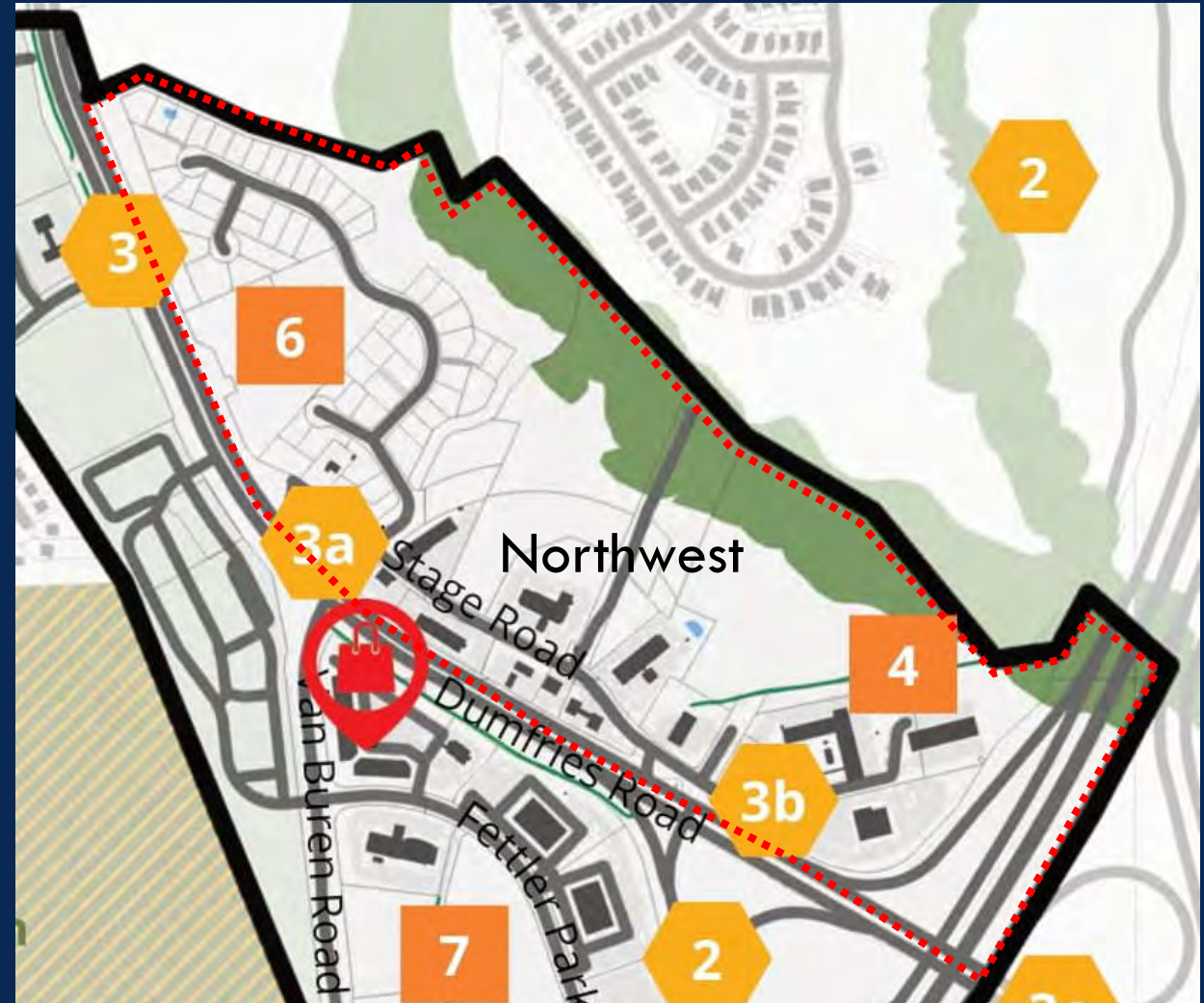
- Dumfries Health Center located in four story brick building with 100,000 SF. Two additional office buildings of 80,000 SF. Total 260,000 SF
- Three glass office buildings across the street. Mostly medical office tenants as well. Two story buildings with roughly 35,000 SF each. Total 70,000 SF
- Roughly 64,000 SF of office currently vacant
- Approximately 37 acres of undeveloped land behind the medical office buildings abuts the Prince William Forest property. Topo challenges and creek impact dev. capacity
- Another 28 acres is under development south of Dumfries Road for self storage facility



Land Use Observations

I-95 Interchange Northwest Corner

- Roof Inn is being used as a residence for some people
- Motel 6 with Quantico Events and Conference Center (14,500 SF)
- Other hotels:
 - Hampton Inn,
 - Comfort Inn,
 - Days Inn,
 - Econo Lodge and
 - Candlewood Suites
 - Holiday Inn Express
- Cracker Barrel Restaurant, Waffle House, El Paso Mexican Restaurant
- Low density residential subdivision (Copper Hill Estate) with \$700,000 to \$800,000+ homes (4,000 SF homes)
- Roughly 30 acres behind hotels north of Old Stage Road that is undeveloped
- 55+ residential community just north of the study area. 2-bdrm, 2,000 SF homes priced in the mid-\$400,000 range. Some larger homes of 3,000 to 4,000 SF priced at \$500,000 to \$600,000.



Retail Market Observations

- Potomac Mills is located approximately 6.5 miles north of the interchange at Dumfries Road, with over 1.5 million SF under roof
- The retail market is somewhat constrained by geographic barriers. To the southwest is the Prince William Forest and Quantico Marine Base is located to the south. Consequently, there is no nearby population to the south of the study area until you get to Aquia Harbor, 11 miles south. 15 miles further south you come up to Fredericksburg
- There are multiple grocery stores within a couple miles of the study area:
 - Wal-Mart Supercenter – Route 1
 - ALDI – Route 1
 - Food Lion – Route 1
 - Target – Dumfries Road
 - Lidl – Dumfries Road
 - Shoppers – Dumfries Road
- **RETAIL MARKET FINDINGS:** At 1-mile, the study area is oversupplied with retail (8,269 pop.). At 3- and 5-miles, the population increases to 69,000 and 145,000 pop. That larger market is undersupplied by \$709 million at 3 miles and \$191 million at 5-miles. This suggests that more retail could be captured at this location if desired. The market would prefer a location north of here.

Other Market Observations

OFFICE:

- Dumfries office market is mostly a smaller office condo market serving small users under 4,000 SF.
- The largest office buildings are located off Exit 152B at the Quantico Center. 330,000 SF inventory with roughly 64,000 SF vacant (19.4% vacancy)
- Dumfries has accounted for roughly 31% of the new office development along the I-95 corridor since 2000
- Office demand driven by medical office, real estate, defense and small business

WAREHOUSE/DISTRIBUTION & INDUSTRIAL

- Not much warehouse/distribution or industrial along this stretch of I-95. Much of this space is north of Prince William County in South Fairfax County/Springfield
- Could be accommodated in the study area but would not be compatible with current land use mix



Other Market Observations

RESIDENTIAL:

- Low density residential at Copper Mill Estates. Poor land use at this location within ½ mile of I-95
- High density residential and mixed use a possibility in this activity center on the west side of Interstate 95



2,800 to 7,000 SF Single
Family Homes

Other Market Observations

HOTEL/RESTUARANT:

- Hotel/motels are focused on Quantico Marine Base and its business activities, as well as I-95 transient travel demand
- Many of the existing hotels are budget motels with Hampton Inn and Holiday Inn Express being medium quality business class hotels
- All hotels nationally are struggling to resume normal business but it's coming back slowly
- Motel 6, Red Roof Inn seem to have the biggest challenges. Red Roof is currently housing people.
- The number of restaurants will increase by 8 due to the new gaming facility
- The lack of typical casino games (i.e., card games, regular slot machines, etc.) may limit the impact on local hotels



Issues and Opportunities

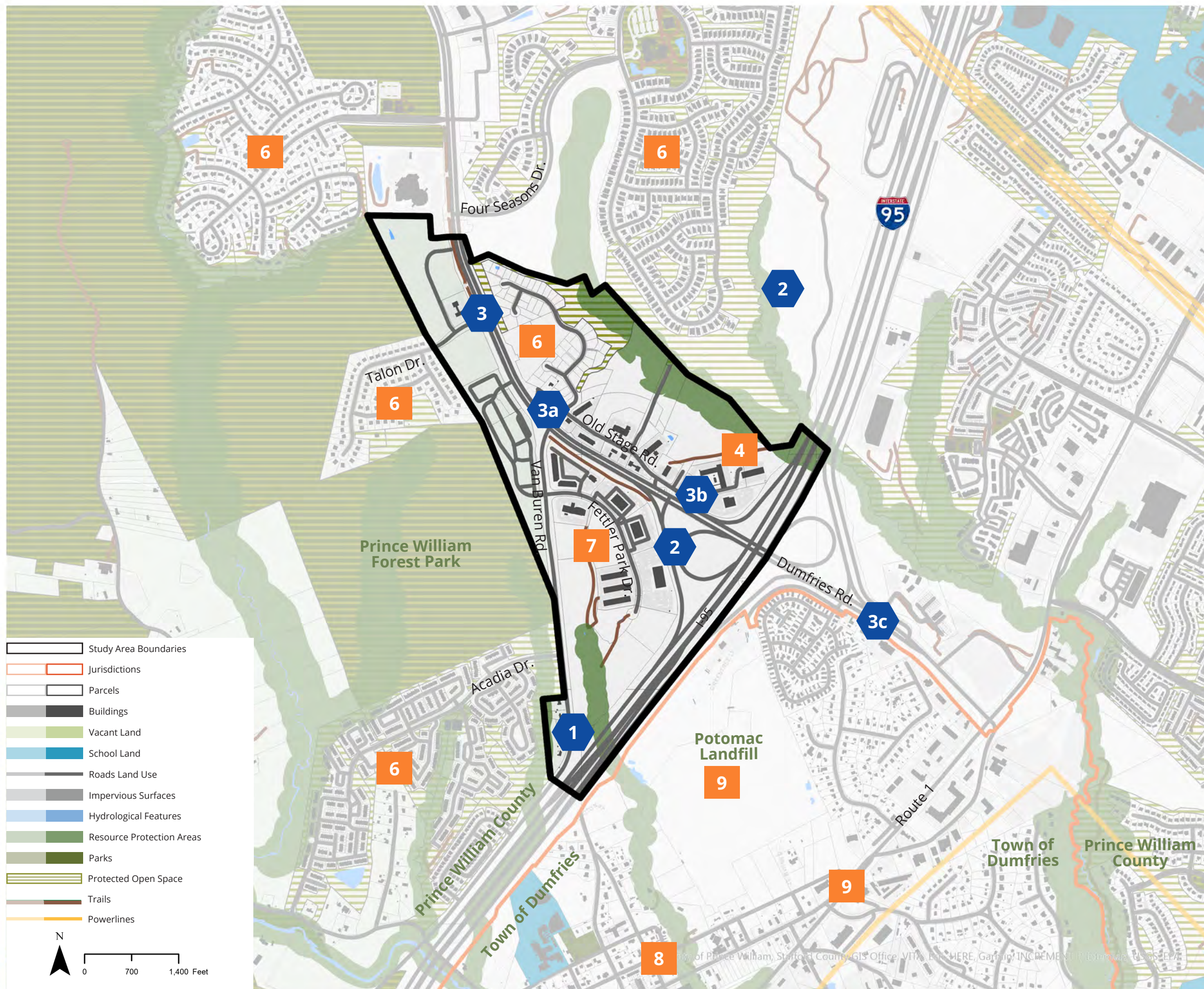
ISSUES & OPPORTUNITIES

ISSUES

1. Scale of development - I-95 vs Prince William Forest Park; some multi-storied structures (there are some precedents in this area)
2. Poor circulation; heavy traffic (specifically during rush hour - proximity to I-95)
3. Dumfries Road is 6 lanes with a wide median.
 - a. No direct access onto Dumfries Road from Van Buren.
 - b. Not ideal/safe for pedestrians crossing between hotel sites (north) and office/retail (south).
 - c. Non-existent streetscape

OPPORTUNITIES

4. Redevelopment - hotel sites (north side of Dumfries Road), potential mixed use (including residential) due to proximity to Quantico and I-95
5. Connect to historic Dumfries - improve sidewalks along Dumfries (already existing) add a trail connection under I-95 where feasible
6. Connect to surrounding subdivisions - primarily pedestrian + bike. Maximize Van Buren Rd. extension
7. Potential to create a character akin to Dumfries
 - a. Multi-family / mixed use
 - b. Hospitality, medical office, govt contractor related
8. Incorporate contextual historical and natural resources
9. Build synergies with proposed Dumfries Village Center development & Colonial Downs- 'The Rose' Development



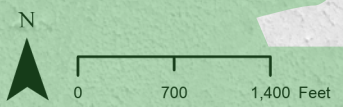
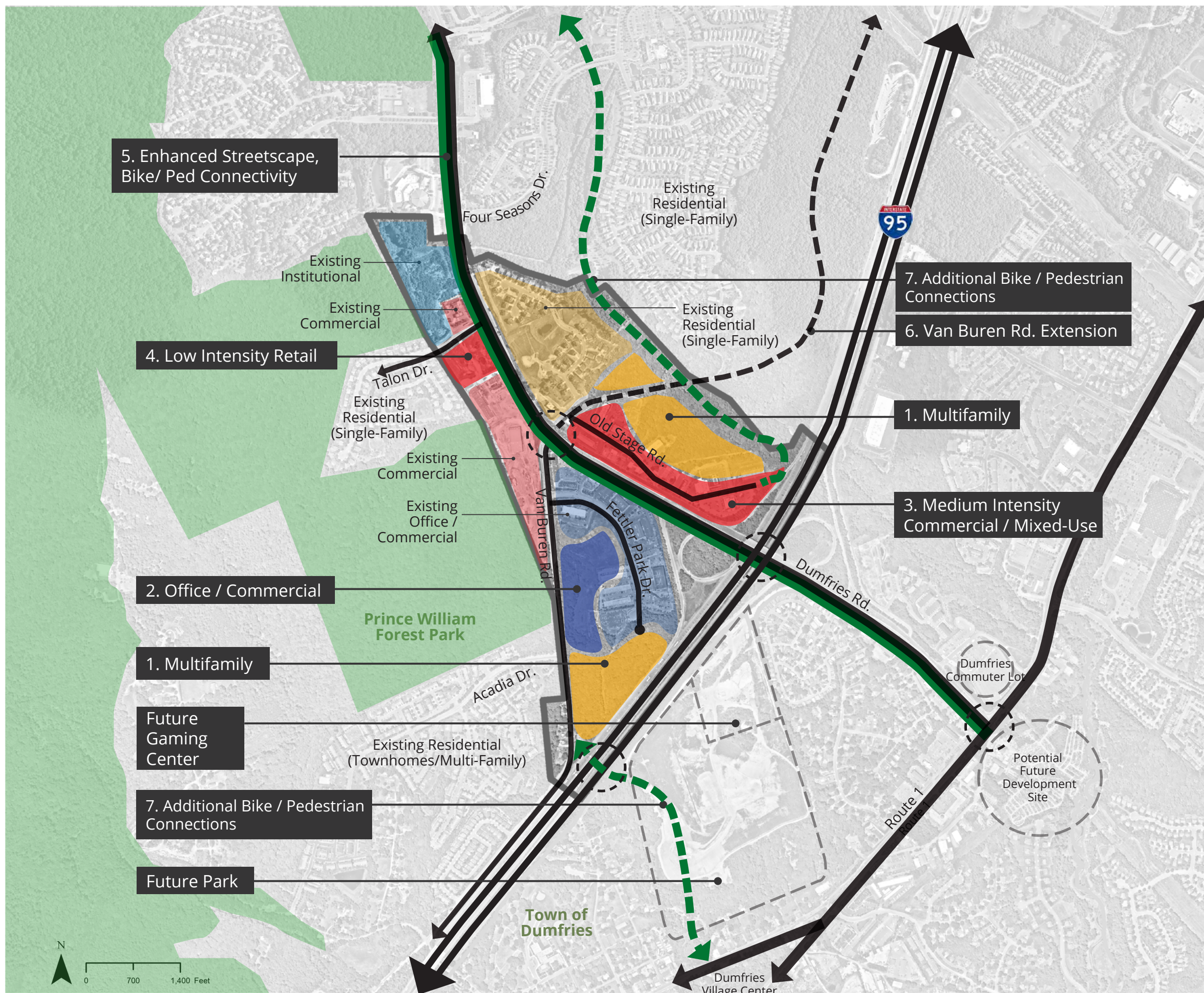
Legend

- Study Area Boundaries
- Jurisdictions
- Parcels
- Buildings
- Vacant Land
- School Land
- Roads Land Use
- Impervious Surfaces
- Hydrological Features
- Resource Protection Areas
- Parks
- Protected Open Space
- Trails
- Powerlines

N
0 700 1,400 Feet

DRAFT LAND USE FRAMEWORK

- **1. Multi-Family:** 400 +/- units. (garden style or higher intensity urban format). Encourage mixed-use north of Dumfries Rd. 3-5 stories.
- **2. Office / Commercial:** build upon existing office and commercial land use patterns. 200k sf. of potential office expansion. Up to 5 stories.
- **3. Medium Intensity Commercial / Mixed-Use:** develop frontage lots with attractive, high quality development to support existing and future mixed use development. May include mixed use development. 3-5 stories.
- **4. Low Intensity Retail:** encourage neighborhood serving retail and service uses. Up to 2 stories.
- **5. Dumfries Rd. Streetscape Enhancements:** increase pedestrian and bicycle connectivity along and north/south along Dumfries Rd. Include additional placemaking opportunities.
- **6. Van Buren Rd. Extension:** provide vehicular, pedestrian and bike connections to surrounding residential neighborhoods (existing planned roadway)
- **7. Additional Bike / Pedestrian Connections:** explore opportunities to create additional connections under/ across I-95 where feasible.



ACTIVITY CENTER: DUMFRIES






Vision

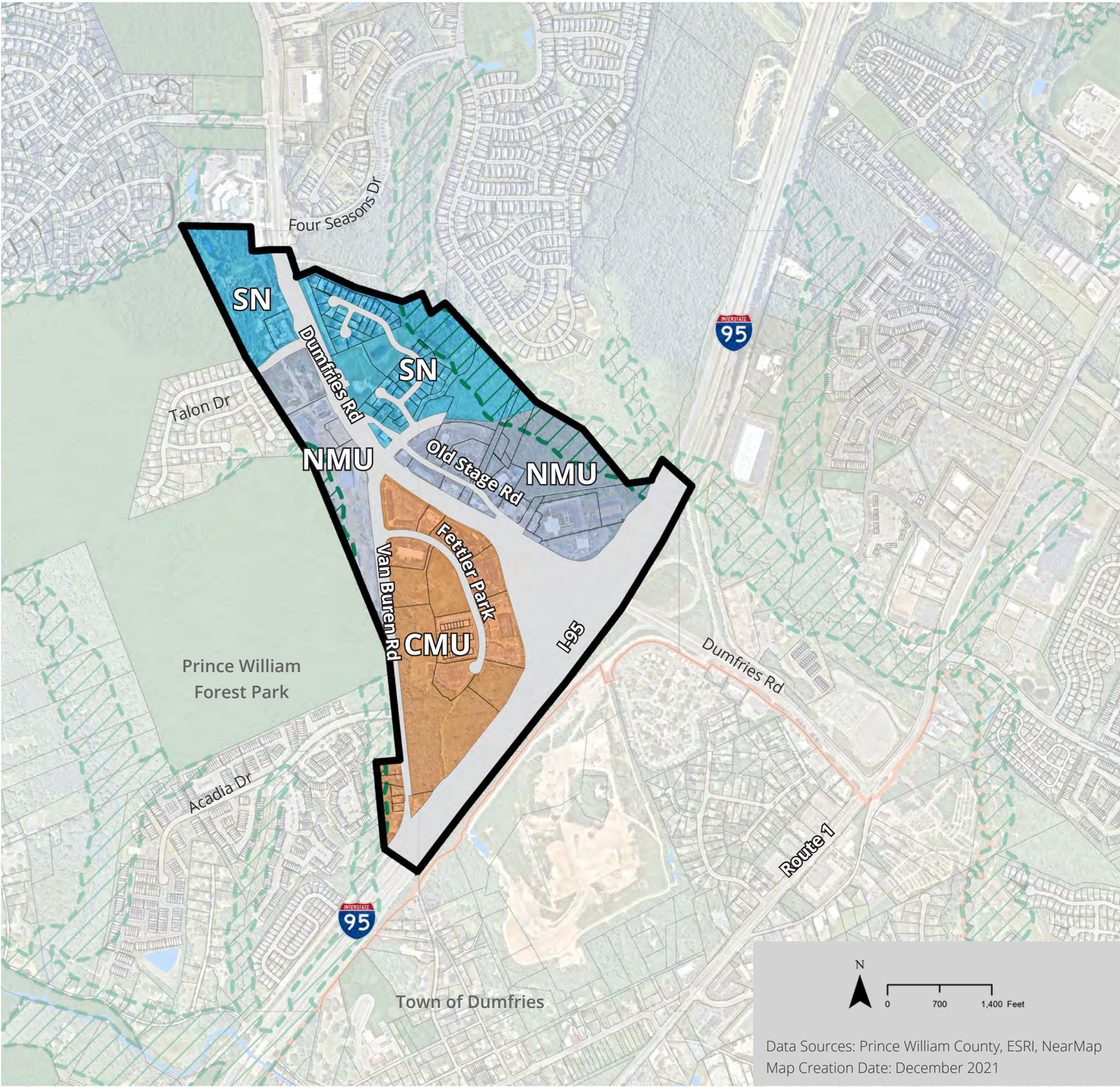
Fulfill the area’s potential as a place to live and visit, leveraging its strategic location adjacent to I-95 and near the Town of Dumfries.

Long-Range Land Use Designations

- **Community Mixed Use (CMU)** and **Neighborhood Mixed Use (NMU)** allow for higher-intensity mixed use development, incorporating a variety of housing types, community amenities, commercial uses, employment activities, and vertical mixed-use development that leverages the area’s regional access via I-95 and proximity to the Town of Dumfries.
- **Suburban Neighborhood (SN)** areas accommodate a mix of housing, neighborhood-serving commercial uses, and small offices.

Key of Land Use Designations

 Community Mixed Use (CMU)	 Right-of-Way (ROW) includes roadways and interchanges
 Neighborhood Mixed Use (NMU)	 Environmental Resource (ER)
 Suburban Neighborhood (SN)	

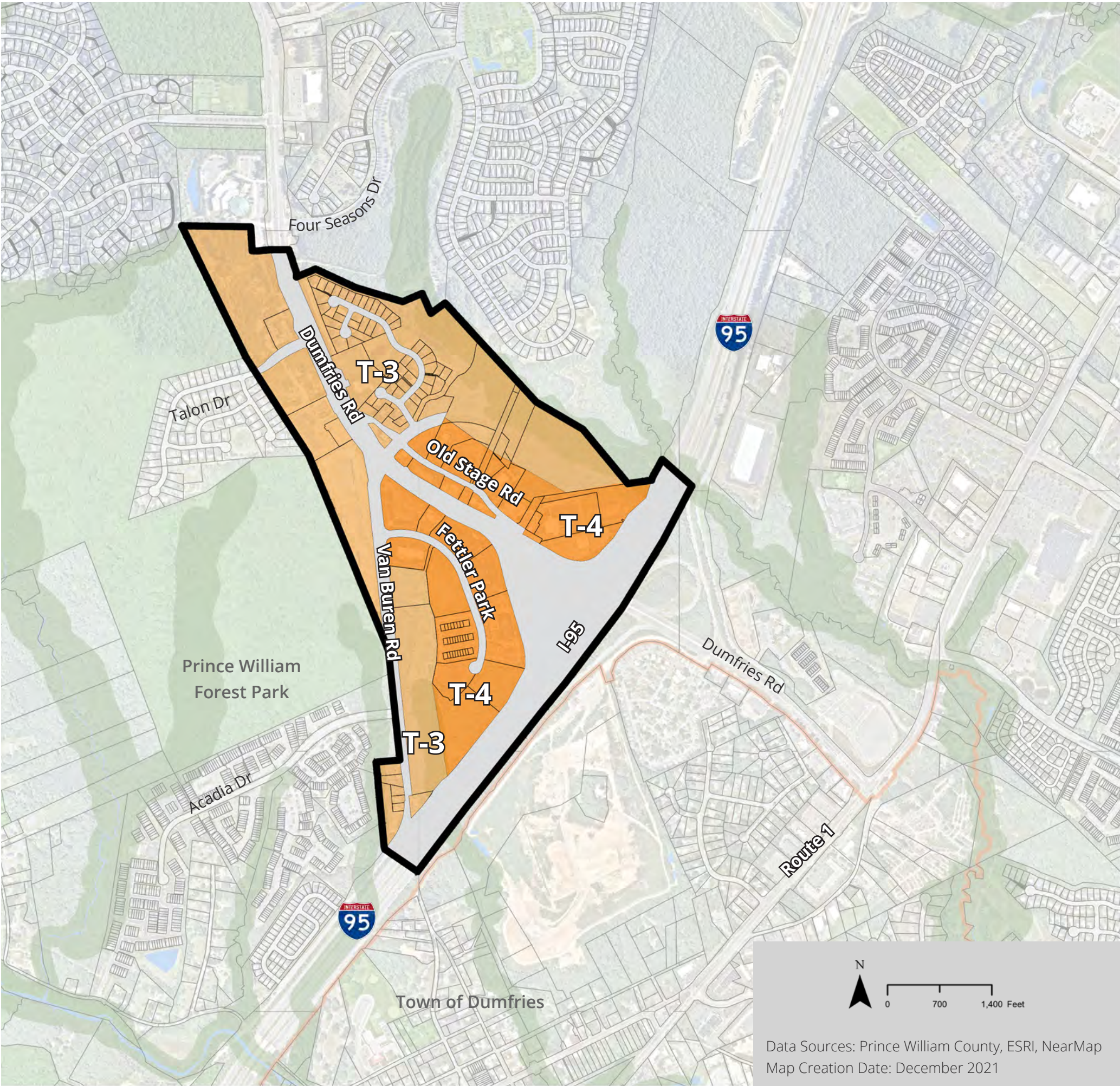


Data Sources: Prince William County, ESRI, NearMap
Map Creation Date: December 2021

ACTIVITY CENTER: DUMFRIES

Transects

- **T-4:** Allow for higher-intensity uses at extant commercial sites and focus higher-intensity development near high-traffic corridors such as Dumfries Road.
- **T-3:** Encourage development that will be compatible with existing building heights and character while transitioning to lower intensities (building height step-downs) closer to adjacent single-family residential neighborhoods and natural resource areas.



Key of Transect Categories

- Transect 4 (T-4)
- Transect 3 (T-3)

ACTIVITY CENTER: DUMFRIES

Key Policies

Land Use

- 6. Encourage residential, commercial, and office infill development -- in a compact and walkable development pattern -- that complements existing uses.
- 7. Develop frontage lots along Dumfries Road with attractive, high-quality site and building design to support existing and future mixed-use development.
- 8. Encourage the development of retail and service uses that leverage the area's location next to I-95 and near destinations in the Town of Dumfries.
- 9. Encourage a mix of housing, office, and neighborhood-serving commercial uses at a scale compatible with surrounding residential neighborhoods.
- 10. Develop a relationship between developed areas and adjacent natural resource areas by integrating a system of open spaces and parks.

Housing

- 11. Provide a range of new housing options including small-lot single-family homes, townhomes, and multifamily.

Connections

- 12. Increase pedestrian and bicycle connectivity along Dumfries Road. Include additional placemaking opportunities -- such as streetscape improvements, wayfinding signage, public art, lighting, etc. -- to visually tie the area to the Town of Dumfries.
- 13. Minimize curb cuts and other impediments to provide safe pedestrian and bicycle access.
- 14. Establish vehicular, pedestrian, and bicycle connections to surrounding residential neighborhoods (including the future Van Buren Road extension).
- 15. Explore opportunities to create additional pedestrian and bicycle connections under or over I-95, where feasible, to connect this area to destinations within the Town of Dumfries.



Build upon the area's location near I-95 to support additional employment uses.



Provide a range of housing options.



Encourage the revitalization of underutilized commercial properties.



Develop a relationship between developed areas and adjacent natural resource areas by integrating a system of open spaces and parks.