**STUDY AREA**

- **Acreage:** +/- 1,326
- **Land Uses:** Predominantly semi-rural to suburban evolving to a more suburban character. A combination of residential, commercial, institutional, industrial, agriculture, and open space uses. A variety of intensities of residential exists within and surrounding the study area.
- **Boundary Limits:** The City of Manassas abuts the study area to the north while the Rural Area boundary is located to the south.
  - The study area is located in between I-66 and I-95.
    - I-66: 7.5 miles to the northwest
    - I-95: 11.3 miles to the southeast

**KEY MAP**

Data Sources: Prince William County, ESRI, NearMap
Map Creation Date: October 2021
Major Roadways: Dumfries Road and Prince William Parkway

Rural Area Boundary: Abuts the southern boundary of the study area.

Resource Protection Areas (RPAs): One on the west side of Dumfries Road and one along the eastern boundary of the study area.

Open Space: Large areas of open space within the study area.

Attractors in the study area:
- Prince William County Fairground
- National Guard Recruiting Office
- Bennett Elementary School

Attractors in the surrounding area:
- Liberia Avenue (approx. 1 mile northeast)
- Manassas Regional Airport (approx. 2.25 miles southwest)
- Old Town Manassas (approx. 2.3 miles north)
- George Mason University Science and Technology Campus (approx. 3.5 miles northwest)
Historic Places:
- Bradley House
- Lucasville School House

Cemetery Preservation Areas:
- Cabin Branch Cemetery
  - Abandoned
- Bradley House Civil War Graves
  - Abandoned
- Bradley Public Cemetery
  - Maintained, not in use
- Godwin Road Cemetery
  - Status Unknown
- Florence Cemetery
  - This cemetery may be one of the oldest in Prince William County and could date to the mid 1700's.
- Fostern Slave Cemetery
  - Abandoned
- German Homeplace Cemetery
  - Abandoned

This map highlights cultural resources within Prince William County using a color-coding system. Each area is marked with a label indicating its status or historical significance.
Low & Medium Intensity Residential

Medium Intensity Residential

Low Intensity Residential

Low Intensity Residential

Open Space (OS)
177 Acres / 42% of total study area

Institutional (INST)
77 Acres / 18% of total study area

Residential High (RH)
49 Acres / 12% of total study area

Residential Medium (RM)
35 Acres / 8% of total study area

Vacant (RX)
25 Acres / 6% of total study area

Agriculture (AGR)
20 Acres / 5% of total study area

Residential Low (RL)
16 Acres / 4% of total study area

School (SCH)
15 Acres / 4% of total study area

Commercial (C)
10 Acres / 2% of total study area

Industrial (IND)
1 Acres / -1% of total study area

Various residential densities abut and surround the study area
Sector / Small Area Plans: None currently within or surrounding the study area

Rural Area Boundary: Abuts the study area's southern boundary

Protected Open Space (POS): Only privately owned POS within the study area.

Highway Corridor Overlay District: Runs along Dumfries Road

Airport Safety Overlay District: Largely within the study area

Planned Brentsville Road/Prince William Parkway Interchange Project

Pending Planning Cases:

1. **USA Self-Storage at old Dominion Drive:**
   - Rezoning request to B-1, General Business
   - Special Use Permit to allow a self-storage center

2. **Congressional Storage:**
   - Rezoning request
   - Special Use Permit to allow a self-storage center

3. **Godwin Enclave:** Land Use Change Request to Suburban Residential High (SRH)

4. **Bradley Square:** Land Use Change Request to Suburban Residential Medium (SRM)
Community Employment Center (CEC): This Long-Range Land Use classification is for sites at or near intersections of principal roads or commuter rail stations. It allows 75% employment use and 25% retail and/or residential, 6-12 dwellings per acre.

Environmental Resource (ER): All 100-year floodplains, Resource Protection Areas, areas with 25 percent or greater slopes, areas with 15 percent or greater slopes in conjunction with soils that have severe limitations, soils with a predominance of marine clays, public water supply sources, wetlands, and critically erodible shorelines and stream banks.

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.

Suburban Residential Low (SRL): This Long-Range Land Use classification allows 1-4 single-family detached dwellings per acre.

Suburban Residential Medium (SRM): This Long-Range Land Use classification allows 4-6 dwellings per acre. Single-family preferred.

Semi-Rural Residential (SRR): This Long-Range Land Use classification allows 1 dwelling per 2.5 acres.
Transportation Analysis
Proposal: extend proposed bike/ped trail up Dumfries Rd to meet bus route on Hastings Rd

Proposal: add pedestrian crossings at elementary school entrances

Proposal: connect two proposed bike/ped trails east to west

Proposal: connect trail to community via cul de sac

Planned road expansion by two lanes on Dumfries Rd between Manassas TL and Prince William Pkwy

Add four-way bike/ped crossings at this intersection

Planned road expansion by two lanes on Prince Williams Pkwy between Manassas TL and Brentsville Rd

Planned road expansion by two lanes on Dumfries Rd between Brentsville Rd and Country Club Dr
Market Observations
Prince William County, VA

Fairgrounds Activity Center

Market Observations

October 14, 2021
The Fairgrounds activity center is mostly residential in nature and not likely to change, with a few exceptions. With the presence of the rural protection area south of Prince William Parkway, future residential will be constrained, which will diminish the need and/or viability of future commercial development. The nearest commercial corridor (Route 294) heads northeast of the activity center into south Manassas. Several grocery stores and convenience retail located on this corridor. Sudley Road commercial is located just 3 miles north with 2.8 million SF of retail, restaurants, etc. The activity center lacks multi-family residential and affordable housing. A small (17 acres) redevelopment opportunity exists along Dumfries Road, but not a high priority. Future use of the Fairgrounds property could be a regional park or mixed-income residential development.
Top Development Opportunity Sites

Development Opportunity Site

1. Fairgrounds Property
2. Future Redevelopment Site (self storage and automotive)

- 272.1 Acres of undeveloped land best suited for residential development
- 20-acre site on Prince William Parkway is best suited for commercial but may be lost to future highway ramps
RESIDENTIAL
• Additional low density residential is most likely, but medium and higher density residential and affordable housing should be accommodated at this location.
• Current home pricing is:
  • Townhomes: 1,500 to 2,700 SF ($450,000 to $600,000)
  • Single Family: 2,500 to 6,000 SF ($600,000 to $1 million)
• 7 miles south of Interstate 66 and 11 miles northwest of Interstate 95. Good access to employment centers

HOTEL/RESTAURANT:
• Limited opportunities along Prince William Parkway or Dumfries Road to support future residential development

INDUSTRIAL/FLEX
• Not appropriate at this location

OFFICE
• Not appropriate at this location
Issues & Opportunities
OVERALL ISSUES

Character Challenges

• The study area is transitioning from semi-rural / suburban to a more suburban environment.
• Overall streetscape character, including shade trees and general wayfinding and navigation, is lacking within the study area.
• Land Use compatibility issues, such as the planned self storage facilities adjacent to residential communities, takes away from the highest and best use of the property.
• The study area currently lacks multi-family and affordable housing.

Development Challenges

• The study area abuts the Rural Area boundary and is largely within the Airport Overlay District, both can impact development.
• Steep slopes, especially surrounding the Resource Protection Areas, can further impact development and the placement of structures.
• Cultural resources, such as the historic Bradley House and cemeteries, need to be preserved.
• Properties abutting Dumfries Road are within the Highway Overlay District, which have additional development and design considerations.

Mobility Challenges

• Dumfries Road is a 2-lane roadway with no dedicated pedestrian and bicycle infrastructure.
• Access from the residential communities to the shared-use path along Prince William Parkway is limited.
• The closest transit route is 1/2 mile to the north, along Hastings Road, which provides stops for the Manassas local route only.
• The proposed Brentsville Road/Prince William Parkway interchange presents convoluted pedestrian and bicycle access.

OVERALL OPPORTUNITIES

Character Opportunities

• Incorporate medium and higher density residential and affordable housing.
• Much of the open space within the study area is privately owned, largely by neighborhood HOAs, and inaccessible to the public.
• The National Guard station, located between Dumfries Road and the existing Fairgrounds site, is to remain. Therefore, future development would need to work around this and take it into consideration.
• Create a more cohesive residential neighborhood.

Development Opportunities

• Pursue the redevelopment of under utilized sites east and west of Dumfries Road.
• Develop additional housing in the study area, including medium and higher density residential and affordable housing.
• Preserve and adaptively reuse Bradley House and associated historic resources.
• Develop park and open space facilities within the study area, particularly surrounding the natural and cultural resources.

Mobility Opportunities

• Improve walkability/bikeability and streetscape character along Dumfries Road and to communities east and west.
• Ensure short block lengths with enhanced pedestrian crossing opportunities during the site development process.
• Expand transit options from the area to Manassas VRE and Park & Ride lots.
• Enhance multi modal connectivity to the Prince William Parkway shared-use path.
Vision
Create a cohesive and connected residential mixed-use neighborhood with a range of housing options. Establish a network of accessible open spaces and community gathering places that preserves and restores existing natural and cultural resources, while integrating such open space amenities within existing and new developments.

Long-Range Land Use Designations
- **Neighborhood Mixed Use (NMU)** areas along Dumfries Road will allow for community-serving retail and a higher density of residential uses and housing types in proximity to the planned Brentsville Road / Prince William Parkway interchange.
- **Suburban Neighborhood (SN)** designations will serve as transitions between higher-intensity uses (Neighborhood Mixed Use) and existing suburban and semi-rural residential neighborhoods, while offering a variety of single-family housing options.
- **Public Land (PL)** designations reflect existing public facilities in the area.

Key of Land Use Designations
- Neighborhood Mixed Use (NMU)
- Suburban Neighborhood (SN)
- Public Land (PL)
- Right-of-Way (ROW) includes roadways and interchanges
- Environmental Resource (ER)
ACTIVITY CENTER: FAIRGROUNDS

Transects

• **T-3**: Allow for neighborhood-scaled development. Provide height and density transitions between higher-intensity uses along Dumfries Road and lower-intensity uses in the surrounding areas.

• **T-2**: Provide height and density transitions between higher-intensity areas to surrounding residential neighborhoods on the east side of South Grant Avenue and the north side of Old Dominion Drive.

Key of Transect Categories

- Transect 3 (T-3)
- Transect 2 (T-2)
ACTIVITY CENTER: FAIRGROUNDS

Key Policies

Land Use

1. Expand housing options in the Fairgrounds area by encouraging a range of single-family and limited multifamily housing options east and west of Dumfries Road.

2. Provide a transition in land use intensity and residential density such that land use intensity is compatible with surrounding semi-rural areas, with highest intensities located along Dumfries Road.

3. Redevelop underutilized properties along Dumfries Road with a mix of commercial, institutional and residential uses, including the existing National Guard recruitment center.

4. Create a connected grid of streets by incorporating new street connections as development and redevelopment occurs.

5. Preserve Environmental Resource areas as natural assets and utilize these areas as accessible open space amenities.

6. Create spaces for outdoor recreation and community gatherings as part of redevelopment.

7. Explore opportunities for conservation- or cluster-style residential development that preserve environmental resource areas while as part of the development of adjacent sites. Encourage the preservation of existing trees, whenever possible.

8. Restore and adaptively reuse Bradley House and its surrounding grounds as development occurs on surrounding properties. Create a publicly-accessible open space around Bradley House to preserve the house's historical context and Civil War graves while creating a recreational amenity and destination. Conduct an archaeological analysis of known Civil War encampments in the area around Bradley House. Recommend the Bradley House as a potential "Resident Curator Program Candidate."

9. Commemorate the Fairgrounds area's historical role as the site of the Prince William County Fair through interpretive elements such as historical markers, interpretive panels, special paving or crosswalk treatments, murals, or similar elements.

Provide a range of housing options, including conservation-style residential, wherein homes are clustered to integrate with, and protect, existing natural resource areas (for example, wooded areas, stream corridors, etc.).

Redevelop underutilized properties along Dumfries Road with a mix of uses.
Redevelopment of the Fairgrounds site may include passive and active recreation spaces.

Preserve Environmental Resource areas as natural assets and utilize these areas as accessible open space amenities.

ACTIVITY CENTER: FAIRGROUNDS

Key Policies (continued)

Housing

10. Provide a variety of housing options in the area, including single-family attached and single-family detached. Accommodate affordable housing as part of residential development.

Connections

11. Improve pedestrian and bicycle infrastructure throughout the Fairgrounds area through sidewalk connections, bicycle route additions, pedestrian and bicyclist safety features, etc.

12. Enhance streetscape character along Dumfries Road and connected roadways by providing improved pedestrian facilities, and adjacent site and building related amenities.

13. Create greenway corridors with passive recreation to encourage increased connectivity between residential and commercial areas while preserving the natural environment.

14. Ensure short block lengths with enhanced pedestrian crossing opportunities during site development process.

15. Expand transit options from the area to City of Manassas VRE and Park & Ride lots.

16. Enhance multi modal connectivity to the Prince William Parkway shared-use path.