



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

Liberia Avenue + Prince William County Parkway Activity Center Work Session
November 10, 2021

Revised: December 14, 2021

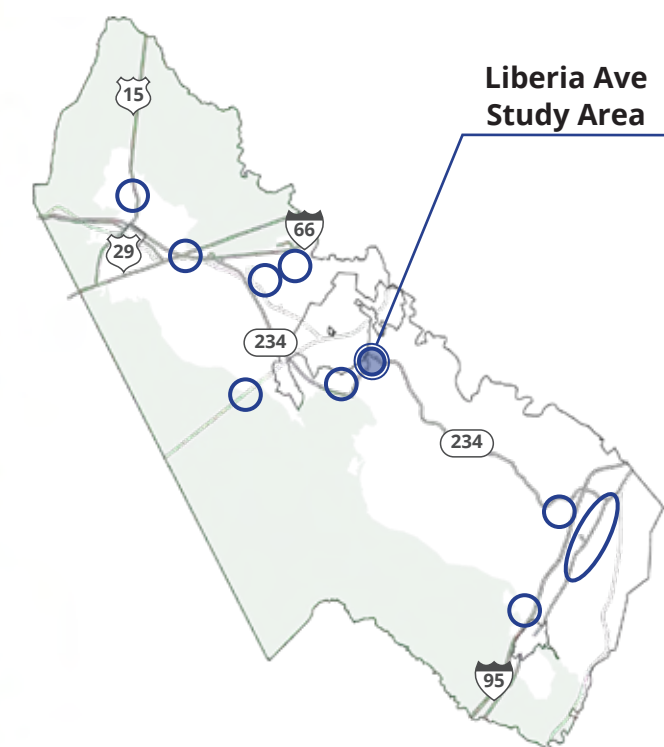
Nelson\Nygaard | Rhodeside & Harwell, Inc. | RKG Associates, Inc.

DRAFT

STUDY AREA

- **Acreage:** +/- 404
- **Land Uses:** Predominantly suburban character. A combination of residential, commercial, institutional, agricultural, 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 and west.
- 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



EXISTING CHARACTER



Liberia Avenue



Residential Low along Lake Jackson Drive



Residential Medium along Lake Jackson Drive



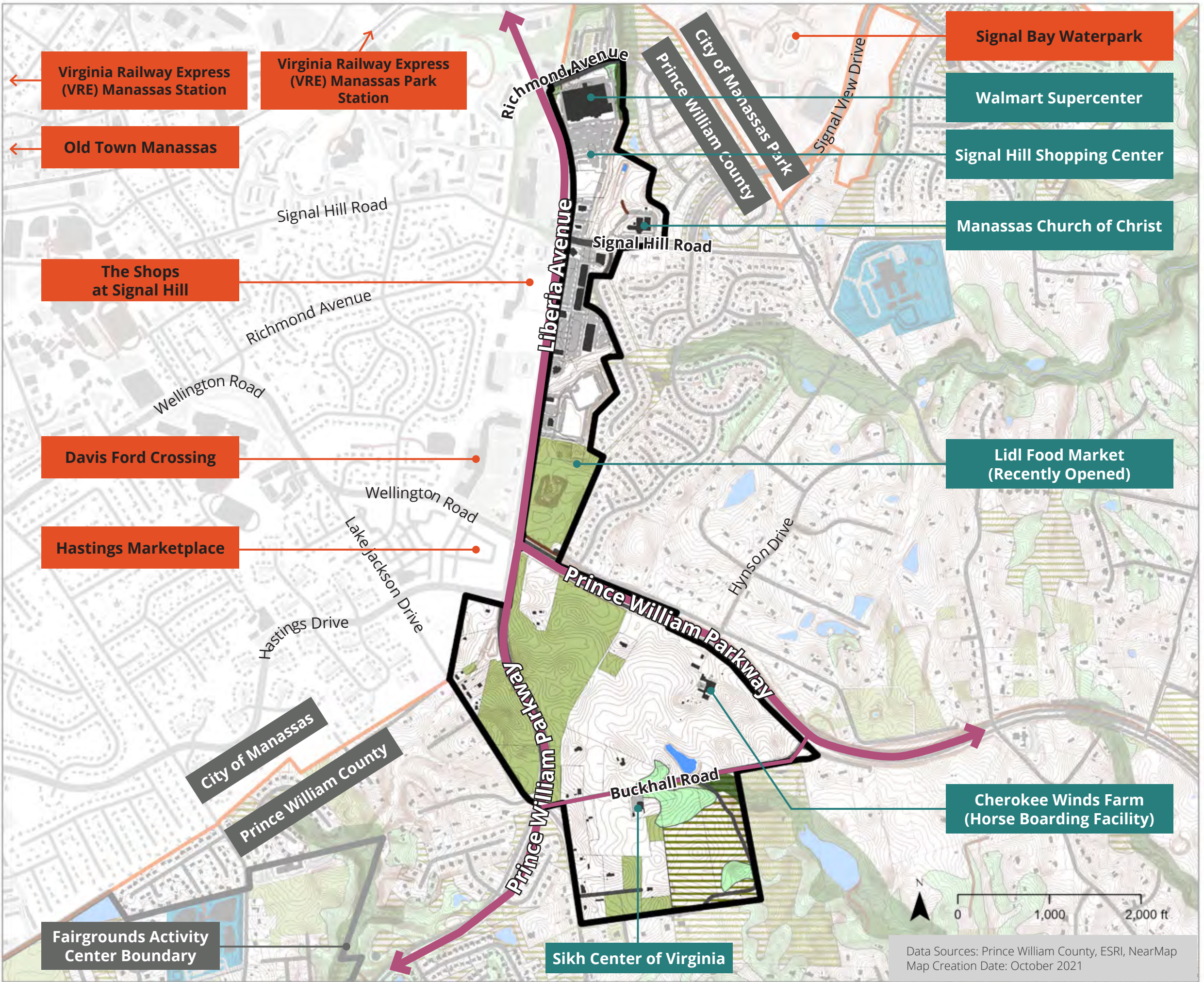
Agricultural land - Cherokee Winds Farm



Institutional - Hixson Cemetery along Buckhall Road



The recently opened Lidl Food Market along Liberia Avenue



EXISTING CONDITIONS









- Major Roadways:** Liberia Avenue, Prince William Parkway, Richmond Avenue, Signal Hill Road, and Buckhall Road
- Open Space:** Large areas of open space within the study area.
- Attractors in the Study Area:**
 - Walmart Supercenter
 - Lidl Food Market
 - Sikh Center of Virginia
 - Manassas Church of Christ
 - Red Rose Banquet & Event Center
 - Goodwill of Greater Washington
- Attractors in the Surrounding Area:**
 - Shopping Centers (3): Davis Ford Crossing Hastings Marketplace, and The Shops at Signal Hill
 - VRE Stations (2): Manassas and Manassas Park (approx. 1.25 miles)
 - Regional Parks (2): Hemlock Overlook and Bull Run
 - Signal Bay Waterpark (approx. 0.5 mile northeast)
 - Liberia House (approx. 1.1 miles northwest)
 - Old Town Manassas (approx. 2.3 miles west)

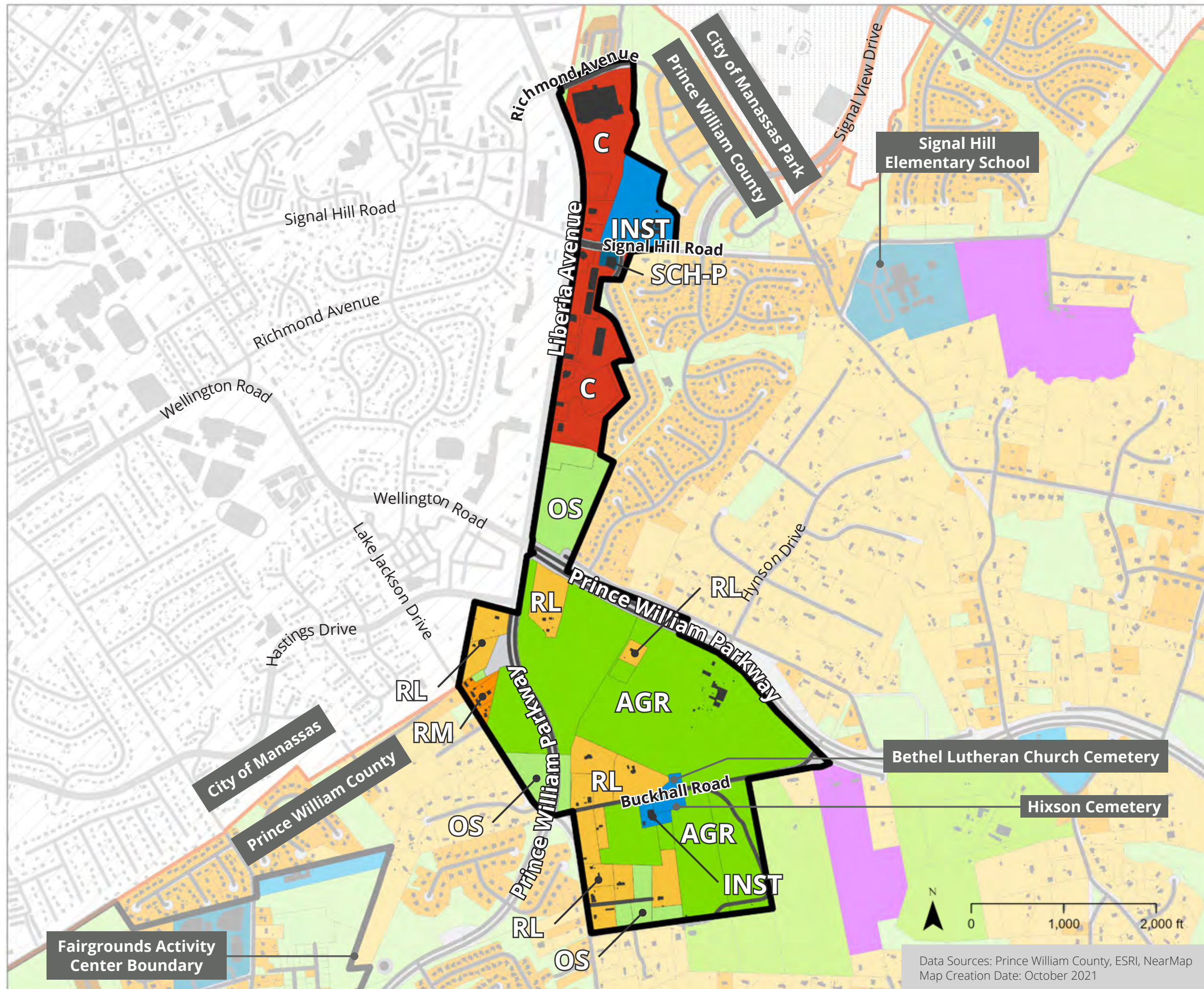
CULTURAL RESOURCES

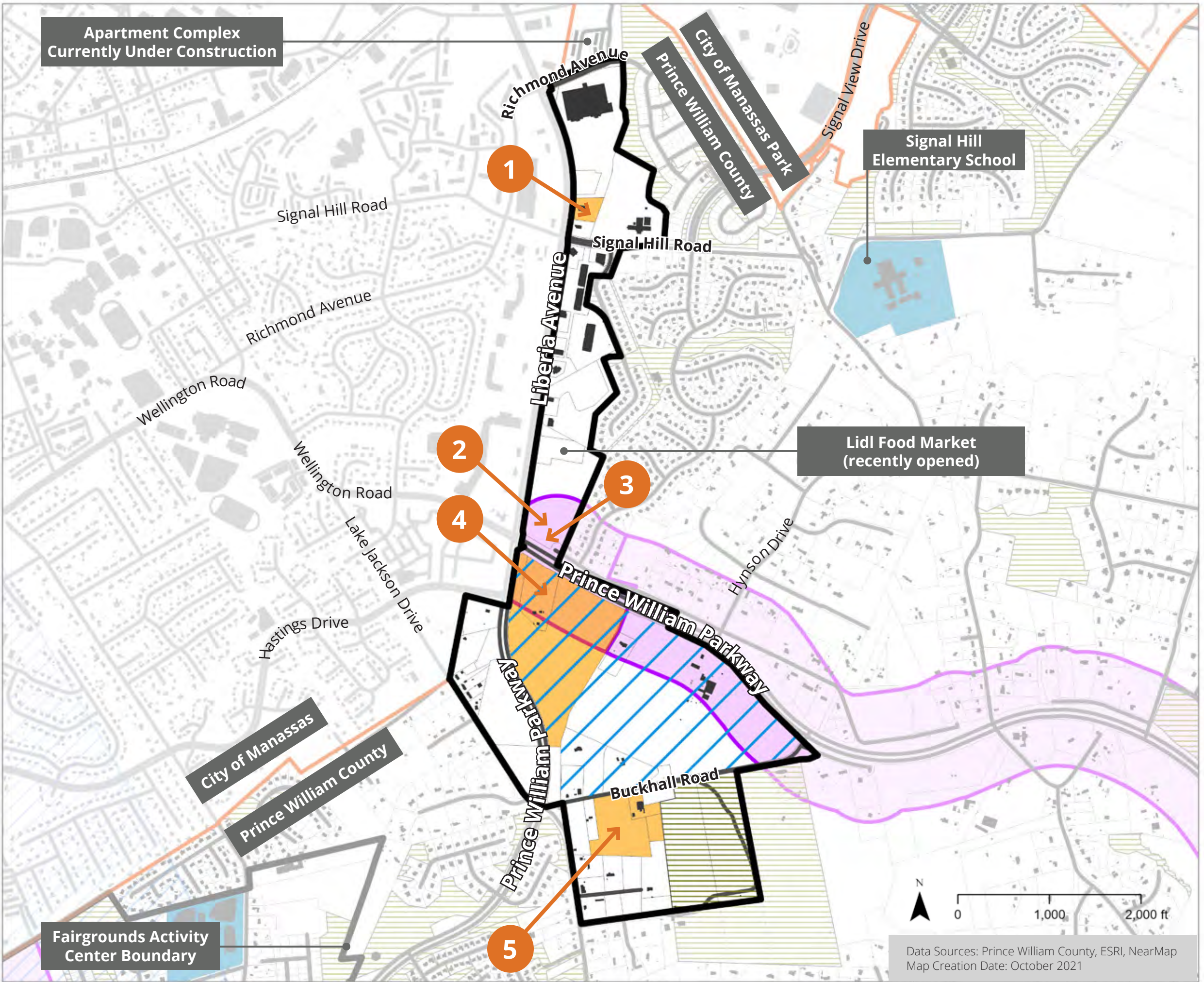
- Historic Sensitivity Areas:**
- Historic Places:** None currently within the study area.
- Cemetery Preservation Areas:**
- Bethel Lutheran Church Cemetery
 - Hixson Cemetery
 - Mayfield Cemetery (approx. 900 feet to the west)
 - Tudor Hall-Lane Cemetery (approx. 1/2 mile to the west)



EXISTING LAND USE

-  Agriculture (AGR)
177 Acres / 44% of total study area
-  Right-of-Way (ROW)
78 Acres / 19% of total study area
-  Commercial (C)
46 Acres / 12% of total study area
-  Residential Low (RL)
42 Acres / 10% of total study area
-  Open Space (OS)
36 Acres / 9% of total study area
-  Institutional (INST)
16 Acres / 4% of total study area
-  Residential Medium (RM)
7 Acres / 2% of total study area
-  School (SCH-P)
.75 Acres / .002% of total study area
- Various residential densities abut and surround the study area.
- Multiple schools in the surrounding area, including elementary and middle.






LAND DEVELOPMENT


- **Sector / Small Area Plans:** None currently within or surrounding the study area

 **Protected Open Space (POS):**
+/- 63.6 acres

 **Highway Corridor Overlay**
District: Runs along the east-west direction of Prince William Parkway

 **Pending Planning Cases:**

1. **Raising Cane's Drive-Through:** Special Use Permit to allow a drive-through restaurant.
2. **Liberia Avenue Financial Institution Drive-Through:** Special Use Permit to allow a drive-through associated with a financial institution.
3. **Liberia Avenue Retail Store Drive-Through:** Special Use Permit to allow a drive-through associated with a retail store.
4. **CVS Pharmacy Drive-Through:** Special Use Permit to allow a drive-through associated with a pharmacy/retail store.
5. **Sikh Center of Virginia Expansion:** Special Use Permit to allow for a +/-36,000 sf expansion of an existing religious institution.

 **Comprehensive Plan Land Use Designation Amendments:** To rezone from A-1, Agricultural, to PBD, Planned Business District, and PMR, Planned Mixed Residential and SR-1C, Semi-Rural Residential Cluster.

Kline Property – CPA / REZ / SUP

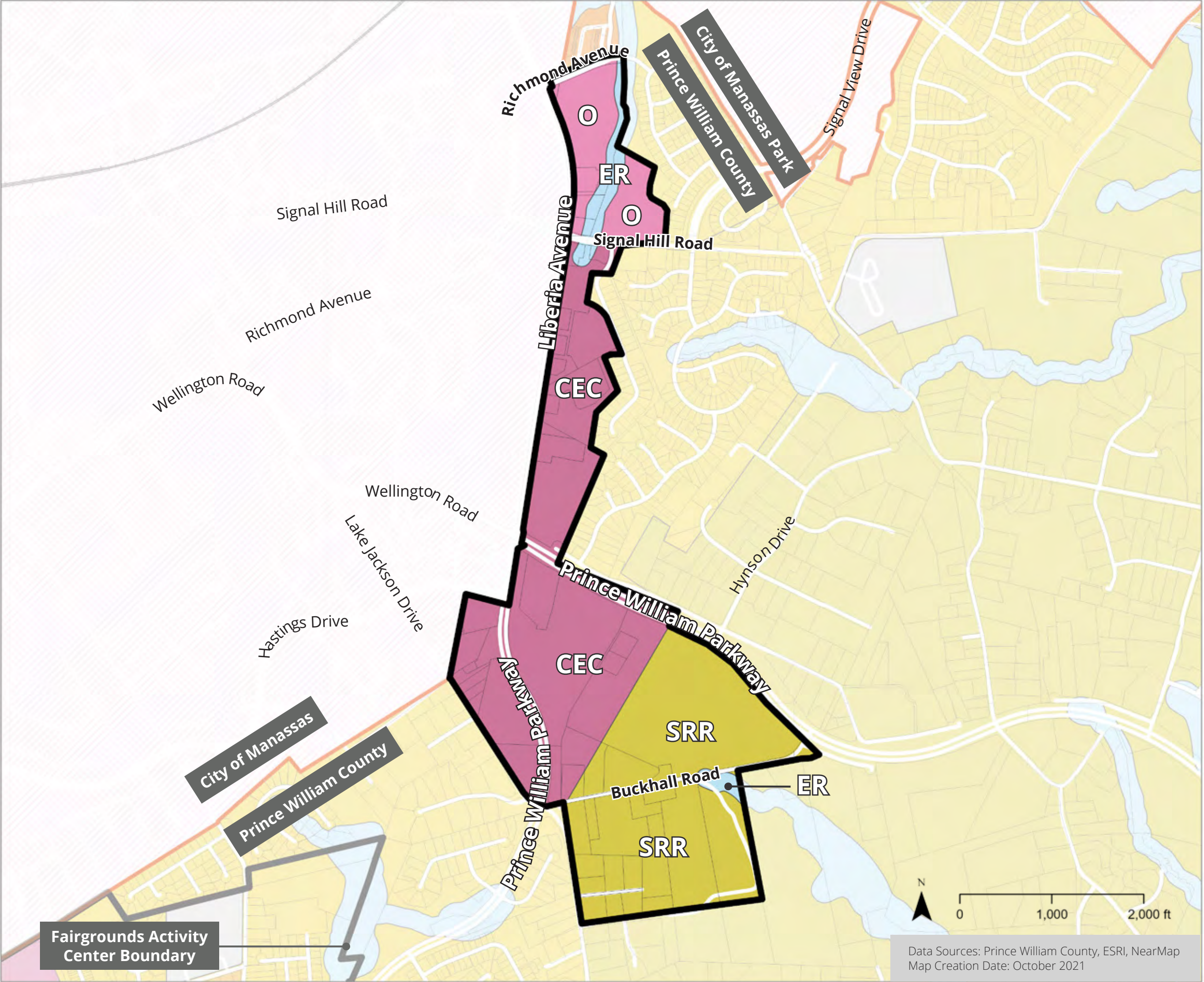


Kline Community

Overall Exhibit | 09.18.19

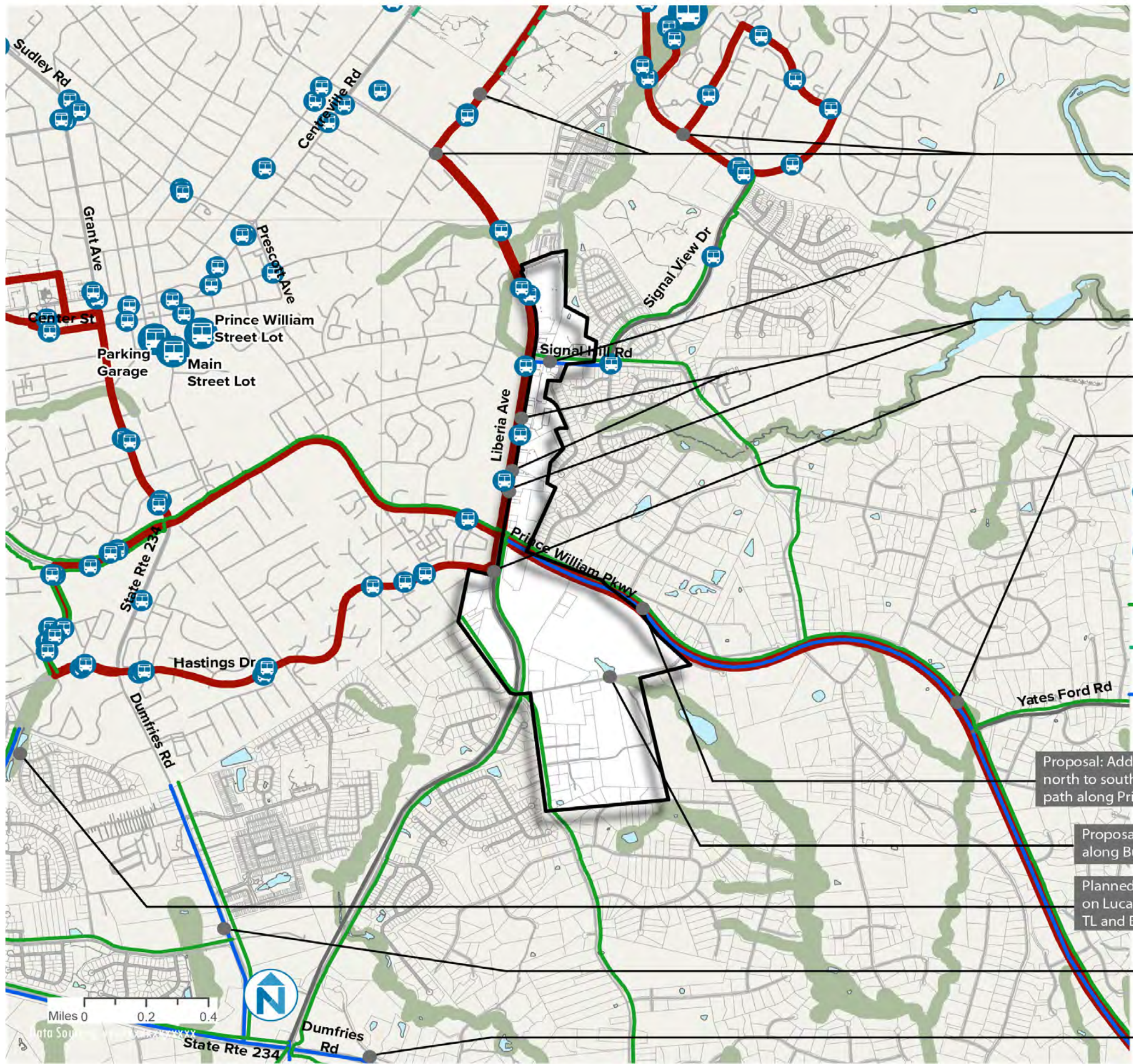
LONG-RANGE LAND USE

- 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.
- Office(O):** The purpose of this classification is to provide for areas of low-to high-rise, offices or research and development activities.
- Semi-Rural Residential (SRR):** This Long-Range Land Use classification allows 1 dwelling per 2.5 acres.
- 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.



Transportation Analysis

TRANSPORTATION



Proposal: Implement bike/ped trail along Euclid Ave and Manassas Dr, and construct bike infrastructure on Liberia Ave

Planned road expansion by two lanes on Signal Hill Rd between Liberia Ave (Manassas TL) and Signal View Dr

Proposal: add more four-way pedestrian xings along Liberia Ave

Proposal: Add four-way bike/ped crossings at this intersection

Planned road expansion by two lanes on Prince Williams Pkwy between Liberia Ave (Manassas TL) and Hoadly Rd



PWC Bus Stops



Commuter Lots



Existing Trail



Proposed Trail



Proposed Improvements

— Existing Roads

— Bus Routes

— Street Center Lines

— Existing Roads

— Hydrological Features

— Resource Protection Areas

— Liberia Ave

— Sidewalks

— Parcels

Proposal: Add pedestrian crossings north to south from housing to bike/ped path along Prince William Pkwy

Proposal: Implement bike/ped trail along Buckhall Rd

Planned road expansion by two lanes on Lucasville Rd between Manassas TL and Bristow Rd

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

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

Market Observations

Land Use Observations

- The Liberia Activity Center is primarily a commercial corridor north of Wellington Road and several contiguous undeveloped properties south of Wellington Road
- 43,000 ADT on Liberia Avenue
- Seven contemporary community shopping centers along Liberia Avenue
 - Prince William Gateway - Lidl
 - Far East Plaza – Goodwill Industries
 - Evergreen Terrace – Gold's Gym
 - Wal-Mart Supercenter
 - Signal Hill Shopping Center – Fresh World
 - Parkhurst Plaza - ALDI
 - Davis Ford Crossing – Petco, LA Fitness, Staples
 - Hasting Market Place – Harris Teeter
- Six Grocery Stores: (1) Harris Teeter, (2) Giant, (3) Fresh World, (4) Lidl, (5) ALDI, (6) Wal-Mart Supercenter

Top Development Opportunity Sites

 Development Opportunity Site

-  **1 Kline Development**
-  **2 Cherokee Winds Farm**
-  **3 Future Development Site**
-  **4 Prince William Gateway**
-  **5 Future Development Site**



Other Market Observations

RESIDENTIAL

- Additional residential development opportunities exist south of Wellington Road and east of Liberia Avenue
 - Kline has proposed residential mixed-use development on ag land. Should include single family, townhouses, duplex and garden-style apartments
- Residential Advantages: Good location, cheaper land, close access to employment and I-66 and I-95
- Regional retail destinations within 5 miles
- Adequate community-serving retail

HOTEL/RESTUARANT:

- No opportunity at this location

INDUSTRIAL/FLEX

- Not appropriate at this location

OFFICE

- Not appropriate at this location

Issues & Opportunities

OVERALL ISSUES

Character Challenges

- Large setbacks from Liberia Avenue
- Automobile oriented character
- Primarily a suburban commercial corridor

Development Challenges

- Lots of regional retail destinations within 5 miles.
- The corridor is largely built out.
- A history of community opposition related to the Kline development proposal.

Mobility Challenges

- Lots of traffic along the corridor, especially during rush hour and on the weekends.
- Walmart site is usually full, which creates additional traffic congestion.
- Width of Liberia Avenue and the number of traffic lanes inhibits pedestrian and bicycle connectivity.
- East to west linkages through the corridor are limited by large commercial parcels and limited access from eastern residential communities.
- Block lengths limit the crossing opportunities along Liberia Avenue.
- Number and size of curb cuts disrupts the pedestrian/bicycle paths.
- Existing bicycle facilities are limited and do not connect residential communities to the corridor.

OVERALL OPPORTUNITIES

Development Opportunities

- Proximity to two VRE Stations
- Potential for approximately 162 acres to be developed/redeveloped
- Additional residential development opportunities exist south of Wellington Road and east of Liberia Avenue.
- Good location, cheaper land, close access to employment and I-66 and I-95.

Mobility Opportunities

- Add more four-way pedestrian crossings along Liberia Avenue.
- Add four-way bicycle and pedestrian crossings at the intersection of Prince William Parkway and Hastings Drive.
- Implement bike/ped trail along Buckhall Road.
- Add pedestrian crossings north to south from housing to bike/ped path along Prince William Parkway.

ACTIVITY CENTER: LIBERIA AVENUE

Vision

Transition the area to a more urban character that leverages the area’s proximity to VRE stations by accommodating new housing and employment options as well as neighborhood-serving commercial uses and public facilities. Provide a range of housing types and mobility options in the area, while emphasizing integrated multimodal connections that reduce the need for automobiles for local trips.

Long-Range Land Use Designations

- **Community Mixed Use (CMU)** designations along Liberia Avenue / Prince William Parkway will allow for a variety of uses, including commercial and residential.
- The **Suburban Neighborhood (SN)** designation will serve as a transition between commercial mixed use areas along Wellington Road / Prince William Parkway and surrounding lower-intensity uses, while offering a variety of attached and detached single-family housing options.
- The **Public Land (PL)** designation will accommodate community-serving public facilities, such as a school and/or open space.
- **Environmental Resource (ER)** overlays will allow Resource Protection Areas to remain in much of their natural state. These areas have the potential to expand the supply of accessible open space within the Liberia Avenue corridor, while providing spaces for community gatherings, passive recreation, and trails.

Key of Land Use Designations

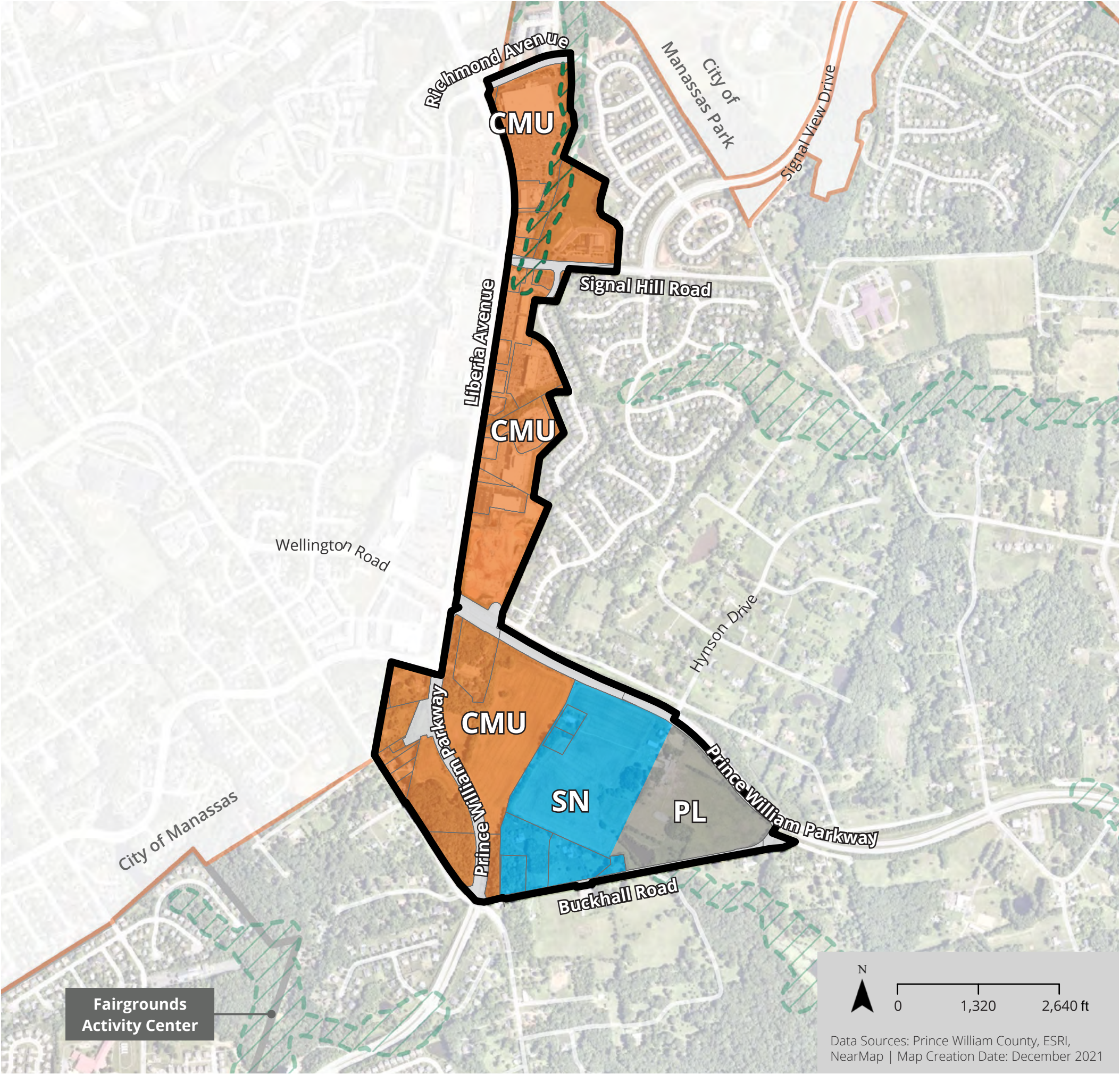
Community Mixed Use (CMU)

Suburban Neighborhood (SN)

Public Land (PL)

Right-of-Way (ROW) includes roadways and interchanges

Environmental Resource (ER)



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

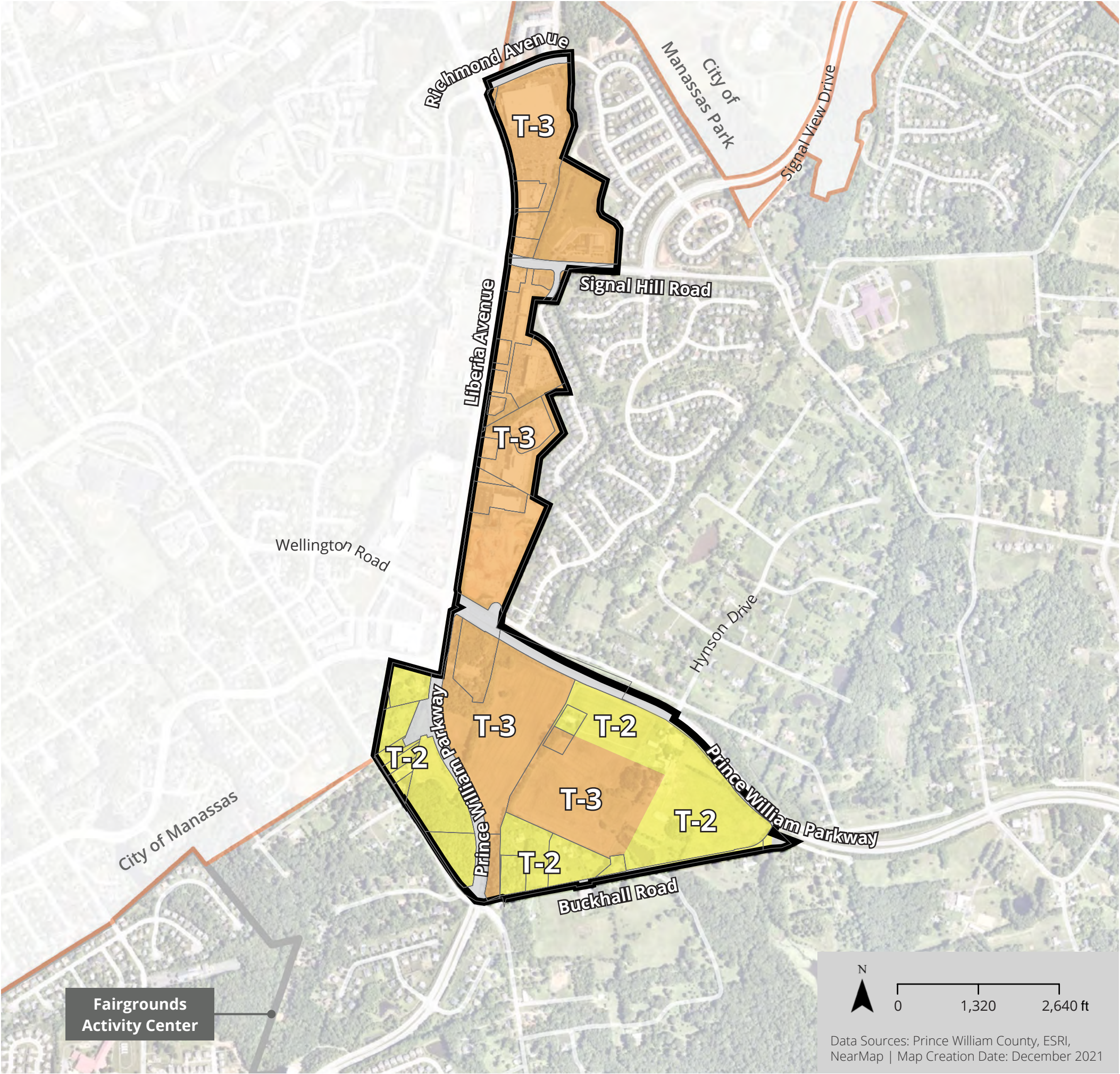
ACTIVITY CENTER: LIBERIA AVENUE

Transects

- **T-3:** Allow for higher-intensity employment-based and community-serving commercial uses along Liberia Avenue / Prince William Parkway.
- **T-2:** Provide density and height transitions between higher-intensity uses along Liberia Avenue / Prince William Parkway and surrounding lower-intensity uses.

Key of Transect Categories

- Transect 3 (T-3)
- Transect 2 (T-2)



ACTIVITY CENTER: LIBERIA AVENUE

Key Policies

Land Use

1. Encourage a mix of land uses in compact, pedestrian-oriented development patterns south of Wellington Road / Prince William Parkway.
2. Promote commercial uses along Liberia Avenue frontage to maximize the high-visibility intersection with Wellington Road / Prince William Parkway.
3. Accommodate a mix of small-lot, single-family housing options within the additional land area south of Wellington Road / Prince William Parkway.
4. Reserve the southeastern portion of the area for public facilities such as a potential school or open space.
5. Create a connected network of streets in the area south of Wellington Road / Prince William Parkway by adding new street connections as development occurs, in order to provide multimodal access and alternate routes for residents.
6. Maintain the commercial character on the of east side of Liberia Avenue north of Wellington Road / Prince William Parkway, while allowing for a mix of uses if commercial properties should redevelop over time. Foster a pedestrian-oriented streetscape along commercial frontage, while enhancing pedestrian and bicyclist access to commercial uses from surrounding neighborhoods.
7. Discourage automobile-oriented site design elements, such as drive-throughs and front-loaded residential garages, throughout the area.
8. Integrate new open spaces and community gathering places into the design of new development in the area.
9. Create land use and building height transitions between higher-intensity uses along Liberia Avenue and lower-intensity, lower-scale uses abutting larger-lot, single-family residential neighborhoods, particularly to the east and southeast.
10. Coordinate with the City of Manassas to ensure cohesive built form and visual character along the east and west sides of Liberia Avenue by coordinating streetscape improvements, setbacks, landscaping, and other elements.



Encourage commercial mixed use along the Liberia Avenue frontage.



Encourage commercial mixed use along the Liberia Avenue frontage.

ACTIVITY CENTER: LIBERIA AVENUE

Key Policies (continued)

Housing

- 11. Provide a mix of housing options south of Prince William Parkway / Wellington Road, including single-family attached, single-family detached, and duplexes.

Connections

- 12. Leverage the area’s proximity to VRE and increases in residential density as an opportunity to reduce the number of local automobile trips.
- 13. Improve connections to the City of Manassas and Manassas Park VRE Stations through pedestrian and bicycle improvements, trail connections, and potential shuttle service to VRE stations.
- 14. Improve pedestrian and bicycle access and safety in the area through enhanced pedestrian and bicycle facilities, including connections between residential neighborhoods and area destinations including commercial uses.
- 15. Improve pedestrian safety by installing additional pedestrian crossings, including north-south crossings of Prince William Parkway and additional four-way pedestrian crossings along Liberia Avenue and at the intersection of Prince William Parkway and Hastings Drive.
- 16. Improve and expand trail connections to connect destinations, including (a) widening and continuing the existing multi-purpose trail connecting Prince William Parkway / Wellington Road to the vicinity of Hastings Drive and (b) constructing a bicycle and pedestrian trail along Buckhall Road.
- 17. In the event PRTC does not establish a bus stop or shelter within proposed development south of Prince William Parkway / Wellington Road, encourage commuter transportation/ridesharing program(s) that designate locations for slugging, Uber, Lyft, or other innovations that may address future connectivity and reduce the need for travel via personal automobile.



Provide a range of single-family housing options south of Wellington Road / Prince William Parkway.



Provide safe pedestrian and bicycle connections to and across Liberia Avenue and Prince William Parkway.