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

Potomac Mills Activity Center Work Session
August 17, 2021

Revised: December 14, 2021
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DRAFT
STUDY AREA

- 770 (+/-) acres
- Regional commercial hub
- Potomac Mills Mall is a regional destination and commercial anchor
- Conveniently located adjacent to I-95
- Route 1 Corridor runs parallel to study area (1-mile east)

KEY MAP
EXISTING CONDITIONS

- I-95 runs north-south along study area’s eastern boundary:
  - Several high traffic thoroughfares provide vehicular connectivity, but create visual and physical barriers for pedestrians and cyclists due

- Minimal undeveloped lands within the study area

- Environmentally sensitive Resource Protection Areas (RPAs) and protected open space along/near Telegraph Rd.
  - Dale City and Landing at Prince William Small Area Planning districts abut the study area
  - Lower density, suburban land development patterns abut the study area on the east (Marumsco Hills) and west (Dale City)
  - Higher intensity, development southeast of site (Potomac Club)
  - High voltage power corridors run north/south on both the east and west sides of study area
  - Route 1 Corridor ~1.25 miles to the east
The study area contains extensive commercial areas:

- Potomac Mills is a large commercial anchor in the center of study area;
- Big box retail along Worth Ave.
- Several retail shopping centers along Prince William Pkwy.
- Major commercial areas located northwest (Prince William Commons), southeast (Stonebridge at Potomac Town Center), and north (Parkway Crossing West)

Small pockets of light industrial

Multiple schools in the area including elementary, middle and high

Potomac Community Library on Opitz Boulevard east of study area

Sentara Northern Virginia Medical Center immediately east of study area

Multiple large church sites in and around the study area

OmniRide Transit Center located in southern end of study area

Area surrounded by extensive low and medium intensity residential areas
COMMON OWNERSHIP

- All Saints Church
- American Air Services, Inc
- BDR LLC
- Cemetery
- DEI Telegraph LLC
- Inge Brian & Jeffrey T-C
- KIR Smoketown Station LP
- Mall at Potomac Mills LLC
- Matthias D Renner Family LLC ETAL
- Potomac Festival II LLC
- Potomac Hospital Corp of Prince William
- PWC Board of County Supervisors
- Telegraph Management Group LLC
- The Quattro Group LLC
- W2005 Fargo Hotels Pool C Realty LP
1. Quartz District: ~143 acres for mixed-use project including +/- 300,000 sq. ft of commercial/retail/office space and up to 1,015 residential units. Under Review rezoning.


3. Lake Pointe Residential: ~15.5 acres for 355 multi-family units. Pending rezoning.

4. Data Center Overlay north of study area in the Landing at Prince William Small Area Plan area

Highway Overlay Districts along:
- Prince William Parkway- Urban Parkway
- Dale Boulevard- HCOD (prior to Feb. 1996)

Protected Open Space
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.

**General Commercial (GC)** - recognizes existing areas of commercial activity that serve more local markets than regional markets. Primary uses include retail, retail service, and lodging uses, while office use is secondary and may not represent 25 percent of total gross floor area. Office buildings, if built, are preferred to be at 2-3 stories.
Recommend creation of bike/ped trail along Potomac Mills Cir. and access to commuter lot.

Recommend reconfiguring intersection to facilitate bike/ped safety and crossing.

Develop connection along Nazarene Way to facilitate ped x-ing from Garfield High School/Youth Orchestra of Prince William/The Connection Church complex.

Proposed development of bike/ped network through retail space.

Recommend reconfiguring intersection to facilitate bike/ped safety and crossing.

Recommend enhancing bike/ped trail along Smokeytown Rd/Opitz Blvd.

Planned road expansion by two lanes on Gideon Dr from Dale Blvd to Smokeytown Rd.

Planned road expansion by two lanes on Dale Blvd from Garfield Fitzgerald Dr to RT 1.

Planned road expansion by two lanes on Opitz Blvd from Gideon Dr to RT 1.

Planned road expansion by two lanes on Telegraph Rd from Caton Hill Rd to Opitz Blvd.

Potomac Mills Mall

Prince William Square

PRTC OmniRide Transit Center

Minnieville Rd

Caton Hill Rd

Smokeytown Rd

Opitz Blvd

Gideon Dr

Dale Blvd

Macleod Rd

Prince William Pkwy

Potomac Mills Commuter Lot

Potomac Mills Commuter Lot

Macleod Rd

Prince William Pkwy

PRTC OmniRide Transit Center

Planned road expansion by two lanes on Telegraph Rd from Caton Hill Rd to Opitz Blvd.

Planned road expansion by two lanes on Gideon Dr from Dale Blvd to Smokeytown Rd.

Planned road expansion by two lanes on Dale Blvd from Garfield Fitzgerald Dr to RT 1.

Planned road expansion by two lanes on Opitz Blvd from Gideon Dr to RT 1.

Potomac Mills Boundary

Hydrological Features

Resource Protection Areas

Parcels

Transportation

PWC Bus Stops

Commuter Lots

Planned Expansions

Existing Roads

RS Line

PWME Line

MC 200 Line

MC 100 Line

Dale City Local Line

D400 Line

D300 Line

D100 Line

96 Line

942 Line

543 Line

Existing Trail

Proposed Trail

Street Center Lines

Woodbridge Line

Route 1 Local

Miles 0 0.1 0.2
Market Observations
ISSUES & OPPORTUNITIES

ISSUES
1. Lack of diverse housing options near the commercial areas
2. Sprawling, low-scale commercial development
3. Vacant and declining retail/ hospitality areas
4. Major thoroughfares create visual and connective barriers throughout the study area (particularly Opitz Blvd., Smoketown Rd., Potomac Mills Blvd., Prince William Pkwy., and Gideon Dr.)
5. I-95 separates the study area from the medical center and residential areas to the east
6. Lack of community identity including streetscape environments and development areas
7. Large number of individual parcels could impede future redevelopment of sites
8. Small, shallow out-parcel sites that are individually owned
9. Big-box retail centers and shopping mall with large parking frontages and vehicular oriented circulation Successful retail areas are unlikely to redevelopment in the near-term
10. Competitive retail and destination options nearby such as Stonebridge at Potomac Town Center

OPPORTUNITIES
1. Explore infill and densification opportunities at existing commercial developments to provide housing options and regional entertainment/destination uses
2. Create a walkable street grid to further break up superblock areas as redevelopment occurs
3. Improve walkability and bikability between existing shopping centers and community resources
4. Abundant transit options that provide access to regional neighborhoods and amenities. Ensure safety and access to transit facilities throughout the study area
5. Explore opportunities to redevelop the PRTC OmniRide Transit Center into a transit-oriented, mixed use development
6. Build upon existing trail connections and utilize streetscape environments to create a cohesive district identity
7. Create synergies with nearby destinations and redevelopment areas such as the Route 1 corridor
8. Establish a brand / overall district identity
9. Protect, enhance, and provide additional access to local resource protection areas
Potomac Mill Activity Center

Market Observations

August 17, 2021
Land Use Observations

• The Potomac Mills Activity Center is dominated by retail development – estimated at 3.1 million SF
• 205,000 ADT on Interstate 95
• Potomac Mills is estimated at 1.5 million SF under one roof; one of the largest retail shopping centers in Virginia
• Simons Properties owns Potomac Mills and is the largest mall developer in the country
• Given the large supply of retail space in this area, vacant space is relatively low – estimated at under 5% overall
• There is roughly 681,000 SF of office space, mostly Class B and C space with current listings reporting a 25% vacancy rate
• There is industrial/flex and some business/industrial space in or near the Activity Center
• Redevelopment opportunities appear limited within the Activity Center, except for potential infill development at Potomac Mills
• Potomac Mills appears healthy, but Simon may be interested in residential infill at edges
Retail Shopping Centers

- Potomac Mills
- IKEA and various other big box stores
- Parkway Crossing
- Smoketown Station
- Smoketown Plaza
- Prince William Square
- Potomac Festival
- Ashedale Plaza Shopping Center
- Rollingwood Center
Retail Vacancies

Total office space in the Potomac Mill Activity Center is approximately 3.1 million SF

Current vacancy rates are very low (under 5%), but selected properties have 18.3% vacancy

Potomac Mills not reporting and vacancies, but do their own leasing
Potomac Mills
Regional
Market Area
(40 mile Corridor)
Potomac Mills Site Plan

- 1.5 million SF
- Anchors: JC Penny, Costco, Nordstrom Rack, AMC Theater
- 220 stores
- 20+ restaurants
- 63 acres of parking lots
- Estimated 5,500 parking spaces. Only 3.7/1,000 SF
- May be infill development opportunities
- Careful not to disrupt sight lines to retailers
# Office Vacancy Rates

- Total office space in the Potomac Mill Activity Center is approximately 681,445 SF
- Overall office vacancy rate estimated at 16.7%. Active listings are reporting higher vacancy rate of 25.2%

<table>
<thead>
<tr>
<th>Office Location</th>
<th>Pricing</th>
<th>Total SF</th>
<th>Vacant SF</th>
<th>Vac. %</th>
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<tbody>
<tr>
<td>Great Oaks Business Park</td>
<td>$17/SF</td>
<td>113,629</td>
<td>823</td>
<td>0.7%</td>
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<tr>
<td>2750 Killarney Drive</td>
<td>$21.50/SF</td>
<td>38,176</td>
<td>1,901</td>
<td>5.0%</td>
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<tr>
<td>Prince William Commons (Bldg 10-11)</td>
<td>Unavailable</td>
<td>113,500</td>
<td>25,351</td>
<td>22.3%</td>
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<tr>
<td>2359 Research Court</td>
<td>Unavailable</td>
<td>27,611</td>
<td>27,611</td>
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<tr>
<td>13512 Minnieville Road</td>
<td>$425 to $14,400/mo.</td>
<td>15,030</td>
<td>7,882</td>
<td>52.4%</td>
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<tr>
<td>Catons Crossing</td>
<td>$29.50/SF (Class A)</td>
<td>63,000</td>
<td>26,948</td>
<td>42.8%</td>
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<td>2680 Optiz Blvd.</td>
<td>Unavailable</td>
<td>29,500</td>
<td>12,865</td>
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<td>Prince William Commons (Bldg 1)</td>
<td>Unavailable</td>
<td>50,400</td>
<td>10,341</td>
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<tr>
<td>Total SF/Vacant SF/Vacancy %</td>
<td></td>
<td>450,846</td>
<td>113,722</td>
<td>25.2%</td>
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</table>
Other Market Observations

HOTEL/RESTAURANT:
• 13 hotels located between Dale Boulevard and Prince William Parkway. Could probably support more hotels, perhaps with a conference center
• A restaurant cluster exists around Potomac Mills, which has 20+ restaurants on site

OFFICE
• Class B and C office space has a modest cluster totaling 681,000 SF. Relatively low vacancy, estimated at Small office presence today but will grow in the future, driven by medical office around the Medical Center

INDUSTRIAL/FLEX
• Relatively small presence of industrial and flex space. Could probably support more

RESIDENTIAL
• Higher density multi-family would be a good fit at this location due to the high amenities and access to employment centers
Mixed-Use
- Utilize large low-scale development sites for more intensive development
- Potomac Mills Mall and Potomac Festival Shopping Center catalyst sites
- Conference Center as potential anchor land use
- Create a sense of place, brand, and identifiable center for the district
- Increase housing diversity
- Redevelop the PRTC OmniRide Transit Center

Office /Employment
- Build upon proximity to the regional medical facility and existing medical office land uses

Safety, Connectivity, and Streetscape Character
- Consider access management, including consolidation of curb cuts
- Continued streetscape enhancements including enhancing existing trails
- Improve access to transit

Natural Open Space and Greenway Connectivity
- Explore Opportunities to create accessible green space and trail connections along natural resource corridors
Vision
Establish the Potomac Mills area as Prince William County’s urbanized center by transitioning the area into a cohesive compact, walkable, mixed-use, and transit-oriented district.

Long-Range Land Use Designations
- **Town Center (TC)** development will be comprised of a mix of land uses at varying scales that diversify land uses at existing commercial sites.
- An **Office Mixed Use (OMU)** district will serve as a transition between Town Center uses and I-95 while providing employment opportunities that leverage proximity to Sentara Northern Virginia Medical Center.
- **Community Mixed Use (CMU)** areas will serve as a transition between higher-intensity Town Center development and existing adjacent residential areas while fostering opportunities for mixed-use redevelopment.
- A **Neighborhood Mixed Use (NMU)** area north of Dale Boulevard capitalizes on opportunities for redevelopment near the PRTC OmniRide Transit Center and supports existing church uses.
- **Technology Flex (TF)** areas recognize existing concentrations of light manufacturing and industrial development along Telegraph Road.
- **Public Land (PL)** designations reflect existing public facilities in the area.

Key of Land Use Designations
- Town Center (TC)
- Office Mixed Use (OMU)
- Community Mixed Use (CMU)
- Neighborhood Mixed Use (NMU)
- Technology Flex (TF)
- Public Land (PL)
- Right-of-Way (ROW) includes roadways and interchanges
- Environmental Resource (ER)
**ACTIVITY CENTER: POTOMAC MILLS**

**Transects**

- **T-5**: Allow for intensive development at the existing Potomac Mills site. Encourage a wide range of development scenarios that would include diverse housing, employment, and regional entertainment opportunities. Additional T-5 transect zones are established near the Prince William Parkway/I-95 interchange to maximize the area's proximity to I-95 and transit (including VRE).

- **T-4**: Encourage infill development at existing commercial sites to support additional employment and residential uses at varying scales.

- **T-3**: Encourage neighborhood-scale development comprising of smaller-scaled buildings and development that steps down to surrounding residential neighborhoods.

**Key of Transect Categories**

- Transect 5 (T-5)
- Transect 4 (T-4)
- Transect 3 (T-3)
Key Policies

Land Use

1. Transition Potomac Mills Mall and strip commercial sites to cohesive compact, walkable, mixed-use, and transit-oriented development.
2. Provide diverse housing options to support and enhance existing regional entertainment and destination uses.
3. Create synergies with adjacent destinations and redevelopment focus areas such as the Route 1 redevelopment corridor, Stonebridge at Potomac Town Center, and Neabsco Common.
4. Build upon the area’s proximity to Sentara Northern Virginia Medical Center and existing supportive medical office land uses.
5. Reduce impervious surfaces and add green infrastructure.
6. Create a series of interconnected parks and opens spaces as part of future mixed-use development to establish a sense of place and to provide community amenities.
7. Establish a distinct brand and identity for Potomac Mills Mall as an urban center for Prince William County, using thematic streetscape treatments, furnishings, public art, lighting, and unifying landscaping.

Housing

8. Encourage residential infill at existing shopping center sites to diversify land uses and to provide housing near shopping, employment, cultural/natural resources, and transit service.

Connections

9. Improve pedestrian and bicycle connections between existing shopping centers and community amenities along transportation corridors. Include frequent/managed crossings and separated pedestrian and bicycle facilities, particularly across major barriers (e.g., wide roadways and natural features).
10. Convert auto-oriented suburban arterial corridors to multimodal corridors.

Integrate housing, entertainment and retail uses to create a livable mixed-use district.

Provide a range of housing types. Integrate residential areas with parks and natural resource amenities to create complete neighborhoods.
Encourage the development of civic spaces such as plazas and parks.

Develop walkable, bikeable and transit-oriented streets.

Include art, wayfinding, and district branding to establish a sense of place.

Key Policies (continued)

Connections (continued)

11. Create improved pedestrian and bicycle connections through streetscape enhancements and greenway connections.
12. Consider access management, including consolidation of curb cuts.
13. Leverage existing transit options by providing improved multimodal connections to surrounding neighborhoods and to amenities. Ensure safe access to transit facilities throughout the area.
14. Incorporate new street connections as redevelopment occurs to create a walkable street grid and to break up existing large sites.
15. Protect, enhance, and provide access to existing natural resource areas such as stream corridors.