

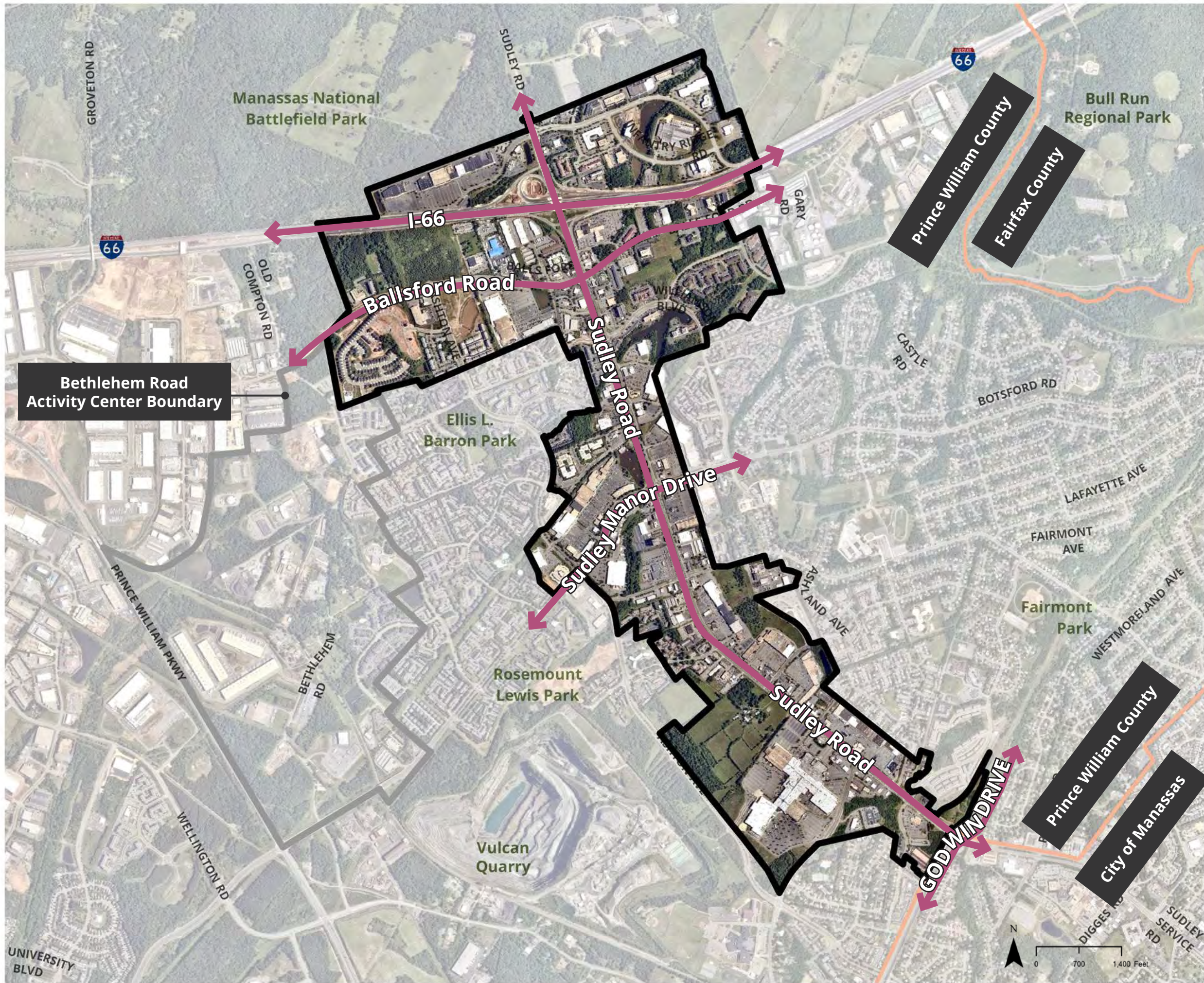
Prince William County Comprehensive Plan Update Land Use Elements | Activity Centers and Redevelopment Areas

Sudley Rd (Manassas-I-66) Redevelopment Corridor Work Session
August 17, 2021

Revised: December 14, 2021

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

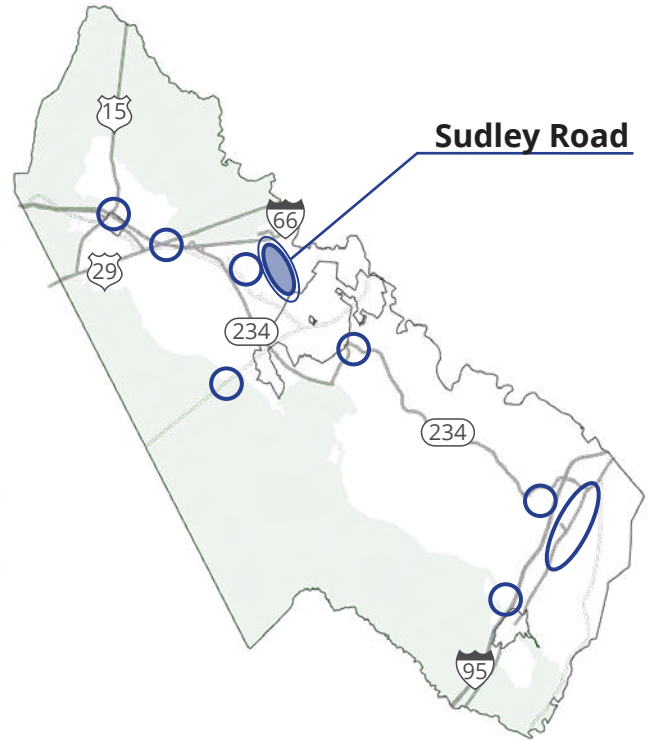
DRAFT



STUDY AREA

- 1,326 (+/-) acres
- Approximately 2.87 miles long
- Combination of commercial shopping centers, agriculture, open space, residential, car dealerships, and industrial parks.
- Bethlehem Road Activity Center abuts the study area
- A variety of intensities of residential surround the study area.

KEY MAP



EXISTING CHARACTER



Shopping Center - Manaport Plaza



Shopping Center - Manassas Mall



Residential - Coverstone IV Fairfax Apartments



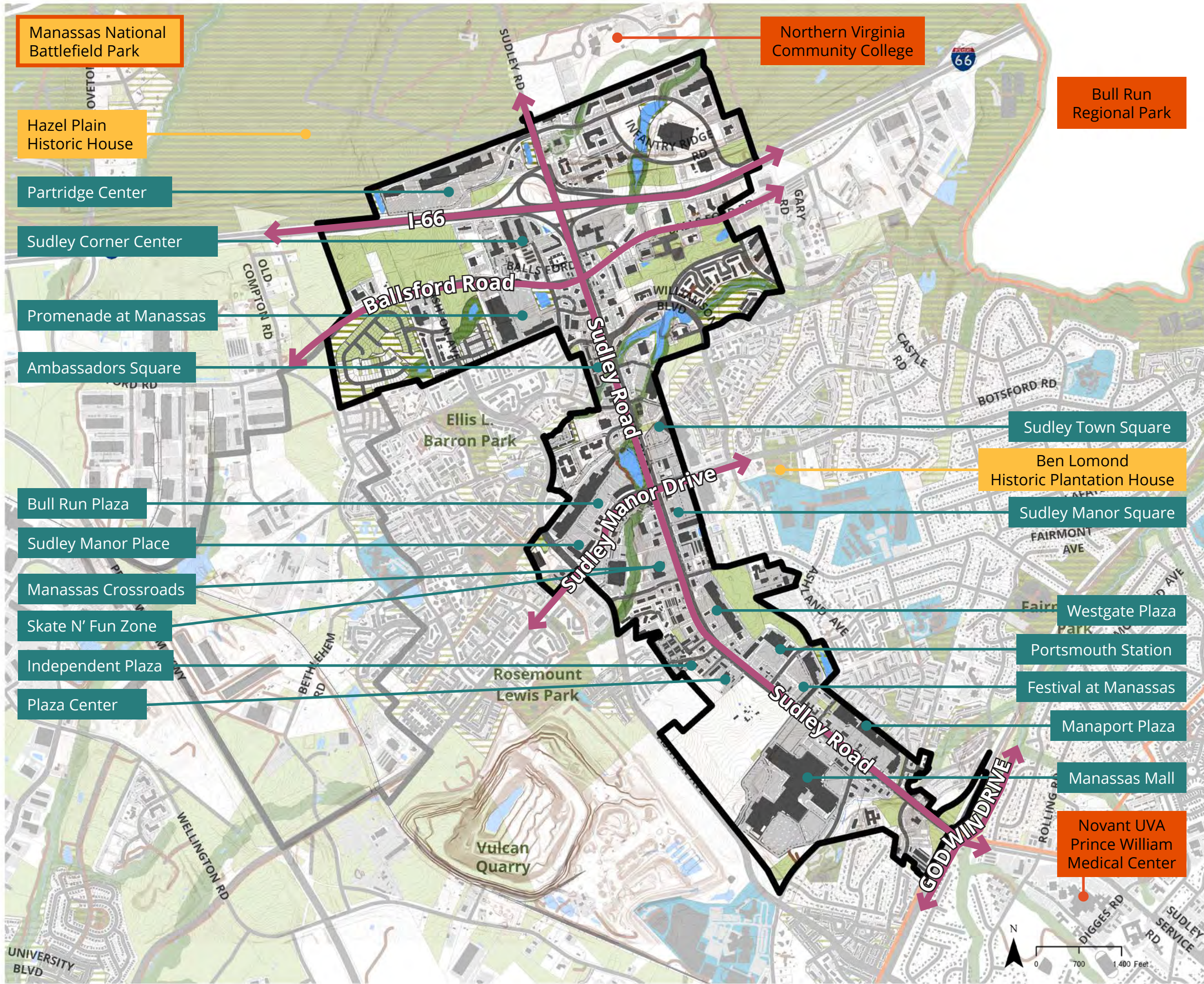
Agricultural - near Manassas Mall



Automotive Sales



Sudley Road north of Ballsford Road



EXISTING CONDITIONS

Sudley Road, I-66, Balls Ford Road, Sudley Manor Drive, and Godwin Drive are major corridors that bisect the study area.

- Historic Resources
- Protected Open Space
- Federal Land

Environmentally-sensitive Resource Protection Areas (RPAs) and protected open space throughout the north / central areas of study area.

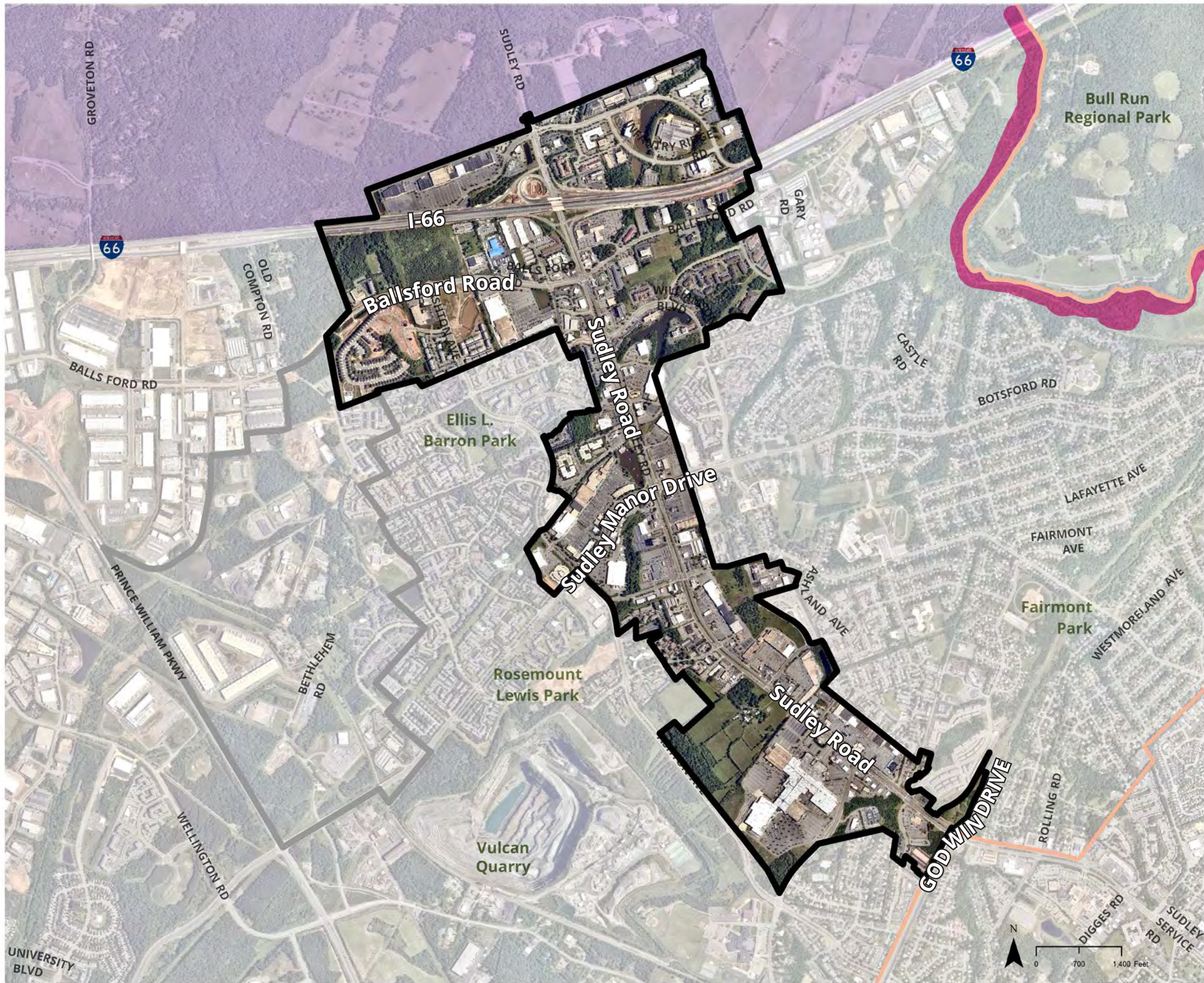
- Destinations within the study area include:**
- 16 commercial shopping centers
 - Manassas Mall
 - Skate N' Fun Zone

- Destinations in the surrounding area include:**
- Manassas National Battlefield Park
 - Bull Run Regional Park
 - Northern Virginia Community College
 - George Mason University
 - Novant UVA Prince William Medical Center

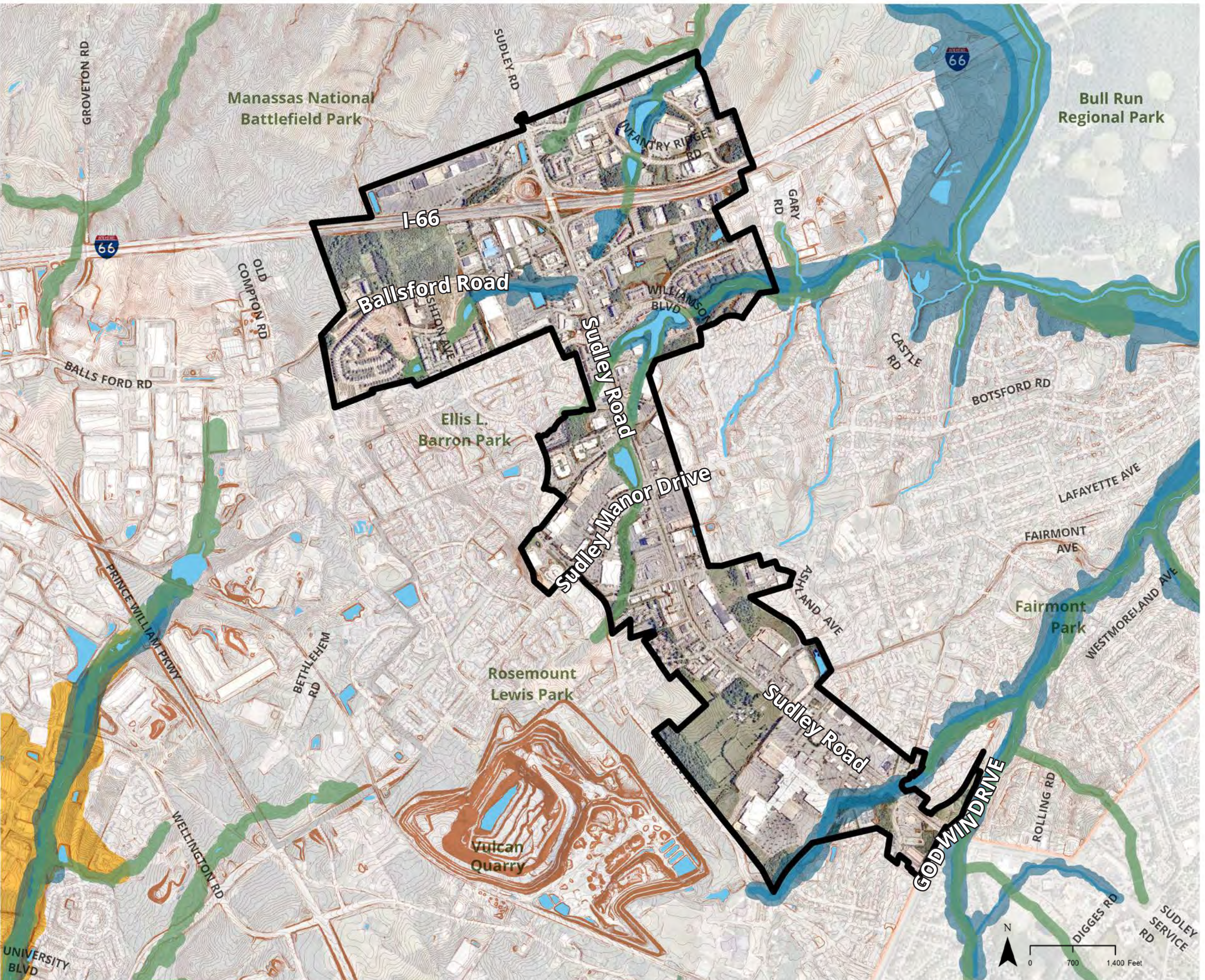


SENSITIVITY AREAS

- Historic Sensitivity Areas
- Prehistoric Sensitivity Areas

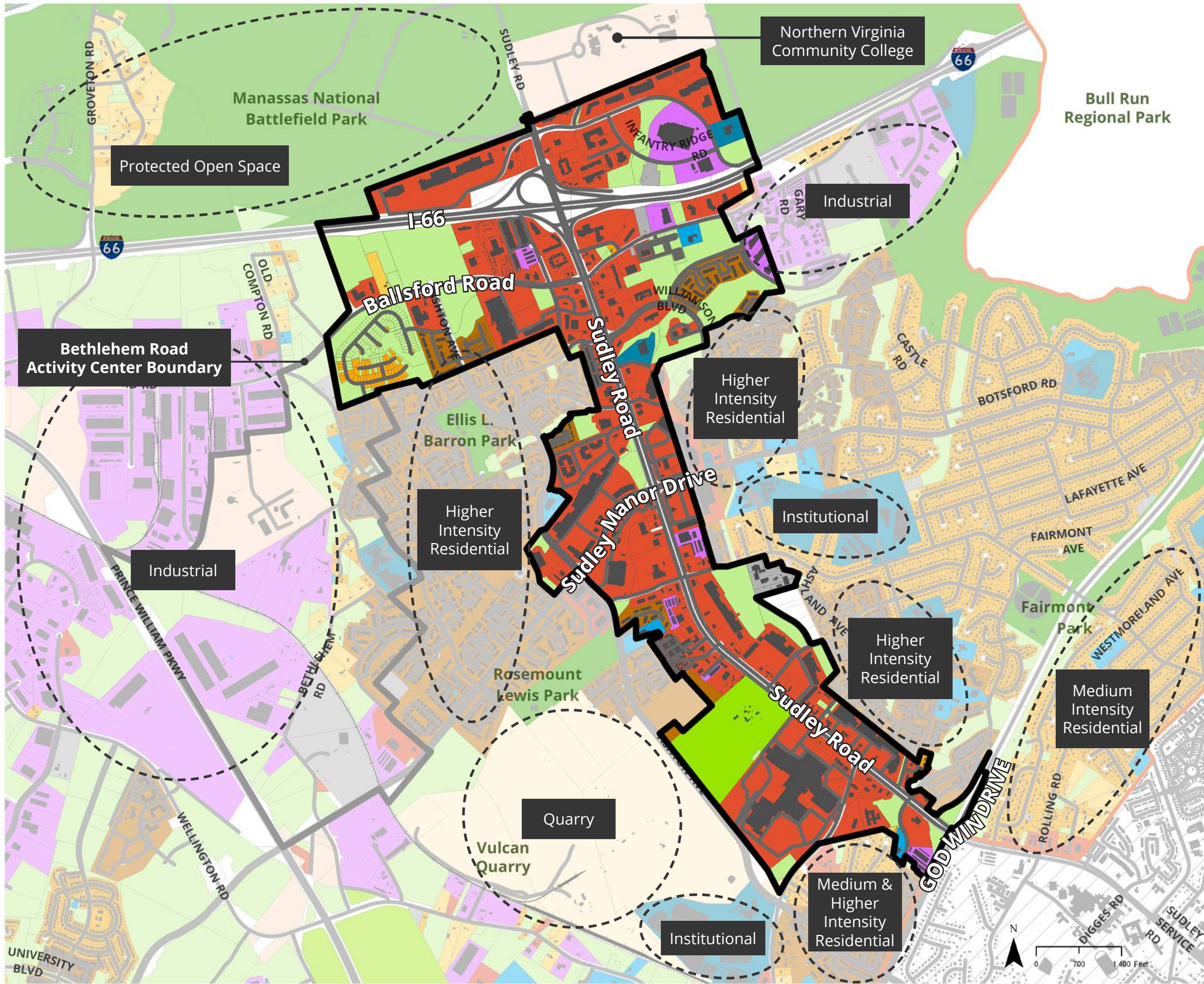


NATURAL RESOURCE AREAS



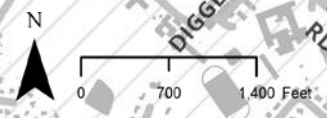
- Hydrology
- FEMA Floodways
- 100-year Flood Hazard Overlay
- Resource Protection Areas
- Dam Inundation Zone
- Contours

EXISTING LAND USE

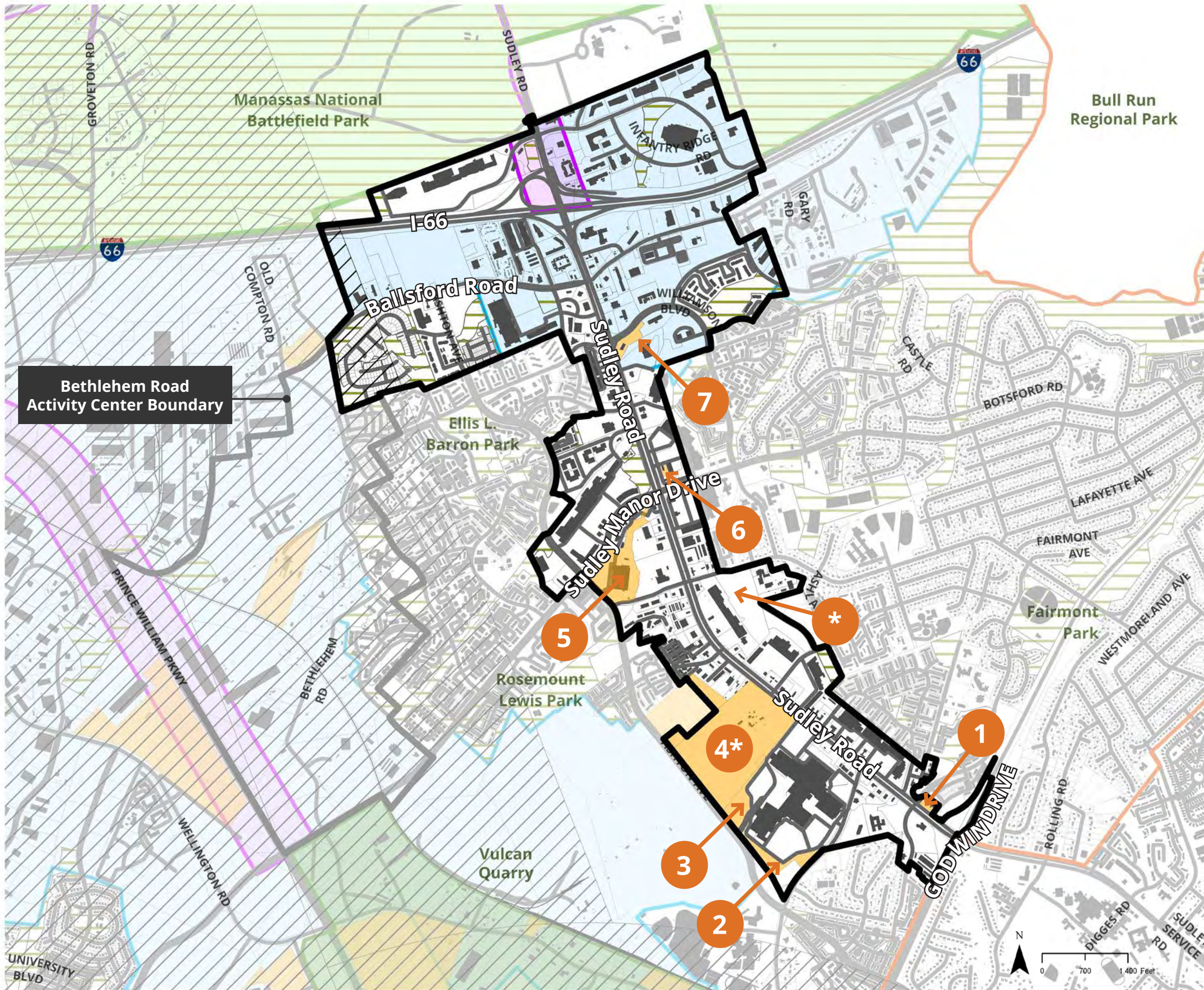


- Commercial (C)**
662 Acres / 50% of total study area
- Open Space (OS)**
275 Acres / 21% of total study area
- Residential High (RH)**
106 Acres / 8% of total study area
- Vacant Non-Recreation (VA-NON-REC)**
101 Acres / 8% of total study area
- Industrial (IND)**
60 Acres / 5% of total study area
- Agriculture (AGR)**
56 Acres / 4% of total study area
- Utilities (UT)**
20 Acres / 1% of total study area
- Residential Medium (RM)**
18 Acres / 1% of total study area
- School (SCH-P)**
12 Acres / 1% of total study area
- Institutional (INST)**
10 Acres / 1% of total study area
- Residential Low (RL)**
6 Acres / 1% of total study area
- Quarry (Outside of study area; active)**


- Multiple schools in the surrounding area, including elementary, middle, and college.
- No Sector Plans or Small Area Plans within 1/2 mile of the study area.




LAND DEVELOPMENT



- No Sector Plans or Small Area Plans within 1/2 mile
- The Bethlehem Road Activity Center abuts the western portion of the study area.
- Sudley Road widening project "The Third Lane" occurring just south of study area, from Godwin Drive to Grant Avenue.

 The Rural Area Boundary lies along the northern edge of the study area.

 Highway Corridor Overlay District

 Data Center Opportunity Overlay District

 Airport Safety Overlay District

 Pending Planning Cases:

1. Sheetz at Fairmount Avenue
2. MotoMember Auto Sales
3. Manassas Mall Rezoning to allow motor vehicle sales
4. Compton Property - Amazon Data Services
5. Costco Manassas Building Expansion
6. KFC Restaurant at Sudley
7. Sudley Road Dunkin' Drive-Through

*For discussion with County staff

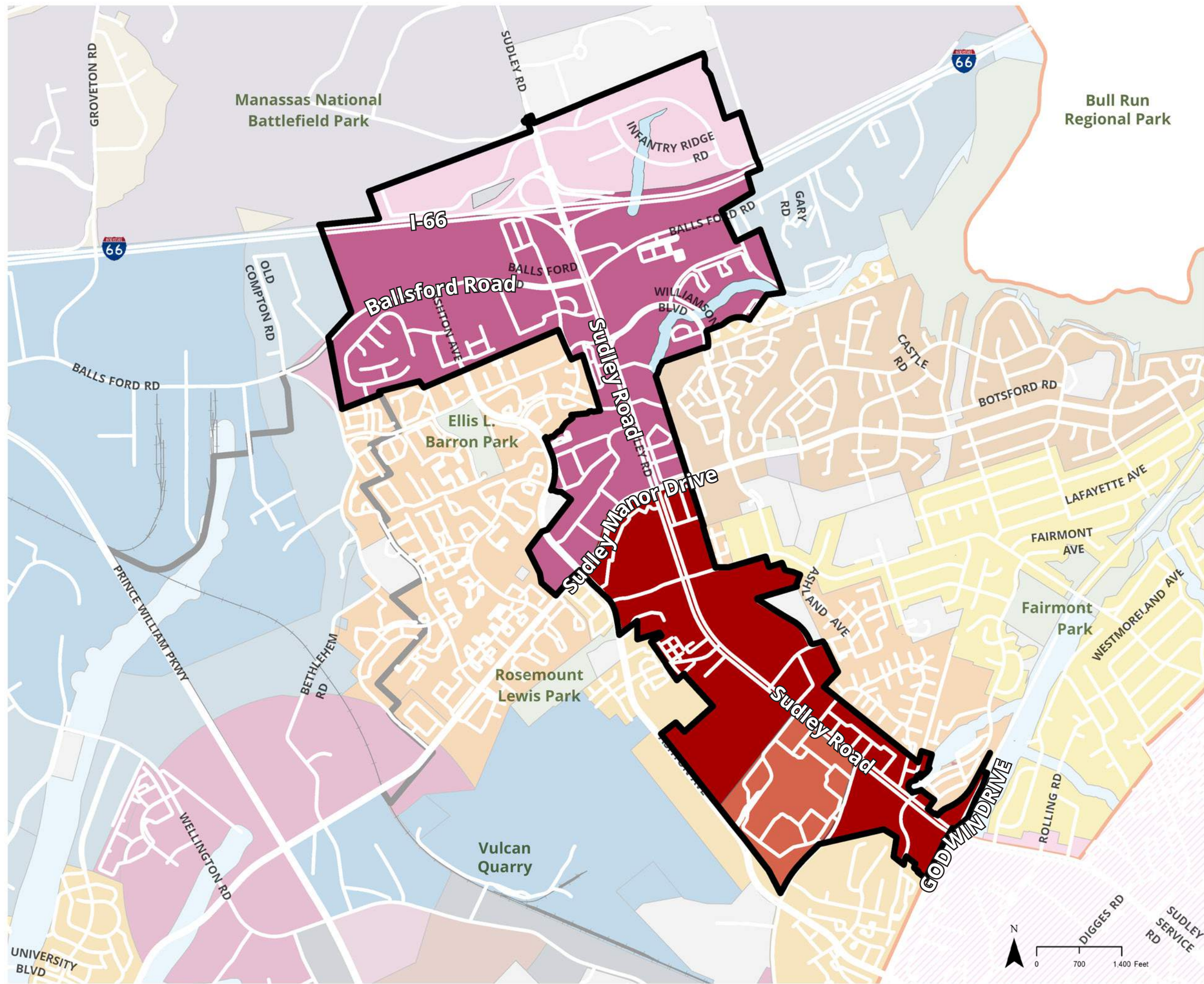
LONG-RANGE LAND USE

- General Commercial (GC)**
 This Long-Range Land Use classification provides for infill of existing commercial "strips."

- 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.

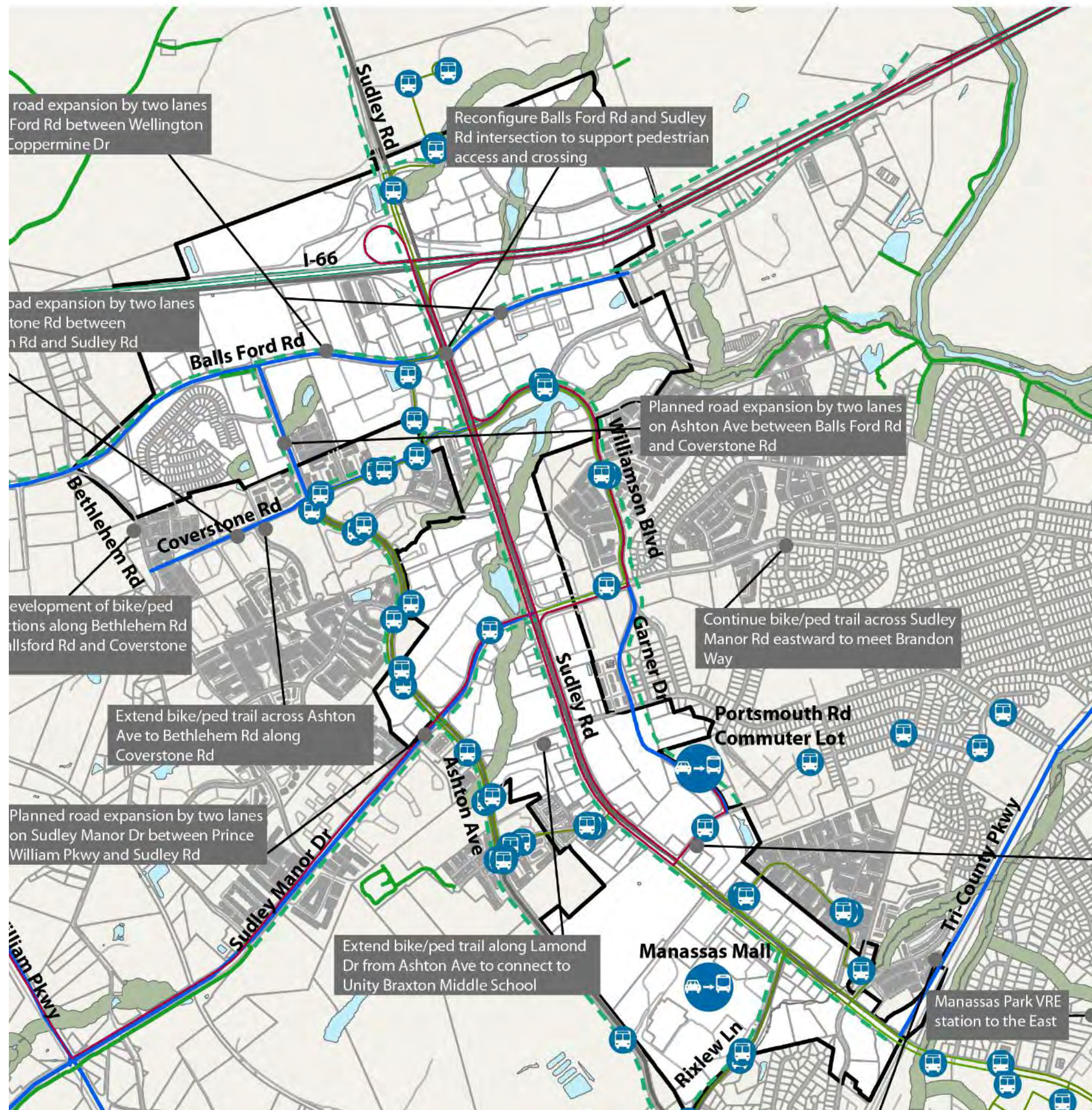
- Regional Employment Center (REC)**
 This Long-Range Land Use classification is for sites close to or with good access from major interstate highways. It allows 75% employment use and 25% retail and/or residential, 16-30 dwellings per acre.

- Regional Commercial Center (RCC)**
 This Long-Range Land Use classification provides for 75% regional retail and 25% residential with 16-30 dwellings per acre.



Transportation Analysis

TRANSPORTATION



- PWD
- Commuter Lots
- 602 Line
- 601 Line
- Planned Expansions
- Existing Roads
- 65 Line
- 602 Line
- 601 Line
- 60 Line
- Existing Trail
- 622 Line
- 612 Line
- 611 Line
- 61 Line
- Sudley Rd Boundary
- Hydrological Features
- Resource Protection Areas

Road expansion by two lanes on Balls Ford Rd between Wellington and Coppermine Dr

Reconfigure Balls Ford Rd and Sudley Rd intersection to support pedestrian access and crossing

Road expansion by two lanes on Coverstone Rd between Ashton Ave and Sudley Rd

Planned road expansion by two lanes on Ashton Ave between Balls Ford Rd and Coverstone Rd

Development of bike/ped trails along Bethlehem Rd, Balls Ford Rd and Coverstone Rd

Continue bike/ped trail across Sudley Manor Rd eastward to meet Brandon Way

Extend bike/ped trail across Ashton Ave to Bethlehem Rd along Coverstone Rd

Planned road expansion by two lanes on Sudley Manor Dr between Prince William Pkwy and Sudley Rd

Implement bike/ped trail along Portsmouth Rd extending from Sudley Rd to Ashland Ave

Extend bike/ped trail along Lamond Dr from Ashton Ave to connect to Unity Braxton Middle School

Manassas Park VRE station to the East

Market Observations

Prince William County, VA

Sudley Road/I-66 Redevelopment Corridor

Market Observations

Land Use Observations

- The Sudley Road area is one of the County's largest retail shopping corridors
- There are roughly 10 shopping centers along the corridor with over 2.8 million SF of leasable retail space
- Traffic counts along Sudley Road are roughly 40,000 ADT to 57,000 ADT per day, depending on the road segment
- Manassas Mall was acquired in February 2020 for \$41 million. Reportedly, the mall generated \$200 million in retail sales in 2019. This equates to \$213/SF. Very low
- Sears vacated their anchor store in February 2020
- This area has an oversupply of retail at 1- 3- and 5-miles. \$435 million excess of demand
- Near the I-66 interchange, there are 15 budget and business class hotels serving local businesses and the Manassas National Battlefield Park attraction
- The activity center has several key undeveloped parcels for near commercial development

Shopping Center Summary

- Parkside Center
- Promenade at Manassas
- Bull Run Plaza
- Sudley Town Plaza
- Sudley Manor Square
- Westgate Plaza
- Portsmouth Station
- Festival At Manassas Shopping Center
- Manassas Mall
- Manaport Plaza



Shopping Center Vacancy

Five shopping centers containing 1.7 million SF of space are in need of major reinvestment to sustain their market position

Shopping Center	Total SF	Vacant SF	Vac. %
Manassas Mall	936,000	126,568	13.5%
Manport Plaza	229,827	63,268	27.5%
Parkridge Center	312,277	62,700	20.1%
Portsmouth Station	147,305	53,099	36.0%
Festival at Manassas	116,825	17,028	14.6%
Sudley Manor Square	120,071	52,193	43.5%
Sudley Town Plaza	107,233	21,481	20.0%
Westgate Shopping Center	170,359	8,777	5.2%
Promenade at Manassas	265,442	2,100	0.8%
Bull Run Plaza	414,070	2,000	0.5%
Total SF/Vacant SF/Vacancy %	2,819,409	409,214	14.5%

Top Development Sites

 Redevelopment or Repositioning Needed

 Undeveloped Land



Top Development Sites





 Redevelopment or
Repositioning Needed

 Undeveloped Land



Retail Market Metrics

DEMOGRAPHICS 2021

		1 MILE	3 MILES	5 MILES
	POPULATION	22,701	66,429	171,278
	DAYTIME POPULATION	12,111	32,807	78,179
	HOUSEHOLD INCOME	\$78,649	\$90,760	\$110,788
	TRAFFIC COUNTS	48,000 on Sudley Road/Business 234		

Other Market Observations

HOTEL/RESTUARANT:

- High volume location for budget and some business class hotels
- Most serving local businesses but highway and tourism travel from Manassas National Battlefield is a major attraction
- Restaurants are plentiful along the corridor

OFFICE

- Various types of office space are located in the Activity Center. Vacancies are running at roughly 15%

INDUSTRIAL/FLEX

- Industrial and business park uses are present in the area and could expand. Data centers are being positioned at several locations, including near the Manassas Mall. This is a high value job creation site and should not be used for data centers.

RESIDENTIAL

- Medium and high density residential can and should be accommodated in the Activity Area

Issues & Opportunities

OVERALL ISSUES

Character

- . Suburban road pattern and site development
- . Sudley Road is a barrier
- . Surface parking
- . Many billboards and large signage present along the corridor
- . Lack of welcoming gateway transition to/ from Battlefield Park
- . Harsh environment for pedestrians and bicyclists to navigate:
 - . Automobile is prioritized over the pedestrian
 - . Lack of shade trees and sidewalk network
 - . Visually intense, intimidating, and chaotic

Development Challenges

- . There is newer retail that has been developed along the Sudley Road corridor. Older shopping centers contain businesses that are not fairing as well. Newer retail that is unlikely to change e.g., Costco
- . Proximity to rural and industrial areas and historical resources
- . Manassas Mall:
 - . Several anchors have closed or are in decline.
 - . Uptown Alley has been a new addition to

the mall that creates an entertainment anchor. This family oriented business has been a success.

- . Vacant site near mall is slated to support a data center, which is a missed opportunity for additional residential density near the mall.
- . The failing commercial site (Partridge Center) has great visibility from the interstate.
- . Dense residential built next to industrial which lacks sufficient transition / buffer

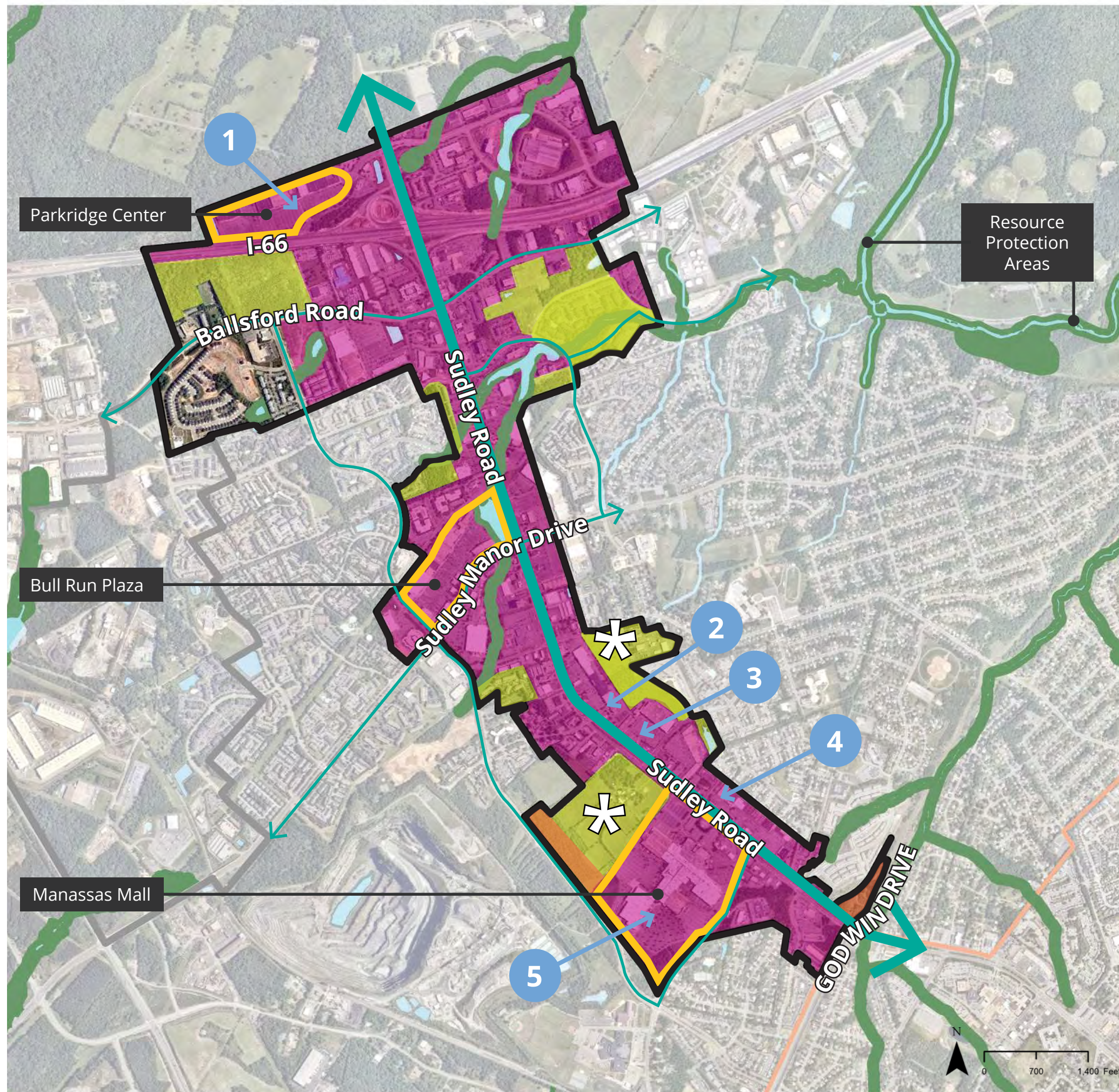
Mobility Challenges

- . Width of Sudley Road and the number of traffic lanes inhibits pedestrian and bicycle activity
- . East to west linkages through the corridor are limited by large commercial parcels and concentrate travel to major intersections.
- . Block lengths limit the crossing opportunities along Sudley Road
- . 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

- . Potential to **make Manassas Mall like Landmark**, including family-oriented businesses, attractions, and affordable housing.
- . **Improve walkability / bikeability and connectivity** throughout the corridor
- . **Redevelop existing commercial shopping centers as mixed-use**
- . Leverage the corridor's local and regional attractors
- . Create **density transitions** between new development and surrounding neighborhoods (buffer areas, height transitions)
- . **Reconfigure depth of parcels.** Two big opportunity areas include:
 - . Area around Manassas Mall; and
 - . Area around Sudley Road and Sudley Manor Drive

DRAFT LAND USE FRAMEWORK



* Discuss parcel redevelopment plans with County Staff

Open Space, Recreational Amenities, and Undeveloped

- Western portion of agricultural site

- Open Space abutting I-66

Mixed-use Opportunity Sites

- Bull Run Plaza

- Manassas Mall

- Parkridge Center

Safety, Connectivity, and Streetscape Character

- Access management, including consolidation of curb cuts, shared parking within mixed-use areas, mid-block crossings

- Implement streetscape enhancements

- East-West access

- Trail access

Mixed-Use

- Mixed-use classification with flexible uses

- Consolidation of smaller parcels to create development opportunities

Density Transition Areas

- Infill housing

- Open space

- Passive recreation

Redevelopment or Repositioning Needed

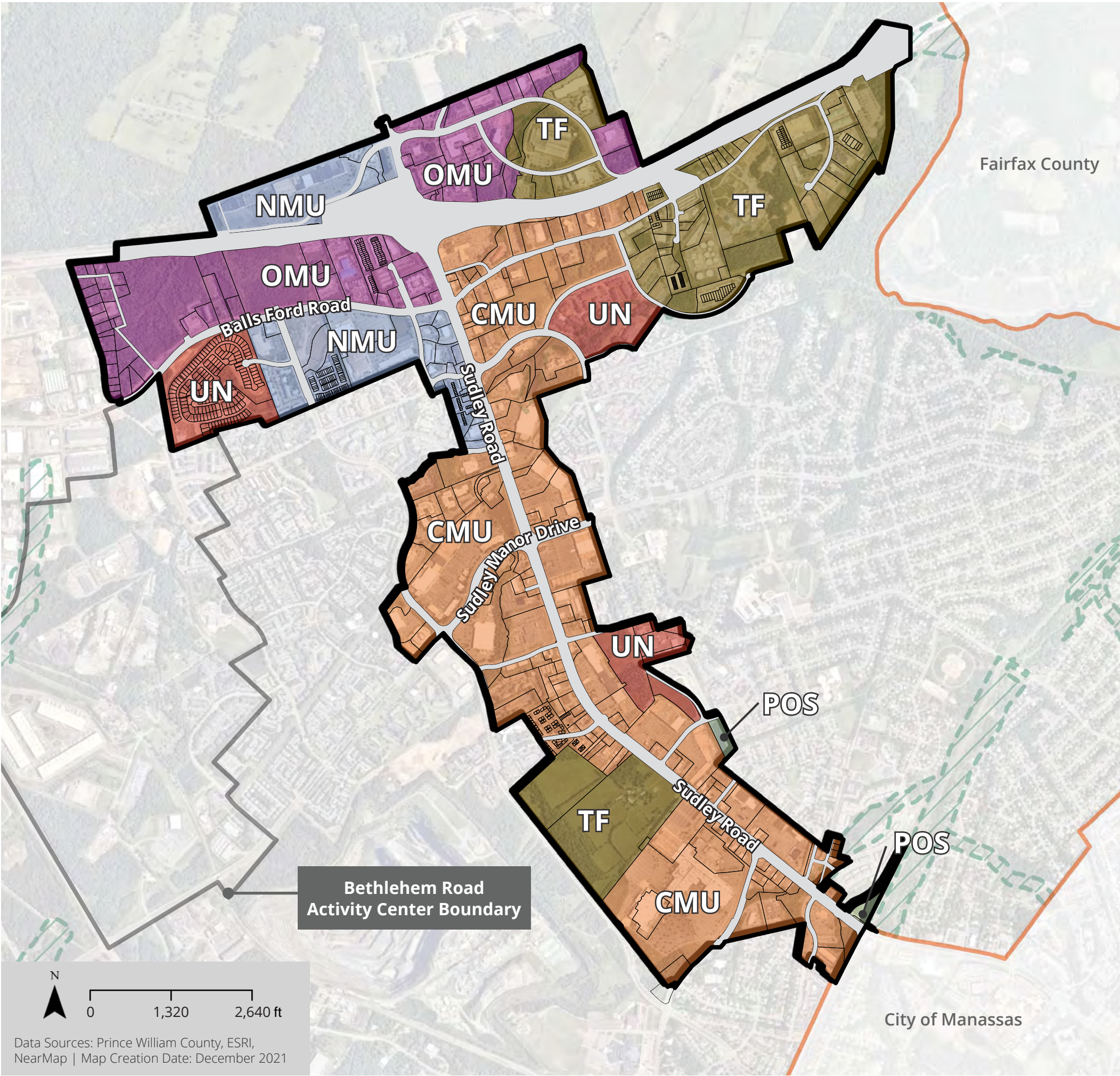
REDEVELOPMENT CORRIDOR: SUDLEY ROAD

Vision

Leveraging the many cultural, historic, and natural resources surrounding it, Sudley Road will evolve into a mixed-use corridor offering new housing options, neighborhood-serving commercial uses, and hospitality amenities in a compact, pedestrian-oriented form. The corridor will serve as an attractive gateway into the county from the Manassas National Battlefield Park and the City of Manassas.

Long-Range Land Use Designations

- Community Mixed Use (CMU)** will allow for mixed-use development along both sides of Sudley Road, integrating housing options, community-serving retail, other commercial and employment activities, and public spaces.
- Neighborhood Mixed Use (NMU)** areas will provide a transition between residential uses on Balls Ford Road and commercial and mixed use along the Sudley Road corridor, incorporating a range of housing options as well as limited community- and visitor-serving commercial uses. This designation will also enable a sensitive transition between the Manassas National Battlefield Park and the rest of the Sudley Road Activity Center.
- Office Mixed Use (OMU)** areas will support a mix of uses while accommodating hospitality, dining and retail, family-oriented entertainment, and office uses that complement the Manassas National Battlefield Park and Northern Virginia Community College campus.
- Urban Neighborhood (UN)** areas will serve as transitions between Community Mixed Use along Sudley Road and surrounding residential neighborhoods, while offering a variety of single-family and multifamily housing options.
- Technology Flex (TF)** will allow for and support a mix of light manufacturing, light industrial and commercial flex, start-up businesses, and office uses, while also accommodating existing and planned data center uses.
- Parks & Open Space (POS)** will expand the supply of accessible open space along the Sudley Road corridor, while providing spaces for community gatherings and passive recreation.
- Right-of-Way (ROW)** includes roadways and interchanges.



REDEVELOPMENT CORRIDOR: SUDLEY ROAD

Key Policies

Land Use

1. Encourage the redevelopment of older strip commercial uses with a compact mix of uses that integrates new housing options and neighborhood-serving commercial uses. Prioritize the redevelopment of the Manassas Mall site as a catalyst for further redevelopment of the corridor.
2. Complement the adjacent Manassas National Battlefield Park and Northern Virginia Community College campus with hotels, dining and retail, family-oriented entertainment uses, and other visitor amenities at the northeastern portion of the corridor, adjacent to I-66. Strategically limit building heights to prevent visual impacts on Battlefield Park viewsheds.
3. Protect the integrity of the Manassas National Battlefield Park by encouraging compatible development along the Park's borders. Encourage building design that limits height and visibility from the Park, while minimizing light intrusion into the Park. Incorporate landscape buffers, appropriate trees, facade colors that blend into the landscape (brown and green preferred), and other measures to mitigate visual impact on the Park.
4. Through infill residential development, foster a sensitive transition in scale and intensity between Sudley Road and surrounding residential uses.
5. Integrate accessible open space and public gathering spaces as part of redevelopment, on undeveloped or underutilized land, and along stream corridors, in order to provide community amenities.
6. Explore opportunities to create welcoming and identifiable gateways from the City of Manassas and the Manassas National Battlefield Park. Pursue gateway strategies such as streetscape and median enhancements, signage, public art, and landscaping. Honor the historical significance of the Park through landscape improvements that foster a transition in character as Sudley Road approaches the Park.



Mixed-use redevelopment incorporating new street connections, a mix of housing and commercial uses, and public gathering spaces.



Residential mixed use that provides a transition to surrounding residential neighborhoods.

REDEVELOPMENT CORRIDOR: SUDLEY ROAD

Key Policies (continued)

Land Use (continued)

- 7. Accommodate data center uses between Crestwood Drive and the existing Manassas Mall site, while encouraging compatible site and building design that mitigates the facility's visual impact and contributes to an attractive, pedestrian-oriented street frontage along Sudley Road.
- 8. Accommodate a range of light manufacturing, light industrial and commercial flex, start-up businesses, and office uses, as well as existing and planned data center uses, in designated Technology Flex areas adjacent to I-66.

Housing

- 9. Provide a range of housing options along the Sudley Road corridor, including affordable and market-rate options.
- 10. Integrate infill residential development, with a range of single-family and multifamily housing options, adjacent to the Sudley Road corridor.

Connections

- 11. Improve pedestrian and bicycle connections along and across Sudley Road. Explore opportunities for new and/or enhanced east-west connections, including new and/or enhanced crossings on Sudley Road, and connections to surrounding neighborhoods and parks. Explore the potential for pedestrian refuge areas within the Sudley Road median.
- 12. Improve the pedestrian environment by enhancing the Sudley Road streetscape, while consolidating curb cuts.
- 13. Integrate new street connections as commercial sites redevelop to create a connected street grid.
- 14. Connect the Sudley Road corridor to existing and proposed trails, with connections to existing natural resource areas and cultural resources.
- 15. Improve pedestrian connections to the Manassas National Battlefield Park from the area south of I-66.



Infill housing that provides a variety of housing options and creates a transition in scale and intensity from mixed-use development to existing residential neighborhoods.



Multifamily housing integrated into mixed-use development.



Improve east-west pedestrian crossings along Sudley Road, utilizing enhanced medians as a pedestrian refuge.