



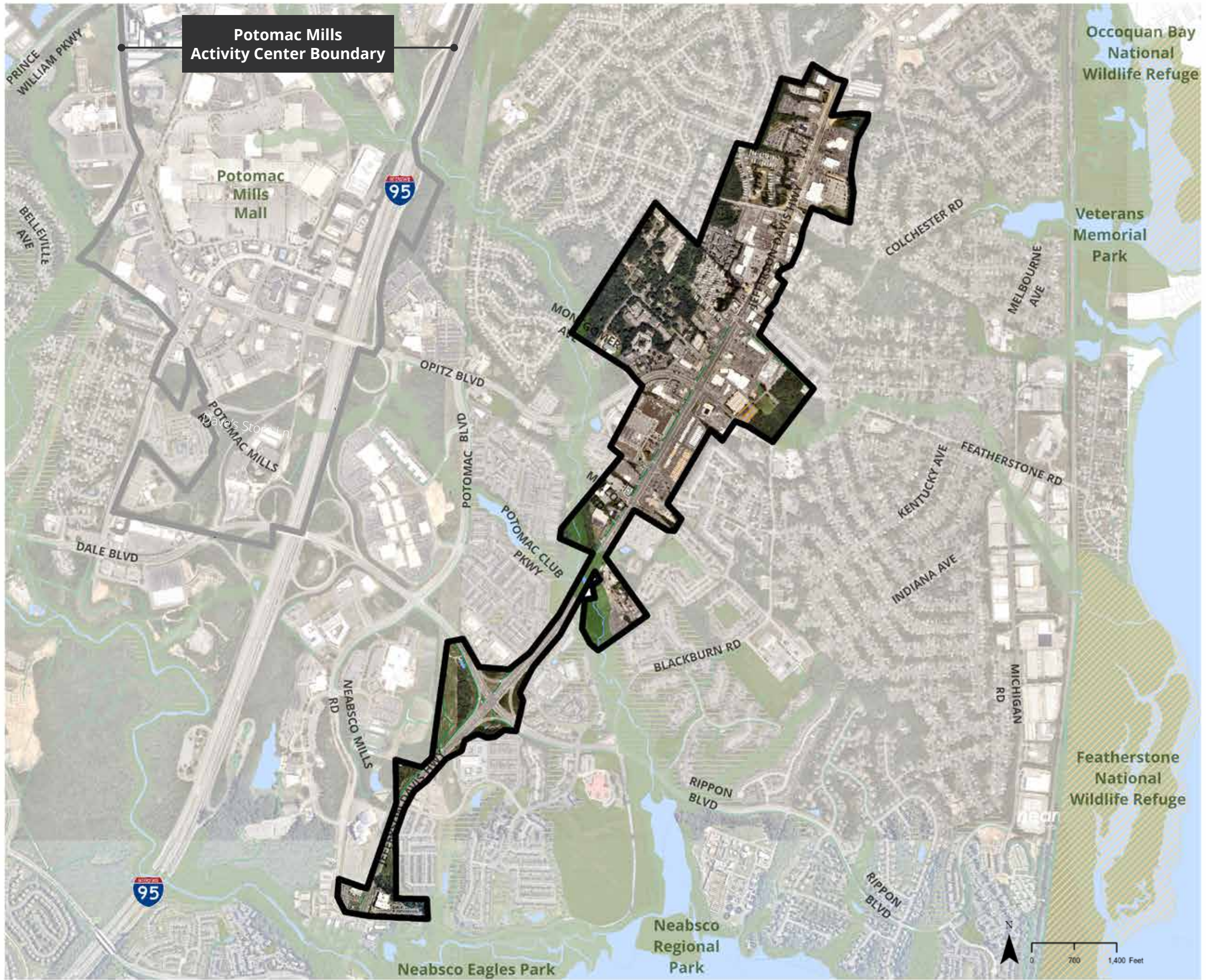
Prince William County Comprehensive Plan Update Land Use Elements | Activity Centers and Redevelopment Areas

Route 1 Redevelopment Corridor Work Session
August 4, 2021

Revised December 14, 2021

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

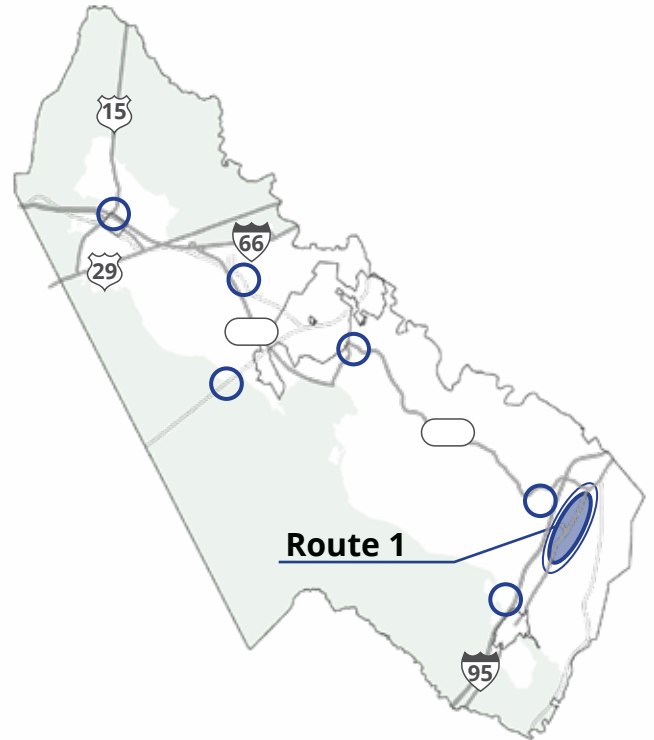
DRAFT



STUDY AREA

- 414 (+/-) acres
- Approximately 3 miles long
- Combination of “strip” commercial centers, automobile dealerships, business parks, industrial parks, varied intensities of residential along the corridor
- Located in close proximity to I-95 and Potomac Mills Activity Center
- Neabsco Creek lies just southeast of the study area; a branch of the creek goes through the southern section of the study area

KEY MAP



EXISTING CHARACTER



Shopping Center - Featherstone Plaza



Shopping Center - Featherstone Plaza



Residential - north of Featherstone Plaza



Industrial - near Featherstone Plaza



Industrial Park



Residential - mobile home park

EXISTING CHARACTER



Commercial - Car Dealerships



Commercial - Car Dealerships



Commercial - Shopping Centers



Industrial



Commercial character



New Commercial - Potomac Town Center

EXISTING CONDITIONS

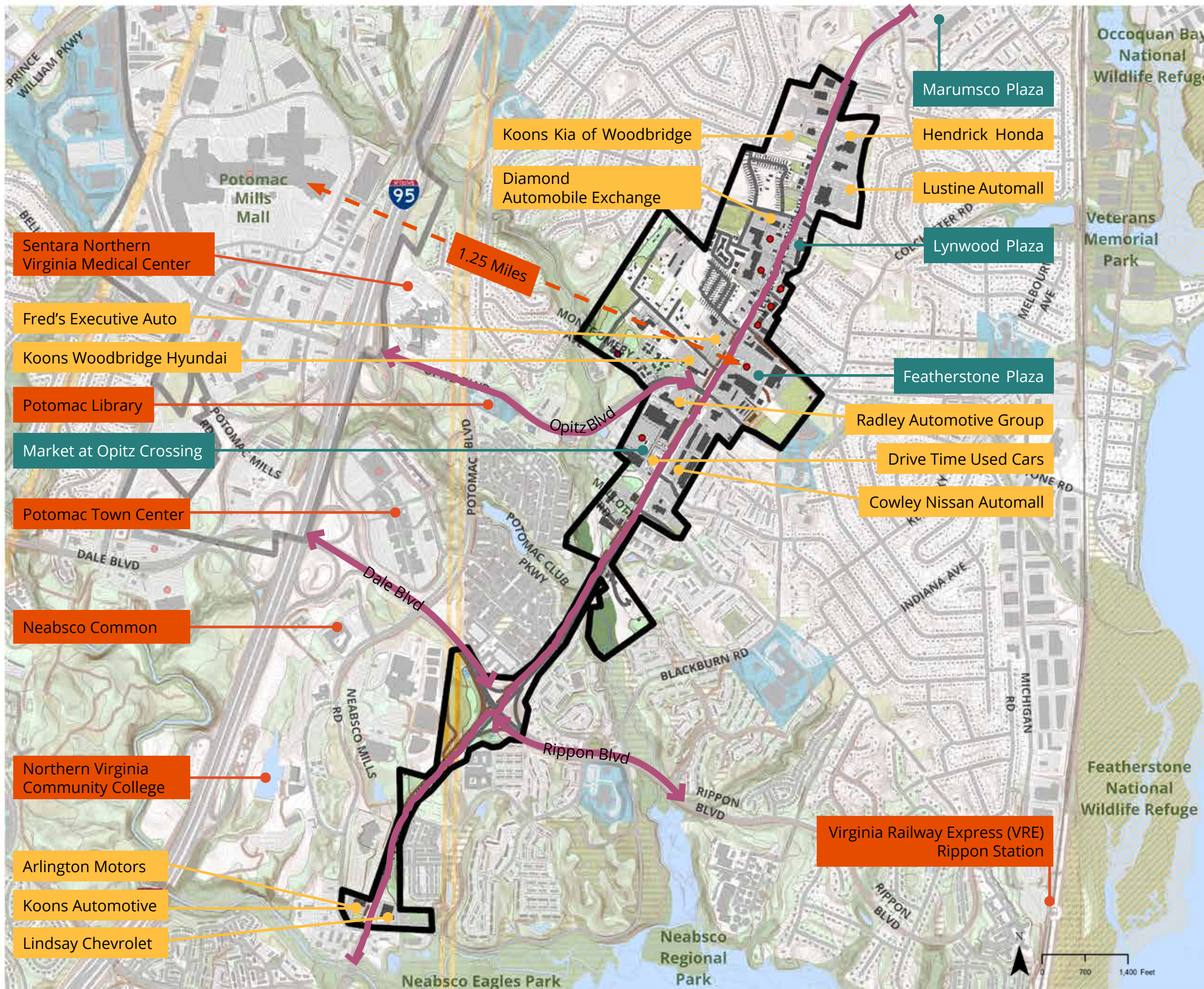
Strip retail centers within or adjacent to the study area include Marumsco Plaza, Featherstone Plaza, Lynwood Plaza, and Market at Opitz Crossing.

Residential uses include areas of lower/medium to higher-intensity residential east and west of the corridor, two mobile home parks, and a homeless shelter.

The corridor features a high concentration of car dealerships and auto-oriented uses.




Destinations in the surrounding area include:

- Potomac Mills Mall (1.25 miles west)
- Potomac Town Center
- Neabsco Common mixed-use development
- Sentara Northern Virginia Medical Center
- Northern Virginia Community College
- Potomac Library
- Veterans Memorial Park is a large protected open space and major recreational resource.

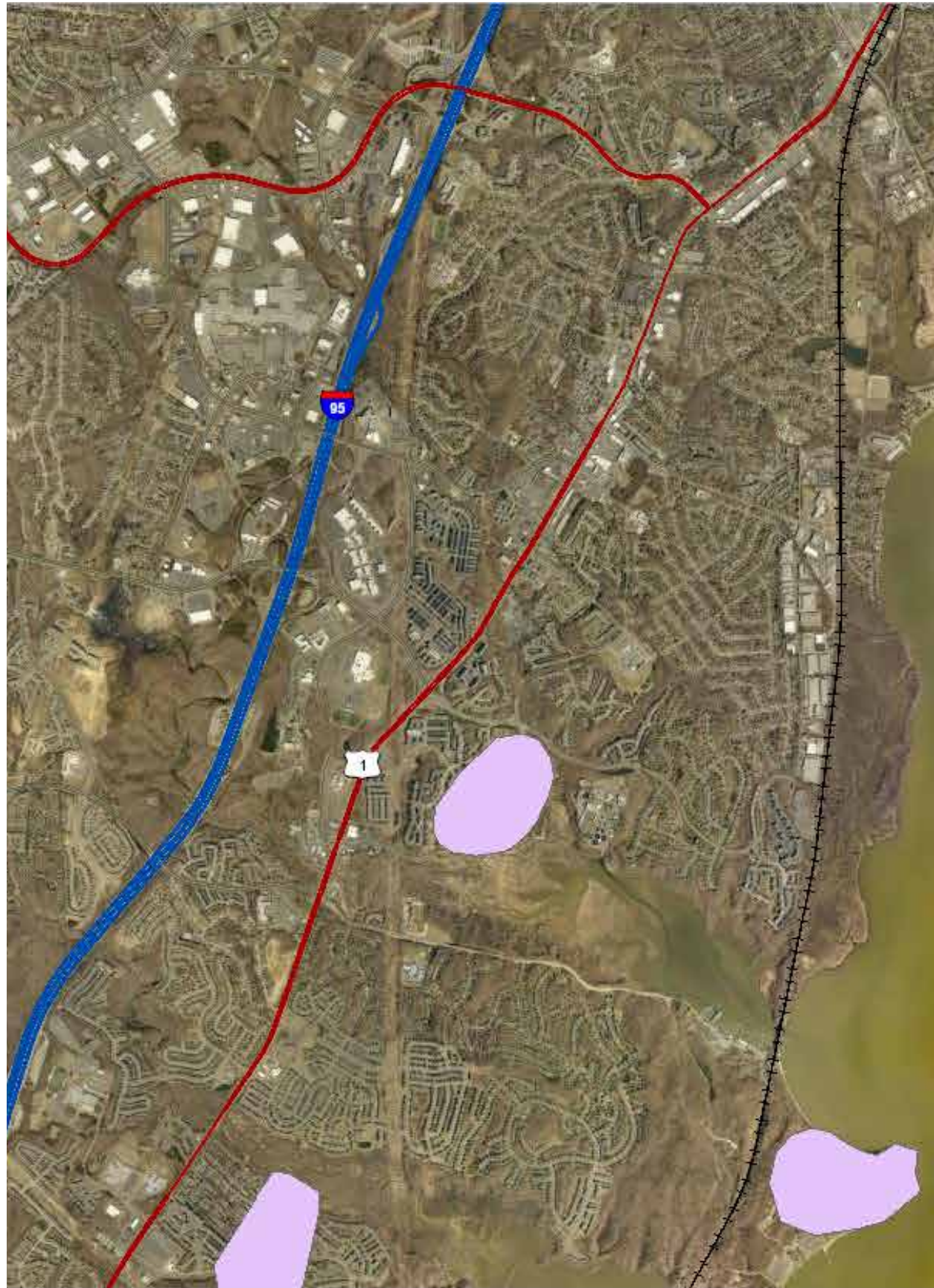




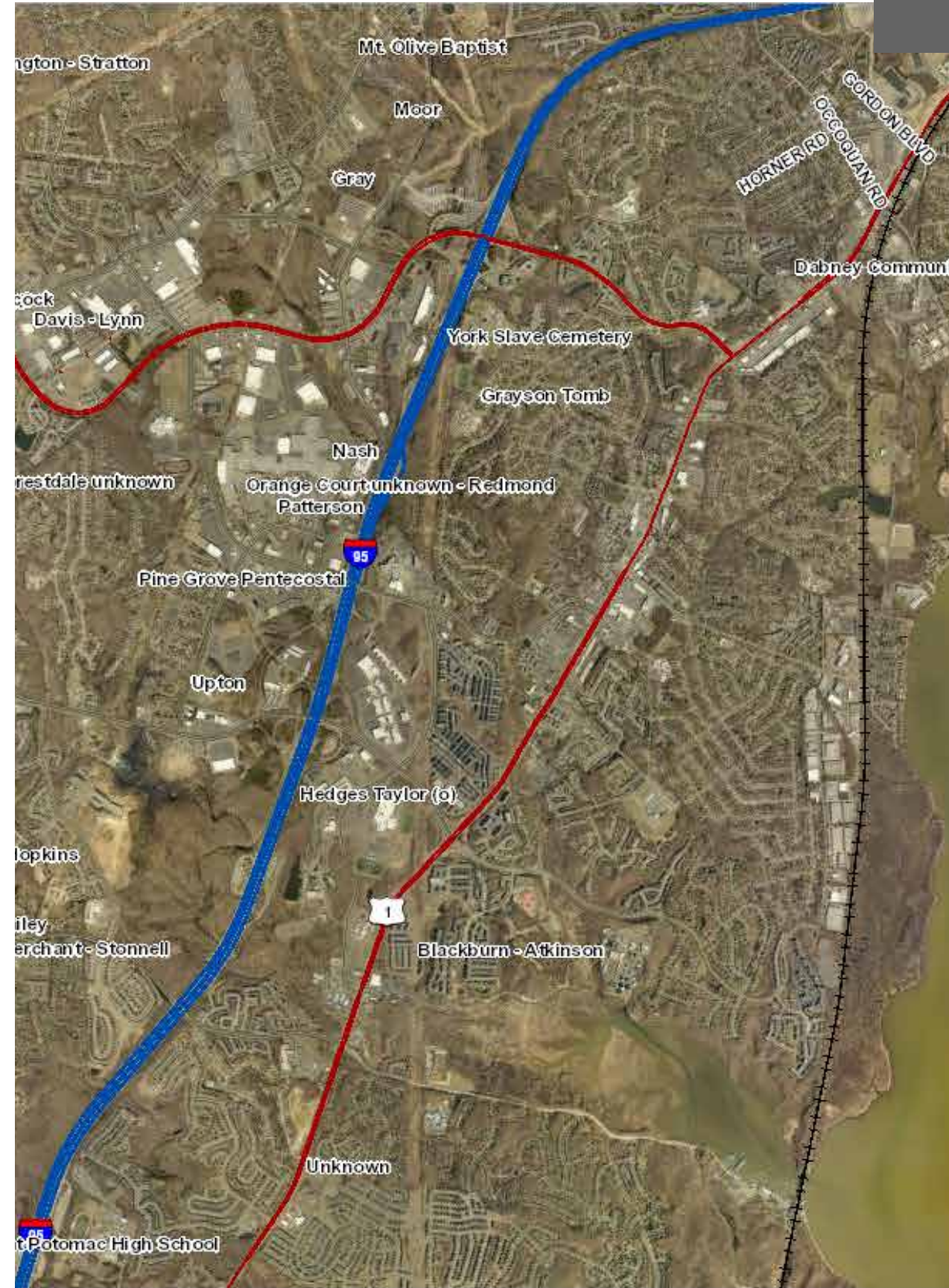
FLOOD HAZARD

-  Study Area
-  100-year Flood Hazard Overlay - Zone A, AE
-  100-year Flood Hazard Overlay - Zone VE

CULTURAL RESOURCES



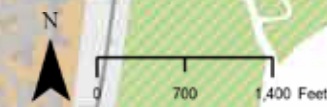
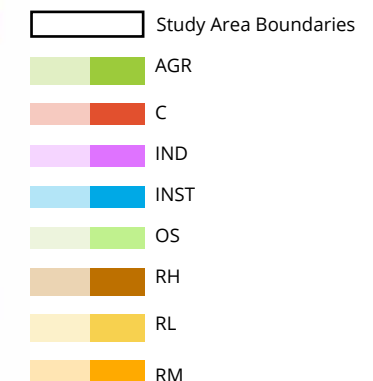
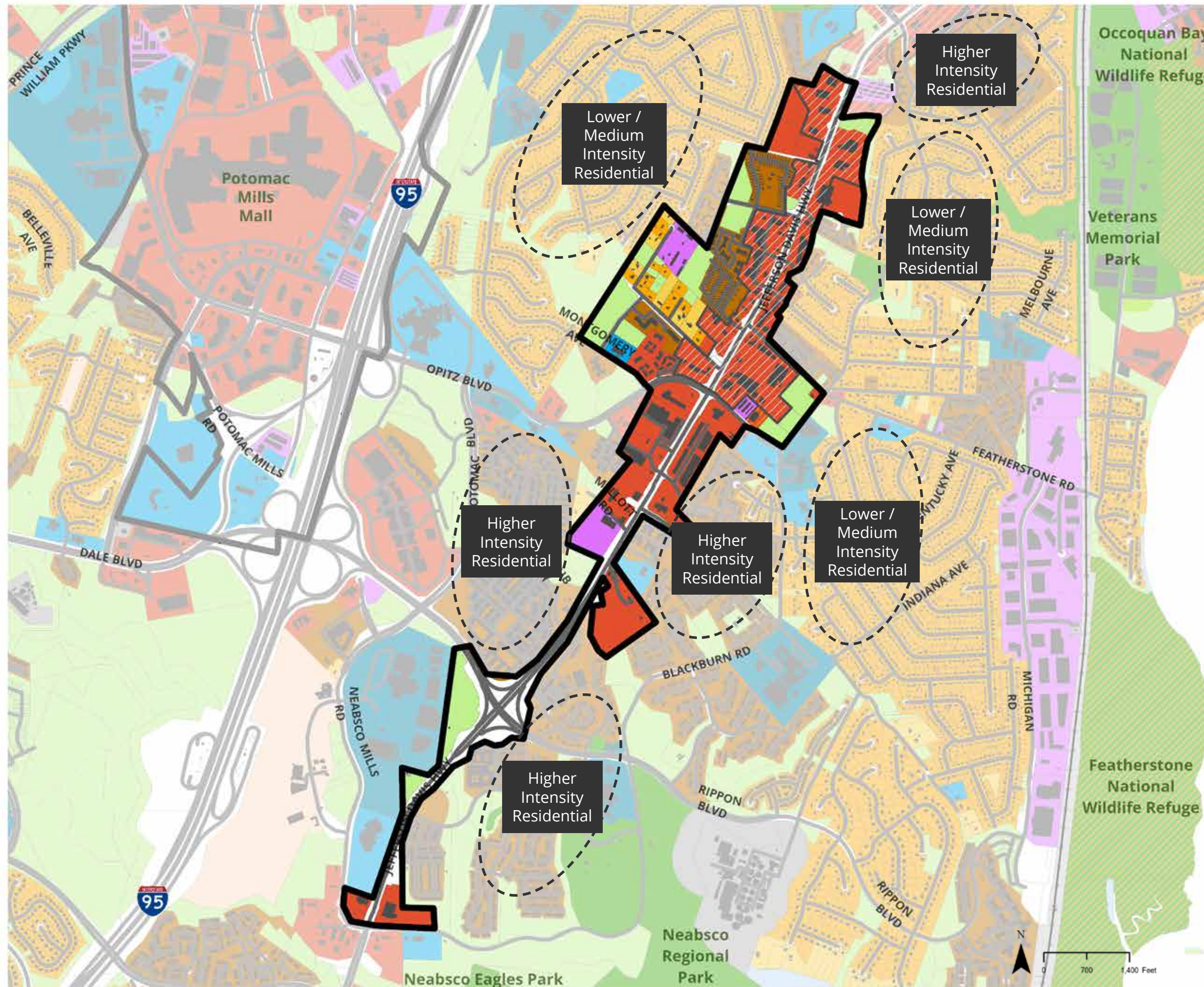
Historic Sensitivity Areas





Cemeteries

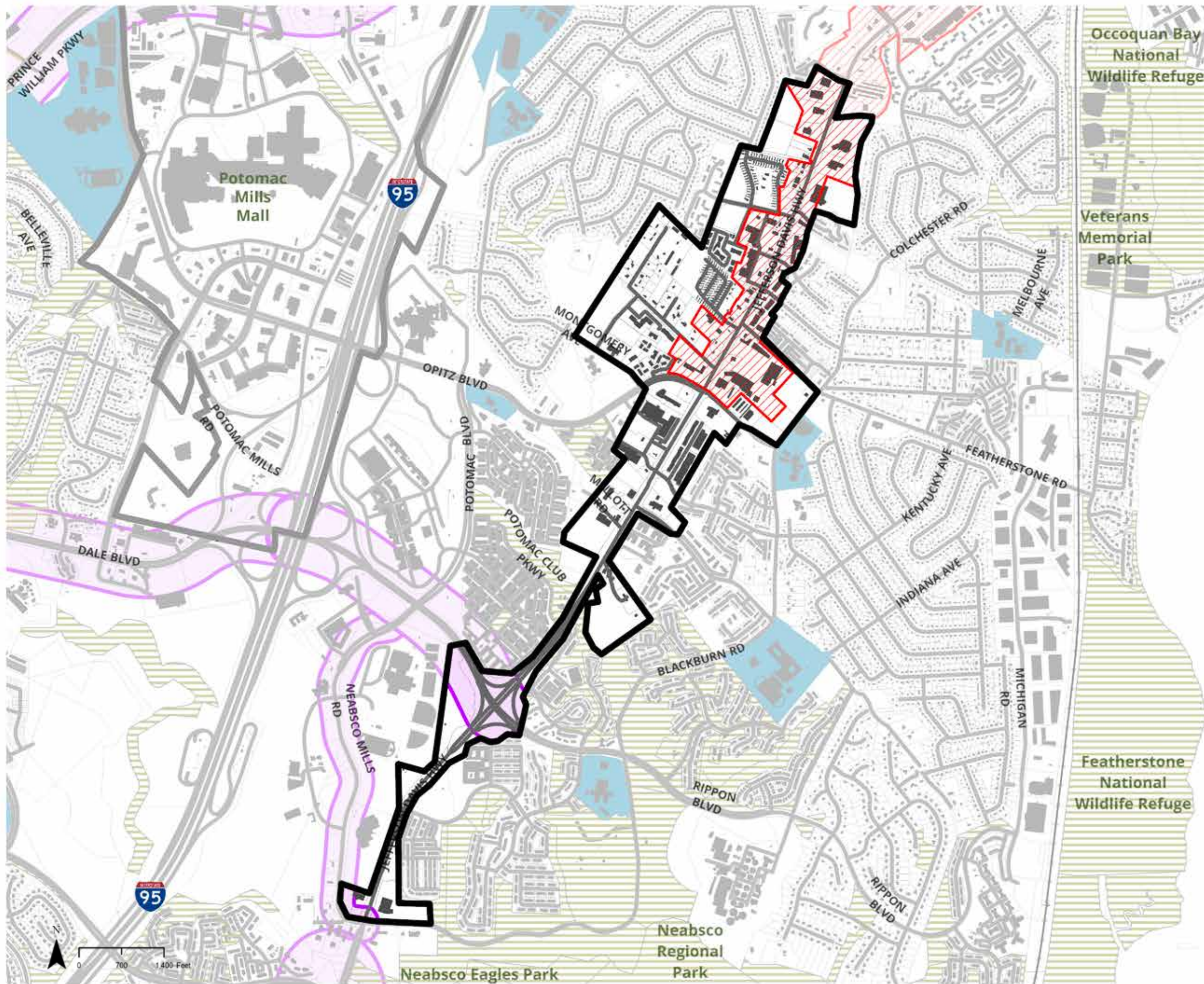
EXISTING LAND USE

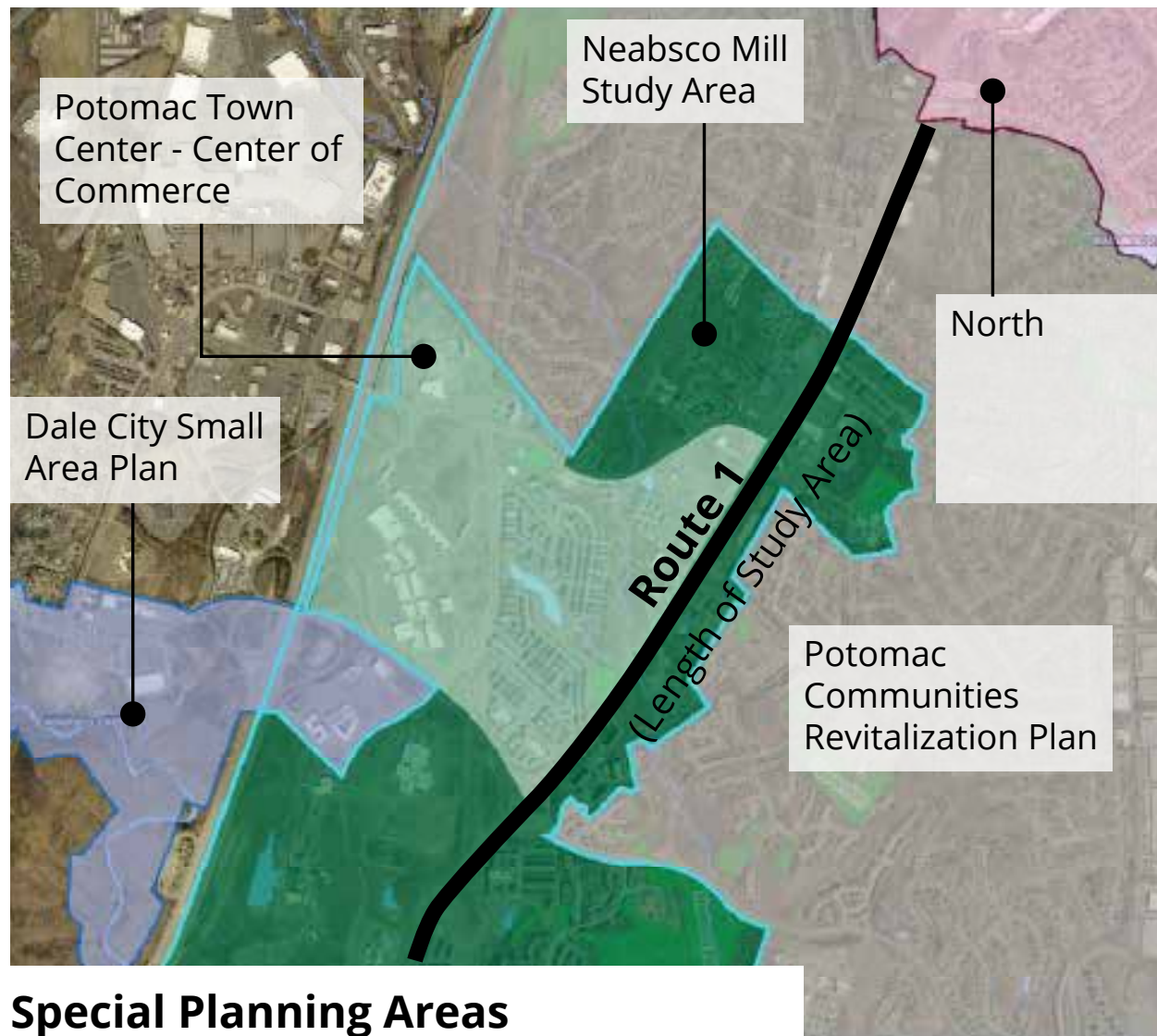
- Redevelopment Overlay District
- North Woodbridge - Marumsco Special Planning Area
- North Woodbridge - Belmont Bay Special Planning Area
- Potomac Town Center Center of Commerce Special Planning Area
- Potomac Town Center Shopping Center
- Areas of lower/Medium and higher-intensity residential line the corridor to the east and west.



LAND DEVELOPMENT

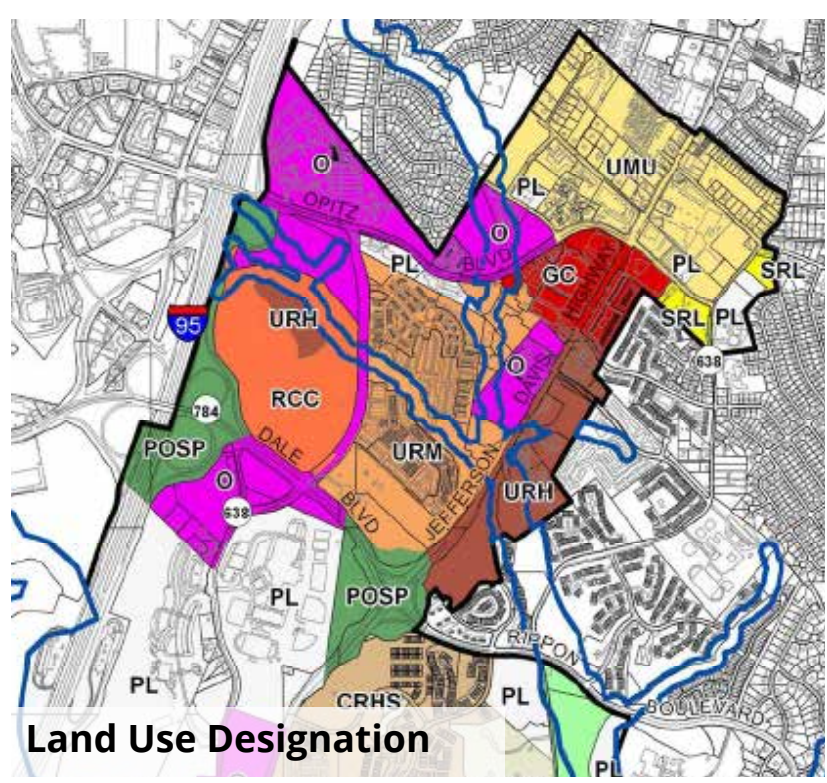
- No planned development/ redevelopment applications within the study area.
 - The North Woodbridge SAP boundary lies along the northern edge of the study area
-  Highway Corridor Overlay District
The purpose of this district is to mitigate adverse impacts resulting from development along major thoroughfares in Prince William County.
-  Redevelopment Overlay District
The purpose of this district is to promote and perpetuate the continued economic viability of older commercial neighborhoods which are experiencing economic decline.





Special Planning Areas

Potomac Communities Revitalization Plan



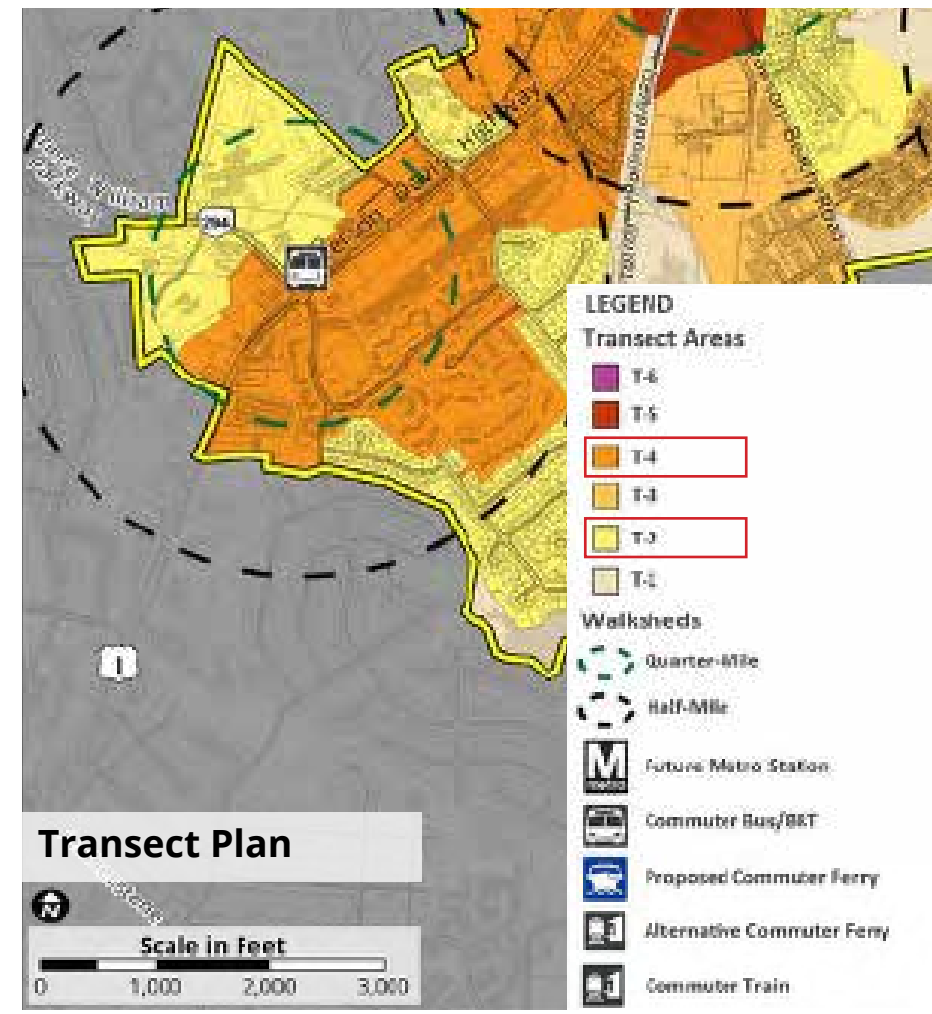
Land Use Designation



Featherstone Area Plan

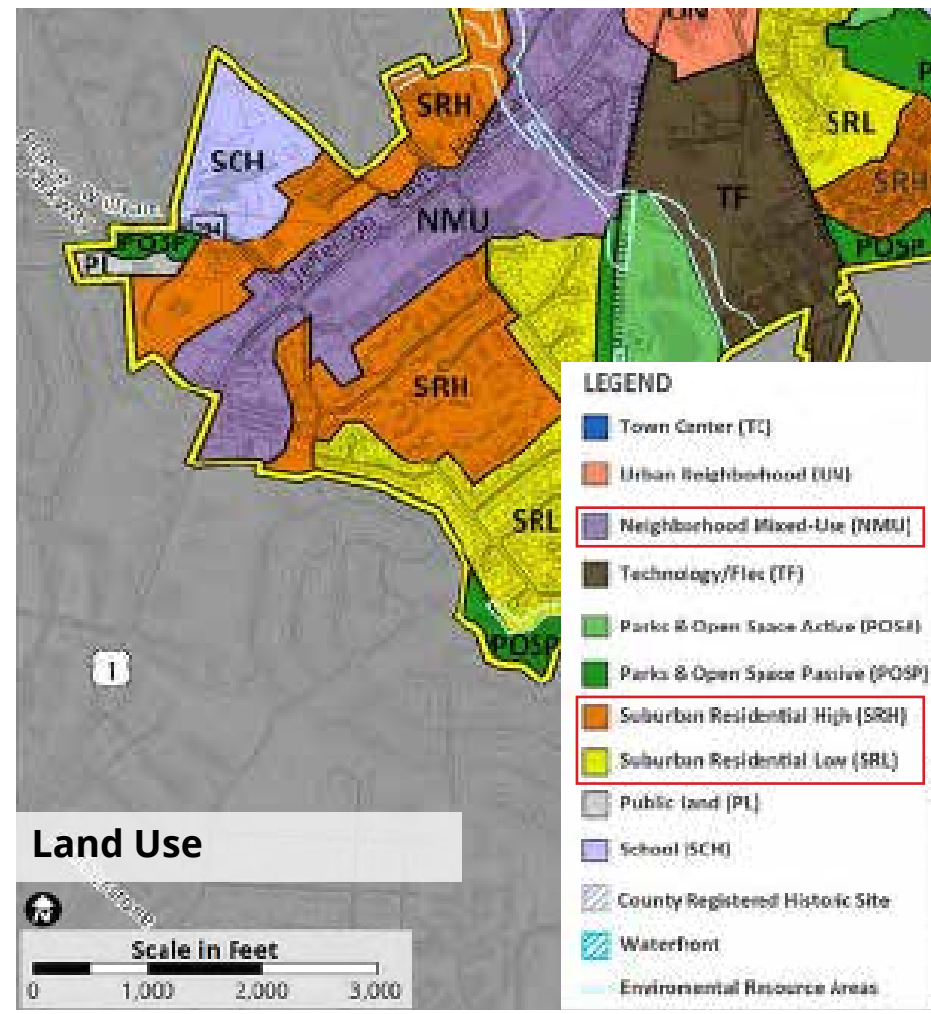
North Woodbridge Small Area Plan

The T-4 Transect in Marumsco acts as a semi-autonomous, neighborhood scale subarea of the Plan. The Marumsco T-4 Transect would be anchored by a future bus rapid transit station on U.S. Route 1.



Transect Plan

LAND DEVELOPMENT



Land Use


The illustration (on the left) shows how a mixed-use development might occur in the Neabsco Mills area. Elements include:










- Featherstone Plaza: Existing buildings (solid yellow) and filling in portions of the parking lot with smaller, free-standing buildings
- Pedestrian friendly atmosphere

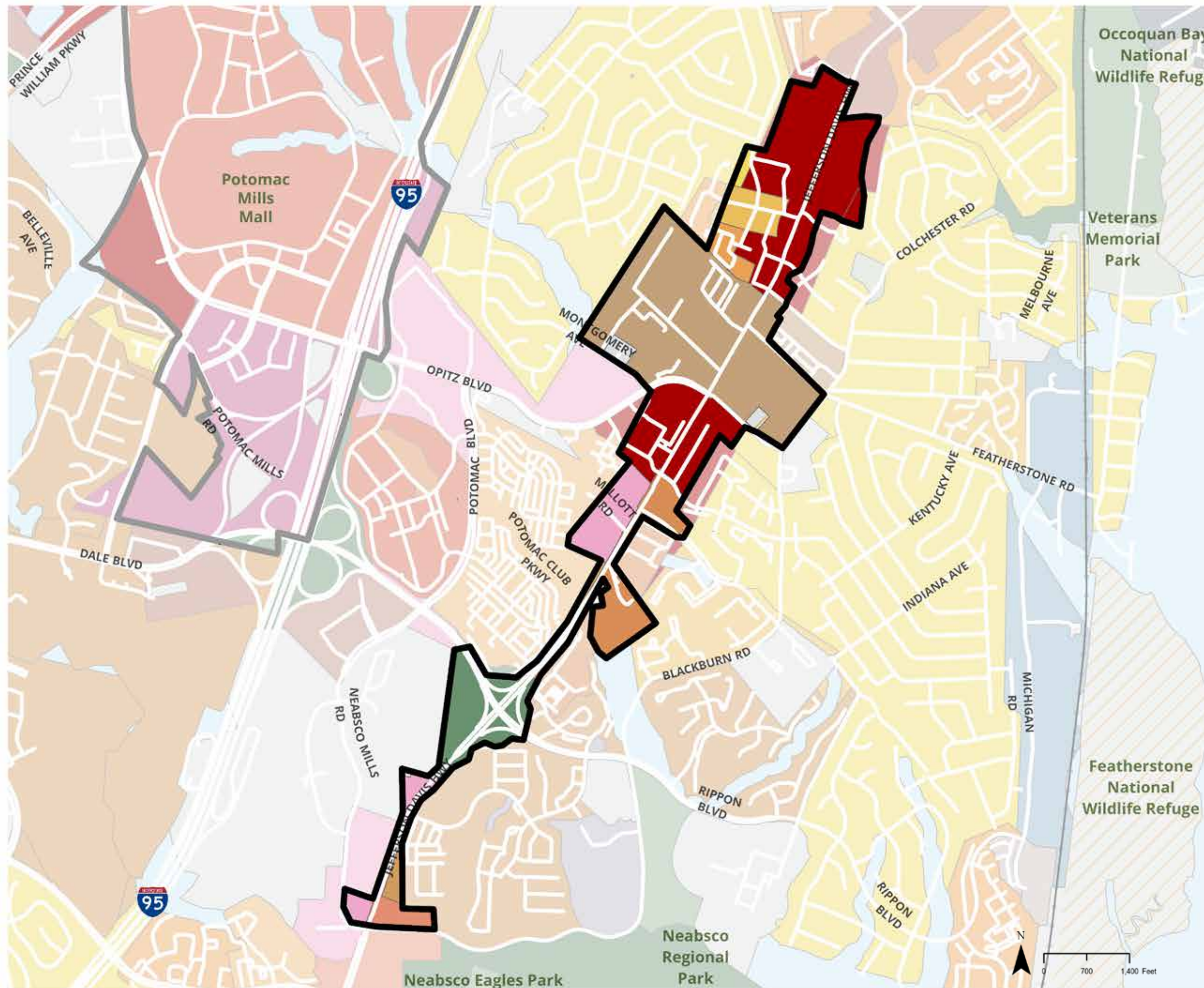


Marumsco Plan

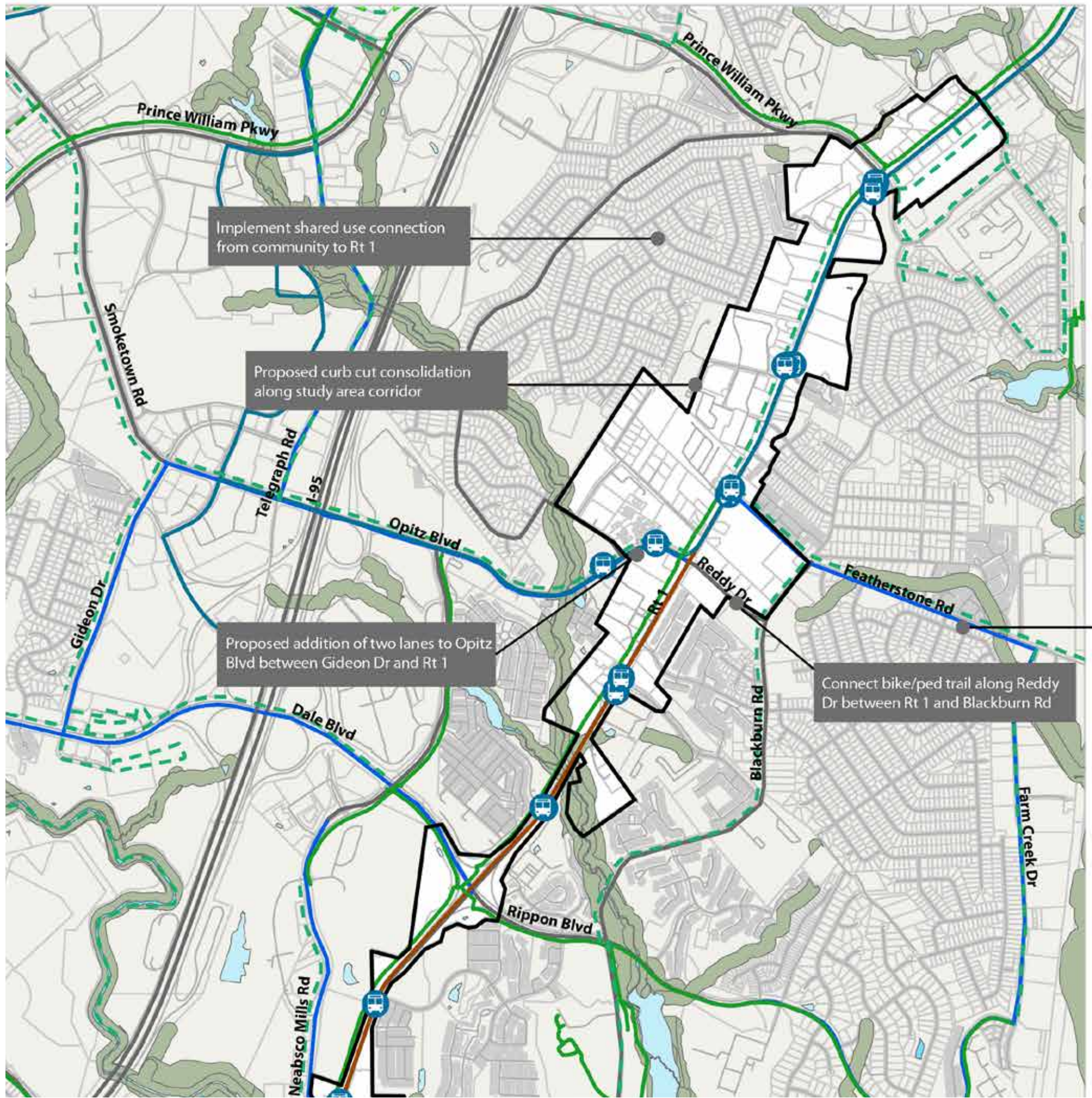
LONG-RANGE LAND USE

-  General Commercial (GC)

This Long-Range Land Use classification provides for infill of existing commercial "strips."
-  Suburban Residential Medium (SRM)
-  Suburban Residential High (SRH)
-  Urban Mixed Use (UMU)
-  Office (O)
-  County Registered Historic Site (CRHS)
-  Public Land (PL)
-  Parks and Open Space Passive (POSP)
-  Residential Planned Community (RPC)
-  Neighborhood Commercial (NC)



TRANSPORTATION



Implement shared use connection from community to Rt 1

Proposed curb cut consolidation along study area corridor

Proposed addition of two lanes to Opitz Blvd between Gideon Dr and Rt 1

Connect bike/ped trail along Reddy Dr between Rt 1 and Blackburn Rd

Proposed addition of two lanes to Featherstone Rd between Rt 1 and Farm Creek Dr.

Legend

- Route 1 Boundary
- Bus Stop
- Commuter Lot
- Rt 1 Local Line
- Woodbridge Local Line
- Existing Trail
- Proposed Trail
- Road
- Road with Proposed Improvements
- Hydrological Features
- Resource Protection Areas
- Parcel Line

Market Observations

Prince William County, VA

Route 1
Activity Center
Market Observations

Land Use Observations

- Corridor primarily consists of highway fronting service and retail shops and shopping centers
- Corridor is comprised on many shallow frontage lots that don't lend themselves to large scale land assemblage and redevelopment
- 14 Automotive dealerships and 4 auto shops account for some of the largest and deepest retail properties on the corridor
- Featherstone Plaza currently has 56,000 SF (29%) of vacant space and should be repositioned as mixed use, urban infill with mixed-income housing
- Additional high- and median density housing could infill across from Featherstone Plaza
- Several large-scale multi-family communities line the corridor
 - The Enclave at Potomac Club: \$1,700 to \$2,500/mo.
 - Sutton Apartments: \$1,700 to \$2,600/mo.

Land Use Observations

Automotive Dealership North of Featherstone Plaza

- Hendrick Pre-owned Cars
- Koon Kia
- Hendrick Honda
- Lustine Dodge, Jeep, RAM
- Lustine Toyota
- Koons Woodbridge Buick/GMC
- Fred's Executive Auto (Used Car Dealership)
- Koon's Woodbridge Hyundai

Automotive Dealership South of Featherstone Plaza

- Karen Radley Acura
- Cowles Nissan Dealership
- Drive Time Used Cars
- Michigan Auto Pre-owned Vehicle Sales
- Koons Automotive of Woodbridge
- Lindsay Chevrolet

Automotive or Salvage Yards

- American Auto Salvage, Inc.
- Featherstone Auto Service Center
- Manny's Autobody Shop
- Affordable Discount Used Tire

Featherstone Plaza

UNIT	SQ FT	TENANT	UNIT	SQ FT	TENANT
14527	1,825	My Urgent Care	14567	40,301	Gabe's
14527-201	3,402	N/A	14567-B	41,248	AVAILABLE
14529	960	N/A	14575	2,750	Mandad Medical Supplies
14531	1,500	N/A	14573	3,125	Featherstone Laundromat
14533	3,400	N/A	14581	9,760	Family Dollar
14535	4,000	AVAILABLE	14621	6,005	Sunrise Kids Learning
14539	4,045	AVAILABLE	14627	8,500	One Word Church
14541	1,670	Crystal Watts	14633	7,256	Deewa
14543	1,605	Featherstone Cleaners	14639	2,000	Cricket Wireless
14545	1,540	AVAILABLE	14641	34,961	Food Lion
14547	1,200	AVAILABLE	14645	1,377	China House
14549	1,410	AVAILABLE	ATM		Bank of America
14551	1,345	AVAILABLE	PAD		McDonalds
14555	1,250	AVAILABLE	Vacant SF: 56,038 SF Total SF: 191,385 SF Vacancy Rate: 29.2%		
14557	2,500	Kasmer Law Office			
14561	2,450	Irie Caribbean Carryout			

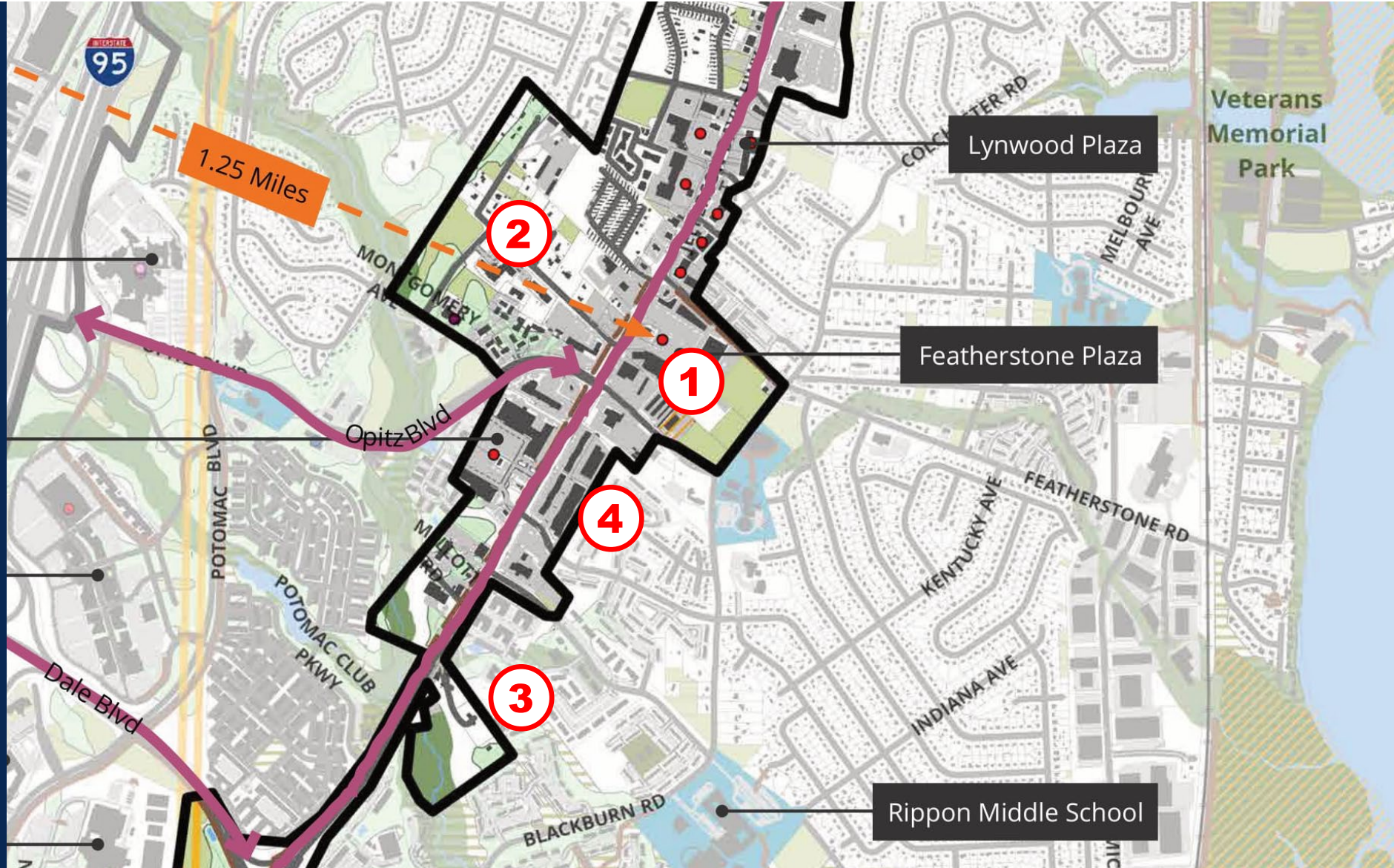


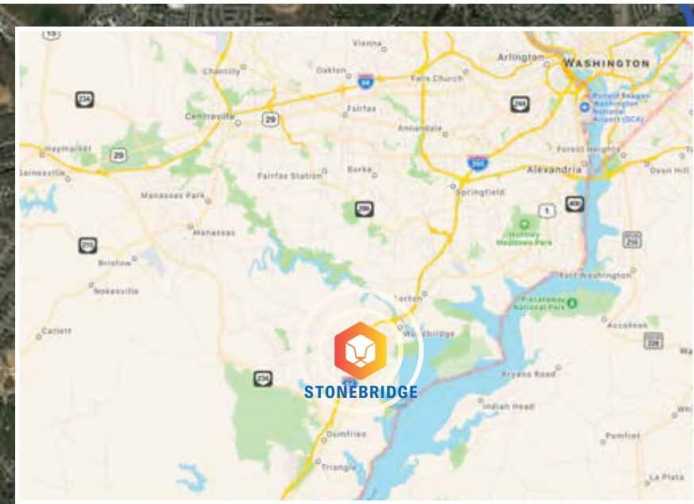


Stonebridge Potomac Town Center

1	REI	25,218 SF	15	Available	11,223 SF	29	PNC Bank	3,750 SF	43	McAlister's Deli	4,025 SF	57	ChyrSELLA Jewelers	991 SF
2	Carhartt	4,408 SF	16	Ann Taylor Loft	5,946 SF	30	Wegmans	138,500 SF	44	Phase 2 East Retail	2,370 SF	58	J. Jill	3,500 SF
3	Aroma Latin Fusion	2,397 SF	17	South Moon Under	5,295 SF	31	Capital One	2,867 SF	45	Phase 2 East Retail	3,107 SF	59	Sleep Number	3,354 SF
4	Sense of Thai	2,510 SF	18	Ulta	11,609 SF	32	Available	2,145 SF	46	Allure Nails	2,000 SF	60	Available	1,867 SF
5	Alamo Drafthouse	41,050 SF	19	Brighton	1,524 SF	33	Zoe's Kitchen	2,757 SF	47	Phase 2 East Retail	2,860 SF	61	Duck Donuts	2,269 SF
6	Firebirds	6,596 SF	20	Red Mango	1,525 SF	34	Visual Health	1,725 SF	48	Phase 2 East Retail	8,370 SF	62	Not Your Average Joe's	7,144 SF
7	Soma Intimates	2,456 SF	21	UPS	1,629 SF	35	Bubbles	1,602 SF	49	Bar Louie	6,678 SF	63	P.F. Chang's	6,988 SF
8	Amazing Lashes	2,305 SF	22	Uncle Julio's	10,820 SF	36	Potomac Nail Spa	1,255 SF	50	Available	3,561 SF	64	Burger Fi	2,693 SF
9	Apple	8,017 SF	23	Brixx	3,994 SF	37	Sushi Jin	1,255 SF	51	DSW	17,688 SF	65	Brew Republic Bierwerks	4,040 SF
10	Starbucks	1,635 SF	24	Leisure Fitness	2,470 SF	38	Muse Paintbar	2,399 SF	52	Lane Bryant	5,561 SF	66	Massage Envy	3,201 SF
11	European Wax	1,802 SF	25	Available	2,200 SF	39	Neibauer Dental	2,725 SF	53	Chico's	3,631 SF	67	Old Navy	15,026 SF
12	Sweet Society	593 SF	26	Cleaners	1,738 SF	40	Quinn's Goldsmith	2,594 SF	54	Nando's	3,163 SF	68	At Lease	18,406 SF
13	Potbelly	2,125 SF	27	Unleashed	3,299 SF	41	Orvis	6,738 SF	55	Navy Federal	3,807 SF	69	Onelife Fitness	42,401 SF
14	White House Black Market	1,926 SF	28	AT&T	3,611 SF	42	Jos. A. Bank	5,419 SF	56	Le Cake Boutique	942 SF			

Top Redevelopment Sites





SMOKETOWN STATION

BEST BUY **PETSMART**
LAIFITNESS

PARKWAY CROSSING

TARGET **BED BATH & BEYOND** **Office DEPOT**

FOOD LION **FAMILY DOLLAR**

GOLD'S GYM **BIG LOTS!**

LOWE'S **THE HOME DEPOT** **BJ'S**

Walmart **Sam's CLUB**

POTOMAC MILLS

COSTCO WHOLESALE **sears**
AMC THEATRES **TJ-MAXX**
Marshalls **blomingdales**

CHESHIRE STATION

SAFeway **petco**
where the healthy pets go

FAMILY DOLLAR **Kmart**

DALE BOULEVARD - 37,000 VPD

OPITZ BOULEVARD - 27,000 VPD

95 - 154,000 VPD

STONEBRIDGE

Retail gravity has shifted across Interstate 95 making Route 1 a secondary retail corridor

Retail Market Observations

- Most shopping centers are showing some vacancy. The oldest properties appear to have higher vacancy
- Potomac Mills is located approximately 1 mile from the Route 1 Corridor with over 1.5 million SF under roof.
- Stonebridge Potomac Town Center has raised the bar for new retail/restaurants/entertainment in the Route 1 corridor
- The retail gravity has shifted to I-95 leaving Route 1 a secondary, neighborhood serving commercial corridor
- ADT are estimated at 46,000 vehicles per day at Featherstone Plaza
- 64% of the population within one mile, with 20% African-American and 55% Hispanic
- The corridor has an significant ethnic business presence that should be preserved

- **RETAIL MARKET FINDINGS:** At 1-mile, the study area is oversupplied with retail (22,876 pop.). At 3- and 5-miles, the population increases to 67,000 and 108,000 pop. That larger market is oversupplied by \$933 million at 3 miles and undersupplied by \$1.2 billion at 5-miles. This suggests that more retail could be captured at this location if desired. Entertainment and commercial attractions are in short supply along the corridor

Other Market Observations

HOTEL/RESTUARANT:

- No market opportunities in this activity center
- 11 hotels located around Potomac Mills off I-95 less than 1 mile west
- Corridor is underserved by Restaurants, which cluster at Potomac Town Center and Potomac Mills

INDUSTRIAL/FLEX

- Mostly small shops and flex space at various locations

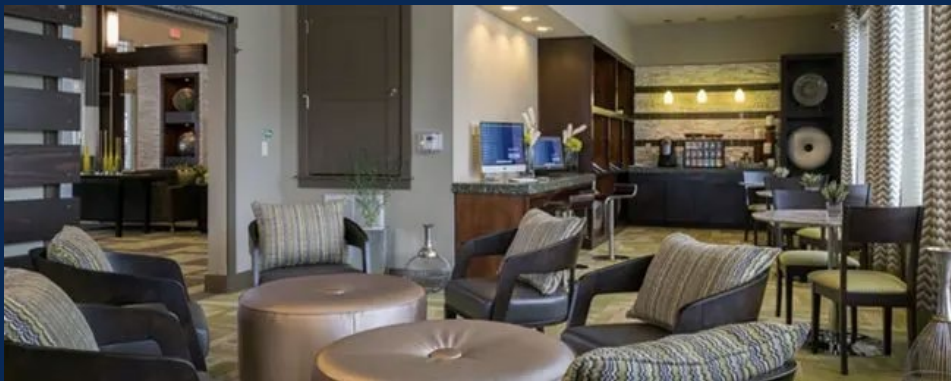
OFFICE

- Strong medical office presence along Opitz due to presence of Sentara Northern Virginia Medical, which extends onto Route 1

Other Market Observations

RESIDENTIAL:

- High density housing can be achieved at multiple locations, perhaps in a mixed-use environment
- The i-95 submarket is providing the greatest share of the PWC's affordable housing
- Luxury apartment living is having a growing presence



OVERALL ISSUES

Character

- . Lack of a sense of place
- . Route 1 as barrier
- . High concentration of car dealerships and auto-oriented businesses (car dealerships, auto repair and gas stations)
- . Surface parking
- . Lack of open space in immediate vicinity of Route 1 corridor
- . Streetscape character
- . Wayfinding and navigation
- . Lack of shade trees
- . Topographic challenges

Development Challenges

- . Small parcels, shallow parcel depth
- . Existing land uses that are sensitive or limit the potential for change (two mobile home parks, homeless shelter, senior housing, car dealerships)
- . Vacant commercial space / competition from surrounding retail destinations
- . Preserving the area's diversity, and ensuring affordable housing

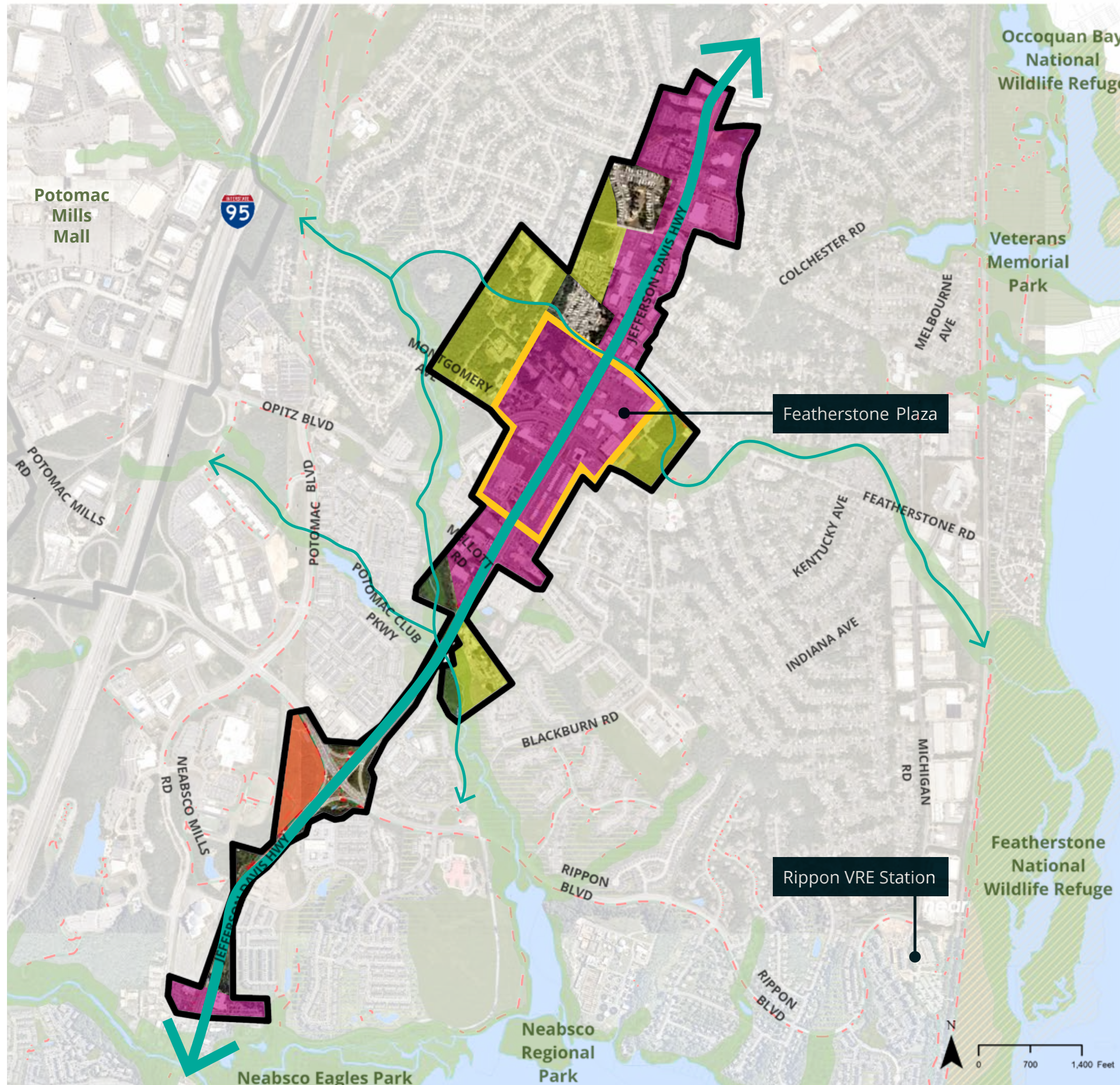
Mobility Challenges

- . Width of Route 1 and number of traffic lanes inhibits pedestrian and bicycle activity
- . Number / size of curb cuts disrupts the pedestrian/bicycle paths
- . Traffic congestion and spillover traffic from I-95
- . Block lengths along the corridor prohibit pedestrian crossings
- . Dedicated bicycle facilities access to Route 1 from communities east / west of the corridor is limited

OVERALL OPPORTUNITIES

- . Build upon momentum from nearby development (Woodbridge, Potomac Town Center, Neabsco Common, etc.)
- . Leverage the area's **density and population base** (e.g., targeted amenities) as well as VRE station proximity
- . **Redevelop existing strip commercial sites as mixed use;** encourage assemblage of smaller properties
- . **Improve walkability / bikeability and connectivity** throughout the corridor, to communities east and west, and to/from VRE stations
 - . Curb cut consolidation to improve pedestrian / bicycle connectivity
 - . Creation of shorter block lengths with enhanced pedestrian crossing opportunities
 - . Enhance multi-modal connectivity to the Rippon and Woodbridge VRE stations
 - . Enhance transit access to the Rippon VRE Station
 - . Encourage additional housing options, including affordable housing
 - . Create public gathering spaces and open space amenities as part of redevelopment and along stream corridors
- . Explore potential for new **family oriented** entertainment and commercial destinations along Route 1 ("**Things to Do**")
- . Create **density transitions** between new development and surrounding neighborhoods (buffer areas, height transitions)

DRAFT LAND USE FRAMEWORK



Mixed-use Opportunity Sites

- Featherstone Plaza
- Market at Opitz Crossing
- Frontage parcels across Route 1 from Featherstone Plaza
- Public gathering opportunities (e.g., plazas, activity spaces)
- Dominion Energy Site?

Mixed-Use

- Mixed-use classification with flexible uses
- Consolidation of smaller parcels to create development opportunities
- In the future, will the existing car dealerships remain the same use?
- Does the County have another area in mind to allow for car dealerships?

Density Transition Areas

- Infill housing
- Open space
- Passive recreation

Open Space, Recreational Amenities, Public Gatherings

- Featherstone Plaza
- Neabsco Creek
- Utilities area just east of Freedom High School

Safety, Connectivity, and Streetscape Character

- Access management, including consolidation of curb cuts, shared parking within mixed-use areas, mid-block crossings
- Continued streetscape enhancements
- East-West access
- Trail access
- Connectivity to Rippon VRE Station

New Housing Options

- Primarily higher density, multi-family and/or townhouses
- Can be integrated into mixed-use areas or density transition areas behind Route 1 frontage
- Opportunities for additional affordable housing

REDEVELOPMENT CORRIDOR: ROUTE 1







Vision

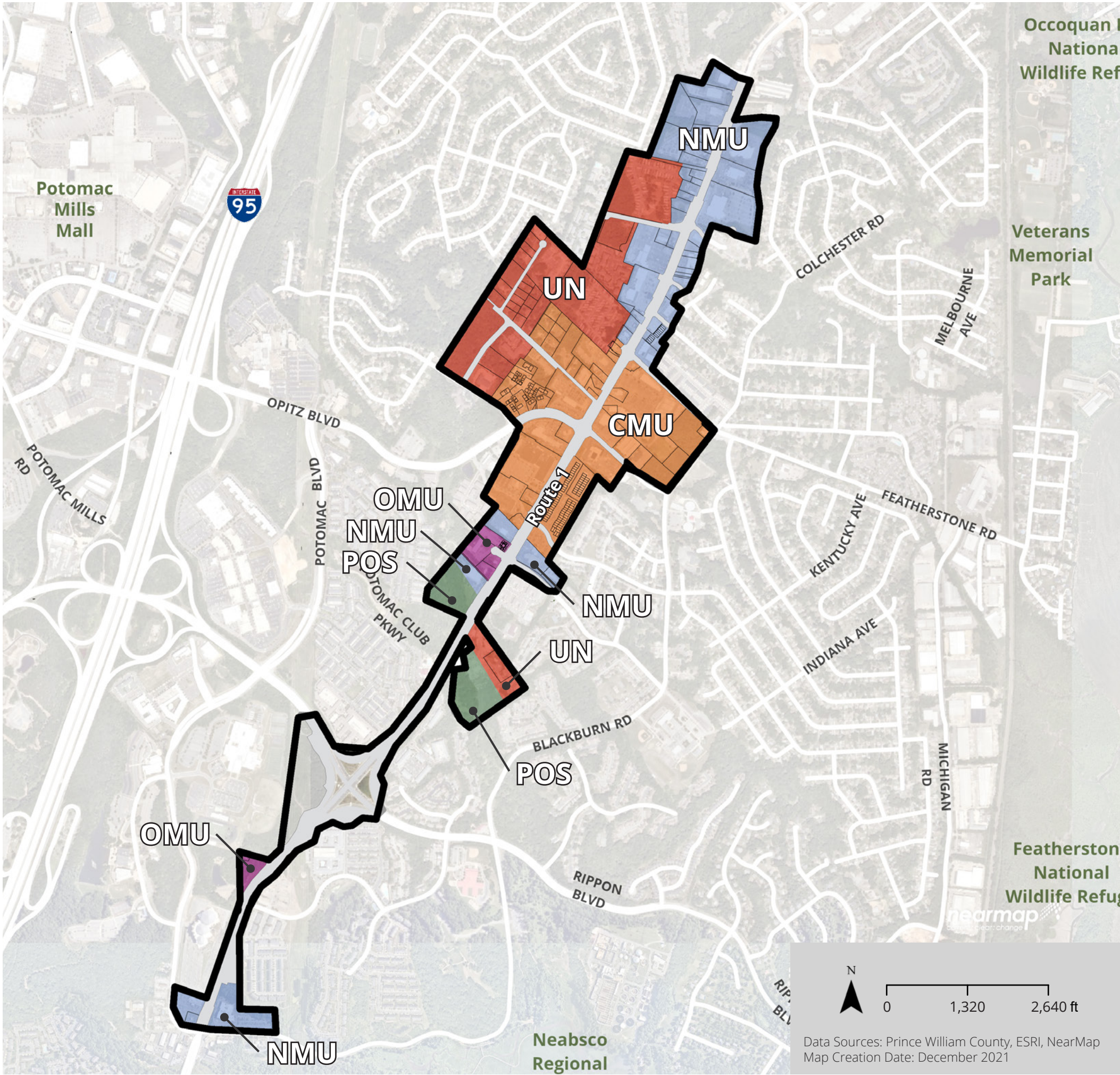
Route 1 will transition to a walkable and well-connected corridor with a compact development pattern and an integrated mix of uses. Through redevelopment of existing strip commercial and auto-oriented uses, the corridor will gain a variety of housing options and neighborhood-serving commercial uses, while preserving the area's diversity and ensuring its long-term affordability.

Long-Range Land Use Designations

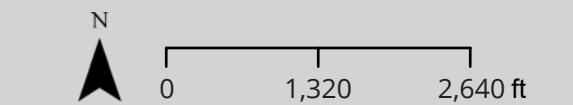
- With a **Community Mixed Use (CMU)** designation, Featherstone Plaza has the potential to serve as the heart of the corridor, as this designation allows for community-serving retail, employment uses, and integrated residential development opportunities.
- **Neighborhood Mixed Use (NMU)** areas will provide a transition between residential uses and higher intensity commercial uses along the Route 1 corridor, while incorporating a range of housing options as well as limited community-serving commercial uses.
- Areas of **Office Mixed Use (OMU)** will continue to allow for office uses along Route 1 while also accommodating a mix of uses.
- The **Urban Neighborhood (UN)** designation will serve as transitions between commercial mixed use areas, while offering a variety of single-family and multifamily housing options.
- **Parks & Open Space (POS)** will allow the study area's Resource Protection Areas to remain in much of their natural state. These areas will expand the supply of accessible open space within the Route 1 corridor, while providing spaces for community gatherings, passive recreation, and trails.

Key of Land Use Designations

 Community Mixed Use (CMU)	 Urban Neighborhood (UN)
 Neighborhood Mixed Use (NMU)	 Parks & Open Space (POS)
 Office Mixed Use (OMU)	 Right-of-Way (ROW) includes roadways and interchanges.



Neabsco Regional



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

REDEVELOPMENT CORRIDOR: ROUTE 1

Key Policies

Land Use

1. Encourage mixed-use development that integrates neighborhood-serving commercial uses with additional housing options while preserving the area's diversity and affordability.
2. Prioritize the redevelopment of Featherstone Plaza and surrounding properties as a mixed-use node and catalyst for additional redevelopment along Route 1.
3. Encourage assemblage of parcels to create meaningful redevelopment opportunities, particularly in the vicinity of Featherstone Plaza and at the northern end of the corridor.
4. Incorporate public gathering spaces and open space amenities as part of redevelopment projects.
5. Maximize the potential of stream corridors and Resource Protection Areas to serve as accessible open space amenities.



Promote mixed-use development that integrates neighborhood serving commercial uses, housing, and public gathering spaces to foster community building.



Incorporate new street connections as part of mixed-use developments, particularly at Featherstone Plaza.

REDEVELOPMENT CORRIDOR: ROUTE 1

Key Policies (continued)

Housing

- 6. Provide a variety of housing options along the Route 1 corridor, ranging from single-family attached to multifamily. Incorporate both affordable and market-rate options.
- 7. Encourage residential infill development to provide additional housing options. Residential infill should create a transition in scale and intensity between the Route 1 land uses and surrounding residential communities.

Connections

- 8. Improve walking and bicycling connections along Route 1 as well as between Route 1 and surrounding neighborhoods.
- 9. Continue to improve the pedestrian environment by implementing additional streetscape improvements, including consolidation of curb cuts as redevelopment occurs.
- 10. Incorporate new street connections as part of redevelopment to enhance access and provide alternative connections to Route 1 for local trips.
- 11. Incorporate additional pedestrian crossings along Route 1 to improve safety and reduce walking distances.
- 12. Enhance multimodal connectivity to the Rippon and Woodbridge VRE stations.
- 13. Provide connections to the local and regional trail network.



Encourage residential infill development and provide a variety of housing options along the Route 1 corridor.



Maximize the potential of stream corridors as accessible open space amenities and connections.